

# EDITORIAL STYLE GUIDE

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

Office of Marketing and Communications  
February 2024

# ABOUT THE PCOM EDITORIAL STYLE GUIDE

This guide helps College communicators follow a style that is consistent and appropriate for print and online materials written for and about Philadelphia College of Osteopathic Medicine.

In general, the College uses *The Associated Press Stylebook* for published content. *The AP Stylebook* is used broadly by other institutions of higher education for communication and news writing. The most important principle in applying any style is to maintain a consistent editorial approach within a specific piece.

This guide covers items not mentioned in *The AP Stylebook*, notes items you will most likely encounter and indicates exceptions the College makes.

Links to supplementary guides for inclusive language are below:

Disability language style guide: <https://ncdj.org/style-guide/>

GLAAD Media Reference Guide: <https://www.glaad.org/reference/transgender>

Diversity Style Guide: <https://www.diversitystyleguide.com/>

The Association of LGBTQ Journalists Stylebook on LGBTQ Terminology <https://www.nlgja.org/stylebook/>

Have a question? Please contact the Office of Marketing and Communications: [communications@pcom.edu](mailto:communications@pcom.edu).

## ACADEMIC DEGREES

Editorial style encompasses “normal” style for publications such as magazines, newsletters, brochures, 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.).

\* This differs from Associated Press Style.

\*\* 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 doctoral degree 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 PROGRAMS

PCOM academic programs compose one college and three schools:

- The College of Osteopathic Medicine
- PCOM School of Health Sciences
- PCOM School of Pharmacy
- PCOM School of Professional and Applied Psychology

Capitalize and spell out (in full) the names of the college and schools upon first reference. After the first reference, lowercase college and school (when not used in full).

### EXAMPLE

Gregory McDonald, DO ’89, serves as dean of PCOM School of Health Sciences. The school encompasses programs in physician assistant studies, physical therapy, forensic medicine and biomedical sciences.

## ACADEMIC TITLES

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

### EXAMPLE

Professor Denah Appelt

Lowercase elsewhere.

### EXAMPLE

Denah Appelt, PhD, professor of neuroscience, physiology and pharmacology

Always identify faculty members by their academic rank and department (consult the Office of the Provost for current information).

## ACCREDITING BODIES

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

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

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

## 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.

## ALUMNA/ALUMNAE

An alumna is one woman. For a group of female graduates, use the plural alumnae.

## ALUMNUS/ALUMNI

An alumnus is one man. For a group of male graduates—or a group of male and female graduates—use the plural alumni.

## ALUMNI, IDENTIFICATION BY PROGRAM

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

## DOCTORAL DEGREES

- » Doctor of Osteopathic Medicine (DO)
- » Doctor of Pharmacy (PharmD)

- » Doctor of Physical Therapy (DPT)
- » Doctor of Psychology in Clinical Psychology (PsyD)
- » Doctor of Psychology in School Psychology (PsyD)
- » Master of Science and Doctor of Psychology in School Psychology (MS/PsyD)

### EXAMPLE

Jane Doe, DO '14

Acknowledge—as well—any dual degrees (with PCOM Doctor of Osteopathic Medicine):

- » Doctor of Osteopathic Medicine with Doctor of Philosophy in Cellular and Molecular Biology (DO/PhD) [*Collaboration between PCOM and the University of the Sciences in Philadelphia*]
- » Doctor of Osteopathic Medicine with Doctor of Philosophy in Health Policy (DO/PhD) [*Collaboration between PCOM and the University of the Sciences in Philadelphia*]
- » Doctor of Osteopathic Medicine with Master of Science in Biomedical Sciences (MS/Biomed/DO) [*PCOM programs*]
- » Doctor of Osteopathic Medicine with Master of Business Administration (DO/MBA) [*Collaboration between PCOM and Saint Joseph's University*]
- » Doctor of Osteopathic Medicine with a Master of Science in Forensic Medicine [*PCOM programs*]
- » Doctor of Osteopathic Medicine with Master of Science in Mental Health Counseling (DO/MS/MHC) [*PCOM programs*]
- » Doctor of Osteopathic Medicine with Master of Science in Organizational Development and Leadership (MS/ODL/DO) [*PCOM programs*]
- » Doctor of Osteopathic Medicine with Master of Public Health (DO/MPH) [*Collaboration between PCOM, Jefferson University and Temple University*]

