

PCOM EDITORIAL STYLE GUIDE

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE
GEORGIA CAMPUS | PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

Office of Marketing and Communications

4.2017

ABOUT THE PCOM EDITORIAL STYLE GUIDE

The PCOM Editorial Style Guide is designed to assist those who produce written/printed material for Philadelphia College of Osteopathic Medicine (both campuses) in maintaining a unified standard of clarity and consistency.

The guidelines apply to all nonacademic documents—containing running text—intended for internal audiences and/or the general public. Writers producing technical or academic documents should refer to guidelines specific to their disciplines. Additional exceptions may be made for other types of documents such as charts and graphs, invitations, event schedules and other sorts of listings.

On most matters of style, the Office of Marketing and Communications follows *The Associated Press Stylebook* or *The Chicago Manual of Style*; discrepancies are noted in this guide. With regard to standard spellings, *Merriam-Webster's Collegiate Dictionary* (11th Edition) is used. *Merriam-Webster's* online version is an excellent quick reference and also includes a medical dictionary. Some newer media styles and usages are taken from *Content Strategy for the Web*, an authoritative guide to technical standards, practices and trends.

ACADEMIC DEGREES

Editorial style encompasses “normal” style for publications such as magazines, newsletters, brochures, viewbooks, letters, websites and news releases. “Formal” style includes stationery, invitations, printed citations, plaques, awards, research posters, catalogs and specialized listings (*President’s Report* and Commencement programs). In “formal” style, listings of academic degrees must be treated as follows:

- Terminal degrees and master’s degrees are listed following the recipient’s full name.
- Fellowship designations are used when pertinent to specific content and/or in listings.
- Certifications (see list below) and/or honorary degrees are used in “formal” style only.
 - CFRE (certified fundraising executive)
 - CNM (certified nurse midwife)
 - CPA (certified public accountant)
 - LPN (licensed practical nurse)
 - PA-C (certified physician assistant)
 - RN (registered nurse)
 - SPHR (senior professional in human resources)

In accordance with the recommendation from *The Chicago Manual of Style*, PCOM omits periods in the abbreviations of all academic degrees (DO, PhD, etc.).

* On business cards and stationery, professional designations of master’s level and above may be used at the discretion of each department head.

Lowercase academic degrees if spelled out:

EXAMPLE:

bachelor of arts, master of science

Use an apostrophe in the short form:

EXAMPLE:

bachelor’s degree, master’s degree

When possible, in running text use bachelor’s degree, master’s degree and doctoral degree rather than BA, MA, PhD, etc.

EXAMPLE:

He received his bachelor’s degree in 1977, his master’s degree in 1980 and his doctorate in 1984. [note: the adjectival form of doctorate is doctoral]

Degree abbreviations always follow the recipient’s full name and are set off with commas:

EXAMPLE:

Jay S. Feldstein, DO ’81

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference:

EXAMPLE

Dr. Jay S. Feldstein, DO ’81, [incorrect]

Use either Jay S. Feldstein, DO ’81, or Dr. Jay S. Feldstein

ACADEMIC DISCIPLINES

Do not capitalize unless referring to a language, ethnic group or geographical entity:

EXAMPLE

Her degree is in biomedical sciences.

He is studying English literature.

ACADEMIC TITLES

Capitalize and spell out formal titles such as professor or vice president when they precede a name.

EXAMPLE:

Professor Brian Matayoshi

Lowercase elsewhere.

EXAMPLE:

Brian Matayoshi, PhD, professor, physiology

Always identify faculty members by their academic rank and department (consult the Office of the Dean for current information). If a faculty member holds several academic titles, use the one that has direct bearing on the subject of use.

ACCREDITING BODIES

Philadelphia College of Osteopathic Medicine is accredited by the following bodies (spell names out in full in communications):

- American Osteopathic Association
- Commonwealth of Pennsylvania Department of Education
- Middle States Commission on Higher Education
- Accreditation Review Commission on Education for the Physician Assistant
- American Psychological Association
- National Association of School Psychologists
- Association of State and Provincial Psychology Boards Designated
- Accreditation Council for Pharmacy Education

The College also has approval from the Georgia Nonpublic Postsecondary Education Commission.

ACRONYMS

When using College names, titles or any items that may be unfamiliar to the reader, on first reference spell out the name in full, followed by the acronym (without periods) in parenthesis.

