

CAS OPERATIONS

Shared Services Model Communications

Editorial Guidelines for Website News Storytelling

CAS Communications encourages units to follow the rubric below when developing stories for the news section of the unit's website. Information about the types of content that will be included in the news section is also included.

All text should follow the UD Office of Communications and Marketing's Editorial Style Guide for website text. An overview of UD's editorial style is included below. Full guidelines can be found in OCM's [Editorial Style Guide](#).

News items must adhere to the following criteria:

- Stories with external-facing value to a general audience
- Be narrative in nature
- Support the CAS Mission Statement
- Content should be greater than 100 words, but no longer than 1,000 words
- Include compelling image(s)

Storytelling Rubric

Each story should include information that answers each of the following questions:

- Who is involved in the story?
- What is each person's title and department for faculty/staff or their graduation year and major for students.
- What happened?
- When did it happen?
- How did it happen?
- Where did the story happen?
- What, if any, other units either in CAS or on campus were involved?
- Why is the story important?
- What is the impact of the action in the story?
- What would happen if the action did not happen?
- How does this story connect to the department's strategic goals?

Editorial Style Guide Overview



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Degrees

- College degrees and degree programs are lowercase when spelled out in text—e.g., “associate in arts,” “bachelor of science,” “master of arts.” (Degrees listed in a headline style may be capitalized.)
- Degrees are capitalized and take periods when abbreviated: B.A., M.S., Ph.D.

Capitalization

- Capitalize “University” standing alone when referring to the University of Delaware
- Do not capitalize “college” or “department” when standing alone
- Capitalize the proper names of departments and offices—e.g., “Department of History,” “University of Delaware Honors Program.” However, in informal use, departments and offices are lowercase: “the history department,” “the honors program.”
- Courses of study and course titles are lowercase: biological sciences, sociology, history of rock.

Names and titles

- Capitalize a title immediately preceding a name, but lowercase the title if it follows the name or stands by itself:
 - President Walter Hullahen BUT Walter Hullahen, president of the University
- Do not use courtesy titles, such as Mr., Mrs., Ms., Miss and Dr.—even on first reference—except when referring to the deceased.
- The titles of named professors are always capitalized: “Harry Angstrom, H. Fletcher Brown Professor of Mineralogy.”

Punctuation

- One space follows all punctuation, including periods and colons.
- Italicize the titles of books, plays, long poems, collections of shorter works (e.g., anthologies, albums), newspapers, magazines, films and television programs. Enclose in quotation marks the titles of articles, essays, short stories and poems, book chapters and television episodes.
- The University does not use the serial comma (the comma following the second-to-last item in a series), in accordance with AP guidelines. When the absence of a serial comma compromises clarity, use the comma—even though it has not been used throughout.

