



University of California
San Francisco

Editorial Style Guide

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Version 1.1

Introduction

The UCSF Editorial Style Guide has been compiled to help standardize the use of frequently used terms, punctuation and style and create brand consistency for communicators when writing for and about UCSF. It is intended to improve clarity and readability across all communications outlets providing news and information for the University community and external audiences.

This guide is designed to supplement UCSF's *Brand Positioning Guide*, a framework for a common language and key messages about UCSF, as well as basic editorial usage as found in the *Associated Press Stylebook* and spelling as found in *Merriam-Webster's Collegiate Dictionary*.

This guide will evolve and expand.

Table of Contents

Part 1	UCSF-Specific Guidelines	4
Part 2	General Editorial Guidelines	8
Part 3	Punctuation	34

Part 1

UCSF-Specific Guidelines

How to refer to UCSF and affiliated institutions

Official name

The University's official name is *University of California, San Francisco*. The comma is used except in display type or logo form. Upon first reference in the body of a story, news release or letter, use *UC San Francisco*. Thereafter, abbreviate as UCSF. Capitalize *University* when using alone to describe UCSF: *Gladstone investigators hold University appointments*.

University of California

Spell out on first reference; use *UC* on subsequent references. Spell out *University of California Office of the President* with parentheses (*UCOP*) on first reference; use *UCOP* on subsequent references.

The other nine University of California campuses can be abbreviated as follows:

- UC Berkeley (*not UCB*)
- UC Davis (*not UCD*)
- UC Irvine (*UCI acceptable on second reference*)
- UCLA (*not UC Los Angeles*)
- UC Merced (*not UCM*)
- UC Riverside (*UCR acceptable on second reference*)
- UC San Diego (*UCSD acceptable on second reference*)
- UC Santa Barbara (*UCSB acceptable on second reference*)
- UC Santa Cruz (*UCSC acceptable on second reference*)

Campuses

UCSF's four main campuses are *Parnassus Heights* (or *Parnassus*), *Mission Bay*, *Mount Zion* (not *Mt. Zion*) and *Laurel Heights*.

Schools

UCSF has four professional schools that each engage in research, education and patient care. In stories, spell out and capitalize each: *UCSF School of Dentistry*, *UCSF School of Medicine*; *UCSF School of Nursing* and *UCSF School of Pharmacy*.

When mentioning all four schools as a group, list them alphabetically and lowercase: *the schools of dentistry, medicine, nursing and pharmacy*.

The four schools offer professional degree programs in dentistry, medicine, nursing and pharmacy respectively. In stories refer to the specific degree program by name: *The doctor of pharmacy (PharmD) degree program is a four-year curriculum*.

How to refer
to UCSF
and affiliated
institutions
(*cont.*)

Graduate Division

The Graduate Division is the UCSF home for graduate education (including PhD degree, master's degree, certificate programs) and postdoctoral scholarship. Graduate Division programs are housed within UCSF's four schools and UCSF Global Health Sciences.

UCSF-affiliated institutions

The following institutions are affiliated with UCSF but are separate entities. Each has its own separate entry in Part 2 of this guide:

- California Institute for Quantitative Biosciences (QB3)
- The J. David Gladstone Institutes (or the Gladstone Institutes)
- Howard Hughes Medical Institute (HHMI)
- NCIRE – The Veterans Health Research Institute
- Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center
- San Francisco Veterans Affairs Medical Center (SFVAMC)

UCSF Benioff Children's Hospitals

The umbrella name for UCSF Benioff Children's Hospital San Francisco and UCSF Benioff Children's Hospital Oakland. Both are part of UCSF Health.

For the Oakland location, use *UCSF Benioff Children's Hospital Oakland* on first reference; *UCSF Benioff Oakland* or *children's* may be used on subsequent references.

For the San Francisco location, use *UCSF Benioff Children's Hospital San Francisco* on first reference; *children's hospital* may be used on subsequent references.

Do not abbreviate BCH.

UCSF Board of Overseers

The directors of the UCSF Foundation, the giving, receiving and investing arm of UCSF. Legally, they are known as the *UCSF Foundation Board of Directors*, but internally, use *UCSF Board of Overseers*.