EXAMPLE:

Center for Chronic Disorders of Aging (CCDA)

The acronym may then be used with clarity on subsequent references.

ADMINISTRATIVE LISTINGS

Formal administrative listings included in annual reports, catalogs and academic programs will be kept to administrative heads as determined by organizational charts maintained by the Office of Human Resources. Exceptions to this statement will be made on the basis of the subject of the listing and an individual's function within the institution (in correlation to the subject). Information for executive faculty listings must be obtained from the Office of the Dean. Information for Boards of Trustees listings must be obtained from the Office of the President.

ALUMNA/ALUMNAE

An alumna is one woman. Alumnae are a group of women.

ALUMNUS/ALUMNI

An alumnus is one man. Alumni are more than one man or a group of men and women.

When referring to alumni in College publications, the year of graduation and program must follow the name.

ALUMNI, IDENTIFICATION BY PCOM PROGRAM

When referring to alumni in College publications, the year of graduation and PCOM program(s) must follow the name.

OSTEOPATHIC MEDICINE

- Doctor of Osteopathic Medicine (DO)

EXAMPLE:

Jane Doe, DO '14

Acknowledge—as well—any joint-degree programs:

- Master of Science in Business Administration/DO (MBA/DO)
- Master of Science in Public Health/DO (MPH/DO)
- Master of Science in Healthcare Ethics/DO (MA/DO)
- Master of Science in Mental Health Counseling/DO (MS/MHC/DO)
- Master of Science in Biomedical Sciences/DO (MS/Biomed/DO)

- Master of Science in Organizational Development and Leadership (MS/ODL/DO)
- Doctor of Philosophy in Health Policy/DO (PhD/DO)
- Doctor of Cellular and Molecular Biology/DO (PhD/DO)

PHARMACY

- Doctor of Pharmacy (PharmD)

EXAMPLE:

John Doe, PharmD '12

GRADUATE PROGRAMS

- Certificate of Advanced Graduate Studies in Organizational Development & Leadership (CAGS/Psy)
- Certificate in Aging and Long-Term Care Administration (Certificate)
- Certificate in Applied Behavior Analysis (C-ABA/Psy)
- Doctor of Psychology in Clinical Psychology (PsyD)
- Doctor of Psychology in School Psychology (PsyD)
- Educational Specialist Degree in School Psychology (EdS/Psy)
- Master of Science in Aging and Long-Term Care Administration (MS)
- Master of Science in Biomedical Sciences (MS/Biomed)
- Master of Science in Counseling & Clinical Health Psychology (MS/CCHP)
- Master of Science in Counseling Psychology Studies
- Master of Science in Forensic Medicine (MS/FM)
- Master of Science in Health Sciences – Physician Assistant Studies (MS/PA)
- Master of Science in School Psychology (MS/Psy)
- Master of Science in Mental Health Counseling (MS/MHC)
- Master of Science in Organizational Development and Leadership (MS/ODL)
- Pathway Program in Forensic Medicine (PWY/FM)

EXAMPLES:

Jane Doe, MS/Biomed '02

John Doe, MS/ODL '14

PAST PROGRAM (NO LONGER IN EXISTENCE):

- Registered Nurse Degree Program (RN)

RESIDENCY PROGRAMS

- PCOM Residency Program (RES)

EXAMPLE:

Jane Doe, DO '04, RES '08

BOARDS OF TRUSTEES

Capitalize the complete, formal name; lowercase otherwise.

EXAMPLES:

The Boards of Trustees will meet in January.

The trustees will meet in January.

Capitalize trustee when it appears before a name.

EXAMPLES:

Trustee Kearney

Joseph J. Kuchinski, DO '86, is a trustee who serves as alumni representative.

BOILERPLATES, PRESS RELEASES

A boilerplate is used at the end of every press release. It may not be modified.

PCOM:

Founded in 1899, Philadelphia College of Osteopathic Medicine has trained over 15,000 highly competent, caring physicians, health practitioners and behavioral scientists who practice a “whole person” approach, treating people, not just symptoms. PCOM offers the doctor of osteopathic medicine, doctor of pharmacy and doctor of psychology degrees, and graduate programs in biomedical sciences, forensic medicine, mental health counseling, organizational development and leadership, physician assistant studies, and school psychology. Our students learn the importance of health promotion, education and service to the community and, through PCOM’s Healthcare Centers, provide care to the medically underserved populations in inner city and rural locations. For more information about PCOM, visit admissions.pcom.edu, call 215-871-6100, “Like” us on Facebook at facebook.com/Philadelphia-College-of-Osteopathic-Medicine and “Follow Us” on Twitter at twitter.com/PCOMeducation.

