



CCG

CAREER COMMUNICATIONS GROUP, INC.

EDITORIAL STYLE GUIDE



CAREER
COMMUNICATIONS GROUP, INC.



Career Communications Group uses The Associated Press Stylebook and Libel Manual (“AP style”). Please refer to the Chicago Manual of Style and the list below for style questions not covered by AP style.

CCG STYLE POINTS:

AAA

abbreviations

Use periods with abbreviations of academic degree titles

Example: B.A., M.B.A.

Do not use periods with abbreviations of schools

Examples: UCLA, UC San Diego

acronyms

Must be used at least twice; otherwise, write out

Advancing Minorities’ Interest in Engineering

AMIE (acceptable on second and later mentions)

affirmative action

affirmative-action (hyphenate only when used as a modifier)

Examples: Affirmative action is under attack on many fronts.

The company’s affirmative-action program is a model for American industry.

African-American (hyphenate only when used as a modifier)

Examples: There are many African-American students in the program.

Many African Americans enrolled in the program.

Alumni Reunion & Planning Meeting

Proper name for the CCG summer event

Ampersand

ampersands can only appear if they are a part of a company, division, or publication title: "Aerospace & Defense division," "USB&IT."

BBB

Bachelor of Arts degree (NOT bachelor's of arts degree)

B.A.

Bachelor of Science degree

B.S. degree (avoid)

B.S. (acceptable)

bachelor's degree

biochemistry

biofuel

biotechnology

(the current AP standard is for any biologically-based science or technology beginning with "bio" to be treated as one word).

Black (use when interchangeable with African American)

black (lower case 'b' when not referring to the race)

Example: black-tie dinner

BEYA STEM Global Competitiveness Conference

-BEYA STEM Global Competitiveness Conference (preferred)

-Black Engineer of the Year Awards (acceptable for the awards show)

-Black Engineer of the Year Awards Science, Technology, Engineering and Math Global Competitiveness Conference (used on first reference for explanation of STEM)

-Black Engineer of the Year Awards Ceremony (refers to the awards show, an event held during the Conference)

- Black Engineer of the Year Awards Conference, Career Fair and Trade Show (not acceptable)
- Black Engineer of the Year Awards Gala (acceptable; refers to the awards show)
- Black Engineer of the Year Awards Show (NOT acceptable)
- BEYA (abbreviation of Black Engineer of the Year Awards)

Black Family Technology Awareness Week

Black Family Technology Awareness Campaign (the Week is followed by a year-long Campaign each year)

BFTAW (abbreviation of Black Family Technology Awareness Week, for CCG in-house use only)

Black History Month (initial caps)

bylines

Contributing writers, staff editors, and other staff whose names appear on the masthead

Receive a byline for features and list articles at the beginning of the article in the following format.

Example: By Marvin V. Greene

Receive a tagline for departments at the end of the article in the following format.

Example: — Michael Fletcher

Guest writers

Receive a byline and bio for all articles in the following format. Byline goes at the beginning of the article; bio usually goes at the end.

Examples: By Dr. Mark E. Dean

Dr. Mark E. Dean is an IBM Fellow and director of IBM's Austin Research Laboratory.

CCC

capital (money, financial matters)

capitol (the legislative center of a country or state)

Capitalization

divisions within companies should be capitalized only when they are the official title of that division. For instance: “The Aerospace and Defense division of Boeing helps manufacture spacecraft.” Titles should only be capitalized if they are introductory: “Chief of Staff Don Minamoto is a great leader” vs. “Don Minamoto, chief of staff, is a great leader.”

Career Communications Group, Inc.

Career Communications Group (acceptable)

CCG (acceptable on second and later mentions)

CCG, Inc. (NOT acceptable)

CEO, CFO, COO (Ok without definition)

Cities (Always use city and state)

Example: **San Francisco, CA**

Co- (hyphenate prefix unless in Webster’s)

Commas (use commas between compound sentences)

Example: Ms. Smith was assigned the job of director, and productivity in the office immediately increased.

Commas should be used to distinguish items in a list.