How to refer to UCSF and affiliated institutions (cont.)

UCSF Health

The umbrella for UCSF's clinical enterprise. Use when referring to the organization as a whole. UCSF Health currently includes:

- The three UCSF Medical Centers at Parnassus, Mission Bay and Mount Zion
- The two UCSF Benioff Children's Hospitals in San Francisco and Oakland
- The UCSF faculty practice group
- Langlely Porter Psychiatric Hospital and Clinics
- UCSF Benioff Children's Physicians (UBCP) foundation
- Joint ventures with John Muir Health and Hospice by the Bay

UCSF has various contractual relationships with hospitals and provider organizations such as Hill Physicians and Washington Hospital Healthcare System. These entities are *affiliated* or *associated* with UCSF Health. For example:

- Hill Physicians is an affiliate of UCSF Health.
- Washington Hospital Healthcare System is associated with UCSF Health.

UCSF Medical Center

The proper name for UCSF's three adult hospitals is UCSF Medical Center (no "the"). When relevant, these can be specified as: *UCSF Medical Center at Parnassus*, *UCSF Medical Center at Mission Bay* (see separate entry) and *UCSF Medical Center at Mount Zion*. For example: *UC San Francisco celebrated the opening of UCSF Medical Center at Mission Bay in February 2015.*

UCSF Medical Center at Mission Bay

Comprises three hospitals – *UCSF Benioff Children's Hospital San Francisco*, *UCSF Bakar Cancer Hospital* and *UCSF Betty Irene Moore Women's Hospital*.

- For UCSF Bakar Cancer Hospital: *the cancer hospital* is permissible on second reference
- For UCSF Betty Irene Moore Women's Hospital: *the women's hospital* is permissible on second reference.

Part 2

General Editorial Guidelines

A

abbreviations and acronyms

When abbreviating a name or term, spell it out on first mention, followed by the abbreviation in parentheses: *San Francisco Veterans Affairs Medical Center (SFVAMC), U.S. Food and Drug Administration (FDA), atrial fibrillation (AF).*

Do not use periods with acronyms or abbreviations formed by two or more words: *AIDS, MD.*

Add s without apostrophe to plural forms of acronyms: *CEOs, HMOs.*

academic degrees

Do not use periods when abbreviating a degree.

Lowercase names of degrees, areas of academic concentration and subject areas: *bachelor of science degree in physiology, doctorate in nursing.*

When referring to the degree by the initials, include the word degree, as well: *Eleanor Brown has a PhD degree.*

On first reference, use the person's degree: *Alan Ashworth, PhD, president of the UCSF Helen Diller Family Comprehensive Cancer Center.* On subsequent references: *Dr. Ashworth.*

Degree abbreviations follow the person's last name. List only the top three master's degrees, doctorate degrees or fellowships in editorial copy: *Gordon Fung, MD, MPH, PhD.*

- BA/BS – Bachelor of Arts/Bachelor of Science
- DDS – Doctor of Dental Surgery
- DMD – Doctor of Dental Medicine
- DNP – Doctor of Nursing Practice
- FAAP – Fellow of the American Academy of Pediatrics
- FACC – Fellow of the American College of Cardiology
- FACD – Fellow of the American College of Dentists
- FACE – Fellow of the American College of Endocrinologists
- FACP – Fellow of the American College of Physicians
- FACS – Fellow of the American College of Surgeons
- MBBS – Bachelor of Medicine, Bachelor of Surgery; medical degree granted in some countries outside the United States
- MD – Doctor of Medicine
- PharmD – Doctor of Pharmacy
- PhD – Doctor of Philosophy; also used for a doctoral degree in nursing
- RDH – Registered Dental Hygienist
- RN – Registered Nurse

A (cont.)

addresses

Use the abbreviations *Ave.*, *Bld.*, *Dr.*, *St.* with numbered addresses only: *350 Parnassus Ave.*; *1200 Sloat Blvd.* Spell out *Alley*, *Circle*, *Lane*, *Road*, *Terrace*, *Way*.