GA-PCOM:

Georgia Campus – Philadelphia College of Osteopathic Medicine (GA-PCOM) is a private, not-for-profit branch campus of the fully accredited Philadelphia College of Osteopathic Medicine, a multi-program institution with a 115 year tradition of educational excellence. GA-PCOM offers the doctor of osteopathic medicine degree, the doctor of pharmacy degree and a master’s degree in biomedical sciences. The campus includes the Georgia Osteopathic Care Center, an osteopathic manipulative medicine clinic, which is

open to the public by appointment. For more information about GA-PCOM, visit admissions.pcom.edu, call 678-225-7500, “Like” us on Facebook at facebook.com/Georgia.PCOM, and “Follow Us” on Twitter at twitter.com/GA_PCOM.

BUILDINGS AND SPECIAL LOCATIONS, PROPER NAMES

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

EVANS HALL

4170 City Avenue, Philadelphia, PA 19131-1694

- The Angus Gordon Cathie, DO, Collection
- Carol A. Fox Office of Admissions
- Center for Chronic Disorders of Aging (CCDA)
- Gober OMM Practice Room
- Gertrude and Samuel Lotman Lobby (lower level)
- O.J. Snyder Memorial Library
- Rosner Graduate Medical Education Center
- Upper Mezzanine (upper level)
- Zedeck Family Amphitheater Ginsburg Amphitheater

THE ROBERT GOBER, DO '78, FOUNTAIN AND DONOR GARDEN

[adjacent to the Evans Hall courtyard and Levin Administration Building]

LEVIN ADMINISTRATION BUILDING

4180 City Avenue, Philadelphia, PA 19131-1695

ROWLAND HALL

4190 City Avenue, Philadelphia, PA 19131-1693

- Dr. Michael and Wendy Saltzburg Clinical Learning & Assessment Center
- Family Medicine at PCOM

ACTIVITIES CENTER

4190 City Avenue, Philadelphia, PA 19131-1693

- Alumni Gymnasium

[note: the address is City Avenue—not City Line Avenue]

GEORGIA CAMPUS – PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

OLD PEACHTREE BUILDING

625 Old Peachtree Road NW, Suwanee, GA 30024

- Atrium (formerly the Central Rotunda)
- Georgia Osteopathic Care Center
- Information Commons
- PCOM School of Pharmacy – Georgia Campus
- Simulation Center

NORTHLAKE BUILDING

2601 Northlake Drive NW, Suwanee, GA 30024

CAPITALIZATION, SPECIAL RULES OF

Lowercase “class” in class of XXXX.

EXAMPLES:

They were members of the class of 1969.

Do not capitalize seasons unless the word appears in a title or the formal name of an event.

EXAMPLES:

Enrollment for the spring will begin soon.

Winter Wonderland, this year’s holiday luncheon, will be held on December 15.

Do not capitalize semesters.

EXAMPLE:

fall semester

Words that are registered trademarks should be capitalized.

EXAMPLES:

Kleenex, Peppid AC

Lowercase army, navy, etc., unless specified: U.S. Army, U.S. Navy.

CENTER FOR CHRONIC DISORDERS OF AGING (CCDA)

On first reference, spell out the name of the center in full, followed by the acronym in parenthesis.

EXAMPLE:

The Center for Chronic Disorders of Aging (CCDA) supports basic and applied investigation. CCDA researchers work toward an understanding of chronic problems underlying the aging process from early development through the end of life.

CLINICAL CLERKSHIPS

No longer called rotations, third- and fourth-year DO students complete clinical clerkships. [Note the suspended hyphen construction in “third- and fourth-year.”]

COLLEGE NAME

Do not place “the” in front of the College name.

Always spell out the College name on first reference.

EXAMPLE:

Philadelphia College of Osteopathic Medicine offers several programs . . .

If text is lengthy and the College name needs to be repeated, spell out the name on first reference with the acronym followed in parentheses. Then refer to “PCOM” in repeat references.

EXAMPLE:

Philadelphia College of Osteopathic Medicine (PCOM) announces the addition of a joint DO/PhD program in health policy. PCOM has teamed up with . . .