### EXAMPLE

Jane Doe, MS/Biomed '01/DO '05

## EDUCATIONAL SPECIALIST DEGREES

- » Educational Specialist in School Psychology (EdS)
- » Master of Science and Educational Specialist [three-year combined program (MS/EdS)]

### EXAMPLE

John Doe, EdS '14

## MASTER OF SCIENCE DEGREES

- » Master of Science in Applied Behavior Analysis (MS/ABA)
- » Master of Science in Biomedical Sciences (MS/Biomed)

- » Master of Science in Applied Positive Psychology (MS/APP)
- » Master of Science in Counseling and Clinical Health Psychology (MS/CCHP)
- » Master of Science in Counseling and Psychology Studies (MS/CNST)
- » Master of Science in Forensic Medicine (MS/FM)
- » Master of Science in Health Sciences – Physician Assistant Studies (MS/PA)
- » Master of Science in Medical Laboratory Science (MLS)
- » Master of Science in Mental Health Counseling (MS/MHC)
- » Master of Science in School Psychology (MS/Psy)
- » Clinical Master of Science (MSc)

**EXAMPLE**

Jane Doe, MS/CCHP '10

### POSTDOCTORAL CERTIFICATES

- » Postdoctoral Certificate in Clinical Health Psychology (PD/Psy)
- » Postdoctoral Certificate in Clinical Neuropsychology (PD/Psy)

**EXAMPLE**

Jane Doe, PD/Psy '09

### CERTIFICATE PROGRAMS

- » Certificate of Graduate Studies (CGS)
- » Certificate of Advanced Graduate Studies (CAGS)
- » Certificate of Biomedical Sciences (CGS)
- » Aging and Long Term Care Administration (CGS/ALTCA or CAGS/ALTCA)
- » Applied Behavior Analysis (CGS/ABA or CAGS/ABA)
- » Cognitive Behavioral Therapy (CGS/CBT or CAGS/CBT)
- » Medical Simulation (CGS/MSim or CAGS/MSim)
- » Non Profit Leadership and Population Health Management (CGSNPLP or CAGSNPLP)
- » Organizational Development and Leadership (CGS/ODL or CAGS/ODL)
- » Professional Psychology (CGS/PrfPsy or CAGS/PrfPsy)
- » Public Health Management and Administration (CGS/PHMA or CAGS/PHMA)

**EXAMPLE**

Jane Doe, CAGS/ODL '15

### POSTDOCTORAL MEDICAL EDUCATION TRAINING PROGRAMS

- PCOM Internship (INT)
  - » Traditional Rotating
  - » PCOM Resident (RES)
  - » Family Medicine
  - » General Surgery
  - » Geriatrics
  - » Hospice and Palliative Medicine
  - » Internal Medicine
  - » Neurosurgery
  - » Ophthalmology
  - » Orthopedic Surgery
  - » Osteopathic Neuromusculoskeletal Medicine, ONMM1 Pathway Residency
  - » Osteopathic Neuromusculoskeletal Medicine, ONMM2 Pathway Residency
  - » Otolaryngology
  - » Plastic and Reconstructive Surgery
  - » Reproductive Endocrinology and Infertility
  - » Surgical Critical Care
  - » Vascular Surgery

**EXAMPLE:**

Jane Doe, INT '08

### PAST PROGRAM (NO LONGER IN EXISTENCE):

- » Registered Nurse Degree Program (RN)
- » Master of Science in Aging and Long Term Care Administration (MS/ALTCA)
- » Master of Science in Non Profit Leadership and Population Health Management (MS/NPLP)
- » Master of Science in Organizational Development and Leadership (MS/ODL)
- » Master of Science in Public Health Management and administration (MS/PHMA)

**EXAMPLE**

Jane Doe, RN '50

## BOARD OF TRUSTEES

Capitalize the complete, formal name: PCOM Board of Trustees; lowercase otherwise.

### EXAMPLES

The PCOM Board of Trustees will meet in January.

The trustees will meet in January.

Capitalize trustee when it appears before a name.

