

SCOPE STYLE

Updated 1/16/2015

Events and Lectures:

- The *first paragraph* should contain the event name or speaker's name, time, date and location (in that order):
- Time format: Do not use ":00" on hours; "1:30," "2:15," is OK; 12 p.m. should be written as "noon"
- Events should include a start and an end time
- a.m. and p.m. are lowercase with periods between the letters (MEDTV excepted)
- Do not use building codes. Write out the official name of the building, including the room number, i.e.: R3 203 is —Walther Hall (R3), Room 203 (do not capitalize words such as auditorium or conference room unless part of an official name)
- Dates should contain the *day of the week, month and date* (i.e.: Friday, June 17); never mention the year unless it's not more than a year in the past or future from the date provided. (The day of the week may be excluded upon second reference/)

Names and Titles:

- A person's credentials follow their name, offset by commas, i.e.: Richard Gunderman, M.D., Ph.D.
- Individuals with M.D.s and Ph.D.s are referred to as Dr. on second reference
- Titles (including professor) are always written in lowercase when following a proper name (only Endowed Chairs are capitalized). E.g.:
 - Lawrence Einhorn, M.D., Lance Armstrong Professor of Medicine
 - Dr. Gunderman, associate professor of medicine
- Multiple professorships of the same rank may be combined:
 - professor of neurology, of integral and cellular biology, and of biochemistry and molecular biology (3 different departmental appointments)
- Don't include —"Department of" in faculty titles
 - professor of biostatistics, not "professor in the Department of Biostatistics"
- Avoid "chief" or "head" for leadership positions at the School of Medicine; official usage is "director"
- Official titles are listed in the most recent monthly staff report (located at \\bl-pagr-cs\med_school\faculty); Do not rely on titles listed on a faculty member's CV or website as these may be out of date.

Quotes, Italics and Bold:

- Deadlines are written in **bold**. (i.e.: Application deadline is **Friday, June 17**)
- Honors column names are listed in **bold** (but not the M.D. or Ph.D.)
- Conferences and seminar titles appear in quotation marks

Web Links:

- When directing people to a website, please write "For more information, visit LINK" or "To register, visit LINK" (Do not use "please visit")
- Always set external links to open in a new window using Cascade Server link settings
- Websites should never include "http://"

Additional Guidelines:

- Please break announcements into several paragraphs, including short announcements. Short sentences and paragraphs help keep things readable.
- If there's a contact person, simply write "Questions to [NAME] at [PHONE] or [EMAIL]" (No need to write out "please contact...")
- Do not write in the second person, i.e.: "You can sign up" or "get your tickets now" (These can be rewritten "to sign up," or "for tickets, contact," etc.)

- Avoid opinionated or exaggerated language (i.e.: "this ~~exciting~~ lecture" or "this ~~innovative~~ program")
- Avoid acronyms and abbreviations (i.e. Student Interest Group, not "SIG," or Hoosier Oncology Group, not "HOG")
- "Healthcare" should be written as two separate words unless part of a specific title (i.e. Agency for Healthcare Research and Quality)
- Uppercase proper names only (e.g.: "IU School of Medicine" vs. "the school")
- Avoid ACRONYMS – abbreviations generally lack meaning outside their specific division or department (exceptions include IUSM, IUPUI, IUSCC)
- Avoid unnecessary phrases such as "pleased to announce..."