

STYLE GUIDE



The Marketing and Communications office is responsible for the writing, design and production of all official Cabrini publications.

To achieve an institutional standard in all external publications, the Marketing and Communications office has put together stylistic recommendations for writers based on *The Associated Press (AP) Stylebook*. Since it is not possible to recreate the AP Stylebook, we have excerpted some common corrections, and at a later date, will provide a more in-depth excerpt for staff use.

ACADEMIC DEGREES

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Doe earned a doctorate in psychology.

Use an apostrophe in bachelor's degree.

Use such abbreviations as B.A., M.A., Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.

Use these abbreviations only after a full name—never after just a last name.

NOTE: A bachelor's degree or bachelor's is acceptable in any reference. Do not precede a name with a courtesy title for an academic degree.

Wrong: Dr. Jerry Zurek, Ph.D.

PREFERRED STYLES FOR TITLES

Associate Professor of History John Doe has been at Cabrini College since 1990.

John Doe, adjunct professor of English and Communication*, has been at Cabrini College since 1990. Jane Doe, adjunct professor of history, has been at Cabrini College since 2000.

** There is an exception to the style for the major English and Communication. Capitalize the proper names of languages. In a major with a proper name (i.e. English) and a non-proper name (i.e. Communication), follow proper name style for both items.*

John Doe, chair of the Department of English and Communication, has been at Cabrini College since 1990.

John Doe, chair of the History Department, has been at Cabrini College since 1990.

The history department is integral to Cabrini College.

Preferred Styles for Ph.D. (or other Doctor degrees)

Titles to follow name.

John Doe, Ph.D. is adjunct professor of history.

Preferred Styles for other degrees

Other degrees are not to be listed after name unless the faculty member is an alumnus of Cabrini College.

John Doe '04, M.S. '06 is a full professor in the history department.

Second Reference – all degrees

On second reference to a person with any degree, use last name only.

alumnus, alumni, alumna, alumnae

Use alumnus when referring to a man who has attended a school (alumni is the plural). Use alumna for similar references to a woman (alumnae is plural). Alumni is used when referring to a group of men and women.

When referring to an alumni's graduation year or an anticipated graduation year, use the following:

John Doe '00
John Doe G'00

BOILERPLATE

In addition to being used at the end of a press release, a boilerplate, or standardized text, may be used for additional College purposes:

Students do extraordinary things at Cabrini College, a residential Catholic college serving 2,300 men and women in undergraduate and graduate liberal arts and professional studies programs. Cabrini's serene 110-acre campus is just 30 minutes from Philadelphia.

Nationally, the college was among the first in higher education to implement community service into its curriculum, and was the first in Pennsylvania to require community service of all undergraduates.

The College's mission is to provide an "education of the heart," integrating intellectual competency with moral and social responsibility. Cabrini College was founded in 1957 by the Missionary Sisters of the Sacred Heart of Jesus (MSC).

BUILDING NAMES

First Reference: Antoinette Iadarola Center for Science, Education and Technology

Second Reference: Iadarola Center

The Antoinette Iadarola Center for Science, Education and Technology (Iadarola Center) is the largest new construction project in the Cabrini College's history, tripling the College's existing laboratory space, and adding sophisticated new equipment to chemistry, biology and physical sciences laboratories. In addition to the science facilities, the Iadarola Center houses new equipment for information technology students and is home to Cabrini's program for teachers on incorporating science into elementary education curricula.

When referring to either of these residence halls, please include the full titles.

West Residence Hall
New Residence Hall

COLLEGE

If writing about Cabrini College, its full name should be used in the first reference. Subsequent references to Cabrini can be addressed by capitalized College.

Cabrini College was founded in 1957. The College is growing rapidly.

DOMESTIC DATELINES

A list of domestic cities that stand alone in datelines follows.

No state with the following:

Atlanta	Milwaukee
Baltimore	Minneapolis
Boston	New Orleans
Chicago	New York
Cincinnati	Oklahoma City
Cleveland	Philadelphia
Dallas	Phoenix
Denver	Pittsburgh
Detroit	St. Louis
Honolulu	Salt Lake City
Houston	San Antonio
Indianapolis	San Diego
Las Vegas	San Francisco
Los Angeles	Seattle
Miami	Washington

All other U.S. cities should have both the city and state name in the dateline, including **Kansas City, Mo.**, and **Kansas City, Kan.**

Spell out **Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas** and **Utah**. Abbreviate other states.

Use Hawaii on all cities outside Honolulu. Specify the island in the text if needed.

Follow the same practice for communities on islands within the boundaries of other states: **Edgartown, Mass.**, for example, not Edgartown, Martha's Vineyard.