

Seattle Children's

Editorial Style & Usage Guidelines

Updated on 2/16/2009

Over the years, Marketing and Communications has developed a preferred style for the punctuation and use of many titles and terms used throughout Seattle Children's.

In conjunction with our preferred style, we use the Associated Press style, which is considered the authoritative word for journalists on the rules of grammar, punctuation and usage.

(The Associated Press Stylebook can be purchased at major bookstores or ordered through the Associated Press, AP Newsfeatures, 50 Rockefeller Plaza, New York, NY 10020.)

Here is an alphabetical listing of style guidelines as they are applied when writing about Children's.

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Acronyms

On first reference, use the entire name, followed with the acronym in parentheses. On subsequent references, use only the acronym.

Example:

An echocardiogram (ECG) is a painless test. We give 20 ECGs a day.

Addresses (style of)

For U.S. Mail:

DO NOT use periods in addresses on mail to be sent through the U.S. postal system.

Example:

Seattle Children's
M/S X-XXXX
PO Box 5371
Seattle, WA 98105-0371

In Print:

Abbreviate compass points when part of a numbered address, but do not use periods (i.e. NE, SE, etc.).

Example:

Seattle Children's physical address is 4800 Sand Point Way NE

Use abbreviations for Ave., St., Blvd., etc., only with a numbered address; spell out when used with street name only.

Example:

1600 Pennsylvania Ave., but Pennsylvania Avenue

Always use figures for address numbers

Example:

4800 Sand Point Way NE

Ages

- Always use numerals for ages.
- Use hyphens when using age as a descriptor before a noun or as a substitute for a noun.

Examples:

The boy is 5

The 5-year-old boy

The 5-year-old

When expressing an age range, use “to” in a sentence or a title and a hyphen when showing ages in a list.

Examples:

Correct: The game is appropriate for children 8 to 11.

Correct: The game is appropriate for:

- Children 8-12
- Teens 13-17

INCORRECT: Do not use references to aged, e.g. “Children aged 10 and older.”

Area, or zone, names

Each area of the hospital is called a “zone” and is associated with an elevator. The zone names are Airplane, Balloon, Giraffe, Rocket, Train and Whale. Each has a unique icon and artwork. Always capitalize the name of the zone; the word “zone” need not be capitalized.

Example:

Whale zone

Breast-fed

Also, breast-feeding

Bullets

Consider using bullets only if they will add to the readability of the material. Don’t substitute a bullet when subheading is needed.

Bullets should be used to introduce individual elements of a list. Capitalize the first word following the bullet. When each bulleted item is a complete sentence, capitalize the first letter and put a period at the end. Do not punctuate bulleted items that are not, by themselves, complete sentences.

Example of bullets as complete sentences:

How you can protect patient privacy:

- Conduct conversations with or about patients as privately as possible.
- Keep patient lists and medical records in a secure location.
- Provide information on a need-to-know basis.

Example of bullets that are not complete sentences:

This evaluation can be validated by:

- Employee’s continuing education
- Written tests
- Direct observation

Consider if a bulleted list is necessary when the items are single words.

Example:

Wash your hands to avoid spreading:

- Germs
- Bacteria
- Viruses

Or:

Wash your hands to avoid spreading germs, bacteria or viruses.

Campus and building names

- Seattle Children’s Hospital main campus (Seattle Children’s, Laurelhurst campus and main campus are OK when communicating to internal audiences):
 - > Janet Sinegal Patient Care Building
 - > Melinda French Gates Ambulatory Care Building
- 70th and Sand Point
- Seattle Children’s Research Institute
 - > Building 1
- Metropolitan Park West or Met Park West

Capitalization

See specific topic areas for direction regarding capitalization of titles and disciplines. For headlines, use title case. For subheads, use sentence case. For sidebars, use title case.

Do not capitalize the short forms of organizational names.

Examples:

Correct: Please meet me at the hospital’s main campus.

INCORRECT: Please meet me at the Hospital’s main campus.

Correct: He is the center’s new director.

INCORRECT: He is the Center’s new director.

Caregiver

One word, no hyphen

Chairperson

The correct title for the elected head of these governing bodies is “chairperson,” though the person who holds the chair position of a board may prefer to use a variation of the title “chairperson.”

For example: chair, chairman, chairwoman, etc. Children’s follows the individual’s preference.

