Tepper School Editorial Style Guide 2021 Edition

Welcome to the 2021 edition of the Tepper School Style Guide. While this edition represents current accepted Tepper School writing style, no style guide is ever complete. Additions, deletions, and revisions will be made on an ongoing basis as necessary. If you have questions, comments, or suggestions concerning the Tepper School Style Guide, contact Marketing and Communications at tprmktg@andrew.cmu.edu.

Primary References

The Tepper School Style Guide is the accepted first reference in most instances for all Tepper School-produced communications. The following supplemental guides for editorial standards are listed in order of preference:

1. The Associated Press Stylebook
2. Carnegie Mellon University Writing Style Guide

Introduction and Usage

The purpose of this style guide is to ensure clarity and consistency in communications from the Tepper School to all audiences, including prospective students, alumni, faculty, staff, and the news media. The style guide also helps to define and preserve the Tepper School brand by maintaining a common style, tone, and level of excellence in all written materials.

The style guide is intended to govern writing for internal and external publications and marketing collateral, such as:

- Websites
- Email communications
- Internal and external news stories, media pitches, and press releases
- Newsletters, brochures, and magazines

There are three common types of writing in which Tepper School staff may need to depart from the rules set forth in this style guide:

- Writing for **social media channels** where tone and style may need to be adapted to best suit audiences and character limits.

- Writing for **posters, fliers, display advertisements, digital advertising, and other graphically-designed mediums** where style may need to be adapted to fit the overall design and limits set by the medium.
- Writing for **highly technical scientific journals** where the writing style should adhere to the stylistic conventions established by the publication.

New in the 2021 Edition

New entries: acronyms, Black, Business Board of Advisors, Carnegie Mellon University, Coronavirus, COVID-19, Dean Bajeux-Besnainou, departments, geography, joint degrees (see academic degrees), race-related coverage, Tepper School of Business, operating units, punctuation guide

Updates: dates, indicia, part-time MBA options, professional titles, times

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Tepper School Style Guide

A

academic degrees

See also *indicia*.

Capitalize the official titles of degree programs, but not generic references.
- *Master of Science in Computational Finance*
- *master's in computational finance*

Avoid using MS or BS with the degree name. Do not use periods if referencing MS or BS.

academic programs

Capitalize official titles for all programs. Do not capitalize *program* with the exception of *Undergraduate Economics Program*.

On first reference, use the full name of the program (*with the exception of the MBA program)*. For additional references, use the abbreviation as outlined below. Do not follow the full name with the abbreviation in parenthesis.

Master of Business Administration *(do not spell out)*	MBA
Master of Integrated Innovation for Products and Services	MIIPS
Master of Science in Business Analytics	MSBA
Master of Science in Computational Finance	MSCF
Master of Science in Product Management	MSPM
Undergraduate Business Administration	UBA
Undergraduate Economics Program	UEP
Doctoral program	Ph.D.

To reference joint degrees in a sentence, include the full name of both colleges that administer the program, followed by "at Carnegie Mellon University."

- *The MSPM program is a joint graduate degree, offered by the Tepper School of Business and the School of Computer Science at Carnegie Mellon University.*
- *Jane Doe graduated from the Undergraduate Economics Program with a Bachelor of Economics and Statistics, a joint degree offered by the Undergraduate Economics Program and the Department of Statistics at Carnegie Mellon University.*

acronyms
See also: *academic degrees, indicia*

Do not use acronyms in headlines unless well-known; refer to AP Stylebook for list.

Spell out full names on first reference and follow immediately with acronyms in parenthesis.

- *The Carnegie Mellon Electricity Industry Center (CEIC) was established in 1991.*

alumnus, alumna, alumni
The term *alum* is colloquial. Do not use in formal communications. It is acceptable for social media and blog posts.

To refer to a single graduate who is male, whose gender is neither male nor female, or who gender is not known, use *alumnus.* To refer to a single graduate who is female, use *alumna.*

Alumni is always plural. *Alumnae* may be used to refer to a group of female graduates, although *alumni* may also be used for this purpose.

B

BaseCamp
The orientation program for incoming MBA students. Always spell as one word. Note the capital C.