To avoid redundancy in lengthy text, another option is to use “the College” to refer to PCOM, making certain the “C” is upper case.

EXAMPLE:

The College also offers graduate degrees in . . .

COMMAS, USE OF

In running text, serial commas are not used.

EXAMPLE:

There will be a lecture on campus for physician assistant, forensic medicine and psychology students.

COMMENCEMENT

Capitalize when referring to a College graduation exercise.

EXAMPLE:

Parents and friends are invited to attend Commencement.

DASHES

The two dashes most commonly used by typesetters are the em (—) dash and the en (–) dash. The em dash is what is usually meant by the word dash—a long mark that can be represented by a typist as two hyphens (--) with no space on either side or that can be created by using the em dash character found in the character set of computer software programs. The en dash is simply a specialized, slightly elongated hyphen. Dashes separate; hyphens join.

To place en or em dashes in a Word document, go to the “Insert” pull-down menu and select “Symbol.” Next, choose “Normal Text” from the “Font” pull-down menu. The en dash is listed next to the em dash. Key commands may also be used: shift-option-hyphen for the em dash or option-hyphen for the en dash.

DATES

Always use cardinal numbers with dates. Do not use ordinals unless the date precedes the month or stands alone.

EXAMPLE:

December 6, but not December 6th
on the 6th of December, or, on the 6th

When a century and decade (i.e. 1990) or a century, decade and year (i.e. 1998) are specified, use numerals. Do not add an apostrophe before the “s” when indicating a full decade of a particular century.

EXAMPLE:

Great expansion of curricula occurred at PCOM in the 1990s.

Note that when letters or numbers have been omitted, the apostrophe that indicates the omission must be reversed.

EXAMPLE:

the class of '56

When writing month, date and year, use a comma between the date and year.

EXAMPLE:

January 1, 2015

If using only the month and year, a comma is not necessary.

EXAMPLE:

January 2025

Spell out month names in running text. Month names may be abbreviated in lists, charts and graphs.

EXAMPLE:

The American Heart Association sponsors its “Go Red for Women” awareness program in February.

DEPARTMENTAL NAMES

In running text, departmental names are capitalized only when used in full.

EXAMPLES:

The Office of Marketing and Communications is located in the Levin Administration Building.

All work requests for posters should be sent to marketing and communications.

An exception to this usage is for business cards and stationery headings on which departmental names are capitalized.

When referring to an individual and his/her department in running text, use a comma for separation.

EXAMPLE:

Wendy W. Romano, chief marketing and communications officer

EMERITA/EMERITUS

Emerita and emeritus are honorary titles, denoting retirement, that follow an awarded faculty member’s academic rank. Emerita refers to a woman; emeritus to a man. Emeritae refers to women only; emeriti refers to men or to women and men.

EXAMPLE:

Ida C. Schmidt, DO '35, was a professor emerita.

ENSURE/INSURE

“Ensure” is to guarantee. “Insure” is to establish a contract for insurance of some type.

FAMILY PRACTICE/FAMILY PRACTITIONER

In 1993, the osteopathic medical profession ceased using the terms “general practice” and “general practitioner” and is currently using the preferred terminology: “family practice” and “family practitioner.”

FELLOW

Lowercase:

EXAMPLE:

He is a fellow of the American College of Physicians.

In publications, the fellowship designation is rarely used unless it is pertinent to an article.

FELLOWSHIP PROGRAMS

Lowercase unless part of a full title.

EXAMPLE:

Reconstructive Surgery Fellowship Program

FOREIGN WORDS AND PHRASES

Do not italicize foreign words and phrases (including traditional Latin academic terms) unless they are unfamiliar. In general, if the word or phrase appears in *Merriam-Webster's* foreign-word section, it is considered familiar.

EXAMPLE:

alma mater, magna cum laude

FOUNDATION

Capitalize as part of a full official name; lowercase otherwise.

EXAMPLES:

Philadelphia Foundation

foundation grants

FOUNDERS' DAY

Founders' Day is the annual observance of the founders of PCOM: Oscar John Snyder, DO, and Mason Wiley Pressly, DO. Awards presented on Founders' Day include the O. J. Snyder Memorial Medal and the Mason W. Pressly Memorial Medal.

EXAMPLE:

Robert W. England, DO '56, was the 2006 recipient of the O. J. Snyder Memorial Medal.