Use the full name of the board on first reference to avoid confusion among the different boards (see entry on “Seattle Children’s boards”).

Contractions

Use contractions with discretion; consider tone and audience.

Dashes

Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause.

Examples:

We will fly to Paris in June — if I get the reservations.

Smith offered a plan — it was unprecedented — to raise revenues.

Put a space on both sides of a dash in all uses. In Word, a dash is created by typing the hyphen key twice.

Refer to *The Associated Press Style Book* for more information on using dashes.

Dates

Write dates without “st,” “nd,” “rd,” or “th.”

Example:

We will hold the meeting May 2.

Abbreviate all months, except March, April, May, June and July.

Do not abbreviate days of the week.

Use a comma after the date when a year is written.

Example:

March 2, 2009

Do not use a comma when specifying a month and a year.

Example:

March 2009 (not March, 2009)

Format for events is day, month, date, time, place.

Example:

Thursday, Nov. 2, 4 p.m., at the Northgate Mall

Daycare

Daycare (noun)

Daycare (adjective)

Deaf and Hard of Hearing

Capitalize “Deaf” when indicating sociolinguistic affiliation in addition to audiological distinction. When indicating only that the person has a hearing loss, use deaf (lowercase).

“Hard-of-Hearing” takes hyphens when used as a modifier before a noun.

“Hard of Hearing” is used without hyphens when it appears elsewhere in a sentence.

Do not use “hearing impaired.”

Disciplines

Do not capitalize names of disciplines within a sentence, unless that name is a proper noun.

Examples:

He is a professor of pediatrics.

She is a professor of English.

Down Syndrome

Not “Down’s Syndrome.” Defer to the current edition of *Stedman’s Medical Dictionary* for spelling of all diseases, disorders, syndromes, etc.

E-mail

The word “e-mail” should always be hyphenated.

“E-mail” is capitalized only when it begins a sentence.

In online text, e-mail addresses should be contained within a natural language link rather than written out.

Examples:

Correct: E-mail us to find out more.

Correct: Contact John Smith to find out more.

INCORRECT: To find out more, contact John Smith at john.smith@yahoo.com.

In print, do not underline e-mail addresses. It is also necessary to write out the e-mail address.

Family-centered care

Capitalize only at the beginning of a sentence.

First name vs. last name

In internal communications, use first names of staff in subsequent references.

For external communications, use last names without courtesy titles.

Example:

First reference: Dr. John Doe is the ARTist of the Month.

Second reference in *InHouse*: John is a team player and a great guy.

Second reference in external publications: Doe is a team player and a great guy.

Flyer

Flyer (noun)

Follow-up (noun, adjective)

Two words, connected by a hyphen.

Examples:

This visit is a follow-up. (noun)

The patient needed a follow-up visit. (adj)

Fundraising

Fundraiser

Fundraiser (noun)

Hand washing

Two separate words; takes a hyphen when used as a compound modifier, e.g., hand-washing campaign.

Headlines

Use the traditional headline/title case: initial caps for all words except articles and prepositions.

Examples:

Daylight Savings Time in Effect Monday

Dog Bites Man

Now Is the Time to Vote

Healthcare

Write “healthcare” as one word.

Examples:

Healthcare costs

Healthcare provider

Healthcare facility

Healthcare provider

Where multiple providers are intended, use “healthcare providers.”

Healthy vs. healthful

Our preference is to use “healthy” as an adjective.

Examples:

Healthy recipes

Healthy lifestyle

Hyphens

Hyphens should be used to:

- Avoid ambiguity: “The president will speak to small-business men.” (“Businessmen” is normally one word, but in the context of this sentence “small” could refer to the physical size of the business owners rather than the size of the business.)
- Make compound modifiers. When a compound modifier of two or more words that express a single concept precedes a noun, use hyphens to link all the words in the compound except the adverb “very” and all adverbs that end in “ly”: a first-quarter touchdown, a bluish-green dress, a very good time, an easily remembered rule, etc.
- Avoid duplicated vowels, tripled consonants. Examples: anti-intellectual, pre-empt, shell-like.

Retain the hyphen with the prefix “co-” when forming nouns, adjectives and verbs that indicate occupation or status, such as “co-author,” “co-director,” “co-chair” or “co-payment.”

