

# Writing Style Guide

(revised 03-22-11 tb)

## Purpose:

This Style Guide is meant to assist content producers in writing high quality communication pieces through appropriate and consistent terms, whether in print or online format. The Style Guide below is to be used when creating letters, fliers, eNews, email communication, presentations, etc.

The references in this guide can be attributed to the Associated Press Stylebook (AP) in most instances. In general, stay away from jargon and technical terms when a simple word will work.

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## Titles

### academic and professional titles:

Capitalize titles directly *before* a name and are used as part of the names, *but not after* the name:

- Banner Health President and CEO **Peter Fine**.
- **Peter Fine**, president and CEO. Do not capitalize job descriptions.

Lowercased if they follow names or are used to help describe or identify people further. **Bill Byron**, senior director of Public Relations

### certifications:

Be wary of spelling out certifications, etc. Few people care.

**courtesy titles:**

Except in very formal communication and obituaries, courtesy titles such as Mr., Mrs., Ms. are not used.

**degrees:** Avoid alphabet soup! If it is necessary to mention a person's degrees, the preferred form is to *avoid abbreviation* and spell out the degrees as:

- associate degree (no apostrophe)
- bachelor's degree
- master's degree
- doctorate
- bachelor of arts
- master of science
- doctor of philosophy

Note the apostrophes in bachelor's and master's. Do not write B.A., B.S., M.A., Ed.D., or Ph.D. in publication copy.

**doctor:**

Name first, followed by a comma, followed by the appropriate initials. Example: **John Hensing, MD**. Second reference, use the abbreviated courtesy title: Dr. Hensing.

While it is acceptable to indicate PhD after a name, do not use the Dr. courtesy title with PhD recipients to avoid confusion with medical doctors. Do not use Dr. before the names of individuals who hold only honorary doctorates.

The form of Dr., or Drs., in a plural construction, applies to all first-reference uses before a name, including direct quotations.

It is redundant to refer to someone as, for example, Dr. John Doe, MD.

**Other:**

vice president: no hyphen

chief-of-staff: hyphenated

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## Acronyms

Acronyms ([link to Bannerpedia](#))

If you must use acronyms, spell out word phrases that use initials the first time, then give the acronym in parenthesis. After that, use just the acronym without periods. If you are still in doubt, spell out the word.

**Arizona Health Care Cost Containment System:** AHCCCS is acceptable on all references. (AHCCCS is Arizona's program for health care insurance for the poor.)

**Arizona Hospital and Healthcare Association:** AzHHA is permissible on second reference. Banner is a member.

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## Addresses

Abbreviate directions and avenue, street and boulevard when used in a number-specific address. Do not use abbreviations without number-specific addresses. Do not abbreviate Road, Place, Drive, Circle.

Incorrect: Banner Mesa is on W. 10th Pl.

**Correct:** Banner Mesa is on West 10th Place

Incorrect: 1111 E. McDowell Rd.

**Correct:** 1111 E. McDowell Road

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## Cities & states

There are three ways to handle states. When referring to a state by itself, as in Everyone likes the scenery in Michigan, spell it out. When a city name accompanies the state, use the standard, Associated Press abbreviation as in, Susie was born in Wichita, Kan. Only when giving a specific address that might be used on an envelope should you use the postal code abbreviation and ZIP without a comma.

Standing alone state names are spelled out: Michigan is a wonderful place to live. If the state name immediately follows the city name in a sentence, abbreviate the state name using AP style abbreviations (Ala.=Alabama, Neb.=Nebraska).

It is not necessary to include the state with city names for in-state publications. For the Web, however, city and state become more important. Although Phoenix wouldn't require the state, Wheatland would.

When used with a city, state names are abbreviated using the abbreviations in the Associated Press Stylebook, and the state is set off by commas: Susan moved to Baldwin, Md., and David came from Sheridan, Ore.

If the state is the last word in a sentence, spell out the entire state name.

Use the postal abbreviation for addresses, except when addresses are included within body copy. In this case, the preferred form again is the AP style: Mich., Wis., Ill., Ind., Minn., etc.

These are the postal code abbreviations for the **eight states** that are **not abbreviated** in datelines or text:

AK (Alaska)

HI (Hawaii)

ID (Idaho)

IA (Iowa)

ME (Maine)

OH (Ohio)

TX (Texas)

UT (Utah)

Also: District of Columbia (DC).

Note: Washington, D.C. should be written out to distinguish it from the state. States with five or fewer letters are written out as in Ohio, Maine, Texas.

**United States/U.S.:** Spell out when used as a noun; abbreviate when used as an adjective. After their move, they spent a lot of time adjusting to the United States. U.S. policy in the Europe was

the topic of the discussion.