Black

See *race-related coverage*.

Use the capitalized term as an adjective in a racial, ethnic or cultural sense.

- *Black people, Black culture, Black literature, Black studies, Black colleges*

Use of the capitalized *Black* recognizes that language has evolved, along with the common understanding that especially in the United States, the term reflects a shared identity and culture rather than a skin color alone.

Use Black in racial, ethnic and cultural differences outside the U.S. to avoid equating a person with a skin color.

African American is also acceptable for those in the U.S. The terms are not necessarily interchangeable. Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow an individual's preference if known, and be specific when possible and relevant. Do not assume. No hyphen.

- *Minneapolis has a large Somali American population because of refugee resettlement.*
- *The author is Senegalese American.*

blockchain

Spell as one word, all lowercase. The exception is when referring to the *Blockchain Initiative*, a proper name.

bulleted lists

Always capitalize the first word of each bullet and end with a period, whether it is a full sentence or a phrase. Do not use semicolons.

Strive to retain parallel structure for list items, including the same sentence type and verb tense. Do not use dashes or hyphens, only bullet points.

- *Interview prep includes:*
  - *Reflecting on your short-term goals.*
  - *Preparing a list of questions.*

Business Board of Advisors

Exception to AP Style (mandates "adviser"). Spell out on first reference. BBA is acceptable on subsequent references.

Brs**

The weekly social gathering for MBA students. Always spell with asterisks. Note the capital B and lowercase r.

B-school

Note the capital B and the hyphen. Avoid use in most writing, except material specifically directed at prospective students, such as in emails or advertisements.

C

Carnegie Mellon University

On first reference, spell out *Carnegie Mellon University*. On second reference, *Carnegie Mellon* is acceptable. Avoid using *CMU* except in direct quotations.

centers

Capitalize official titles for all centers as indicated below. For additional references, *the center* is preferred over abbreviating the full name. When necessary to abbreviate — to avoid confusion or redundancy — use the following abbreviations.

Accelerate Leadership Center	Do Not Shorten
Carnegie Mellon Electricity Industry Center	CEIC
Center for Behavioral and Decision Research	CBDR
Center for Organizational Learning, Innovation, and Knowledge	CLIK
Donald H. Jones Center for Entrepreneurial Studies	Don Jones Center
Green Design Institute	GDI
PNC Center for Financial Services Innovation	PNC Center
Swartz Center for Entrepreneurship	Swartz Center

class names

The titles of graduating classes should be capitalized.

- *The fund is supported by alumni from the Class of 2017.*

co-author

Note the hyphen, per AP style. Used as both a noun and a verb.

coronavirus and COVID-19

The disease is capitalized: *COVID-19*.

Referring to simply the coronavirus is acceptable on first reference in stories about COVID-19. While the phrasing incorrectly implies there is only one coronavirus, it is clear in this context.

Strive to use the phrase *the coronavirus pandemic* when writing about the impact of COVID-19 specifically, such as on school schedules or on the economy.

When referring specifically to the virus, *the COVID-19 virus* and *the virus that causes COVID-19* are acceptable.

But, because *COVID-19* is the name of the disease, not the virus, it is not accurate to write *a new virus called COVID-19*. Also incorrect are usages such as *COVID-19 spreads through the air; scientists are investigating how long COVID-19 may remain on surfaces; she worries about catching COVID-19*. In each of those, it should be *the coronavirus*, not *COVID-19*.

Do not shorten to *COVID*, even in headlines, unless part of a quotation or proper name.

In stories, do not refer simply to *coronavirus* without the article *the*. Not: *She is concerned about coronavirus*. Omitting *the* is acceptable in headlines and in uses such as: *He said coronavirus concerns are increasing*.

current students

On first mention of a student, list their program in text either before or after their name.

- *Jane Doe, first-year MBA student, spoke at the event.*
- *Junior business administration student Jane Doe organized the conference.*

Appropriate references for undergraduates include: first-year, sophomore, junior, senior

Appropriate references for MBA students include: first-year, second-year, third-year (for part-time programs)

For social media and promotional copy, including the projected graduation year for current students is acceptable. List all bachelor's degrees as "BS." Note the lack of periods.