Do not use a hyphen to replace the word “to” when referring to ranges of numbers or time. Children’s preferred style is to use the word “to” rather than hyphen, except in a bulleted list. (See “Ages.”)

Example:

Correct: The study will take 15 to 18 years.

For more on hyphens, see *The Associated Press Stylebook*.

Initials

Use periods and no space when an individual uses initials instead of a first name.

Example:

H.L. Mencken

Internet (and related words)

- “Internet” is a proper noun, so it takes a capital “I.”
- “World Wide Web” is the proper noun for a global system linking documents, images, sounds and other files across the Internet.
- “Web site” takes a capital “W” (because “Web” is short for the proper noun “World Wide Web”) and small “s.”
- “E-mail” stands for “electronic mail.” The “e” is capitalized only when it begins a sentence.
- “Online” is one word, no hyphen, capitalized only when it starts a sentence.

Life span

Two words, no hyphen

Limb-sparing

Two words; use a hyphen. Do not use “limb-saving” or “limb salvage.”

Mailstops

Refer to the list in the phone book on CHILD for an up-to-date listing of mailstops.

Male and female

Avoid sexist references. Gender-specific pronouns should be used specifically, not generally.

For example, “A good doctor keeps his patients’ medical records in order,” can be restated: “A good doctor keeps orderly medical records.”

If the sentence cannot be rewritten to make it gender neutral, it’s OK to use “their” for a singular reference. For example: “Every child has their own favorite toy.”

Do not write “he/she” or “his/hers.”

Medical dictionary reference

Children’s standard for referencing medical conditions and spellings is *Stedman’s Medical Dictionary*. *Dorland’s Illustrated Medical Dictionary* is also helpful.

Medical terminology

Consider the audience when using medical terminology. In general, use the lay term first; put the medical term in parentheses if it is needed. For an audience of medical professionals, use the precise medical term.

Monetary units

Use figures and the appropriate symbol, e.g., \$10.58.

Where no cents are indicated, do not use the trailing zeros.

Examples:

Correct: \$10.

INCORRECT: \$10.00

Months

Capitalize the names of the months in all uses.

Abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. when a month is used with a specific date, and place a comma after the day.

Example:

Nov. 5, 2009 or May 5, 2009

Spell out when using the month alone, or when specifying just a month and year. Do not use a comma between the month and year.

Example:

December 2009

Numerals

Spell out whole numbers below 10; use figures for 10 and above.

Examples:

The woman has three sons and two daughters.

He has a fleet of 10 station wagons and two buses.

Exceptions:

- Always use numerals for ages, e.g., 6 years old, or 10 months.
- Always use numerals for hospital floor numbers, e.g., 6th floor, and process steps, e.g., Step 1.
- For all Patient Education and Community Education print and electronic materials, use numerals for measurements, e.g., 3/4 teaspoon. Use numerals for procedural steps or medicine instructions and time measurements, e.g., “take 1 pill before bedtime each day for 1 week.”

Sentence start: Spell out a numeral at the beginning of a sentence. If necessary, revise the sentence. There is one exception — a numeral that identifies a calendar year.

Examples:

Correct: 1996 was a very good year.

INCORRECT: 993 freshmen entered the college last year.

Correct: Last year, 993 freshmen entered the college.

For more on the use of numerals, see *The Associated Press Stylebook*.

Odessa Brown Children’s Clinic (OBCC)

First use: Odessa Brown Children’s Clinic, a community clinic of Seattle Children’s > subsequent use: OBCC

When needed, use the approved OBCC/Seattle Children’s co-branded logo, available in the MarComm site on CHILD.

OK

Both letters capitalized in all cases. Do not use “ok” or “okay.”

Parking lots

- Lot 2 and Lot 3 (for staff and physician parking)
- Lot 4 (for Emergency Department parking)
- Giraffe parking (for patients, patient families and visitors)
- Whale parking (for patients, patient families and visitors)

Percentages

- Children’s departs from AP style and allows use of the percent sign, %.
- It takes a singular verb when standing alone or when a singular word follows an “of” construction: The teacher said 60% was a failing grade. He said 50% of the membership was there.
- It takes a plural verb when a plural word follows an “of” construction: He said 50% of the members were there.
- Always use figures: 1%, 2.5% (use decimals, not fractions). For amounts less than 1%, put a zero before the decimal: The cost of living rose 0.6%.
- Do not put a space between the figure and the percent sign.
- Repeat percent with each individual figure: He said 10% to 30% of the electorate might not vote.

