

The George Washington University Medical Center Communications and Marketing Publication Guidelines

Abbreviations

- ✓ Cents not ¢
- ✓ Percent not % (unless in tables)
- ✓ And not &
- ✓ Gov., Dr., Gen.
- ✓ MSI, MSII, MSIII, MSIV **or** first-year medical student, second-year, etc.

Spell out state names if used without a city; for state abbreviations, avoid postal abbreviations:

- Ala., Ariz., Ark., Calif., Colo., Conn., D.C., Del., Md., Mass., Mich., Minn., Miss., Mo., Mont., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Fla., Ga., Ill., Ind., Kan., Ky., La., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., Tenn., Vt., Va., Wash., W.Va., Wis., Wyo.
- No need to use a state with New York City, Miami Beach, St. Louis, New Orleans and other well-known cities.
- Don't abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas & Utah

Explain or spell out an acronym at first use

- ✓ GWUMC not GWU Medical Center

Academic Terms

Use fall semester 2004 not Fall Semester 2004.

AIDS

AIDS is acceptable according to AP; no need to spell out

Alumni

- ✓ Individual Male—alumnus
- ✓ Group of Males—alumni
- ✓ Individual Female—alumna
- ✓ Group of Females—alumnae
- ✓ *Use alumni for a group of men and women*
- ✓ List name, comma, space, degree awarded, space, apostrophe, year of graduation—
Mary Smith, MD '02

Capitalization

- ✓ Title case—English, Biochemistry, Public Health
- ✓ Associate Dean W. Scott Schroth or W. Scott Schroth, associate dean
- ✓ Page 2

Capitol

Capitol Hill, west wing of the Capitol, the Capitol is where Congress meets
Capital with an “a”=financial, assets, etc.

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Collective nouns

Nouns singular in form, but meaning a group of things such as: board, class, committee, crowd, family, faculty, staff, team; for example, if the group functions as a unit, treat as singular; if the members of the group function individually treat it as plural.

- ✓ Use a singular verb or pronoun if the noun is being used in the sense of a single unit operating together in agreement
 - the committee set its (not their) agenda, the faculty has left the building; the faculty senate, at its last meeting, the data is correct
- ✓ Use a plural noun if the noun is used to name a group operating as individuals or in disagreement
 - the faculty have written books, the faculty put their signatures on the petition, the data have been analyzed

Commas

Generally, don't use a comma before a conjunction in a series:

- The biochemistry, research and emergency departments needed help.

Exceptions—if an important part of the series requires a conjunction or in a complicated series of phrases:

- The speaker addressed public health, research, and compliance and technology transfer.
- ✓ Quotes—use before attribution or when introducing a quote.
 - ✓ Do not use before Roman numerals or before Jr. and Sr. in names—Richard Jones Jr.
 - ✓ Introductory clauses & phrases—use a comma to separate:
 - When I took the picture, they all frowned.

Conferences

Conference titles are in caps—Conference on Health Disparities or 9th annual Research Day.

Dates

- ✓ July 4 not July 4th
- ✓ Do not abbreviate March, April, May, June, July
- ✓ You may abbreviate January, February, August, September, October, November & December
- ✓ It is July 4, 2002, but it is also July 2002 (note the use and non-use of commas)
- ✓ Don't use Monday, Tuesday, Wednesday, etc.—use July 4
- ✓ 1980s not 1980's
- ✓ Class Years= '66, '76

Degrees

- ✓ MD, PhD **not** M.D., Ph.D.
- ✓ bachelor's degree **OR** Bachelor of Arts in English **not** Bachelor of Arts degree in English **OR** baccalaureate or baccalaureate degree
- ✓ master's degree **OR** Master of Arts
- ✓ doctorate

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Emeritus/emerita/emeritae/emeriti

Honorary title used to denote a retired faculty member. Their title corresponds to that held last during active service. To be a professor *emeritus* of GW, one must retire from GW. People teaching at GW, moving to another school, then retiring are professor emeriti of those other institutions.

- ✓ Use *emeritus* when referring to men, and *emerita* for women. *Emeritae* is the plural feminine form; *emeriti* is plural for a group of men, or a group of men and women

Faculty, Staff

Use as singular entity unless otherwise stated (see collective noun examples).

- The faculty gave its stamp of approval.

Fax

No need to use facsimile

Follow up

Follow up when a verb, follow-up as a noun and adjective

Frontline

Frontline as a noun; front-line as an adjective

Fund raising

Fund raising (two words as a noun, he's in charge of fund raising);

fund-raising (adj, fund-raising activity)

fundraiser (a political fundraiser was held)

Fractions

The verb should agree with the noun following of.

- Two-thirds of the pizza was eaten.
- Two-thirds of the busses were in disrepair.