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## Computer & Web terminology

Below is a list of commonly used computer and Internet terms, acronyms and software programs. For definitions and expanded information on the terms listed here, consult a computer/Internet dictionary or style guide such as *Wired Style: Principles of English Usage in the Digital Age* by the editors of *Wired* magazine.

Adobe Photoshop  
America Online (AOL on subsequent reference)  
backup  
blog  
cellphone (one word)  
chat rooms: lowercase, two words.  
CD-ROM  
computer-assisted instruction (CAI)  
database  
download  
email (new as of 2011, "email" dropped its hyphen)  
GIF or gif (Graphics Interchange Format)  
Google  
home page: lowercase, two words.  
HTML (HyperText Markup Language)  
HTTP (HyperText Transport Protocol)  
hyperlink  
Internet, uppercase "I"  
intranet, a private network inside a company or organization, only for internal use, lowercase (Banner's employee website is the intranet)  
iPad  
iPhone  
iPod  
JPEG or jpeg (Joint Photographic Experts Group)  
laptop computer  
Microsoft  
multimedia  
online (one word in all cases)  
PDA (Personal digital assistant)  
pop-up menu; pull-down menu  
portal  
PowerPoint  
QuarkXPress  
screen saver (two words)  
SharePoint  
smartphone  
spreadsheet  
startup disk, startup screen  
ThinkPad  
time-sharing  
WYSIWYG. (What You See Is What You Get)  
World Wide Web; Web; WWW  
Yahoo

website: one word. (For numerous years, AP and Banner Health style was two words. In April 2010, AP officially adopted it as one word).

**One word references:**

**Website.** Capitalize the "W" at the beginning of the sentence; otherwise "w" is lowercase.

Lowercase "w" for compound words including:

- website
- webcam
- webcast
- webinar
- Web (Uppercase "W" for the proper noun; when referencing as a stand-alone word). Short for World Wide Web.

**Two words:**

Some Web references remain two words with the "W" capitalized for the proper noun such as:

- Web page

**employee website:** internal site, the intranet for Banner Health. Banner prefers to refer to it as the employee website, *not* intranet.

**netiquette:** is simply online etiquette – what you can and can't say or do online with customers

- Do not use "ALL CAPS" when responding in electronic medium for business purposes
- Do not use "all lowercase" when responding in electronic medium for business purposes

**public website:** [www.BannerHealth.com](http://www.BannerHealth.com): public for Banner Health

**wiki:** software that allows a group of users to add, delete, edit an intranet or Internet website.  
Example: Wikipedia.

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## Dates

**days, dates:** Use the day of the week if it is within seven days of the time of publication; otherwise, use the date. If today is May 10, May 13 is Saturday, but the following Saturday is May 20. In most cases it is not necessary to list both the day and the date.

**decades:** Use twenties, sixties, eighties. Avoid using '60s because of possible confusion with members of the class of '60. Alternatively, you may use the 1960s without any apostrophe.

**months:** Spell out months when used alone or with a year only. It can be very busy in November; and November 1992 was the busiest month of all. But with a specific date, abbreviate these months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. It's Dec. 8, *not* Dec. 8th.

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## Department names, unit names

### department names:

Capitalize department names: Radiology; lowercase the word "department"

On external websites, use the common name of the department that will be most-easily understood by consumers. Medical records instead of Health Information Management Systems. Lowercase department (i.e. Emergency department). L&D (Labor & Delivery) is not an acceptable abbreviation for external use.

- **Behavioral Health Helpline:** 254-HELP, (602) 254-4357
- **Call Center:** 230-CARE. (602) 230-CARE (2273). 1-800-230-CARE (2273)
- **Corporate Compliance:** Banner program to ensure federal guidelines are followed and offering employees a chance to report possible violations. ComplyLine for reporting violations is (602) SHS-7989; (602) 747-7989.
- **Echo:** Banner employee wellness program. Employees Choosing Healthy Options. Lowercase; unlike most other acronyms.
- **Spiritual Care:** Provides religious services to patients and families. Serves all denominations.

### unit names:

Lowercase and spell out the common name of the unit that will be most-easily understood by consumers (i.e. cardiovascular intensive care unit). Acronyms are acceptable when communicating with health industry professionals, (i.e. ICU for intensive care unit).

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## Facility names, abbreviations and acronyms

Do not abbreviate facility names when possible, particularly facilities that begin with "B" (Banner Baywood; Banner Behavioral; Banner Boswell). Though we deal with acronyms every day, consumers and patients who may pick up our publications don't. If you must use abbreviations, they are as follows:

Banner Baywood Medical Center  
(do not abbreviate if possible)

Banner Behavioral Health Hospital  
(do not abbreviate if possible)

Banner has behavioral health facilities located in: Chandler, Gilbert, Glendale, Phoenix, Scottsdale and Sun City West, Arizona.