Capitalize and spell out when part of a formal name without a number: *Pennsylvania Avenue*, *the intersection of California Street and Irving Street*. But: *Parnassus and Fourth avenues*.

Spell out *First* through *Ninth* when used as street names or building floors; use figures with two letters for *10th* and above: *7 Fifth Ave.*, *600 16th St.*, *Fifth Floor*, *10th Floor*.

When citing campus addresses, use the building name or abbreviation followed by the room number, with a space (not a hyphen) in between: *Medical Sciences Building, room S 20*; *room N 431*.

See also: **telephone numbers; internet addresses.**

adviser

The preferred spelling in American English, as opposed to the British *advisor*.

affect, effect

Affect (v.), means “to influence”: *The results of the game will affect the standings.*

Effect (v.) means “to cause”: *The new dean will effect many changes in the department.*

Effect (n.) means “result”: *The effect of the treatment was better than expected.*

Agency for Healthcare Research and Quality

Formerly the Agency for Health Care Policy and Research, it is part of the U.S. Department of Health and Human Services and is the lead federal agency on health care quality research.

alumna, alumnae, alumni, alumnus

For male graduates, use *alumnus* (singular) and *alumni* (plural). For female graduates, use *alumna* (singular) and *alumnae* (plural). For male and female graduates together, use *alumni*.

ampersand

Do not use an ampersand unless it is part of a formal organizational name: *Bixby Center for Reproductive Health Research & Policy*; *Institute for Health & Aging*.

A *(cont.)*

and/or

Avoid this ambiguous, awkward construction. Use *and* or *or*.

anniversary

Since the meaning includes year, use ordinal numbers for recurrences of a date: *first anniversary*, not *one-year anniversary*; *25th anniversary*.

Arthur and Toni Rembe Rock Hall

On the Mission Bay campus; home to programs in human genetics, developmental biology, developmental neuroscience and the Center for Brain Development.

assure, ensure, insure

Assure means “to put the mind at ease”: *The physician assured the patient that the procedure was painless.*

Ensure means “to make something secure or certain”: *The committee’s methodical work helped ensure the outcome.*

Insure means “to guarantee persons or property against risk”: *She insured the parcel’s contents for \$1,000.*

B

Bay Area

Capitalize.

big data

Lowercase.

birth weight

breastfeed, breastfeeding

C

California Institute for Quantitative Biosciences (QB3)

Research institute of UCSF in partnership with UC Berkeley, UC Santa Cruz and private industry. One of four California Institutes for Science and Innovation.

California Institute for Regenerative Medicine (CIRM)

The State of California's stem cell agency. CIRM provides grants to promote areas of stem cell research that show promise to accelerate treatments to patients.

capitalization

In all instances, capitalize University when referring to UCSF or the University of California.

Capitalize the complete formal names of schools, departments, divisions, institutes, programs, offices and course titles: *UCSF School of Pharmacy; Department of Oral and Maxillofacial Surgery; Division of Orthodontics; Program in Biomaterials, Biophysical Sciences and Engineering; Center for Drug Development Science; Institute for Health Policy Studies; Nurse-Midwifery Management II.*

Capitalize the names of departments, divisions and programs when the entity descriptor is excluded: *Pharmaceutical Chemistry* (referring to department); *Pediatric Surgery* (referring to division); *Biomaterials, Biophysical Sciences and Engineering* (referring to program).

When the descriptor, which formally precedes the entity name, instead follows it, capitalize the entity name but lowercase the descriptor: *Pharmaceutical Chemistry department; Pediatric Surgery division; Biomaterials, Biophysical Sciences and Engineering program.*

Lowercase fragmentary or informal names: *the school, UCSF nursing school.*

Lowercase any names of departments or other entities in a series of two or more: *departments of medicine, neurology and anatomy.*

Titles of persons: Capitalize titles preceding names; lowercase titles following a name or standing alone: *Executive Vice Chancellor and Provost Daniel Lowenstein.*

If a title contains the complete name of an organizational entity or the word *University*, capitalize only that portion: *senior vice chancellor, Financial and Administrative Services; vice chancellor, University Development and Alumni Relations.*

Titles of periodicals, books, movies and TV shows: When a periodical name begins with "The," lowercase the definite article and treat as separate from the title: *the New York Times, the New England Journal of Medicine.*

(cont.)