D

dates
See also *times*.

All dates should adhere to AP Style in running text. Use figures for all dates. Do not use ordinal numbers.

Only use "on" before a date when following a proper noun.

When a month is used with a specific date, abbreviate (only) Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

- *They broke ground on the Tepper Quad on Sept. 13, 2018.*

Spell out the month when there is no day included.

- *November 2017 was the wettest month on record.*

When a phrase refers to a month and day within the current year, do not include the year. The month and day should appear on the same line.

- *Tuesday, Nov. 4 is the application deadline.*

When a phrase refers to a month and day in an upcoming year, include the year.

- *The program will begin Tuesday, May 4, 2021.*

Use a hyphen for events in a series taking place in the same month. Otherwise, use "to".

- *The program will run May 1-15.*
- *The program will run May 1 to June 11.*

In event listings, follow this format:

- *Monday, Nov. 5, 11 a.m. to 1 p.m.*
- *The class will meet Monday, Nov. 5 from 11 a.m. to 1 p.m.*
- *Nov. 10-12, noon to 3 p.m.*
- *The conference is Nov. 10-12, noon to 3 p.m.*

Time zones are not necessary to include in most instances*. However, when using, be sure to distinguish between Eastern Standard Time (EST) and Eastern Daylight Time (EDT).
Exception: Executive Education programming should always include the time zone following the specific time of day.

- *April 15-16, 2021 | 10 a.m. to 3 p.m. EST*

Dean Bajeux-Besnainou

Dean Isabelle Bajeux-Besnainou is the 10th dean of the Tepper School of Business.

In formal and outward-facing communications:

- First reference: *Dean Isabelle Bajeux-Besnainou*
- Second reference, follow AP Style and only refer to last name: *Bajeux*

In internal/familiar communications to Tepper School communities (students, faculty, staff, alumni):

- First reference: *Dean Isabelle Bajeux*
- Second reference, follow AP Style and only refer to last name: *Bajeux*

When an internal/familiar communication is coming from the dean herself, such as an email memo, it is appropriate to sign off using her first name and shortened last name, with the title:

- *Stay safe and healthy, Isabelle Bajeux, Dean*
- *Stay safe and healthy, Dean Isabelle Bajeux*

Only capitalize *Dean* when it precedes or is used with a formal name. The formal title should appear lowercase elsewhere.

Refer to the "Addendum: Dean Isabelle Bajeux-Besnainou Name Usage by Channel" at the end of this style guide for additional clarification.

decision-making
Note the hyphen. Used as a noun and an adjective.

departments
We do not recognize departments at the Tepper School. Use the full academic program name or the full operating unit name. Capitalize proper names only. See "operating units."

- *She is a tutor in the Undergraduate Economics Program.*
- *He works in Marketing and Communications.*

If the department is an official Carnegie Mellon department, capitalize.

- *The Department of Statistics at Carnegie Mellon and the Undergraduate Economics Program offer a joint Bachelor of Science in Economics and Statistics.*

E
e.g.
Use "e.g." as the abbreviation for "for example."

F
faculty titles

On first mention of a faculty member, follow their name with their complete title as it appears on their faculty profile. Surround the title with commas. Set all titles in title case.

- *Robert Kelley, Distinguished Service Professor of Management, teaches a course on developing star performers.*

The exception is Dave Mawhinney, his title by request should read: Executive Director of the Swartz Center for Entrepreneurship, Associate Teaching Professor of Entrepreneurship

Separate multiple titles with commas. If the title contains internal commas, per AP style, separate them with semicolons. However, strive to remove commas between administrative titles and departments.

- *Linda Argote, David M. Kirr and Barbara A. Kirr Professor of Organizational Behavior and Theory; Director of the Center for Organizational Learning, Innovation, and Knowledge.*

For subsequent mentions of faculty members, use the person's surname only. Do not use "professor" or courtesy titles such as "Dr." or "Ms."

- *Tayur established the organization in 2013.*

G

geography
Include the state or country with the name of a city. This is an exception to AP Style, which classifies some as standalone cities.