Banner Boswell Medical Center  
(do not abbreviate if possible)

Banner Churchill Community Hospital  
BCCH

Banner Corporate Center-Mesa  
BCC-M

Banner Corporate Center-Phoenix  
BCC-P

Banner Corporate Center-Sun City West  
BCC-SCW

Banner Del E. Webb Medical Center  
BDWMC

Banner Desert Medical Center  
BDMC

Banner Estrella Medical Center  
BEMC

Banner Gateway Medical Center  
BGMC

Banner Good Samaritan Medical Center (not Good Sam)  
BGSMC

Banner Heart Hospital  
BHH

Banner Ironwood Medical Center  
BIMC

Banner Lassen Medical Center  
BLMC

Banner MD Anderson Cancer Center  
(formerly M. D. Anderson Banner Cancer Center)

Banner Thunderbird Medical Center  
BTMC

Cardon Children's Medical Center  
CCMC

\* The word "Children's" has an apostrophe.

Community Hospital  
CH

Denali Center  
DC ( not The Denali Center)

East Morgan County Hospital  
EMCH

Fairbanks Memorial Hospital  
FMH

McKee Medical Center  
MMC

North Colorado Medical Center  
NCCMC

Ogallala Community Hospital  
OCH

Page Hospital  
PH

Platte County Memorial Hospital and Nursing Home  
PCMHNH

Sterling Regional MedCenter  
SRM

Washakie Medical Center  
WMC

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## Facility addresses, CEOs, senior leaders

Banner Health has four corporate center locations:

1. Banner Corporate Center-Mesa  
BCC-M
2. Banner Corporate Center-Phoenix  
BCC-P
3. Banner Corporate Center-Sun City West  
BCC-SCW
4. Banner Corporate Center-Colorado

**Board of Directors:** Barry Hendin is chairman of the 15-member board of directors.

**Senior Management Team (SMT):** This is the group of senior executives, which includes **President and CEO Peter S. Fine.**

Reporting to him are:

- **David Bixby**, senior vice president/general counsel

- **Kathy Bollinger**, president, Arizona West Region
- **Ron Bunnell**, executive vice president/chief administrative officer/chief financial officer
- **Jim Ferando**, president, Western Region
- **John Hensing**, MD, executive vice president and chief medical officer
- **Rebecca Kuhn**, president, Arizona East Region
- **Ed Oxford**, senior vice president/chief talent officer

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**Anne Carlsen Center for Children:** Was a Banner-owned facility until June 1, 2003, when it was donated to the center's foundation.

**Banner Churchill Community Hospital:**

**Walt Beck, CEO.** Address is 801 E. Williams, Fallon, Nev., 89406.

**Community Hospital:**

**Brenda Sturm, CEO.** Banner-owned hospital located at 2000 Campbell Drive, Torrington, Wyo., 82240.

**Banner Baywood Medical Center:**

**Laura Robertson** became the new CEO on Jan. 1, 2011. Formerly Valley Lutheran Medical Center. Banner Baywood acceptable reference. Located at 6644 E. Baywood in Mesa, Arizona.

**Banner Behavioral Health Hospital:**

**Pat Little-Upah, CEO.** Formerly Samaritan Behavioral Health Center – Scottsdale. Address is 7575 E. Earl Drive, Scottsdale, Ariz., 85251.

**Banner Boswell Medical Center:**

**Dave Cheney, CEO.** Formerly Walter O. Boswell Memorial Hospital. Banner Boswell is acceptable in second references. DO NOT use BBMC. Location is 10401 W. Thunderbird Road, Sun City, Ariz., 85351. Banner owned and operated.

**Banner Del E. Webb Medical Center:**

**John Harrington, CEO.** Formerly Del E. Webb Hospital. DO NOT use BDEWMC. Location is 14502 W. Meeker Blvd. Sun City West, Sun City West, Ariz., 85375. Banner owned and operated.

**Banner Desert Medical Center:**

**Todd S. Werner, CEO.** Formerly Desert Samaritan Medical Center, Banner Desert is acceptable in all references. DO NOT use BDMC. Location is 1400 S. Dobson Road, Mesa, Ariz., 85202. Banner owned and operated.

**Banner Estrella Medical Center:**

**Rob Gould, CEO.** Hospital in west Phoenix at Loop 101 Freeway and Thomas Road. Hospital opened in January 2005. Physical address is 9201 W. Thomas Road, Phoenix, Ariz., 85037. Banner owned and operated.

