



Style Guide | Overview

This guide is a tool for any SIU Medicine communicators to use for a consistent and appropriate style when writing for internal or external print or online materials about SIU Medicine and SIU School of Medicine.

In general, SIU Medicine uses The Associated Press Stylebook for all written content. The AP Stylebook is used broadly by other universities and organizations for consistent and clear communications or news writing. The most important principle in applying any style is to maintain a consistent editorial approach within a specific piece.

This abbreviated style guide covers items not mentioned in the AP Stylebook, notes items you will most likely encounter, or indicates exceptions SIU Medicine makes to the AP Stylebook.

Have a question? Contact us at pr@siumed.edu.

In general, the tone of all messages from SIU Medicine should be friendly, welcoming and professional. Because SIU Medicine encompasses the clinical team and the medical school team, we refer to employees as team members or employees.

SIU School of Medicine Mission

To assist the people of central and southern Illinois in meeting their health care needs through education, patient care, research and service to the community.

SIU Medicine Names

SIU Medicine – the enterprise-level name encompassing both SIU School of Medicine and its clinical practice. SIU Medicine is not a legal entity, but is the brand name we use to describe our organization.

SIU Medicine should always be spelled out – do not abbreviate as SIUMED or SIU.

Always spell out **SIU School of Medicine** on first reference, then **SIU SOM** is acceptable for **internal** communications. Do NOT use SIU SoM or SIUSOM. When writing for an external audience, such as press releases or website SIU School of Medicine should be spelled out in all references. It is not necessary to spell out Southern Illinois University on first reference, but should be considered a best practice for audiences unfamiliar with SIU.

SIU System Names

- SIU Carbondale, Southern Illinois University Carbondale – Never use the acronym SIUC, SIU is acceptable on second reference. Be careful when using SIU on second reference as to be clear that SIU does not always infer SIU School of Medicine.

- Southern Illinois University Edwardsville
- Southern Illinois University System
- SIU Alumni Association, SIU Foundation – always use SIU in front these two entities' names; *the association* and *the foundation* are acceptable on second reference.
- SIU Board of Trustees – lowercase on second reference when omitting SIU Board, as in, *The memo was sent to the trustees.*

SIU Medicine | State-Approved Centers and Institutes

Neuroscience Institute at SIU

Simmons Cancer Institute at SIU

SIU Center for Alzheimer's Disease and Related Disorders

SIU Center for Rural Health and Social Service Development (based in Carbondale)

SIU Parkinson Disease Center

SIU Medicine | Approved Clinical Practice Centers

Institute for Plastic Surgery at SIU

SIU Breast Center

SIU Hand Therapy Center

SIU Hernia Center

SIU Center for Family Medicine (not Family Medicine Center)

- SIU Center for Family Medicine – Decatur
- SIU Center for Family Medicine – Carbondale
- SIU Center for Family Medicine – Quincy
- SIU Center for Family Medicine – Taylorville
- SIU Center for Family Medicine – Springfield
- SIU Center for Family Medicine – West Frankfort

SIU Center for Maternal-Fetal Medicine

SIU Fertility and IVF Center

SIU Internal Support Centers

SIU Center for Clinical Research

SIU Center for Human and Organizational Potential

Abbreviations and Acronyms

When necessary, spell out the first reference followed by the acronym or abbreviation in parentheses; the acronym or abbreviation may be used for subsequent references. For example,

Acronyms and abbreviations may be used for the first reference if they are widely recognized.

For example, MEDPREP is more recognizable than Medical and Dental Education Preparatory Program.

Use periods in two-letter abbreviations. Use all caps, but no periods, in longer abbreviations:

U.S., U.N., YMCA, CIA, MBA

SIU-Specific Departments:

Always capitalize the Department of Whatever.

Department of Orthopedics (not orthopaedics) unless listed as part of another organization's official name.

Chair/Chief: a chair directs a department while a chief directs a division of a department.

Academic Degrees

The preferred form is to spell out degrees and avoid abbreviations.

<i>Formal Use</i>	<i>General Use 1</i>	<i>General Use 2</i>	<i>Abbreviated Use</i>
Bachelor of Arts	bachelor's degree	bachelor's	BA
Bachelor of Science	bachelor's degree	bachelor's	BS
Doctor of Medicine	medical degree		MD
Master of Arts	master's degree	master's	MA
Doctor of ____	doctoral degree	doctorate	PhD
Juris Doctorate		doctorate	JD
Doctor of Osteopathic Medicine	medical degree	doctorate	DO

The word "degree" should not follow an abbreviation:

- She has a BS in microbiology.
- She has a bachelor's degree in English literature.

Adviser: Use "adviser," not "advisor."

Alumni - alumna, alumnae, alumni, alumnus – use alumnus (one male), alumna (one female), alumni (plural male or plural of both genders), alumnae (plural female).

