

Happy New Year!

It's always refreshing to start off with a clean slate and a different approach, so in this issue of *KB CommEntary*, we change it up a bit and introduce a new theme that we'll pursue for the next several issues. Instead of just slinging more grammar tips, we'll be going back to basics and considering the *why* of things.

What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including communications to employees from the CEO and executive leadership team, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Formatting and revising manufacturing standard operating procedures, work instructions, forms, logbooks, and batch records for a pharmaceutical company
- Creating content-rich model documents for CMC modules for a pharmaceutical company
- Drafting CMC modules for electronic submission to health authorities on behalf of a pharmaceutical company
- Reviewing and editing for consistency and accuracy response documents and associated modules for electronic submission to health authorities on behalf of pharmaceutical companies

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

Tips and Tales

The Crux of the Biscuit

If you've been reading *KB CommEntary* for a while, you've probably come to expect lots of tips about the fine and not-so-fine points of English grammar, punctuation, and composition. And rightfully so, because these are our stock in trade at KB COMM. But after years of peppering you with all manner of delicious grammatical minutiae, we think it might be helpful to take a moment and consider the rationale for our nitpicking.

Why does it matter? What's the point? Who cares, as long as they can understand me?

Ah, but there's the rub! *As long as they can understand me*. This, in the words of Frank Zappa, is the crux of the biscuit. The whole point of all these rules, principles, and dictums is to help you communicate more clearly, so that *They* can understand *You*.

In the next few issues of *KB CommEntary*, we will take a step back from the trees so you can see the whole forest. We'll examine some basic principles of effective writing, including organizational strategy and the importance of pace in making writing easy to understand. And we'll talk about how getting all those little details right supports our goal of effective communication.

Frank Zappa was a smart guy and one heckuva communicator. He knew. He got it.

The crux of the biscuit is the apostrophe.

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

Kathy Breuninger

KB COMM

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