Pharmaceutical (drug) names

Capitalize the word; no trademark is needed.

Example:

Tylenol

Physician assistant

As with all job titles, lowercase when it is used alone or follows a name. Uppercase when it directly precedes a name. Not “physicians assistant” or “physician’s assistant.”

Room numbers

Children’s uses a letter and a four-digit identifier to express room numbers.

The letter indicates the zone. The first digit indicates the floor, the second indicates the section. All four digits taken together indicate the unique room number.

Example:

A-5968: is room 5968 in zone A on the 5th floor in the Airplane section.

Seasons

Do not capitalize in text.

Example:

The conference is next spring.

Seattle Children's boards

These are the correct titles of Seattle Children's boards:

- Seattle Children's Healthcare System Board of Trustees
- Seattle Children's Hospital Board of Trustees
- Seattle Children's Hospital Foundation Board of Trustees
- Seattle Children's Hospital Guild Association Board of Trustees

The name of a board is capitalized when it appears in its entirety. When the words "board" or "board of trustees" appear separate from "Seattle Children's," they are not capitalized.

Examples:

The Seattle Children's Hospital Board of Trustees approved the resolution.

The board approved the measure.

When writing to an external audience, always use "Seattle Children's Hospital Board of Trustees" on first reference. When writing to an internal audience, it is OK to shorten to "Children's Board of Trustees."

Seattle Children's departments

Names of specific departments, organizational units or process areas are capitalized.

Examples:

Human Resources Department, Business Services Department, etc.

Capitalize department or process area names when they are used as proper nouns, even when "Department" is not used.

Example:

"Jane Doe directs the payroll process" but "Jane Doe, director, Payroll"

Capitalize clinics when the name is used as a proper noun.

Example:

Asthma Clinic

When the word "department" or "division" is used alone, it is not capitalized.

Example:

The department manager is responsible for enforcing the policy.

When used in a generic sense, "medical staff" is not capitalized.

Example:

The medical staff includes primary care physicians and specialists.

On second reference, department names may be shortened.

Example:

"PT" instead of "Physical Therapy" or "IS" instead of "Information Services Department."

Seattle Children's executive staff

Follow this format (order and style of punctuation) when listing Seattle Children's executive staff in publications and online:

Thomas Hansen, MD
CEO
Seattle Children's

(Prefers "CEO," not "Chief Executive Officer." Use space or rule to set him off from everyone else. Hansen is followed by the three presidents.)

Patrick Hagan
President and Chief Operating Officer
Seattle Children's Hospital

James Hendricks, PhD
President
Seattle Children's Research Institute

Douglas Picha
President
Seattle Children's Hospital Foundation

(Presidents are followed by hospital executives in alphabetical order.)

Mark Del Beccaro, MD
Pediatrician-in-Chief
Chief Medical Information Officer

Lisa Brandenburg
Senior Vice President
Chief Administrative Officer

Drexel DeFord
Senior Vice President
Chief Information Officer

David Fisher, MD
Senior Vice President
Medical Director

Susan Heath, RN, MN
Senior Vice President
Chief Nursing Officer

Sanford Melzer, MD
Senior Vice President
Strategic Planning and Business Development

Robert Sawin, MD
Surgeon-in-Chief
President, CUMG

Jeffrey Sconyers
Senior Vice President
General Counsel

F. Bruder Stapleton, MD
Senior Vice President
Chief Academic Officer

Kelly Wallace
Senior Vice President
Chief Financial Officer

Seattle Children's facilities (addresses and location names)

Main hospital: mailing address

M/S X-XXXX
PO Box 5371
Seattle, WA 98105-0371
206-987-2000 (main number)
206-987-2280 (TTY)
866-987-2000 (toll-free)
866-583-1527 (línea para familias que no hablan inglés)
www.seattlechildrens.org

Main hospital: physical address

4800 Sand Point Way NE
Seattle, WA 98115

70th & Sand Point: mailing address

M/S S-XXX
PO Box 50020
Seattle, WA 98145-5020
206-987-7000

70th and Sand Point: physical address

Seattle Children's Administrative Office Building
6901 Sand Point Way NE
Seattle, WA 98115