Preferred style for undergraduates: senior Jane Jones; Jane Jones, a senior; Jane Jones, a member of the Class of 2020; or, in the summer, Jane Jones, a rising senior.

- With a list of alumni: Several alumni were selected to serve on the committee: Betty Anderson '84, John Doe '15, Jane Jones '20 and David Smith '67.
- Preferred is alumni in external publications
- Preferred style for alumni who did not graduate: Jack Jones, who attended SIU from 2004 to 2006...

ampersands – don't use unless they are part of the formal name of a college or departmental unit. Use the word *and* instead.

annual – an event can't be described as *annual* until it has taken place two successive years. Do not use the term *first annual*. Spell out numbers less than 10: *Third annual, seventh annual*. Use numbers for annual events that have occurred for 10 years or more: *19th annual*.

Care Line – SIU call center that accepts referral phone calls from providers. Providers should call 217.545.8000 and ask for the care line to reach the referral team.

Capitalization

Avoid unnecessary capital letters. SIU Medicine follows sentence case, or downstyle, for headlines or bulleted lists. That means the first letter is capitalized only for clarity.

Use a capital letter only when principles in this style guide or other style references justify. Do not capitalize a word simply because you want to highlight its importance.

- Capitalize the formal names of departments and offices, as well as the Board of Trustees; do not capitalize informal names and incomplete designations:
Department of Chemistry
the chemistry department
the department
- the Office of Admissions
the admissions office
the office

Capitalize a job title when it immediately precedes a person's name. The title is not capitalized when it is an incomplete designation, follows a name or is on second reference:

- SIU School of Medicine Dean and Provost Jerry Kruse
Jerry Kruse, dean and provost of SIU School of Medicine
the dean
- Professor of Molecular Biology Jane Flint
Jane Flint, professor of molecular biology
professor Jane Flint
the professor

Contact information

Use periods in phone numbers and always lowercase email addresses:

Example: For more information, contact John Doe at 217.867.5309 or jdoe@siumed.edu.

Classes

Capitalize the word *Class* in the Class of 1976

Use *first-year students* instead of *freshmen* or *MS1*

Culture/Ethnic Designations

Use *people of color* or *underrepresented* in stories where it is appropriate to identify people by race; avoid using the term *minority*, if possible.

Capitalize *Indigenous*.

Do not use a hyphen when African American is used as a noun or an adjective. This applies to all such ethnic classifications.

Dates and Times

Use figures for days of the month. Omit the ordinal designations of nd, rd, st, th.

Place a comma between the month and the year when the day is mentioned:

- On April 27, 2017, SIU brought together hundreds of people.

Do not place a comma between the month and the year when the day is not mentioned:

- In April 2017, SIU brought together hundreds of people.

When a month is used with a specific date, abbreviate the month according to AP style: Jan., Feb., Aug. Sept., Oct., Nov. and Dec. (all others spelled out). Spell out when using alone or with a year alone:

- Aug. 27, 2011
- August

- August 2011
- Use figures for years without commas: 2011.

Use the year, a hyphen and the last two digits to refer to a period of time within the same century as an adjective, but full years joined by a hyphen when the range crosses into another century:

- the 2017-18 academic year
- the 1999-2000 academic year

Use the order time, date place:

- The meetings will take place 8-11 a.m., Monday through Friday in the library.
- When abbreviating years to two digits, put an apostrophe in front of the years:
 - the Class of '76
 - the summer of '66
- Dates following a day of the week should be set apart by commas:
 - He decided that Friday, Oct. 12, would be a convenient date.
- Times generally come before days and dates:

When emphasizing the exact time, or when using a.m. or p.m., use figures (omitting 00 for on the hour):
7 p.m.; 7:30 p.m.

- Refer to 12 a.m. as midnight; refer to 12 p.m. as noon.
- For formal writing, use p.m. with times. For advertising or other aesthetically focused mediums, pm is acceptable.

Hyphens may be used with dates, and should always be used with dates when both days of the week and dates are included.

- The workshop is set for Monday through Thursday, July 18-21.

Exception: The Office of Marketing and Communications recognizes that some publications, such as posters and invitations, call for a design treatment that demands more elegant presentation.

Disabilities

In general, do not describe an individual as disabled or handicapped. If it is relevant to the material and you must use a description, try to be specific:

- Muhammad Ali, boxing hero and a former Olympic champion, defied the symptoms of Parkinson's to light the torch in a rare public appearance.
- Use *accessible parking*, rather than *disabled* or *handicapped parking*.

Emeritus

use after the title. Use professor emerita (one female); professor emeritus (one male); faculty emeritae (plural female); faculty emeriti (plural male or plural of both genders).

