

# Master Calendar Entries

## Writing & Formatting Cheat Sheet

### Check First

- Look at the master calendar to make sure your event isn't already entered

### Consistent Titles

- Use short and concise titles
- Capitalize the first letter of each word
- Do not use all caps

### Add a Description

- The event entry will include where and when. The description should add the what, who and why.
- Don't skip the description or just repeat the event title in the description field

### Formatting Dates & Times

- Use AP Style for times and dates
- No minutes on the hour (1 p.m., not 1:00 p.m.)
- Don't add "th" or "st" to dates (Aug. 21, not Aug. 21st)
- Lowercase a.m. and p.m. with periods
- Do not abbreviate days of the week
- Do abbreviate months, if used with a date ("On Aug. 21," but "In August"), according to AP Style (March, April, June, July are never abbreviated)

### Contact Information

- Include contact information for details of the event
- Include phone numbers, when appropriate (phone numbers use dashes, not periods or parentheses)

### Know Your Audience

- Not all readers will be familiar with insider jargon or repeat events
- Provide the basic details a newcomer needs
- Avoid acronyms

### Use Pacific University Style

- It's "Pacific University," "Pacific," or "the university." It is not "the University" or "PU."
- Capitalize campus names: Forest Grove Campus, Hillsboro Campus, Eugene Campus, Woodburn Campus

### Use Web Best Practices

- Be concise
- Create links in text to help people find more information where appropriate
- Use the tools within the Marketing & Communications section of pacificu.edu for writing and formatting guidelines. These include Internet & Online Communications, Formatting Basic Webpages, and the Pacific University Brand Standards.