Building 1/Seattle Children's Research Institute

C9S-X
1900 Ninth Ave.
Seattle, WA 98101
206-884-7300

Seattle Children's Home Care Services

2525 220th St. SE, Suite 200
Bothell, WA 98021-4440
425-482-4000

Metropolitan Park West

MPWX-X
1100 Olive Way
Suite 500
Seattle, WA 98101
206-884-7800

Odessa Brown Children's Clinic

2101 E Yesler Way
Seattle, WA 98122
206-987-7200

Regional Clinics

Seattle Children's Bellevue

1135 116th Ave. NE, Suite 400
Bellevue, WA 98004
425-454-4644

Seattle Children's Everett

Providence Everett Medical Center
Pavilion for Women and Children
900 Pacific Ave., Suite 100
Everett, WA 98201
425-304-6080

Seattle Children's Federal Way

34503 9th Ave. S, Suite 300
Federal Way, WA 98003
253-838-5878

Seattle Children's Olympia

615 Lilly Road NE, Suite 140
Olympia, WA 98506
360-459-5009

Seattle Children's Tri-Cities

969 Stevens Dr., 1B
Richland, WA 99352-3557
509-946-0976

Seattle Children's Healthcare System

First use: Seattle Children's Healthcare System > subsequent use: Children's (To be used only when referring to the overall corporate structure): Seattle Children's Healthcare System is the legal name for the corporate entity that includes all aspects of the organization's activities.

Seattle Children's Healthcare System is a Washington state not-for-profit corporation serving as the parent organization for several affiliated entities including:

Seattle Children's Hospital — An independent, not-for-profit regional pediatric medical center affiliated with the University of Washington School of Medicine and serving greater Seattle and the Pacific Northwest.

Seattle Children's Research Institute — A division of Children's that conducts pediatric research aimed at improving the health and well being of people of all ages.

Seattle Children’s Hospital Foundation — A not-for-profit organization that seeks and receives private donations to support the uncompensated care, capital, research, program, educational and endowment needs of Seattle Children’s Hospital and Seattle Children’s Research Institute.

Seattle Children’s Hospital Guild Association — A not-for-profit organization of guilds, auxiliaries, thrift stores and volunteers that financially supports the uncompensated care provided by Children’s and gives appropriate support to enhance the quality of care provided to its patients.

Seattle Children’s name

Unless you are writing specifically about the research institute or the foundation, or the hospital context is obvious, use Seattle Children’s Hospital on first reference. This is particularly important in copy that does not include the logo.

First use: Seattle Children’s Hospital > subsequent use: Children’s, the hospital

Example:

Seattle Children’s Hospital’s main campus is in the Laurelhurst neighborhood of Seattle. Children’s aims to be a good neighbor in all its activities. The hospital staff has an alternate commute rate of more than 60%.

First use: Seattle Children’s Research Institute > subsequent use: Children’s, the research institute or the institute

Example:

Seattle Children’s Research Institute conducts pioneering research to find innovative cures and advance pediatric care throughout the world. The research institute is actively recruiting prominent investigators to bring their innovative programs to Seattle. The institute includes nine multidisciplinary centers dedicated to...

First use: Seattle Children’s Hospital Foundation > subsequent use: Children’s, the foundation or the hospital foundation

Example:

In 2008, Seattle Children’s Hospital Foundation successfully concluded an eight-year campaign to raise money for facilities, uncompensated care and research. The foundation is celebrating this accomplishment on Sept. 16 with an event at Safeco Field.

Please do not use initials in reference to Children’s.

First use: Seattle Children’s > subsequent use: Children’s

(Assumes logo is used and/or context is clear): Seattle Children’s is consistently rated one of the top employers in the Puget Sound region. Children’s has comprehensive programs to recruit and retain the best people.

Partnerships, alliances and initiatives:

The Stay On Top of It campaign provides drowning prevention and water safety information from Seattle Children’s and the Washington State Drowning Prevention Network. The network was developed in 1994 with the Washington State Department of Health and Children’s.

Seattle Cancer Care Alliance is a world-class cancer treatment center that unites expert doctors from Fred Hutchinson Cancer Research Center, UW Medicine and Seattle Children’s. Children’s is a founding member of the alliance.

