

The Episcopal Diocese of San Diego Style Guide

Below are the style guidelines for diocesan communications. In general, follow guidelines found in the Associated Press Stylebook: <https://www.apstylebook.com/>

Capitalization

- Use lowercase whenever possible
- the bishop (but Bishop Jefferts Schori)
- the cathedral (but St. Paul's Cathedral)
- the church (but Church is okay for global church)
- the diocese (but the Episcopal Diocese of San Diego)
- the rector or vicar or priest-in-charge
- the vestry or bishop's committee
- Do not capitalize pronouns referring to God (e.g. not He or Him). Avoid using gendered pronouns for God.
- Capitalized titles when they precede a name only (e.g. Presiding Bishop Michael Curry.)

Example: The presiding bishop went for a walk today.

Presiding Bishop Michael Curry went for a walk today.

Spelling

- Spell out state names
- Bible
- Baptismal Covenant
- email
- online
- website

Punctuation

- Use colons before subtitles in headlines
- Do not double space after a colon or a period
- Do not use scare quotes
- Include spaces before and after an em-dash
- Place all punctuation inside quotation marks
- Omit the serial (Oxford) comma (e.g. priests, vicars and rectors)
- Use italics for book titles; all other compositions (movies, lecture series, songs) use quotation marks
- Remove double spaces after sentences. Search for double spaces and replace with single spaces; repeat until no double spaces are found.

Time and Date

- Use a.m. and p.m.
- Omit :00 (e.g. 6 p.m.; not 6:00 p.m.)
- Use “to” for a time range rather than a hyphen (e.g. 6 p.m. to 7:30 p.m.)
- Add the day of the week before the date (e.g. Tuesday, October 9)
- Omit “st,” “rd” and “th” after the number (e.g. Tuesday, October 9, not 9th)
- Never use “o’clock” or “noon”
- Omit the year
- Congregation Names
- When referring to churches, always include the city in the first mention (e.g., St. Paul’s Cathedral, San Diego; second reference St. Paul’s Cathedral)
- Do not use “Episcopal” or “Church” in the title unless it is part of the name of the church (e.g., St. Luke’s, not St. Luke’s Episcopal Church)

Clergy Reference

- For reference to clergy, always use “the Rev.” followed by the person’s name (e.g. the Rev. Sally Smith)
- Capitalize the “t” in “the Rev.” only when it begins a sentence (e.g., On Sunday, the Rev. Sally Smith preached in the rain.” Or “The Rev. Sally Smith preached in the rain.)
- Do not include academic titles, but if necessary, you may add “Ph.D” after the clergy person’s name (eg.g. the Rev. Sally Smith, Ph.D.)
- Do not refer to clergy as Father, Mother, Reverend or Rev’d in writing
- On second reference, use the Rev. Smith
- In quotations, it is okay to use the reference used by the speaker

Please Observe

- The Rt. Rev. Katharine Jefferts Schori on first reference, and on second reference: Bishop Jefferts Schori
- The Most Rev. Michael Curry and on second reference: Bishop Curry
- The Very Rev. Penelope Bridges, dean of St. Paul’s Cathedral and on second reference: Dean Bridges