C *(cont.)*

capitalization *(cont.)*

When italics are available, use initial caps in italic type: *San Francisco Chronicle*, *Moby Dick*, *Casablanca*, *Madame Secretary*.

When italics are not available, for periodicals, use initial caps. For books, films, CDs and TV series, use initial caps and enclose in quotation marks: San Francisco Chronicle, “Moby Dick” and “Casablanca.”

captions

When describing the lineup of two or more people pictured in a photograph, spell out *left* or *right* and set off with commas:

Physical therapy student Amy Schultz, right, tests classmate Katy Chee’s cervical range of motion at the new Clinical Skills Center.

The Diversity “Founders’ Champions,” with Vice Chancellor for Diversity and Outreach Renee Navarro, from left, are Angela Echiverri, Sharon Youmans, Navarro, Lisa Cisneros and Bobby Baron.

Carol Franc Buck Breast Care Center

See **UCSF Carol Franc Buck Breast Care Center**.

CDC

See **U.S. Centers for Disease Control and Prevention**.

CEO

Acceptable on first reference for *chief executive officer*. Spell out other “chief” titles on first reference: *chief operating officer*, *chief information officer*.

chair

The head of a university academic department. Do not use *chairman* or *chairwoman*. Do not use chair when referring to an endowment unless it is part of the formal name. See **endowed and distinguished professorships**.

Chancellor Awards

Not Chancellor’s.

clinical research

Scientific research conducted in conjunction with caring for patients, often involving clinical trials to test new medical therapies.

C (cont.)

compared to, compared with

Compare to means “to liken one thing to something similar”: *She compared the heart to a sophisticated pump.*

Compare with means “to look at similarities and differences”: *The study compared the defibrillators made by Acme with those made by Nadir.*

composed of, comprises

Composed of means “formed by putting together”: *The committee is composed of 13 members of the Academic Senate.*

Comprises means “includes” or “is made up of”: *The committee comprises 13 members of the Academic Senate.*

Do not use *comprised of*.

continual, continuous

Continual means “repeating steadily at intervals”: *He was troubled for days by continual coughing.*

Continuous means “uninterrupted”: *The healthy heart beats in a continuous rhythm.*

coursework

CRISPR-Cas9

A gene-editing technique. *CRISPR* is an acronym for *clustered regularly interspaced short palindromic repeats*, a description of the genetic basis of the method; *Cas9* is the name of a protein that makes it work.

critical, crucial

Critical may describe an approach to a crisis or turning point: *The war has reached a new and critical phase.*

Crucial applies to an actual crisis situation, often one viewed with fear, worry or suspense: *The next few months are crucial to our bottom line.*

As a general guideline, if a condition or circumstance is described as critical, an element of danger is often implied; if something is crucial, it’s important.

C *(cont.)*

cryo-electron microscopy (cryo-EM)

A technology for studying the architecture of cells, viruses and protein assemblies at molecular resolution. *Recent developments in microscope design and imaging hardware, paired with enhanced image processing and automation capabilities, appear poised to further advance the effectiveness of cryo-EM methods.*

culture/ethnic designations

Use *people of color* or *underrepresented* in stories where it is appropriate to identify people by race; include the specific group(s) being identified in these stories. Avoid using the term *minority*, if possible.

Do not use a hyphen when *African American* is used as a noun or an adjective. This applies to all such ethnic classifications.

D

data

A plural noun when referring to individual items: *The data were validated by subsequent research.* A singular noun when referring to a unit: *The data is sound.*

diabetes

Lowercase “type”: *type 1 diabetes, type 2 diabetes.*

departments, divisions, programs and schools

See **capitalization** section on p. 13

dilatation, dilation

Dilatation means the condition of being stretched: *The MRI showed extensive dilatation of the vessel.*

Dilation means the process of stretching: *The catheter expedited dilation of the right coronary artery during the procedure.*

disabilities

In general, do not describe an individual as disabled or handicapped. If it is relevant to the material and you must use a description, try to be specific: *Muhammad Ali, boxing hero and a former Olympic champion, defied the symptoms of Parkinson’s to light the torch in a rare public appearance.*

Use *accessible parking*, rather than *disabled or handicapped parking*.