Serial commas

We prefer to follow the newspaper style of omitting a comma before the word “and” in a series of three.

Example:

“A good diet consists of low cholesterol, low fat and high fiber.”

Spelling reference

We use the *Webster’s New World College Dictionary* as the official word on spelling.

Telephone numbers

Always include an area code. Place a hyphen between the area code and exchange, and a hyphen between the exchange and the last four digits.

Example:

206-987-1234

Internal extensions use a hyphen between the 7 and the last four digits.

Example:

7-1234

Toll-free numbers do not require a 1 at the beginning.

Example:

800-987-1234

TTY numbers are indicated with TTY in parentheses.

Example:

206-987-1234 (TTY)

Time of day

Use figures except for noon and midnight.

Hours between midnight and noon take a.m.; hours between noon and midnight take p.m. It is expressed with a space between the numeric time and the letters, the letters are lowercase and each takes a period.

Example:

11:15 a.m., 3:28 p.m.

Use a colon to separate hours from minutes.

Example:

3:30 p.m.

Do not include minutes when something occurs on the hour.

Example:

11 a.m., not 11:00 a.m.

Use the word to, not a hyphen or dash, to designate a time range.

Example:

11 a.m. to 3 p.m.

If both elements in the time range occur within the morning or the evening, use a.m. or p.m. only once.

Examples:

9 to 11:30 a.m.

9:15 a.m. to noon

9 a.m. to 5:30 p.m.

Titles and courtesy titles

Titles are capitalized when used before a person's name.

Example:

Executive Vice President Jane Doe.

Titles are lowercase when used alone and when used with a comma following the person's name.

Example:

Joe Doe, analyst, Finance.

The word "department" need not be used with the department name when used after a person's name and title.

Courtesy Titles

Within text, "Dr." is used on first reference for physicians. Following the doctor's name is the area of specialty.

Example:

Dr. Jane Doe, child psychiatrist

Courtesy titles are not used with subsequent references.

If appropriate in the context, "Dr." may also be used on first reference before the names of individuals who hold other types of doctoral degrees. In this case, state the individual's specialty in the first or second reference.

When doctors are listed for classes or programs, their names are followed by "MD" or "PhD." "Dr." is not used unless they are quoted in the description of the class. The words "physician" or "doctor" and "surgeon" are preferred over the term "MD."

When the terms MD, RN, etc., are used, there are no periods.

Examples:

Correct: Jane Doe, MD

INCORRECT: Jane Doe, M.D.

Correct: John Smith, RN, PhD

INCORRECT: John Smith, R.N., Ph.D

Credential letters that are not common knowledge should not be used in newsletters and publications geared to a public audience. Internally, the credential letters should be used and/or written out at the editor's discretion. When listing more than one credential, put the most advanced degree last.

Example:

Jane Doe, RN, MN

Undercompensated

One word, no hyphen, lowercase

URLs

In online text:

Use descriptive words rather than a URL for the link text whenever possible.

Example:

Correct: To learn more, visit the CDC's Web site.

INCORRECT: To learn more, visit the CDC's Web site (<http://www.cdc.gov>).

Do not include the punctuation in a link.

Example:

Correct: If you're looking for a job you can [look for jobs online](#).

INCORRECT: If you're looking for a job you can [look for jobs online.](#)

Never use "click here" for a link.

Example:

Correct: Learn more about our training courses.

INCORRECT: Click here to learn about our training courses.

In printed text:

Do not underline a URL.

Example:

Learn more about our training courses at www.training.org.

Webcast

Web site

Two words, no hyphen. The "w" is capitalized. (See "Internet" entry.)

Work-up (noun)

Two words connected by a hyphen

Example:

She documented the complete work-up.

Years

Use figures, without commas: 2009.

Use an “s” without an apostrophe to indicate spans of decades or centuries.

Example:

the 1890s, the 1900s

When stating a month and year without a date, do not place a comma after the month.

Example:

November 2009

Years are the lone exception to the general rule in numbers that a figure is not used to start a sentence.

Example:

1996 was a very good year.

Zones

Each area of the hospital is called a “zone,” and associated with an elevator. The zone names are Airplane, Balloon, Giraffe, Rocket, Train and Whale. Each has a unique icon and artwork. Always capitalize the name of the zone; the word “zone” need not be capitalized.

Example:

Whale zone