

The WICT Network Internal Style Guide

Revised for Chapters – January 2022

As an organization that champions leadership and educational development, we must be especially vigilant about the quality of our materials and the caliber of our writing. It is important that your communications are clear, professional and most importantly, consistent. With this in mind, please follow the guidelines outlined in this internal style guide.

The WICT Network generally adheres to the AP (Associated Press) Stylebook, and our [Branding Guidelines](#) cover the use of the logo and approved colors. If you have a specific question not addressed below, please reach out to chapters@wict.org for assistance.

References to The WICT Network

The organization changed its name from “WICT – Women in Cable Telecommunications” to “The WICT Network” in October 2021. Going forward, always use “The WICT Network” in all communications.

- Always capitalize “The,” as it is part of the official name.
- Include “WICT” in all references; do not shorten the name to “The Network.”
- When using the logo, it must always include the tagline, whether vertical or horizontal.
- When it is not possible to use the logo, such as in a press release or other text-based document, include the full tagline the first time referring to the organization – “The WICT Network: Empowering Women in Media, Entertainment & Technology.”
- Chapter logos must always include the chapter name as part of the logo, and the name cannot be moved or split apart. This is to ensure consistency throughout all chapters and helps maintain a clear identify.

Acronyms

Our industry has no shortage of acronyms. In email or documents, always spell out the full name the first time it’s used, followed in parentheses by the acronym. After that the acronym may be used by itself. The exception is for acronyms that stand on their own, such as NCTA, or commonly understood acronyms like CEO.

Example: Named in honor of one of the industry’s most successful leaders, the **Betsy Magness Leadership Institute (BMLI)** maximizes participants’ ability to lead in the midst of change. Today, **BMLI** is recognized as the flagship leadership development program of the cable and telecommunications industry.

Active Voice

Whenever possible, use the active voice in your written communications. The active voice brings clarity to writing. In the active voice, the subject takes the action and the tone is direct, strong and clear. The passive voice – often evidenced by the use of prepositions – puts the emphasis on the object of a sentence. Using the passive voice is acceptable when *what* happens is more important than *who* makes it happen. In general, however, the passive voice adds unnecessary complexity and should be avoided.

Example: The WICT Network’s PAR Initiative measures the status of women employees in the cable industry. (*Active Voice*)

The status of women employees in the cable industry is measured by The WICT Network’s PAR Initiative. (*Passive Voice*)

Audience

The WICT Network reaches out to a wide variety of audiences – members, sponsors, the media, company executives, industry organizations, policymakers, the general public and the list goes on. Each audience has a different degree of familiarity with our mission. Ensure your writing is tailored to the needs of the audience you are addressing.

Bulleted Lists

Use a colon before introducing a list of bullet items, like this:

- Leave a blank line between the introductory statement and the first bullet.
- Unless they consist of only one or two words, end all lines with a period.
- Use a parallel structure so that your bulleted items are consistent with one another.

Commas

When listing a series of items, do not place a comma before “and.” (This is known as the “Oxford comma.”)

Example: The WICT Network’s Touchstone Partners invest in our programs, initiatives and mission.

Dates

When referring to a specific date in an email or document, use the day of the week whenever possible, formatted as follows: **Wednesday, March 7, 2018**. Avoid writing dates as March 7th or April 3rd.

Phone numbers

Phone numbers should be separated by dashes (ex. **202-827-4794**). Do not use periods or parentheses.

Standard font

Refer to the branding guidelines for specific details about the fonts approved for use in communications.

Style

Keep it simple. For effective writing, the old adage, “less is more” usually applies.

- Narrow the purpose and intent of the piece.
- Focus on key messages.

- Minimize use of complicated sentence structures.
- Eliminate redundancy.
- Avoid over explaining; trust the reader.
- Avoid using jargon.

Time of day

Time of day should be expressed as **HH:MM am or HH:MM pm**. When displaying start and end times for events, use the following format: **HH:MM – HH:MM am** (if event takes place during the morning), **HH:MM – HH:MM pm** (if event takes place in the afternoon or evening) or **HH:MM am – HH:MM pm** (if event spans both the morning and afternoon).

Titles

- Unless the executive expressly states otherwise, when listing titles of board members, speakers, staff, etc., shorten titles that contain "Vice President" to "VP." (ex: Senior Vice President, Marketing would be changed to SVP, Marketing).
- Replace "and" in titles with an ampersand (&) unless the executive specifies "and."
- When referring to Maria in more formal communications, always use her full name and designation: **Maria E. Brennan, CAE**. When applicable, refer to her as **President & CEO, The WICT Network**.

The WICT Network's Chapters

When referring to chapters, always put "The WICT Network" first. Use a colon to separate the chapter's specific name.

Example: The WICT Network: Greater Philadelphia **not** Greater Philadelphia Chapter of The WICT Network.