

Cut the Clutter

After going through two bomb cyclones and a few nor'easters, we are definitely ready for spring. This issue of *KB CommEntary* gives you some pointers on clearing out the clutter.

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
- Writing standard operating procedures for lab equipment
- Formatting and revising manufacturing standard operating procedures, work instructions, forms, logbooks, and batch records for a pharmaceutical company
- Coordinating document preparation and approval for manufacturing of a new pharmaceutical product
- Drafting, 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

Let It Go, Let It Go

We've heard that when you are trying to decide whether to throw something away, you should ask yourself when you last used it or if it is still relevant. But reality is that we become attached to things and have a hard time letting go. That goes for writing habits as well as the kids' 3rd-grade art projects.

We may not always be successful in getting rid of our stuff, but we can de-clutter our writing. Here are three ways to clean up your prose.

Spacing

Unless you're writing on a good old-fashioned typewriter (remember them?), use one space after a period. That's right: It's time to give it up, folks. All the style guides agree. Not only that, but some punctuation doesn't require spaces at all, before or after: hyphens, en dashes, and em dashes. Keep them closed!

Acronyms

Always spell out the term an acronym stands for the first time it appears in running text. Then follow the term with the acronym enclosed in parentheses, e.g., product lifecycle management (PLM). Do not put the acronym first with the text in parentheses. And when you spell out the term, don't capitalize it unless it is a proper name, e.g., Internal Revenue Service (IRS). After you've defined the acronym, use it by itself in subsequent references. Do not continue to spell out the term and follow it with the acronym. Once is enough!

Breaks

Section breaks in Microsoft Word are used to change page orientation (Layout > Breaks > Next Page) or add columns to your page, as in a newspaper or magazine (Layout > Breaks > Continuous). But please be aware that section breaks can wreak havoc with header and footer information as well as text alignment in documents without columns. If all you want to do is insert a page break, do not use a section break to do so. Instead, either click CTRL + Enter to insert a manual page break or go to Paragraph > Line and Page Breaks and select *Page break before* to insert a proper page break.

There, doesn't that feel better?

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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