FUNDRAISING/FUNDRAISER

Fundraising (noun), fundraising (adjective), fundraiser (event), fundraiser (person)—these are the standard spellings as indicated by the American Association of Fundraising Counsel.

HEALTHCARE VS. HEALTH CARE

As a noun, health care is two words.

EXAMPLE:

Health care is undergoing constant change.

As an adjective, healthcare is one word.

EXAMPLE:

The healthcare industry has been slow to respond.

PCOM Healthcare Centers is a proper name; so this does not impact the usage.

HEALTHCARE CENTERS, NAMES OF

PCOM Healthcare Center – Cambria Division

PCOM Healthcare Center – Lancaster Avenue Division

Family Medicine at PCOM

PCOM Sullivan County Medical Center

Georgia Osteopathic Care Center

LANGUAGE, NONDISCRIMINATORY

The College seeks to avoid biased, pejorative and dated language.

Do not use third person singular masculine pronouns (he, him, his) to refer to groups or categories of people containing both men and women.

Use nongendered terms to refer to groups containing both men and women. Otherwise, gendered terms are acceptable.

EXAMPLE:

"chair" in lieu of "chairman" or "chairwoman"

"humankind" not "mankind"

Refer to adult females as women, not ladies or girls.

Avoid unnecessary gender references.

EXAMPLE:

He is a nurse (rather than "He is a male nurse").

Avoid the words race, primitive and underdeveloped (as in underdeveloped countries).

Do not use hyphens in multiword ethnic names, even if the names act as unit modifiers.

EXAMPLE:

Asian American, African American

SPECIAL BIAS-FREE USAGE:

- "American Indian" and "Native American" are both accepted terms for referring to indigenous peoples of North America. Native American is a broader designation as it includes Hawaiians and Samoans. If possible, name the specific groups.
- "Inuk" (plural: "Inuit") is a recommended alternative to Eskimo.
- "Latino" (male), "Latina" (female), "Latin American"—these terms refer to descendants of Latin Americans or immigrants from any of the Latin American countries. It is also appropriate to use more specific descriptors: Puerto Rican, Mexican, Colombian. These are preferred over "Hispanic."
- The terms "black" and "white" are generic terms; therefore they are lowercased.
- The terms "lesbian" and "gay" are preferable to homosexual when referring to specific groups.
- Problematic: "sexual preference." Preferred: "sexual orientation."
- Problematic: "disabled person." Preferred: "person with (who has) a disability."

- Problematic: “mentally ill person.” Preferred: “person with mental illness.”

MISSION STATEMENT

[Philadelphia College of Osteopathic Medicine’s mission statement may not be modified.]

Philadelphia College of Osteopathic Medicine is dedicated to the education of students in medicine, health and behavioral sciences. The College fosters the growth of the osteopathic profession by training physicians through programs of study guided by osteopathic medical tradition, concept and practice. Philadelphia College of Osteopathic Medicine is committed to the advancement of knowledge and intellectual growth through teaching and research, and to the well-being of the community through leadership and service.

EDUCATIONAL GOALS

- The College’s educational goals focus on presenting high-quality, comprehensive programs of study that embrace the following expectations of student learning:
- Students will demonstrate a central core of biomedical or behavioral science knowledge in their field of study, including theory, foundations, clinical skills and applied clinical/practical applications as appropriate to the specific academic program.
- Students will demonstrate communication skills through clinical assessments, group discussion and/or written or oral presentation in their respective fields.
- Students will demonstrate an understanding of scientific inquiry by designing, conducting, presenting or interpreting research in their field of study as appropriate to their academic program.
- Students will identify, retrieve, understand, analyze, synthesize and apply information collected from various sources and in varied formats, including those requiring skills in the use of information technology.

GA-PCOM FOCUS

The primary focus of Georgia Campus – Philadelphia College of Osteopathic Medicine is to recruit and educate students from Georgia and the surrounding states. GA-PCOM seeks to retain graduate osteopathic physicians, scientists and other health care professionals in the Southeast and to advance the osteopathic profession to serve the health needs of the region.

NUMBERS

Spell out numbers from one to nine and use numerals thereafter.

EXAMPLE:

Dr. Appelt ordered two new microscopes and 12 microscopy samples.

Spell out any number that is the first word in a sentence.

EXAMPLE:

Fourteen medical students were in the lab.

