

At CUNY SPH, we strive to create written content that is clear and concise. Our editorial style is guided by [AP style](#), with a few exceptions.

This editorial style guide is a living document. Please direct any questions, comments, or suggestions to Ariana Costakes ([ariana.costakes@sph.cuny.edu](mailto:ariana.costakes@sph.cuny.edu)) in the Office of Communications.

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## Academic degrees

- Do not use periods in degrees.  
*Correct:* PhD, DrPH, MPH
- When degrees are spelled out, they should be capitalized when referring to the specific degree and lowercase when referencing a generic degree type.  
*Correct:* She holds a Master of Public Health degree in epidemiology and biostatistics.  
*Correct:* She holds a master's degree.

## Acronyms

- Acronyms may be used, but the first instance of the school name, center, or program must include the full spelled-out name.  
*Correct:* The Center for Innovation in Mental Health (CIMH) will be hosting a lecture next week. (For subsequent mentions, use CIMH).

## Departments

- Department names should use uppercase on their own, but lower case in titles.  
*Correct:* The lecture is hosted by the Department of Epidemiology.  
*Correct:* Charles Xavier, associate professor of epidemiology
- When using abbreviations, it should be clear what the abbreviation stands for (please refer to “acronyms” for guidance).

## Email addresses

- Email addresses should always be spelled out, not simply linked to.

## Hyperlinks

- Link first instances of faculty names to their directory page.
- Link first instances of centers or programs to their respective web pages.

## Institution Names and Events

- In formal communications, such as press releases, use “CUNY Graduate School of Public Health and Health Policy” on first mention.
- In subsequent mentions, the acronym “CUNY SPH” may be used (see “acronyms” section for guidance).

## Titles

- Publications (journals, magazines, newspapers): Capitalize all words in a title except articles (a, an, the); prepositions of three or fewer letters (for, of, on, up, etc.); and

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conjunctions of three or fewer letters (and, but, for, nor, or, so, yet, etc.) unless any of those start the title.

- Same goes for article titles, book titles, presentation titles, etc. but these also get quotation marks.

### Punctuation

- In lists, use a serial comma before an “and.”  
*Correct:* Research on cancer, asthma, and obesity
- Only use one space between sentences.

### Time

- Use numbers followed by am or pm and only the necessary digits.  
*Correct:* 8pm (not 8:00pm)

### Titles

- Titles should be rendered in uppercase if before a name; lowercase after names and set off by commas.  
*Correct:* Dean Ayman El-Mohandes  
*Correct:* Ayman El-Mohandes, dean of CUNY SPH
- Formal titles such as Distinguished Professor should be capitalized; all other titles should be lowercase.  
*Correct:* Albus Dumbledore, Distinguished Professor  
*Correct:* Albus Dumbledore, associate professor