**Banner Gateway Medical Center:**

**Pam Nenaber, CEO.** Hospital in Gilbert at US 60 and Higley Rd opened in September 2007. Physical address is 1900 N. Higley Road, Gilbert, Ariz., 85234. Banner owned and operated.

**Banner Good Samaritan Medical Center:**

**Larry Volkmar, CEO.** Banner Good Samaritan is acceptable in all references. DO NOT use BGSMC. Location is 1111 E. McDowell Road, Phoenix, Ariz., 85006. Banner owned and operated.

**Banner Health:**

**Peter S. Fine is president and chief executive officer.** Formerly Banner Health System. Office is in Phoenix. Banner Health has 23 hospitals in seven western states: Arizona, Alaska, California, Colorado, Nebraska, Nevada and Wyoming.

**Banner Heart Hospital:**

**Debbie Flores** became CEO on Jan. 1, 2011. Formerly Lutheran Heart Hospital. Located at 6750 E. Baywood in Mesa, Arizona. Separately licensed hospital located adjacent to Banner Baywood Medical Center. *Do not use BBHH.* Banner owned and operated.

**Banner Mesa Medical Center:** This does not exist anymore. The building was transformed into Banner Corporate Center-Mesa in 2009. Address is 525 W. Brown Road, Mesa, Ariz., 85201.

**Banner Home Care/Hospice:**

**David Baker, CEO.** East Valley location is 1325 N. Fiesta Blvd., Gilbert, AZ 85233. West Valley location is 9305 W. Thomas Road, Phoenix, Ariz., 85037.

**Banner Ironwood Medical Center:**

**Deb Krmpotic, CEO.** Construction completed in 2009. Location is Pinal County, Ariz. Official opening 2010.

**Banner Lassen Medical Center:**

**Elizabeth Woodyard, CEO.** Address is 560 Hospital Lane, Susanville, Calif., 96130.

**Banner MD Anderson Cancer Center** (*formerly known as M. D. Anderson Banner Cancer Center*): Located on Banner Gateway Medical Center campus. Expected to open late 2011. For more guidelines, please visit their Style page here: <http://www.mdanderson.org/news-and-publications/news/newsroom/media-tools/style-for-journalists/media-tools-style-for-journalists.html>.

**Banner Medical Group:**

**Jim Brannon, CEO.** Formed in 2009. Located at Banner Corporate Center-Phoenix, Phoenix, Ariz., 85006.

**Banner Simulation System:**

The umbrella term for all of Banner's simulation centers. As of 2009, Banner has two:

1. SimET Center at Banner Good Samaritan in Phoenix, Ariz.
2. Banner Simulation Medical Center in Mesa, Ariz.
3. A major capital campaign is underway at McKee Medical Center to build a 3,000 square-foot simulation center (*as of 2009*).

**Banner Research Institute**

**William Camp, CEO.** Located in Phoenix, Arizona.

**Banner Sun Health Research Institute:**

(*formerly Sun Health Research Institute*). Address is 10515 W. Sante Fe Drive, Sun City, Ariz., 85351. This facility falls under umbrella of Banner Research, inclusive of all of Banner's research activities.

**Banner Thunderbird Medical Center:**

**Tom Dickson, CEO.** Formerly Thunderbird Samaritan Medical Center. Banner Thunderbird acceptable in all references. Location is 5555 W. Thunderbird Road, Glendale, Ariz., 85306. Banner owned and operated.

**Cardon Children's Medical Center:**

**Rhonda Anderson, CEO.** Address is 1400 S. Dobson Road, Mesa, Ariz., 85202. Prefer "Cardon Children's" not "CCMC" if you must shorten reference. (*The Banner Children's Hospital at Banner Desert Medical Center facility was renamed 05-20-09 after donation from the Cardon family*)

**Community Hospital:**

**Vincent DiFranco, CEO.** Address is 2000 Campbell Dr., Torrington, Wyo., 82240.

**East Morgan County Hospital:**

**Gavin Carmichael, CEO.** Address is 2400 W. Edison, Brush, Colo., 80723. Leased hospital.

**Fairbanks Memorial Hospital / Denali Center:**

**Mike Powers, CEO.** Banner-leased and operated facilities in Fairbanks. Located at 1650 Cowles St., Fairbanks, AK., 99701.

**Laboratory Sciences of Arizona (LSA).** Jointly owned subsidiary with Quest Diagnostics. Also known as Sonora Quest Laboratories (SQL). Labs are located within each hospital. Main office is located at 1255 W. Washington St. in Tempe, Arizona.