Always use numerals with percents, and always spell out the word “percent,” unless the percent appears in a list, graph or scientific copy (in these instances, use the % symbol).

EXAMPLE:

There was a 5 percent increase in admissions applications this year.

Use dollar signs rather than the word “dollar” when specific amounts are indicated. Do not use a decimal for zero cents.

EXAMPLE:

\$565 (not \$565.00)

In phone numbers, use hyphens between all elements.

EXAMPLE:

215-871-6300

OMM VS. OMT

Osteopathic manipulative medicine (OMM) and osteopathic manipulative treatment (OMT) are not interchangeable. OMM refers to the broader specialty that encompasses osteopathic principles and practice. It is used to refer to a physician’s specialty just like family medicine or cardiology is used. OMT refers to the specific hands-on manipulative techniques that DOs use. OMT is just one of many modalities osteopathic physicians use in their practice.

OSTEOPATHIC MEDICINE

When referring to doctors of osteopathic medicine, use “osteopathic physician” instead of “osteopath.” When referring to the profession, use “osteopathic medicine” instead of “osteopathy.” This reflects the fact that osteopathic physicians are licensed by states as complete physicians to prescribe medication, perform surgery and practice in all recognized medical specialties.

Osteopathic physicians are trained to be generalists first and specialists second. The majority are family-oriented, primary care physicians.

For more information about osteopathic medicine, visit www.osteopathic.org.

OSTEOPATHIC MEDICINE, DESCRIPTION OF

When describing osteopathic medicine, use the following description, excerpted from the American Osteopathic Association (and used here with permission):

You are more than just the sum of your body parts. That’s why doctors of osteopathic medicine (DOs) practice a “whole person” approach to health

care. Instead of just treating specific symptoms, osteopathic physicians concentrate on treating you as a whole. Osteopathic physicians understand how all the body's systems are interconnected and how each one affects the others. They focus special attention on the musculoskeletal system, which reflects and influences the condition of all other body systems. This system of bones and muscles makes up about two-thirds of the body's mass, and a routine part of the osteopathic patient examination is a careful examination of these important structures. DOs know that the body's structure plays a critical role in its ability to function. They can use their eyes and hands to identify structural problems and to support the body's natural tendency toward health and self-healing.

Osteopathic physicians also use their ears—to listen to you and your health concerns. Doctors of osteopathic medicine help patients develop attitudes and lifestyles that don't just fight illness, but help prevent it. Millions of Americans prefer this concerned and compassionate care and have made DOs their doctors for life.

PHYSICIAN ASSISTANTS, DESCRIPTION OF

Physician assistants (PAs) are health professionals who practice medicine with supervision by licensed physicians. PAs deliver a broad range of medical and surgical services to diverse populations in a variety of settings, including private practice, hospitals, HMOs, nursing homes, student health services and rural and urban clinics. Although their main focus is patient care, PAs may also perform educational, research and administrative activities.

PAs are qualified by graduation from an accredited physician assistant education program and by certification by the National Commission on Certification of Physician Assistants. PAs are trained to recognize when patients need the attention of a supervising physician, and they refer as needed.

For more information about the physician assistant profession, visit www.aapa.org.

SPACING BETWEEN SENTENCES

The older "two space" rule between sentences in running text is a typesetter's convention. It was developed for use with monospace fonts. With modern proportional fonts, it is not needed. In all PCOM documents, single space after a period at the end of a sentence.

SPELLINGS, PREFERRED

- campuswide
- curriculum, curricula
- email
- Facebook
- fan page
- fax
- freelance writer
- full-time (adj. preceding a noun)
- full time (after a verb)
- Google
- google (verb)
- health care (noun)
- healthcare (adjective)
- PCOM Healthcare Centers
- homepage
- inner city
- Internet
- joint degree (noun)
- joint-degree (adj.)
- listserv
- on-campus (adj. preceding a noun)
- on campus (after a verb)
- online
- orthopedics
- part-time (adj. preceding a noun)
- part time (after a verb)
- postbaccalaureate
- postgraduate
- postoperative
- postdoctoral
- tweet
- Twitter
- viewbook
- voice mail
- web
- webpage
- website
- World Wide Web

STUDENTS, IDENTIFICATION BY PROGRAM/CERTIFICATE PROGRAM

When referring to students in College publications, the expected year of graduation and program (placed in parentheses) must follow the name.