Example: He oversaw 30,000 employees who helped set up electronic commerce for large corporations, governments, and small businesses in the United States, Canada, and Latin America.

contractions (use apostrophe, not single open quote, with contractions)

Examples: The Class of ‘97 (NOT ‘97)

corporate America

The Council of Engineering Deans of the Historically Black Colleges and Universities

(a group comprising the engineering deans of Prairie View A&M University, Florida A&M/Florida State University, Morgan State University, Hampton University, Howard University, Tuskegee University, Tennessee State University, North Carolina A&T State University, and Southern University)

HBCU Engineering Deans (acceptable on second and later mentions)

counter-terrorism (hyphenated)

cyber security (two words)

DDD

dashes (No space around em and en dashes)

Example: The number of American households making investments online—mostly buying, selling and trading of stocks and bonds—nearly doubled in 1998

Use an en dash to show a range

Examples: 1997–1998, K–12 program

En dashes can be used to separate a category from a subcategory, an entity from a subentry, etc.

Examples: UH Houston–Downtown

Director of Information Technology – Desktop Services
and Infrastructure

(note spaces around dash when more than one word follows it)

Professional Achievement–Industry Award

“Digital Divide” (put in quotes on first mention only; on second and later mentions: Digital Divide)

“Digital Gap” (acceptable; put in quotes on first mention only)



Dr. (for doctorate-holders, always use this title before the name, or the abbreviation “Ph.D.” after the name).

Examples: Jane Q. Public, Ph.D., Dr. Jane Q. Public

NOT: Dr. Jane Q. Public, Ph.D.

EEE

e-commerce

ellipses (only three ellipses should appear in succession; space between ellipsis dots in pullout quotes only . . . otherwise, close up ...)

e-mail (capital E only at the beginning of a sentence or in headlines)

e-zine

FFF

federal (lower case unless it is part of an official title)

Example: “The Federal Bureau of Investigation is given its authority by the federal government.”

fiber-optic, fiber optics (adjective hyphenated, noun spaced)

GGG

GEM (stands for the National Consortium for Graduate Degrees for Minorities in Engineering and Science, Inc.; abbreviation is acceptable on first and later mentions)

GPA (Grade point average. Capped, no periods.)

HHH

Healthcare refers to the healthcare system/industry itself.

Example: “Insurance reform is a big part of overhauling the health care system.” Or, “Dr. Spiegel is an outspoken critic of the red tape that is endemic of operating in our nation’s healthcare system.”

Health care refers to the actual practice of giving or receiving medical/health care.

Example: “Dr. Spiegel delivers premium health care to patients all over the world.” Or, “For over 30 years, patients have been seeking quality health care from Dr. Spiegel’s clinic.”

high-tech (NOT hi-tech)

***Hispanic Engineer & Information Technology* magazine**

-*Hispanic Engineer & Information Technology* (acceptable)

-*Hispanic Engineer & IT* (acceptable on second and later mentions; abbreviate consistently throughout a document, i.e., don’t use *Hispanic Engineer and IT* and *HE&IT* in the same document)

-*HE&IT* (acceptable on second and later mentions; abbreviate consistently throughout)

-*Hispanic Engineer and Information Technology* (NOT acceptable)

-*Hispanic Engineer* (NOT acceptable)

historically Black colleges and universities

HBCUs (acceptable on second and later mentions)

home page (NOT homepage)



information technology (lower case when not a part of a name, title, or headline)

IT (abbreviation for information technology, and like other abbreviations, can be used after the second mention. However, if IT could potentially be mistaken for the word “it”, then information technology must be written out in full.)

initials (no space between initials of a name; follow copy for company names)

inner-city, inner city (adjective and noun, respectively)

Example: Ms. J.Q. Public



INROADS Incorporated (INROADS is not an acronym; the organization’s mission is to “develop and place talented minority youth in business and industry and prepare them for corporate and community leadership.”)

INROADS (acceptable)

Internet (ok to abbreviate as ‘Net)

I-phone (abbreviation for Internet phone)

italics

italicize names of periodicals

Example: The New York Times, USBE and Information Technology magazine

JJJ

KKK

K–8, K–12 (use em dashes)

kb (stands for kilobits, NOT kilobytes)

kHz (correct abbreviation for kilohertz)

LLL

Latin American

Latin phrases- italicize (in vitro, quid pro quo, etc.)