### EXAMPLES

Trustee John Kearney

## BOILERPLATES, PRESS RELEASES

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

### ABOUT PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

Founded in 1899, Philadelphia College of Osteopathic Medicine (PCOM) has trained thousands of highly competent, caring physicians, health practitioners and behavioral scientists who practice a “whole person” approach to care—treating people, not just symptoms. PCOM operates three campuses (PCOM, PCOM Georgia and PCOM South Georgia) and offers doctoral degrees in clinical psychology, educational psychology, osteopathic medicine, pharmacy, physical therapy and school psychology, and graduate degrees in applied behavior analysis, applied positive psychology, biomedical sciences, forensic medicine, medical laboratory science, mental health counseling, non profit leadership and population health management, organizational development and leadership, physician assistant studies, school psychology, and public health management and administration. PCOM students learn the importance of health promotion, research, education and service to the community. Through its community-based Healthcare Centers, PCOM provides care to medically underserved populations. For more information, visit [pcom.edu](http://pcom.edu) or call 215-871-6100.

### ABOUT PCOM GEORGIA

Established in 2005, PCOM Georgia is a private, not-for-profit, accredited institute of higher education dedicated to the healthcare professions. The Suwanee, Georgia, campus is affiliated with Philadelphia College of Osteopathic Medicine, a premier osteopathic medical school with a storied history. PCOM Georgia offers doctoral degrees in osteopathic medicine, pharmacy, and physical therapy and graduate degrees in biomedical sciences, medical laboratory science, and physician assistant studies. Emphasizing “a whole person approach to care,” PCOM Georgia focuses on educational excellence, interprofessional education and service to the wider community. The campus is also home to the Georgia Osteopathic Care Center, an osteopathic manipulative medicine clinic, which is open to the public by appointment. For more information, visit [pcom.edu](http://pcom.edu) or call 678-225-7500.

### ABOUT PCOM SOUTH GEORGIA

Philadelphia College of Osteopathic Medicine (PCOM) extended its commitment to the Southeast by establishing PCOM South Georgia, an additional teaching location in Moultrie, Georgia. PCOM South Georgia offers both a full, four-year medical program leading to the Doctor of Osteopathic Medicine (DO) degree and a Master of Science in Biomedical Sciences degree. PCOM is a private, not-for-profit institution which trains professionals in the health and behavioral sciences fields. Joining PCOM Georgia in Suwanee in helping to meet the healthcare needs of the state, PCOM South Georgia focuses on educating physicians for the South Georgia region. The medical campus, which welcomed its inaugural class of medical students in August 2019, has received accreditation from the American Osteopathic Association’s Commission on Osteopathic College Accreditation. For more information, visit [pcom.edu](http://pcom.edu) or call 229-668-3110.

## BUILDINGS AND SPECIAL LOCATIONS, PROPER NAMES

### PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

#### HOWARD A. HASSMAN, DO '83 ACADEMIC CENTER (FORMERLY, 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)
- » Gertrude and Samuel Lotman Lobby (lower level)
- » Gober OMM Practice Room
- » H. Walter Evans, DO 1917 Administrative Suite
- » O.J. Snyder Memorial Library
- » Rose K. Ginsburg Amphitheater
- » Rosner Graduate Medical Education Center
- » Upper Mezzanine (upper level)
- » Zedeck Family Amphitheater

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

[adjacent to the Hassman Academic Center 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
- » Joseph M. Hassman, DO '65 Family Medicine Center (formerly Family Medicine at PCOM)
- » vybe urgent care

## ACTIVITIES CENTER

4190 City Avenue, Philadelphia, PA 19131-1693

- » Alumni Gymnasium

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

## PCOM GEORGIA

### OLD PEACHTREE BUILDING

625 Old Peachtree Road NW, Suwanee, GA 30024

- » Atrium
- » Georgia Osteopathic Care Center
- » Information Commons
- » PCOM Georgia Walking Trail
- » PCOM School of Pharmacy
- » Group Study Room Dedicated in Loving Memory of Jason O'Neal, PharmD, Inaugural Class '14
- » Physical Therapy Education Center
- » Simulation Center (Sim Center)

### NORTHLAKE BUILDING

2601 Northlake Drive NW, Suwanee, GA 30024

## PCOM SOUTH GEORGIA

2050 Tallokas Road, Moultrie, GA 31768

- » Colquitt Regional Connector
- » James H. Black, DO '62, Rear Admiral, MC, USN (Ret.) Student Services Suite
- » Jeter Courtyard
- » Jones Group Study Room

- » Matney Vestibule
- » Maurice Simon Faculty Reception Area
- » Office of Chief Academic Officer
- » Richard and Beth Bass Study Corner
- » SGB/DeLoache Function Space

## 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, Pepcid 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 IDENTITY FOR LOCATIONS

Adhere to the rules of the cohesive identity system [see the *PCOM Graphics Style Guide*] for reference to the College and its campus, branch campus and additional location. Do not abbreviate.

