

Measuring Up

The business world lives to measure things. But does it express the results correctly? In this issue of *KB CommEntary*, we stick our ft into units of measure.

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 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

A Measured Response

Never let it be said that we're afraid to tackle the tough ones. We could devote a year's worth of issues to the subject of units of measure, but we'll spare you that and just provide some guidelines and examples of problems we see frequently.

Note: There are some differences among the leading references and style guides in conventions used for units of measure. Also, your company may have its own set of conventions for units of measure. Please see whichever guide you use as a standard for more information. At KB COMM, we use *The American Chemical Society (ACS) Style Guide* as our standard for units of measure.

First, some principles:

- Abbreviate units of measure when they accompany numerals (30 in., 20 lb, 75 °F). **Exceptions:** Always spell out the words *day*, *week*, *month*, and *year*.
- In text, spell out units of measure that do not follow a numeral (several milligrams). Do not capitalize them unless they are at the beginning of a sentence or in a title. **Exceptions:** degrees Celsius or Fahrenheit. These are not themselves units; they are the names of temperature scales.
- Leave a space between a numeral and its unit of measure (2 kg, 3 L). **Exceptions** include the percent (10%) and angular degree (90°) symbols. Another exception is when the numeral and its unit form a unit modifier (3-min interval, 500-mL flask).
- Do not add an "s" to make the plural of any abbreviated unit of measure (lb, not lbs).
- Do not add a period after an abbreviated unit of measure, unless it is at the end of a sentence. The only exception is the abbreviated form of *inches* (in., not in).
- Do not use a slash in spelled-out units of measure. Use the word *per* (results are reported in meters per second).
- Do not mix abbreviations and spelled-out units within units of measure (newtons per meter, not N per meter).

Some common units of measure and their abbreviations:

kilo	k (not K)	milliliter	mL (not ml)
micro	μ (not u)	second	s
inch	in. (not in)	minute	min
foot	ft (not f or ft.)	hour	h
yard	yd (not y)	day	day (not d)
meter	m (not M)	week	week (not w or wk)
kilometer	km	month	month (not m or mo)
ounce	oz	year	year (not y or yr)
pound	lb	volt	V
gram	g	watt	W
kilogram	kg	ampere	A
liter	L (not l)	ohm	Ω

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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