

You Say You Want a Resolution...

Happy New Year! In keeping with tradition, this issue of *KB CommEntary* offers a few New Year's resolutions for your consideration. We guarantee that adopting them will help you communicate more effectively.

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 healthcare diagnostics manufacturers, including employee communications, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Writing and editing marketing and employee communications for an academic research organization
- Formatting and revising manufacturing standard operating procedures, work instructions, forms, logbooks, and batch records for a pharmaceutical company
- Managing workload for document formatting, quality check, and upload to a document management system 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

Old Lessons for a New Year

Here are some resolutions for communicating more effectively in 2017 (feel free to add more of your own):

I will capitalize only those words that actually require it.

These include the first word of a sentence, official names and titles, and column heads. They do not include Every Word You Think Is Important.

I will not say "comprised of."

Correct: *The company comprises three divisions.*

Incorrect: *The company is comprised of three divisions.*

I will banish the ampersand (that symbol on the 7 key) from my keyboard, thoughts, and communications.

Just say "and." Please.

I will use the appropriate tool for the job.

Microsoft Excel is for spreadsheets that perform calculations. PowerPoint is for presentations. Please don't use them for word processing or page layout.

Microsoft Word is an appropriate tool for creating text-heavy documents such as memos, reports, manuals, and journal articles. It contains robust text handling, formatting, and review tools that Excel and PowerPoint do not.

Tools such as InDesign are best used for documents that combine text and a variety of graphic elements in a stylized layout, such as brochures, advertising, posters, and signs.

We will expand on these and other topics throughout the coming year. Thanks for playing along at home!

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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