Spell out the name of states. Do not abbreviate. If absolutely necessary to abbreviate for fit, use AP Style guidelines.

H

headlines, subheadings
All headlines and subheads should be written in Title Case. Per AP style, capitalize the first and last word, all principal words — nouns, pronouns, verbs, adjectives, and adverbs — and prepositions and conjunctions of four or more letters. Do not use ending punctuation in headlines or subheadings.

- *MBA Students Partner With Pittsburgh Nonprofit to Address Food Waste*

For hyphenated terms, treat each word separately.

- *Decision by Sampling: Connecting Preferences to Real-World Regularities*

Do not use abbreviations or acronyms in titles. On first reference, spell out, then include the acronym in parenthesis.

Any copy longer than 500 words should include at least one internal subheading. Subheads should introduce the following three to five paragraphs of content and should include keywords of the significant topics discussed within the following content. This helps to improve the search engine optimization of web copy and enhance the reader's experience. This also is important for accessibility standards, especially on websites.

health care
Always spell as two words except when it conflicts with the published title of an article or book.

I

i.e.
Use "i.e." as the abbreviation for "in other words."

indicia
See also *academic degrees.*

indicia for general communications (non-alumni communications)
Generally, for all writing *not intended for an alumni-only audience*, such as news articles, website copy, and social media, do not use college codes and indicias. Write out the degree abbreviation and graduation year.

On first mention of an alumnus, follow their full name with their degree abbreviation and four-digit graduation year in parentheses.

- *This year's reunion keynote speaker will be Matthew Smith (MBA 2017).*

Include only degrees earned at the Tepper School, in chronological order. It is appropriate to only list the highest-earned degree if space is an issue. List all bachelor's degrees as *BS* (no periods). List all MSIA* degrees as *MBA* regardless of the graduation date.
- *Jane Doe (BS 2011, MBA 2014) started a company.*
- *Jane Doe (MBA 2014) started a company.*
- *Jane Doe (MBA 1991) started a company.*

Up to and including 1999, the MBA was a Master of Science in Industrial Administration (MSIA).
Degrees earned before 2000 will be indicated as MSIA in alumni communications only. David
Tepper will always be referred to as David Tepper (MBA 1982) in all communications.

indicia for alumni communications

When referencing the college and year of graduation for **alumni communications**, use the degree abbreviation and four digits of the graduation year in parentheses after the name. Include all degrees earned at Carnegie Mellon, in chronological order.
- *The featured speaker will be Jane Doe (BSIM 1990, MSIA 1999).*

For degrees earned at the Tepper School, use the abbreviation as indicated in the chart below.

Bachelor of Science in Business Administration	BSBA
Bachelor of Science in Economics	BSE
Bachelor of Science in Industrial Management (earned before 2000)	BSIM
Master of Business Administration	MBA
Master of Integrated Innovation for Products and Services	MIIPS
Master of Science in Business Analytics	MSBA
Master of Science in Computational Finance	MSCF

Master of Science in Industrial Administration (earned before 2000)	MSIA
Master of Science in Product Management	MSPM
Doctor of Philosophy	Ph.D.

For degrees earned at other Carnegie Mellon schools, use the standard abbreviation for the school indicated in the chart below.

College of Fine Arts	A
Joint college programs (e.g., Bachelor of Humanities and Arts)	CMU
School of Computer Science	CS
Dietrich College of Humanities and Social Sciences	DC
College of Engineering	E
Heinz College of Information Systems and Public Policy	HNZ
Mellon College of Science	S

For multiple degrees earned at the same school, include additional years after the school abbreviation. In this case only, separate different schools with a semicolon.
- *Jane Doe (A 2004, MBA 2005) was promoted.*
- *Jane Doe (DC 1990, 1991; MBA 2000) was promoted.*

J

joint degrees
See *academic degrees*

M

mini, mini-semester
Refer to the half semester of the MBA class schedule as a *mini-semester* on first reference. Note the hyphen.

For additional references, *mini* is acceptable, but avoid pluralizing as *minis.* For specific sessions, use *Mini 1, Mini 2,* etc. Note the capital Ms.