**McKee Medical Center:**

**Marilyn Schock, CEO.** Banner owned and operated hospital located at 2000 Boise Ave., Loveland, Colo., 80538.

**North Colorado Medical Center:**

**Richard O. Sutton, CEO.** Leased facility located at 1801 16th St. in Greeley, Colo., 80631.

**Ogallala Community Hospital:**

**Bob Edwards, CEO.** Leased hospital located at 300 E. 10th St., Ogallala, Neb., 69153.

**Page Hospital:**

**Sandy Haryasz, CEO.** Leased hospital at 501 N. Navajo, Page, Ariz., 86040. Page became part of the Western Region in 2009.

**Platte County Memorial Hospital, Nursing Home & Home Care:**

**Eric McVicker, CEO.** Leased facility located at 201 14th St., Wheatland, Wyo., 82201.

**Sterling Regional MedCenter:**

**Michelle Joy, CEO.** Banner-owned facility located at 615 Fairhurst St., Sterling, Colo., 80751.

**Washakie Medical Center:**

**Margie Molitor, CEO.** Leased facility located at 400 S. 15th St., Worland, Wyo., 82401.

**Banner Health Corporate offices:** There are four Banner Corporate Centers (Phoenix, Mesa, Sun City, West and in Colorado). The original and main location is 1441 N. 12th St., Phoenix, Ariz., 85006.

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## Foundations

Banner Health has a number of Foundations throughout the system, all of which raise and distribute charitable contributions for its medical facilities, patient care services and community outreach programs. Both Foundations in the Arizona Regions work together during the annual employee-giving campaign, "Better Together."

- **Arizona Regions:**  
Banner Alzheimer's Foundation  
Banner Health Foundation

Sun Health Foundation

- **Western Region:**  
The Greater Fairbanks Community Hospital Foundation  
Banner Lassen Medical Center Foundation  
East Morgan County Hospital Foundation  
McKee Medical Center Foundation  
North Colorado Medical Center Foundation  
Sterling Regional MedCenter Foundation  
Community Hospital Foundation  
Platte County Memorial Hospital Foundation  
Washakie Hospital Foundation

**Banner Alzheimer's Foundation:** Philanthropic resource for Banner Alzheimer's Foundation. BAF is located at 2025 N. Third St., Ste. 250, Phoenix, Ariz., 85004 (Brookstone Building). There is no "The" in front of the foundation's name.

**Banner Health Foundation:**

**Ms. Andy Kramer, CEO.** Philanthropic resource for Banner Health's Arizona Regions with the exception of Banner Boswell and Banner Del E. Webb medical centers. BHF is located at 2025 N. Third St., Ste. 250, Phoenix, Ariz., 85004 (Brookstone Building). There is no "The" in front of the foundation's name.

**Sun Health Foundation:**

Philanthropic resource for Banner Boswell and Banner Del E. Webb Medical centers. SHF is located at 13180 N. 103rd Dr., Sun City, Ariz., 85372.

**Nonprofit** = one word (preferred over not-for-profit).

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**Arizona East Region:**

**Rebecca (Becky) Kuhn** is Arizona East Region president. Region includes Banner Baywood Medical Center, Banner Behavioral Health Hospital, Banner Children's Hospital, Banner Desert Medical Center, Banner Gateway Medical Center, Banner Heart Hospital and Banner Ironwood Medical Center.

**Arizona West Region:**

**Kathy Bollinger** is Arizona West Region president. Region includes Banner Boswell Medical Center, Banner Del E. Webb Medical Center, Banner Estrella Medical Center, Banner Good Samaritan Medical Center and Banner Thunderbird Medical Center.

**Western Region:**

**Jim Ferando** is Western Region president. Region that includes all the facilities outside Arizona and Page Hospital.

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## Medical abbreviations, medical terms

Can be acceptable if they are fully explained in the text or are generally understood by non-medical readers, including MRI, EKG, AIDS

Do not capitalize disease names or medical terms: cancer, cardiology

Do not use periods unless the abbreviation forms a word: A.D.D. for Attention Deficit Disorder. RN, not R.N. MD, not M.D.).

**breast-feeding** (with a hyphen)

**conjunctivitis:** If understood by non-medical readers, use conjunctivitis; if in doubt, use **pinkeye** (one word).

**dietician** or dietitian? (Banner prefers 'dieti**C**ian' spelled with a "c")

**EMR:** Singular. Electronic Medical Record (not Electronic Medical Records).

**handicapped, disabled, impaired:** Be cautious that you use these words properly. Generally, avoid handicapped as too generic and derogatory. Disabled and impaired refer to conditions that substantially limit one or more of daily life's major activities.