### PCOM (CAMPUS)

### PCOM GEORGIA (BRANCH CAMPUS)

### PCOM SOUTH GEORGIA (ADDITIONAL LOCATION)

**EXAMPLE:**

Extending our commitment to the State of Georgia and to the Southeast, PCOM is adding an additional location: PCOM South Georgia.

## COLLEGE NAME

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

Spell out the College name on first written 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 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 or office 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.

## 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

Joseph M. Hassman, DO '65 Family Medicine Center

PCOM Healthcare Center – Cambria Division

PCOM Healthcare Center – Lancaster Avenue Division  
Specialty Care at PCOM  
Georgia Osteopathic Care Center  
PCOM OMM Practice  
Center for Brief Therapy

## INCLUSIVE LANGUAGE

The College strives to use language that is free from words, phrases, or tones that reflect prejudiced, stereotyped, discriminatory or limited views of particular people or groups. The following suggestions about ethnicity, gender, and gender-neutral words are intended to promote inclusiveness and factual accuracy.

### RACE/ETHNICITY

Race or ethnicity should be included only when race is directly relevant. Capitalize Black (adj.) when reflective of people who are part of the African diaspora with shared cultures and experiences; do not use Black as a singular or plural noun.

Capitalize the following: African American, Asian American, Black American, Native American, Latinx.

Lowercase white (adj.) for people with light-colored skin whose backgrounds may spring from many different cultures.

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

#### EXAMPLE:

Asian American, African American

Implement bias-free language: 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.

Inuk (plural: Inuit) is a recommended alternative to Eskimo.

Latino (male), Latina (female), Latinx (gender-neutral)—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.

### PRONOUNS

Linguistically, pronouns are words that refer to people by replacing proper nouns, like names. A pronoun can refer to either a person talking or a person who is being talked about. Pronouns are connected to gender, but are also not the same. Most importantly, pronouns don't dictate gender and vice versa. This means that no matter what someone's pronouns are, you can't use them to assume their gender and you can't use someone's gender to assume their pronouns. It is always polite and appropriate to ask for pronouns at the beginning of a new conversation with someone.

The chart below is by no means exhaustive:

HE/SHE	HIM/HER	HIS/HER	HIS/HERS	HIMSELF/HERSELF
zie	zim	zir	zis	zieself
sie	sie	hir	hirs	hirsself
ey	em	eir	eirs	eirself
ve	ver	vis	vers	verself
tay	ter	tem	ters	terself
e	em	eir	eirs	emself

Avoid reference to gender unless it is relevant to the topic of the piece. If a person's gender is noteworthy for a particular reason, use "man" or "woman" for nonclinical contexts, rather than "male" or "female."

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

#### EXAMPLES:

friends and colleagues; students; faculty members; family; people

To make language inclusive and to avoid "his or her" as a possessive, rephrase the sentence with a plural antecedent whenever possible.

#### EXAMPLE:

Students received their diplomas.

The singular "they" is commonly used by people who are nonbinary (do not identify as man or woman).

When writing about nonbinary and transgender students, faculty and staff, ask the individuals which pronoun and what name to use.

Terms "it" or "he-she" are slurs used against transgender and gender-nonconforming individuals and should not be used.

## MISSION STATEMENT

Educating health professionals to care for the whole person and advance the health of diverse communities.

## 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 are 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.

For more information about osteopathic medicine, visit [www.osteopathic.org](http://www.osteopathic.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, INTERNS AND RESIDENTS, IDENTIFICATION BY PROGRAM

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

### DOCTORAL DEGREES

- » Doctor of Osteopathic Medicine (DO)
- » Doctor of Pharmacy (PharmD)
- » Doctor of Physical Therapy (DPT)
- » Doctor of Psychology in Clinical Psychology (PsyD)
- » Doctor of Psychology in School Psychology (PsyD)
- » Master of Science and Doctor of Psychology in School Psychology (MS/PsyD)

**EXAMPLE:**

Jane Doe (DO '22)

Acknowledge—as well—any dual degrees (with PCOM Doctor of Osteopathic Medicine):