N

names

When the name of a person associated with the Tepper School is mentioned in web copy or the Tepper Magazine, set the name — and only the name — in bold type on first reference only.

- *Alumni invited Dean **Robert Dammon** to speak at the event.*

Do not set following punctuation (e.g., periods and commas) in bold type.

In most copy, avoid the use of middle initials, except when necessary to distinguish common names or when the individual has specifically indicated a preference for inclusion. Where possible, always check how someone would like their name listed.

In some formal contexts — such as event programs, administrative listings, and faculty profiles — it may be appropriate to include middle initials. When in doubt, leave it out.

On first reference, use the person's complete (first, last) name. On second reference, per AP Style, only use the last name. Do not use any title in front of the last name.

nonprofit

Spell as one word with no hyphen when used as a noun or adjective.

numbers

See also: *dates* and *percentages*.

For school rankings, use the pound or hashtag sign (#) before the numeral.

- *The full-time MBA is ranked #1 by students.*

In other cases, follow AP Style and use *No*. for *number* before a numeral.

In general, spell out numbers between one and nine; use figures for numbers 10 or above.

Do not use superscript for ordinal numbers.

O

operating units
For internal communications, the Tepper School does not have departments, but rather operating units. If you must use *department* to reference a group, do not capitalize.

Never reference academic programs and teams as departments.

P

part-time MBA options
The Tepper School prioritizes the selling point that our MBA program is the same whether you attend full time or part time. It is one MBA program with three formats. It is, however, appropriate to reference the Part-Time MBA program or the Online MBA in advertising and promotional copy due to search engine optimization and rankings references. Strive to use the official titles on first reference where possible.

Part-Time Flex MBA
Note capitalization and hyphens. Use the official title on first reference and strive for generic terminology for additional references.
- *Our part-time on-campus option is ideal for career switchers.*

The generic *part-time MBA options* is appropriate to refer to the on-campus and online formats together.

Part-Time Online Hybrid MBA
Note capitalization and hyphens. Use the full name on first reference where possible. Exceptions may include in search advertising and search engine optimization. For additional references, strive for generic terminology.
- *Our online MBA courses are taught by the same faculty as courses on campus.*

percentages

Spell out the word *percent* rather than using the % symbol. Always use figures.

- *About 7 percent of the Full-Time MBA class came from undergraduate programs in information systems or computer science.*

phone numbers

Use hyphens, not periods or parentheses. In campus communications, it is acceptable to include the extension as you would enter it into your telephone on campus.

- *412-268-2268*
- *8-2668*

professional titles

See also *headlines, subheads, titles, faculty titles.*

On first mention of a staff member, follow their name with their complete and official title. Surround the title with commas. Professional titles should always be set in title case, including for those outside of the organization.

- *Recruiters spoke with Steve Rakas, Executive Director of the Masters Career Center.*
- *Jane Doe (MBA 2005), Managing Director of Corporate Partnerships at XYZ Inc., made a major gift.*

R

race-related coverage

See Black.

Follow [AP Style for race-related coverage](#). Strive to adhere to the Tepper School's Diversity, Equality, and Inclusion guidelines and mission when writing about race.

rankings

For school rankings, use the pound or hashtag sign (#) before the numeral.

- *The full-time MBA is ranked #1 by students.*

S

semesters

See *mini, mini-semester.*

Do not capitalize *fall* or *spring.*

spinoff, spinout

Spell as one word with no hyphen when used as a noun or adjective. Spell as two words when used as a verb.

- *The company is a university spinoff.*
- *Several organizations may spin out of the corporation.*

startup

Spell as one word with no hyphen when used as a noun or adjective.

T

Tepper Quad

Use *David A. Tepper Quadrangle* for the first reference in highly formal content, such as fundraising materials. Otherwise, *Tepper Quad* is acceptable for all references.

The business school building located on the Tepper Quad may be nominally referred to as *Tepper Quad.* To differentiate from the entire quad, use *business school* or *business school building*.

Tepper School of Business

We are the **Tepper School of Business** (first reference) or the **Tepper School** (subsequent references).

Do not use "Tepper" alone unless referring to David Tepper (and only on second reference).