Hyphens & Dashes

- ✓ Em dash (code Alt, 0151): use to separate.
- ✓ En dash (code Alt, 0150): use for dates, pages or chapters
- ✓ Hyphen – use to connect words that express a single concept and precede a noun
- ✓ A full-time philanderer versus “she works full time.”
- ✓ State-of-the-art equipment versus the center is state of the art or up-to-date information versus information that is up to date (current).

i.e. or e.g.

- ✓ i.e., means that is; here comes a definition; this is inclusive of
 - The department's support staff (i.e., secretaries, building service workers, operators) may get a 15-minute break.
- ✓ e.g., means for example; only a few items need to be listed
 - The department's support staff comes from many counties (e.g., Charles, Garrett, Baltimore) *NOTE*: Don't use etc. in the parens

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Numbers

- ✓ Spell out one through nine, except when using ages, totals, addresses, dimensions.
- ✓ Spell out at the beginning of a sentence.
- ✓ 8-by-10 2-year-old child 32 degrees **not** 32°
- ✓ \$12 not \$12.00 or 12 dollars \$10 million

Plurals

MPHs, URLs
Mid-1970s
Sons-in-law
Ross's land
Joneses' records

Possessives

- Rich's, Bruce's, Roberts', Williams'—Proper nouns
- Barbara Porter Jr.'s
- Mumps' effects (nouns plural form but singular in meaning or formal name like United States' health system)
- For common nouns ending in s—Generally add 's unless the next word begins with s.
- Bus's wheels **vs.** bus' seats
- Campus' sites **not** campus's sites
- Proper nouns—SPHHS' report **not** SPHHS's report

Online

- ✓ No need for a hyphen in Online

Quotations

- ✓ Keep punctuation within quotes unless it doesn't apply to part quoted (as with the question mark).
 - "Barbara said that we could take off."
 - "Barbara repeated, 'oh my, oh my.'"
 - Barbara asked, "Are we having fun yet?"
 - Barbara asked Faye to sell the story, "The New Horizon"?

Spacing

Only use one space after periods in sentences. The same applies to after colons.

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Spelling at a glance

- ✓ adviser (only use advisor with faculty advisor)
- ✓ artworks
- ✓ canceled or cancellation
- ✓ Capitol Hill, west wing of the Capitol, the Capitol
- ✓ catalog
- ✓ CD-ROM or CDs or disc
- ✓ CT scan
- ✓ dialogue
- ✓ email (lowercase; no need to add a hyphen)
- ✓ fax
- ✓ follow up when a verb, follow-up as a noun & adjective
- ✓ frontline as a noun; front-line as an adjective
- ✓ fund raising (two words as a noun, he's in charge of fund raising); fund-raising (adj, fund-raising activity), fundraiser (a political fundraiser was held)
- ✓ groundbreaking
- ✓ healthcare
- ✓ Internet (always capitalize)
- ✓ judgment
- ✓ orthopaedic
- ✓ Titled—use to introduce the name of a publication, **not** entitled
- ✓ Theater
- ✓ Toward **not** towards; afterward, upward
- ✓ U.S. House of Representatives, I love living in the United States.
- ✓ Web site
- ✓ Well-being

That, Which

- ✓ Use that to introduce information that defines.
 - *The sports car that I bought is bright red.*
- ✓ Use which, preceded by a comma, to introduce what is meant to be less important detail.
 - *I bought a new apartment, which is near work.*

This-n-That

- ✓ Either ... or; neither ... nor
- ✓ Internet *not* internet
- ✓ **One space after periods. One hard return for paragraphs.**
- ✓ No need to underline & bold—do one or the other—no need to underline book titles, *they are italicized*
- ✓ Sen. Ted Kennedy, Gov. Mark Warner
- ✓ The George Washington University, GW University, GW Medical Center
- ✓ Not only ... but also
- ✓ Co- and more co—keep the hyphen if forming a noun, adjective and verb for an occupation or status
 - Co-worker, co-star, co-writer; coed, coexist

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Time

- ✓ 8 a.m. **not** 8:00 a.m.
- ✓ 8–10 a.m. (use an “n” dash or hyphen, no space between the number and the dash)
- ✓ Use noon or midnight, if possible; avoid 12 p.m. or 12 a.m.
- ✓ 8 a.m. to 1 p.m.

Titles

- ✓ *Italicize*
 - Titles and subtitles of published books
 - Television programs & movie titles
 - Periodicals and newspapers and sections of newspapers
 - Poetry, plays, titles of lectures, speeches and works of art
- ✓ “Put in quotes & regular type”
 - Titles of articles and features in newspapers, etc.
 - Titles of short stories, essays, chapter titles
 - Titles of dissertations and theses, papers
 - Episode titles from television
 - Songs

URLs

- ✓ URLs **not** URL’s
- ✓ www.gwumc.edu not <http://www.gwumc.edu> (In printed publications, no need to use the http unless required to access the site)

Web

- ✓ Web or World Wide Web; Web site, Web page, Web construction