- » Doctor of Osteopathic Medicine with Doctor of Philosophy in Cellular and Molecular Biology (DO/PhD) [*Collaboration between PCOM and the University of the Sciences in Philadelphia*]
- » Doctor of Osteopathic Medicine with Doctor of Philosophy in Health Policy (DO/PhD) [*Collaboration between PCOM and the University of the Sciences in Philadelphia*]
- » Doctor of Osteopathic Medicine with Master of Science in Biomedical Sciences (MS/Biomed/DO) [*PCOM programs*]
- » Doctor of Osteopathic Medicine with Master of Business Administration (DO/MBA) [*Collaboration between PCOM and Saint Joseph's University*]
- » Doctor of Osteopathic Medicine with a Master of Science in Forensic Medicine [*PCOM programs*]
- » Doctor of Osteopathic Medicine with Master of Science in Mental Health Counseling (DO/MS/MHC) [*PCOM programs*]
- » Doctor of Osteopathic Medicine with Master of Science in Organizational Development and Leadership (MS/ODL/DO) [*PCOM programs*]
- » Doctor of Osteopathic Medicine with Master of Public Health (DO/MPH) [*Collaboration between PCOM, Jefferson University and Temple University*]

**EXAMPLE:**

Jane Doe, MS/Biomed '16 (DO '21)

### EDUCATIONAL SPECIALIST DEGREES

- » Educational Specialist in School Psychology (EdS)
- » Master of Science and Educational Specialist [three-year combined program (MS/EdS)]

**EXAMPLE:**

John Doe (EdS '20)

### MASTER OF SCIENCE DEGREES

- » Master of Science in Applied Behavior Analysis (MS/ABA)
- » Master of Science in Biomedical Sciences (MS/Biomed)
- » Master of Science in Biomedical Sciences (MS) - One Year Master's Program
- » Master of Science in Applied Positive Psychology (MS/APP)
- » Master of Science in Counseling and Clinical Health Psychology (MS/CCHP)
- » Master of Science in Counseling and Psychology Studies (MS/CNST)
- » Master of Science in Forensic Medicine (MS/FM)
- » Master of Science in Health Sciences – Physician Assistant Studies (MS/PA)
- » Master of Science in Medical Laboratory Science (MLS)
- » Master of Science in Mental Health Counseling (MS/MHC)
- » Master of Science in School Psychology (MS/Psy)
- » Clinical Master of Science (MSc)

**EXAMPLE:**

Jane Doe (MS/CCHP '20)

### POSTDOCTORAL CERTIFICATES

- » Postdoctoral Certificate in Clinical Health Psychology (PD/Psy)
- » Postdoctoral Certificate in Clinical Neuropsychology (PD/Psy)

**EXAMPLE:**

Jane Doe (PD/Psy '21)

### CERTIFICATE PROGRAMS

- » Certificate of Biomedical Sciences (CGS/Biomed)
- » Certificate of Graduate Studies (CGS)
- » Certificate of Advanced Graduate Studies (CAGS)
- » Applied Behavior Analysis (CGS/ABA or CAGS/ABA)
- » Cognitive Behavioral Therapy (CGS/CBT or CAGS/CBT)

- » Medical Simulation (CGS/MSim or CAGS/MSim)
- » Professional Psychology (CGS/PrfPsy or CAGS/PrfPsy)

**EXAMPLE:**

Jane Doe (CAGS/MSim '19)

## POSTDOCTORAL MEDICAL EDUCATION TRAINING PROGRAMS

- » PCOM Internship (INT)
- » Traditional Rotating
- » PCOM Resident (RES)
- » Family Medicine
- » General Surgery
- » Geriatrics
- » Hospice and Palliative Medicine
- » Internal Medicine
- » Neurosurgery
- » Ophthalmology
- » Orthopedic Surgery
- » Osteopathic Neuromusculoskeletal Medicine, ONMM1 Pathway Residency
- » Osteopathic Neuromusculoskeletal Medicine, ONMM2 Pathway Residency
- » Otolaryngology
- » Plastic and Reconstructive Surgery
- » Reproductive Endocrinology and Infertility
- » Surgical Critical Care
- » Vascular Surgery

**EXAMPLE:**

Jane Doe (INT '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:**

The resident reads the *Journal of Osteopathic Medicine*.

## U.S. STATES AND TERRITORIES

Use official abbreviations as designated by the U.S. Postal Service. The names of states and territories are spelled out in formal running text (Digest Magazine and other publications).

**EXAMPLES:**

Philadelphia, PA

Dr. Jones completed his residency in Philadelphia, Pennsylvania.