OSTEOPATHIC MEDICINE

- Doctor of Osteopathic Medicine (DO)

EXAMPLE:

Jane Doe (DO '21)

Acknowledge—as well—any joint-degree programs:

- Master of Science in Business Administration/DO (MBA/DO)
- Master of Science in Public Health/DO (MPH/DO)
- Master of Science in Healthcare Ethics/DO (MA/DO)
- Master of Science in Mental Health Counseling/DO (MS/DO)
- Master of Science in Biomedical Sciences/DO (MS/Biomed/DO)
- Master of Science in Organizational Development and Leadership (MS/ODL/DO)
- Doctor of Philosophy in Health Policy/DO (PhD/DO)
- Doctor of Cellular and Molecular Biology/DO (PhD/DO)

PHARMACY

- Doctor of Pharmacy (PharmD)

EXAMPLE:

John Doe (PharmD '19)

GRADUATE PROGRAMS

- Certificate in Aging and Long-Term Care Administration (Certificate)
- Certificate in Applied Behavior Analysis (C-ABA/Psy)
- Doctor of Psychology in Clinical Psychology (PsyD)
- Doctor of Psychology in School Psychology (PsyD)
- Educational Specialist Degree in School Psychology (EdS/Psy)
- Master of Science in Aging and Long-Term Care Administration (MS)
- Master of Science in Biomedical Sciences (MS/Biomed)
- Master of Science in Counseling & Clinical Health Psychology (MS/CCHP)
- Master of Science in Counseling Psychology Studies
- Master of Science in Forensic Medicine (MS/FM)
- Master of Science in Health Sciences – Physician Assistant Studies (MS/PA)
- Master of Science in School Psychology (MS/Psy)
- Master of Science in Mental Health Counseling (MS/MHC)

- Master of Science in Organizational Development and Leadership (MS/ODL)
- Certificate of Advanced Graduate Studies in Organizational Development & Leadership (CAGS/Psy)
- Pathway Program in Forensic Medicine (PWY/FM)

EXAMPLES:

Jane Doe (PsyD '19)
John Doe (MS/MHC '20)

TIME

a.m. – abbreviation for “ante meridian” or “before noon.” Lowercase and use periods.

p.m. – abbreviation for “post meridian” or “after noon.” Lowercase and use periods.

Do not add redundant descriptors such as “this morning” after a.m. or “tonight” after p.m.

In running text, it is also appropriate to use a number followed by o'clock.

EXAMPLE:

seven o'clock

TITLES OF CLASSES, COURSES, LECTURES, SYMPOSIUMS AND CONFERENCES

Capitalize only the formal title of a class or course. Lecture, symposium and conference titles should be capitalized and enclosed in quotation marks.

EXAMPLES:

She took a class in anatomy.

Last year, he taught Clinical Endocrinology.

Dr. Goldstein's lecture was titled “Issues in the Management of Chronic Pain.”

TITLES OF WORKS AND NAMES OF PERIODICALS

Italicize titles of books, plays, long poems, paintings, motion pictures and most other freestanding works.

EXAMPLE:

Atlas of Neurologic Diagnosis and Treatment

Italicize names of newspapers, magazines and other periodicals and journals, including web-based publications (but not websites).

EXAMPLE:

Pulse

Journal of the American Medical Association

Set titles of articles, short stories, television programs, chapters and most other short works or divisions of longer works in quotations.

EXAMPLES:

Dr. Hatcher had an article published in the journal *Circulation Research*.

Dr. Bullock was a guest on the radio show "Neighbor to Neighbor."

Capitalize and italicize an initial article (the, a) in an italicized title of the following freestanding publications: books, plays, movies and collections.

EXAMPLE:

We use *The Chicago Manual of Style*.

Do not capitalize or italicize an initial "the" in the name of a periodical, even if it is part of the official name of the publication.

EXAMPLE:

She reads the journal *Training and Education in Professional Psychology*.

U.S. STATES AND TERRITORIES

Official abbreviations used by the U.S. Postal Service in references and addresses are used in the class notes section of *Digest Magazine* and in *Link*. Otherwise, the names of states and territories are spelled out in text (including in formal addresses printed on mailing envelopes).

EXAMPLES:

Dr. Jones completed his residency in Philadelphia, PA. (class notes)

Dr. Jones completed his residency in Philadelphia, Pennsylvania. (general text)