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.