**health care:** Two words. (AP style)

**health professional:** An individual who: has undergone formal training in a health care field, holds an associate's or higher degree in a health care field and holds licensure or certification in a health care field (where applicable), and has professional experience in providing direct patient care. (Definition adapted from URAC policy, 2002)

**orthopedic or orthopaedic:** Both are correct however, *without* the "a" is preferred.

**Tuberculosis:** TB is acceptable on second reference.

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## Numbers & numerals

**numbers:** **Spell out numbers from one through nine** if you are using them in a sentence (one, two, three, four, five, six, seven, eight, and nine).

**numerals** are figures, letters, words or group of words expressing a number. Use figures beginning at 10 and above if you are using them in a sentence (10, 11, 12, 13, 14, 15 and so forth).

**first:**

First class, first degree: Don't use a hyphen unless it modifies a noun such as (It was a first-class restaurant).

**first family and first lady:** Always lowercase.

**th:** Use 1st, 2nd, 3rd, 4th and so forth when the sequence has been assigned in forming names (1st Ward, 7th Fleet and 1st Sgt. or 2nd District Court).

**Exceptions:** **Always spell out numbers at the beginning of a sentence.** When listing children's ages, use numerals throughout. (Their children are Joy, 13, Bill, 6, and Myron, 2 1/2).

**When it's not a list**, use a 5-year-old, the terrible twos, she's in her 20s, and Jack's 20-year-old son.

**Large round numbers:** Use words as 10 million.

**Currency:** Use the dollar sign: \$10 million but not the cents sign; write out the word: 52 cents. Avoid putting numbers next to numbers in a sentence - separate the numbers with words if possible.

- **area codes:** Use them on all phone numbers; use parenthesis around the area code. Example: (602) 230-CARE (2273).
- **telephone numbers:** The standard formatting for phone numbers in publications and the website is (602) 747-4656 and 800-233-1460
- **fractions:** For fractions, write out the words: one-fourth, one-half in body copy; the fraction key is difficult to read and increases the potential for error. Use the fraction key for children's ages, charts and tables.
- **percent:** Write out the word percent in body copy: 10 percent. Use the % sign in charts and tables.

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## Time

### **a.m. and p.m.**

always lowercase, with periods.

**Do not list zeroes** for times on the hour: 5 p.m., not 5:00 p.m.  
Avoid redundancy: Incorrect: 5:00 p.m. this afternoon. Correct: 5 p.m. today.

**noon / midnight:** Always noon or midnight instead of 12 a.m. or 12 p.m.

**order:** Time, date, place.

*Example:* The event will begin at 8 a.m. on Oct. 18 and will be held at Camelback Inn Resort.

**time zones:** Always stipulate exact time period for Arizona time since Arizona is in its own time zone.

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## Confusing words or spellings

Watch out for these pesky, easy to confuse words. When in doubt, there's no substitute for a good dictionary. Communication and Marketing recommends Merriam Webster's Collegiate Dictionary.

- **accept/except:** Accept is a verb meaning "to receive willingly." Except is a preposition meaning "excluding." I will accept all the nominations except the last one.
- **accommodate:** Two Cs and two Ms.
- **advice/advise:** Advice is a noun meaning "guidance." Advise is a verb meaning "to counsel" We advised him to seek advice from a college counselor.
- **a lot/alot/allot:** There is no such word as alot; use a lot. Allot means "to distribute or to assign as a share or portion. There were a lot of people at today's seminar. I will allot

each farmer ten magic beans.