Fiscal year

abbreviated as FY2020. The school's fiscal year is July 1-June 30.

Fundraising and Fundraiser Always one word

Inclusive Language

Use nonsexist language and follow these recommendations:

Don't say *he* when referring to an unspecified person. Instead, recast the sentence into the plural, or avoid the use of pronouns altogether.

- (Incorrect) Each student is expected to turn in his paper by the deadline.
- (Correct) Students are expected to turn in their papers by the deadline.

- If it's impossible to solve the problem using these approaches, remember that *he or she* is preferable to *he/she*.
- Use *they* for individuals who do not wish to specify *he* or *she*.

Avoid gender-specific titles or terms, such as:

<u>Instead of</u>	<u>Use</u>
chairman	chair
businessman	business executive, manager
cameraman	camera operator
coed	female student
congressman	representative, senator
fireman	firefighter
foreman	supervisor
founding fathers	founders
mailman	mail carrier
to man	to staff, to run, to operate
mankind	people, humanity
manpower	workforce, employees
policeman	police officer

Numbers

Spell out numbers one through nine and general numbers in narrative text:

- Seven people attended the meeting.
- A record-breaking 36 students were in the class.
- Approximately 5,000 undergraduates wore caps and gowns.
- We recommend sharing a thousand options in figurative speech.
- When a number is the first word of a sentence, spell it out.

In a series, apply the appropriate guideline:

- Twenty-five graduate students are in the philosophy department, nine in the music department and eight in the comparative literature department, making a total of 42 students in the three departments.

Ellipses

An ellipsis is used to break apart two thoughts by a speaker when you want to delete unrelated parts of a speech or quote. In a sentence, add a space before and after a three-dot ellipsis:

She reported what the speaker said ... and then followed up with her own comments.

If the words that precede an ellipsis make up a complete sentence, insert a period at the end of the last word before the ellipsis and follow it with a space and an ellipsis:

The speaker said that he was happy to be running for office again. ... and that he would focus on world peace.

Hyphens

Hyphen: - ("- " on keyboard)

Use a hyphen between numbers without spaces:

231-29-0002

2002-03

Periods

Use a single space after a period at the end of a sentence.

Quotation Marks

The period and comma always go inside the quotation marks:

- "He will stop by tomorrow," she said.

The question mark goes inside when part of the direct quote, outside when applying to quoted material within an entire sentence.

- "Will you explain distribution requirements to me?" asked the student.
- What is meant by "distribution requirements"?

The semicolon goes outside quoted material within a sentence:

- Refer to them as "conference participants"; all others should be known as "guests."

Use a comma to introduce a direct quotation when it is one sentence; use a colon when the quoted material is more than one sentence.

Semicolons

Use the semicolon to set off a series that includes commas:

The main offices are in Mercer County, New Jersey; Marion County, Indiana; and Broward County, Florida.

Scientific Terminology

Use italics for scientific terminology, in particular reference to genus and species, e.g., The professor spent five years studying the toxic and invasive plant, *Solanum campylacanthum*, in Kenya.

Telephone Numbers

Use area codes with periods (not hyphens, not parentheses) for all telephone numbers, or at least once with a listing. This practice has become necessary because of the increasing use of cell phones:

- 609.258.3000
- The SIU Medicine phone number on all marketing materials is 217.545.8000. **Do not promote the 800 number.**
- For 800 numbers, do not include the 1. These should read: 800.222.7474

That and Which

If you're using which properly, it typically is preceded by a comma:

- The announcement about his department's hiring efforts, which was reported in the media, pleased the director.
- The director was pleased with the announcement in the media that reported on his department's hiring efforts.

Titles

- Do not use courtesy titles (Mr., Miss, Ms., Mrs.).
- First and last name, MD, on first reference. Last name only on second references.
- Names followed by Jr., Sr. or a Roman numeral do not have a comma after the last name:
 - Martin Luther King Jr.
 - James Hart III
- See capitalization for job titles.
- To reduce the alphabet soup after names, we will limit to two titles, unless on a web profile or other extenuating circumstance. For example: Jerry Kruse, MD, MPH.

States: Spell out the names of the 50 U.S. states when they stand alone and when a state is listed with a city, town, village, etc. Please reference the AP Stylebook for specific state abbreviations – do not use ZIP code abbreviations. For example: Illinois' ZIP code is IL, but AP Style is Ill.

Web Terminology

email (or Email at the beginning of a sentence)

enews

Facebook page

homepage

internet

log in, log out (verb)

login (noun)

online

offline

the web

webpage

Twitter feed

Website

URLs

- Use the shortest URL possible.
- For root-level sites, do not use "http://" or the "trailing slash":
 - siumed.edu, not <https://www.siumed.edu/>
 - siumed.org, not <https://www.siumed.org/>