MMM

master’s degree (acceptable)

Master of Arts degree (NOT master's of arts degree)

M.A. (NOT MA)

Master of Business Administration degree (NOT master's of business administration degree)

M.B.A. (NOT MBA)

Master of Science degree (NOT master's of science degree)

M.S. (NOT MS)

MHz (correct abbreviation for megahertz)

Military titles

Generals

Lt.Gen (Lieutenant General)

Brig. Gen or BGen (Brigadier General)

Maj. Gen (Major General)

Gen. (General)

(Please note that "Gen" is NOT a stand-in for generals of all ranks. Be specific).

Admirals

RADM (Rear Admiral Upper Half)

RDML (Rear Admiral Lower Half)

VADM (Vice Admiral)

Military Branches

Please be sure to place periods in "U.S." when writing out the branches:

U.S. Air Force

U.S. Navy

MIT (no periods)

Modern-day (hyphenate when used as an adjective)

NNN

NGO (Non-government organization)

nonprofit (No hyphen needed)

numbers (Write out numbers 10 and over)

Write out numbers in the beginning of sentences.

1st, 2nd, etc., letters on the line, not superscript.

OOO

online (NOT on-line)

overflight (closed up)

PPP

periodicals (italicize names of periodicals)

Examples: The New York Times, USBE & Information Technology magazine

Postdoctoral (closed up)

Prefixes (hyphenate the following unless in websters: co-, post-)

QQQ

quotation marks (use single rather than double quotes in headlines)

Example: 'How-to' Book Becomes Bestseller

RRR

R&D (Ampersand, no spaces)

SSS

Spin-off (hyphenated)

socioeconomic (one word)

Stars & Stripes Military Tribute

Annual dinner held on Friday evening during BEYA

Also referred to Stars & Stripes or Stars & Stripes Dinner

states (two-letter postal code with cities)

Example: Atlanta, GA

TTT

Technology Awareness Program

First use should always be spelled out, subsequent references can use TAP

telephone numbers (style)

410/555-1212 (preferred)

(410) 555-1212 (acceptable, but be consistent within a document)

410.555.1212 (acceptable, but be consistent within a document)

test-tube (hyphenated)

time

When writing out times, the following format is suggested:

7:30 a.m.

7:30 a.m.–10:30 a.m.

Please make special note of the use of the em dash

time frame (two words)

titles (media)

Italicize books, magazines, movies; put quotes around articles and songs

titles (individuals)

An individual's title should only be capitalized when it is in front of her/his name: "President Barack Obama spoke to the Senate." "The Senate awaited the president's speech."

UUU

UNCF/The College Fund

underrepresented (one word, no hyphen)

underserved (one word, no hyphen)

up-and-coming (hyphens)

U.S., U.S.A.

Closed up w/periods. Only use U.S. as an adjective, otherwise, write out

USB drive, USB port

USB & Information Technology magazine

-*USB & Information Technology* (acceptable)

-*USB&IT* (acceptable on second and later mentions; NO space between the ampersand and the USB and IT)

-*USB and Information Technology* (NOT acceptable)

-*USB* (NOT acceptable)

VVV

WWW

Web referring to the internet itself, and not a particular website.

Web addresses (URLs)

Italicize Web addresses

Example: www.ccgmag.com

Exception: Do NOT italicize truncated Web addresses that really are company names

Examples: Amazon.com, TBWT.com

Follow copy for case

Examples: www.amazon.com, www.OneWorld.net

Line breaks: Avoid breaking a Web address at the end of a line, but if it's unavoidable, break it after a period or slash

http:// (OK to omit, but be consistent throughout a document)

website (one word, no hyphen)

Women of Color Science, Technology, Engineering and Math Conference

-WOC STEM Conference (acceptable as a first reference)

-WOC Conference (acceptable on second and later mentions)

-WOC Awards (acceptable on second and later mentions)

-Women of Color Awards Conference, Career Fair and Trade Show (acceptable)

Workforce (one word, no hyphen)

world-class (adj.)

worldwide Exception: World Wide Web

XXX

YYY

ZZZ