- **all ready/already:** All ready, an adjective, means "completely." Already, an adverb, means "before" or "previously." I already told you that I am all ready to leave for my vacation.
- **all right/alright:** There is no such word as alright. Use all right.
- **among/between:** Use among for three or more items; use between with two. The tasks were divided among the ten committee members. Park your car between these two posts.
- **any more/anymore:** Any more refers to a lack of quantity. Anymore is properly used as a statement about change in a previous condition or activity. Sally doesn't have any more candy. I guess it doesn't matter anymore.
- **any one/anyone:** Any one refers to a member of a group. Anyone means any person at all. Anyone can purchase any one of the paintings from the show.
- **Bimonthly:** No hyphen. (meaning, every other month; let a month go "by").
- **bring/take:** Bring means "to carry to a nearer place from a more distant one." Take means the opposite: "To carry to a more distant place from a nearer one." Bring that file over here. Take this package to the post office.
- **Capitol** (speaking of the U.S. Capitol, Capitol Hill) / **capital** (speaking of money):
- **cite/sight/site:** Cite is a verb meaning "to refer to." Sight, a noun, is the ability to see or something that is seen. Site, a noun, means a location. Remember to cite your sources. He lost his sight when he was five. The vacant lot will be the site of the new parking lot.
- **complement/compliment:** Complement is something that fills up, makes whole or brings to perfection. Compliment means praise - an expression of esteem, respect, affection or admiration. The ship has a complement of 20 sailors and 5 officers. His tie complements his shirt. Supervisors should always compliment their employees on a job well done.
- **comprise/compose:** Comprise means to include or encompass; compose means to make up or put together. The whole comprises the parts; the parts compose the whole. The seminars may comprise undergraduate and graduate students, but the seminar is composed of students.
- **disabled, handicapped:** The phrase "a person with disabilities" is preferred over the phrase "disabled person." Handicapped is often used in government publications but should be avoided for general use.
- **disc/disk:** Compact disc spelled with a c. Computer disk spelled with a k.
- **ensure/insure:** The dictionary says these two are synonyms with each other and with guarantee, assure and secure. But only insure can be used with anything pertaining to insurance. It's less confusing for readers to use ensure for non-insurance matters and insure for insurance.)
- **every one/everyone:** Every one refers to every single person or thing. Everyone means "all the people." The raccoon ate every one of the ears of corn. Is everyone ready?
- **farther/further:** Farther refers to additional distance. Further refers to additional time, quantity or extent. As we drove farther into the desert, I told Dennis that I did not want to discuss our lack of water any further.
- **fewer/less:** Use less for a single quantity or mass or bulk amount. Use fewer for items that can be counted. The building has less floor space, yet it contains no fewer than 100 classrooms. Many worked in our office for less than three years. [Here, even though a number is used, the thought is of a single quantity. The sentence refers to a single period of time, not individual years.]
- **full-time/full time:** He has a full-time job. He works full time.
- **Fund raising/fund-raising/fund-raiser/fund raiser:** Fund raising is two words when used as an activity.
  - Fund raising is difficult.
  - Fund-raising with a hyphen when used as a modifier. They planned a fund-raising campaign.
  - Fund-raiser with a hyphen to identify the person raising funds. A fund-raiser was hired.

- Fund raiser when fund modifies the word raiser. A fund raiser was held in the university center.
- **irregardless:** There is no such word. Regardless of what many people believe, there is really no such word.
- **it's:** This is the contraction for it is or it has. It's not uncommon for this word to be used incorrectly as the possessive.
- **its:** This is the possessive. The group lost its president.
- **Journey:** Always capitalize when referring to the Banner Journey philosophy. Journey is also the bimonthly systemwide employee newspaper.
- **judgment:** Not judgement
- **lay/lie:** Lay is transitive verb meaning "to put or place." Its principal parts are lay, and laid. Lie is an intransitive verb meaning "to recline or rest in a flat position." Its principal parts are lie, lay, lain. Do you need to lie down? Where did I lay those leather gloves?
- **more than/over:** When referring to something that can be counted, use more rather than over. More than three thousand people attended the reunion. Andy is over six feet tall.
- **nonprofit:** One word, no hyphen. The nonprofit Banner Health. Banner is a nonprofit organization.
- **OK, OK'd, OK'ing, Oks:** Do not use okay.
- **over, under:** Spatial terms: Over means above. With numbers, use "more than" or "less than" instead of these terms.
- **part-time/part time:** She has a part-time job. She works part time.
- **passed/past:** Passed is the past tense of the verb "to pass." Thus it means "went by" or "received a passing grade." Past means "of a former time" or "beyond in time or position." She passed her test. He passed the car driven by our past president. The accident occurred just past the new entrance ramp.
- **principal/principle:** Principal is a noun meaning "the head of a school" or "a sum of money." It is also an adjective meaning "first in importance." Principle is a noun meaning "a basic truth or standard." The principal asked the school board, "Do we have the principal to rebuild the science building?" My principal reason for leaving home was that I disagreed with my stepfather's principles of discipline.
- **semi-monthly:** Hyphen. (twice a month).
- **state of the art:** Overused; try a different phrase.
- **systemwide:** Banner style is one word.
- **till, until:** 'Til is for poetry. Use until in body text.
- **title/entitle:** Entitle means "to give title to"; title means "to provide a title" or "call by a title." The author entitled the book last week; the book, titled How to Write Well is available at the bookstore.
- **that/which:** There is a difference between that and which. Use **that** for restrictive clauses - clauses that are essential to the meaning of a sentence. Use **which** for nonrestrictive clauses - clauses that, if removed, would not change the meaning of a sentence. Set off the nonrestrictive clauses with commas. (If a sentence contains two thats, and the reader might be confused, it's all right to substitute a which for one of the thats.) The book that she wanted was not in the library. The books, which are on the kitchen table, are overdue at the library.
- **Unique:** One of a kind. Avoid such expressions as rather unique or most unique. Opt instead for terms such as individual, uncommon, special, rare, etc.
- **vice president:** No hyphen.
- **vita/vitae:** Vita is singular; vitae is plural. However, use curriculum vitae for the singular form, curricula vitae for the plural.
- **who/whom:** Who relates to whom in the same way he or she relates to him or her. Who is the subject and would match he or she; whom is the object and would match him or her. As Theodore Bernstein wrote in *The Careful Writer*, an easy way to determine which to use is to turn a clause into a sentence. Alice, who had been with the university for thirty years, was eligible for retirement [She (not Her) had been with the university for thirty years.] Whom should I ask? [Should I ask her? (not Should I ask she?)]

