

SCOPE STYLE

Last Updated 9.29.11

Events and Lectures: The *first paragraph* should contain the event name, the time, the date and the location (in that order):

- Time format: No —:00 on hours; "1:30," "2:15," is okay
- Events should include a start and an end time
- Periods between —**pm.**" or —**am.**"; letters are always lowercase (MEDTV excepted)
- Do not use building codes. Write out the full, proper name of the building, including the room number, i.e.: R3 203 is —**W**alther Hall (R3), room 203 (do not capitalize —**a**uditorium" or —**c**onference room" unless part of an official name)
- Dates should contain the *day of the week, month and day* (i.e.: Friday, June 17); never mention the year unless it's not 2011
 - The day of the week may be excluded upon second reference

Events and Lectures: The *second paragraph* should include a BRIEF description of the event:

- Whenever possible, please provide the speaker's name, professional title, and the title of their lecture. For IUSM faculty, use the official title provided by IUSM HRA (see —**N**ames and **T**itles"). For non-IUSM speakers, professional title information is generally available using an online search.

Names and Titles:

- A person's credentials follow their name, offset by commas. SCOPE does not use periods in titles, i.e.: —**R**ichard **G**underman, MD, PhD," not —**M**D., Ph.D."
- MDs and PhDs are referred to as "Dr." on second reference
- Titles (including —**p**rofessor") are always written in lowercase when following a proper name (only Endowed Chairs are capitalized):
 - Lawrence Einhorn, MD, Lance Armstrong Professor of Medicine
 - Dr. Gunderman, associate professor of medicine
- Multiple professorships of the same rank may be combined:
 - —**p**rofessor of neurology, integral and cellular biology, and biochemistry and molecular biology" (3 similar appointments)
 - —**p**rofessor of medicine and urology and associate professor of obstetrics and gynecology" (2 different appointments)
- Don't include —**D**epartment of" in faculty titles
 - —**p**rofessor of biostatistics," not —**p**rofessor in the Department of Biostatistics"
- Avoid "chief" or —**h**ead" for leadership positions; official usage is —**d**irecto**r**" (i.e.: —**d**irecto**f** surgery" not —**c**hief **o**f surgery.")
- Official titles are listed in the most recent monthly staff report (located at \\bl-pagr-cs\med_school\Faculty or via Lynn Wakefield); Do not rely on titles listed on a faculty member's CV or website as these may be out of date.

Headlines:

- Please keep things short — no more than five or six words in most cases (fewer if they're long words)
- Avoid ACRONYMS – abbreviations generally lack meaning outside their specific division or department (potential exceptions include IUSM, IUPUI, IUSCC)
- Include a verb or other —**a**ction" (i.e.: —**I**U **H**ealth Values Grant — request for application" or —**P**hysician to present on microsurgery" NOT —**I**U Health Values Grant" or —**D**epartment of Medicine Microsurgery Expert)
- Uppercase proper names only (e.g.: —**I**ndiana Nonprofit Capacity Building Conference" vs. —**C**onference to focus on non-profit capacity building")
- Please use Em Dashes (—) in headlines (Hold —**A**LT+0,1,5,1")

—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 MD or PhD)
- Conferences and seminar titles appear in —quotation marks”
- *Sound Medicine* is italicized

Web Links:

- When directing people to a website, write "For more information, visit" or "To register, visit"; many people write "please visit"; SCOPE does not bother including a "please."
- 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.)
- Do not use opinionated or exaggerated language (i.e.: "this ~~exciting~~ lecture" or "this ~~innovative~~ program")
- Avoid acronyms and abbreviations (Not everyone knows that —SIG is “Student Interest Group” or “HOG” is —Hosier Oncology Group,” for example, better to just write it out.)
- SCOPE usages writes out —healthcare” as two separate words
- Avoid unnecessary phrases such as "pleased to announce."

Submission Guidelines:

The deadline for submission is 8:30 a.m. on Tuesdays. *Scope* is published electronically and sent to faculty, staff, students and residents on Fridays (except on holiday weekends when it is published on the following Monday).

There are three easy ways to submit story ideas or information to *Scope*:

- e-mail the information to scopemed@iupui.edu
- mail the information to Kevin Fryling, 251 N. Illinois St., Capital Center, Suite 300, Indpls., IN 46204
- fax your information to (317) 278-8722

Contributions submitted by e-mail should be forwarded in 12 point, plain text format. Word document attachments in lieu of fliers are encouraged.

To keep the electronic version of *Scope* as streamlined as possible, only seminars and lectures of general or multidisciplinary interest will be included.