When using "the school" to avoid redundancy, do not capitalize either word.

times

Use "a.m." and "p.m." to set off numerals for times. Use *noon* and *midnight*.

The hour of the day and the corresponding "a.m." or "p.m." should appear on the same line.

In event listings, follow this format:
- *Monday, Nov. 5, 11 a.m. to 1 p.m.*
- *The class will meet Monday, Nov. 5 from 11 a.m. to 1 p.m.*

Time zones are not necessary to include in most instances*. However, when using, be sure to distinguish between Eastern Standard Time (EST) and Eastern Daylight Time (EDT).
*Exception: Executive Education programming should always include the time zone following the specific time of day.
- *April 15-16, 2021 | 10 a.m. to 3 p.m. EST*

titles

See also: *faculty titles* and *professional titles.*
Use title case for all publications.

Set all compositions (books, research papers, etc.) in quotation marks. Do not use italics.

Do not set the titles of journals, magazines, or newspapers in quotation marks.

Punctuation Guide

The Tepper School offers the following best practices, tips, and common style mistakes for reference.

General Best Practices

- Use the serial or Oxford comma in a series in all references.
- Always use just one space after periods and colons, and after all punctuation at the end of a sentence (one space between where a sentence ends and the next begins).
- Be sure that all times and dates adhere to AP Style.
- Do not use abbreviations or acronyms in titles. On first reference, spell out, then include the acronym in parenthesis.
- Avoid orphans, runts, and widows (lines or lonely words that are left dangling apart from the rest of the text, either breaking on the next line or starting before the next page or column begins).

Punctuation Best Practices

ampersand

Per AP style, do not use the ampersand (&) unless it is part of a company's or publication's formal name (e.g., Proctor & Gamble or U.S. News & World Report).

Exceptions should be made only for navigation and titles on the Tepper School website (e.g., headlines, subheadings, and links), per Carnegie Mellon's web practices.

apostrophe

Apostrophes are meant to show possession, not pluralization. To show possession for a word that ends in the letter "s" use " 's" unless it is plural or a proper noun.

- *the alumnus's response*
- *the students' grades*
- *Laurence Ales' class*

Apostrophes should not be used to pluralize, especially regarding dates. The exception is to pluralize the use of single letters.

- *Alumni from the 1980s gathered at Heinz Field.*
- *She minded her P's and Q's.*

colon

If a colon is followed by a complete sentence, capitalize the first word following the colon. If what follows is not a complete sentence, use lowercase.

- *Undergraduate students have access to a multitude of career resources: The career center offers job fairs, interview training, and resume tips.*
- *Executive education programs offer training in several areas: strategic leadership, innovation, advanced analytics, and leadership for women.*

comma

Use the serial or Oxford comma in a series in all references.

- *Students, faculty, and staff are invited to participate.*

Use a comma also before the concluding conjunction in a complex series of phrases.

- *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

em dash, hyphens

Em dashes are used to signal abrupt change, such as setting off a series in a phrase. Use a space on both sides of an em dash.

- *Use one space — just one — on either side of the em dash.*

Hyphens are joiners, used to create compound words or indicate range. Do not use spaces around a hyphen. Use hyphens for numerical ranges, such as dates.

- The program runs April 1-14.

semicolon

Use semicolons to separate elements in series when one or more of the items contains at least one comma.

- *Alumni hosted events in Seattle, Washington; San Francisco, California; New York City; and Pittsburgh, Pennsylvania.*

Note that a semicolon is used before the final *and* in such a series.

Use semicolon when a coordinating conjunction such as *and*, *but*, or *for* is not present.

- *The package was due last week; it arrived today.*

quotations

Use single quote marks in headlines.

When a quote is longer than three lines, break it into a block quote. At the beginning of the second paragraph, the continuation of the quote, place quotation marks. Continue in this fashion for any succeeding paragraphs, using close-quote marks only at the end of the quoted material.

Follow AP Style guidelines for running quotations.

The period and the comma always go within the quotation marks.