- **who's/whose:** Who's is a contraction of "who is." Whose is a possessive pronoun. Who's going to Homecoming? Whose laptop computer is this?
- **worldwide:** Worldwide is one word but World Wide Web is three words.
- **your/you're:** Your is a possessive pronoun; you're is a contraction of "you are." Your dog has won first prize. You're the best teacher I've ever had.
- **who/that:** Far too often we hear or read, He was a person that ... What is needed here is the personal pronoun. He is a person who ... She is a Michigander who ... He is an alum who ...

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## Punctuation

**ampersand:** Don't use the ampersand (&) in body copy. It should be used only in corporate titles when that is their style.

**capitalization:** Avoid random drive-by capitalization. When in doubt, don't. Use common sense. Capitalize only if there is a strong reason to do so; fewer capital letters make it easier to read your writing.

**collective nouns:** Nouns that denote a unit take singular verbs and pronouns: class, committee, crown, family, group, herd, jury, orchestra, team. Usage examples: The committee is meeting to set its agenda. The jury reached its verdict. A herd of cattle was sold.

**exclamation points:** Do not use a series of Exclamation points "!!!" in electronic communication for business use

**hyphens:** Hyphenate compound adjectives, unless the first adjective ends in -ly. Face-to-face meeting. They met face-to-face. It is a beautifully manicured tree.

**indentations:** For publications, set paragraph indentations at one-quarter inch (preset is one-half). Always use tabs to ease in reformatting.

**italics:** The following are *italicized*:

- book titles
- brochures and pamphlets
- movie titles
- magazine and periodical titles
- newspaper names
- long poems
- plays
- paintings, drawings, sculpture, works of art
- long musical compositions
- television and radio programs (continuing series)

**justification:** While the choice is up to you, using ragged right margins in body text makes copy easier to read. Justified columns appear stiff and make for some awkward spacing between words. If you choose justified right margins, set your hyphenation at one-quarter inch and manually divide words, especially proper nouns.

**question marks:** Do not use a series of question marks "???" in electronic communication for

business use.

**quotation marks:** Follow standard practices. All commas and periods are used inside quotation marks.

The following should be in quotation marks:

- direct quotes
- song titles
- short poems
- essays
- television and radio programs (individual episodes)
- short story titles
- parts of books (chapters or sections)
- conference titles

**periods:** Use a single space after a period at the end of a sentence.

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## Other

**dual heritage:** Hyphenate to designate dual heritage. Use African-American or Japanese-American.

**ethnic group designations:** Lowercase blacks (noun or adjective), white, red, mulatto, etc., but capitalize the proper names of nationalities, peoples, races, tribes, etc.: Arab, African, American, Asians, Native Americans, Indians, French Canadian, Jewish, Latin, Nordic, Sioux, Swede, etc.

**federal/state:** Lowercase. The program is awaiting state and federal funding.

**copyright:** Reproduction of copyrighted material without permission of the copyright owner is unacceptable and can result in costly lawsuits for you and the company. The Design Center will not reproduce your job if it is in violation of copyright law.

**Press, Ganey:** Company that formerly surveyed discharged patients and reported patient satisfaction. Our patient experience survey changed to NCR+Picker Jan. 1, 2007.

**quality:** The word quality should be qualified. To write that the college has built a quality program leaves open the question of degree of quality. For clarity, use high-quality as an adjective.

**said vs. says:** "Said" is preferable to "says" when directly quoting someone. "North Colorado Medical Center delivered more babies this year than last year," she said.

**sexual stereotyping:** Avoid all sexual stereotyping as in Today's secretary is a busy woman.

Unless specifically requested by the individual in question, use chair or chairperson rather than chairman or chairwoman.

Avoid terms such as maid service (make it housekeeping service); salesmanship (change to effective selling).

When impossible to change, use the slash method, such as foreman/forewoman (but why not

supervisor)..

**specialized language:** Avoid using jargon or specialized language in publications and on the Web. Using specialized language is only appropriate when your audience is made up experts in your field. If you simply can't avoid using specialized terms or language, include a brief explanation to accommodate the varying knowledge levels of your audience.