The dash, the semicolon, the colon, the question mark, and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Addendum: Dean Isabelle Bajeux-Besnainou Name Usage by Channel

External Communications				
Audience	**Channel**	**Signature**	**Sentence Form** 1st Reference	**Sentence Form** 2nd Reference
Alumni **Alumni Board**	Tepper Ticker	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
	Tepper Magazine	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
	Email Communications	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
	Video	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
BBA	Meetings	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux

	Email Communications	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
	Video	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
General Audiences	Tepper Website	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
	Social Media	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
	Video	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
Press / Media	Tepper Website News Articles	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux
	Press Releases	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux

	External Website / News	Isabelle Bajeux-Besnainou Dean Tepper School of Business	Dean Isabelle Bajeux-Besnainou	Bajeux

Internal Communications

Audience	Channel	Signature	Sentence Form 1st Reference	Sentence Form 2nd Reference
Faculty	Tepper Times Newsletter	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
	Dean's Dispatch Email	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
	Town Hall/Other Presentations	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
	Email Communications	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
Staff	Tepper Times Newsletter	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux

	Dean's Dispatch Email	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
	Town Hall/Other Presentations	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
	Email Communications	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
Students	Tepper Times Newsletter	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
	Dean's Dispatch Email	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
	Town Hall/Other Presentations	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux
	Email Communications	Isabelle Bajeux Dean Tepper School of Business	Dean Isabelle Bajeux	Bajeux

Tepper School Proofreading Checklist

Please use the below checklist when proofreading or performing the final copy edit on any Tepper School publications to ensure accuracy and consistency. If you have any questions, please refer to the Tepper School Editorial Style Guide or contact **Aubrey Buberniak** at aubreyb@andrew.cmu.edu.

Easy Fixes

- ❏ Run a spell checker tool.
- ❏ Are all proper names (of people, places, organizations) spelled correctly?
- ❏ Verify all job and faculty titles for accuracy.
- ❏ Confirm all dates and locations are correct.
- ❏ Confirm all email/physical addresses and phone numbers are accurate.
- ❏ Do all of the links open to the intended source?
- ❏ Each title and subheading should be written in Title Case.
- ❏ There should be only one space after each sentence ends and before the next sentence begins (not two and definitely not three).

A Closer Look

- ❏ Misspellings.
- ❏ Grammatical errors.
- ❏ Improper punctuation.
- ❏ Bad sentence structure, such as dangling modifiers, comma splices, run-ons, subject-verb agreement, tense changes, and fragments.
- ❏ Adherence to AP Style and Tepper School style.

Finishing Touches

- ❏ Have you included keywords in your title, subheadings, and body copy for search engine optimization?
- ❏ Is each link descriptive? Do not use only "Read More".
- ❏ Adhere to accessibility guidelines.
- ❏ Run a spell checker tool again to catch typos and editing errors.
- ❏ Perform one final full read-through.

Common Style Mistakes

- We are the Tepper School of Business or the Tepper School, not Tepper.
- Be sure that all times and dates adhere to AP Style.
    - The hour of the day and the corresponding "a.m." or "p.m." should appear on the same line.
    - The month and day should appear on the same line.
    - If a day of the week is listed with the date, be sure that the date *actually* falls on that day of the week.
    - Use correct abbreviations for months.
    - When a phrase refers to a month and day within the current year, do not include the year.
- Capitalization in subheadings and bulleted sections should be consistent.
    - Do not use end punctuation in subheadings.
    - Always capitalize the first word of each bullet and end with a period, whether it is a full sentence or a phrase.
- Do not use abbreviations or acronyms in titles. On first reference, spell out, then include the acronym in parenthesis.
- Hyphens are joiners, used to create compound words or indicate range. Do not use spaces around a hyphen.
- Em dashes are used to signal abrupt change, such as setting off a series in a phrase. Use a space on both sides of an em dash.
- Avoid orphans, runts, and widows (lines or lonely words that are left dangling apart from the rest of the text, either breaking on the next line or starting before the next page or column begins).
- When a quote is longer than three lines, break into its own paragraph. Follow guidelines for running quotations.

Additional Tips

- Vary your sentence and paragraph length for visual interest and readability.
- Read your work out loud to help identify sloppy sentences and awkward transitions.
- Change the font type and size when proofing to trick your eyes into seeing your work for the first time.