D *(cont.)***disc, disk**

Use *disc* when referring to an optical storage medium, such as a compact disc or videodisc, or to part of a vertebra. Use *disk* when referring to a magnetic storage medium, such as a computer disk.

distinguished professorships

See **endowed and distinguished professorships**.

doctor, physician

A *physician* is a medical practitioner who holds a professional medical degree. A physician trained in the U.S. has either a Doctor of Medicine (MD) degree or a Doctor of Osteopathic Medicine degree (DO).

A *doctor* is a professional who has earned a doctorate-level degree, such as an MD, PhD or PharmD. All physicians are doctors, but not all doctors are physicians. See also **resident**.

E**Ebola**

Capitalize. The disease is named for a river in the Democratic Republic of Congo in Africa where one of the first outbreaks of the disease occurred in 1976.

e.g., i.e.

Follow each with a comma. *e.g.* means “for example.” Use it when providing examples: *Her research encompasses neurodegenerative diseases, e.g., Alzheimer’s disease, Parkinson’s disease and multiple sclerosis.*

i.e. means “that is,” “namely” or “in other words.” Use it when providing further definition: *He wrote to clarify his intent, i.e., to postpone the meeting until a more suitable date.*

Eli and Edythe Broad Center of Regeneration Medicine and Stem Cell Research

The center is headquartered in the Ray and Dagmar Dolby Regeneration Medicine Building on the Parnassus campus. On second reference: *The Broad Center or the UCSF stem cell center.*

email

Lowercase, no hyphen.

E (cont.)

emerita, emeritae, emeriti, emeritus

A Latin term used in academia to denote a retired professor. In some cases, it is used after a title specifically to denote distinguished service. The singular masculine and feminine forms are *emeritus* and *emerita*; the plural forms are *emeriti* and *emeritae*: *J. Michael Bishop, MD, chancellor emeritus; Mary Anne Koda-Kimble, PharmD, dean emerita.*

endowed and distinguished professorships

Endowed professorships (formerly endowed chairs) and *distinguished professorships* are positions appointed by the chancellor and permanently paid for with the revenue from an endowment fund specifically set up for that purpose. The minimum endowments for endowed and distinguished professorships vary depending on the school, but the amount is significantly higher for a distinguished professorship because it is considered a higher honor.

Endowed and distinguished professorships:

- Typically are designated for a specific department.
- Often allow the donor to name the position to memorialize an outstanding faculty member, family member or a health care provider.
- Aid the University by providing funding for a faculty member who does not have to be paid entirely out of the operating budget.
- Are considered to be an honor in the academic world; UCSF can use these positions to reward its best faculty members or recruit top professors from other institutions.
- Define how payouts are to be used; may include research, teaching, service activities and salary support.

Although endowed chairs are now called endowed professorships, the formal names of many endowments still include *chair*. Use *chair* in the official name only; do not refer to the recipient as *chair holder*.

When writing about a person who holds an endowed or distinguished professorship, include the full name of the professorship title, as appropriate, somewhere in the text.

“Classifying a tumor only by appearance and grade has not provided sufficient information about the way the tumor is likely to behave,” said Margaret R. Wensch, PhD, UCSF professor of neurological surgery and epidemiology and biostatistics and Stanley D. Lewis and Virginia S. Lewis Endowed Chair in Brain Tumor Research.

(cont.)

E *(cont.)*

endowed and distinguished professorships *(cont.)*

Names of endowed and distinguished professorships are always capitalized, regardless of whether they are accompanied by a personal name. The full name should be used in first or second reference and is determined by the language in the gift agreement. Use discretion and context to guide the appropriate inclusion of the professorship title in subsequent references. The field may often be omitted on second reference as well.

Arturo Alvarez-Buylla, PhD, professor of neurological surgery; Heather and Melanie Muss Endowed Chair; principal investigator, Brain Tumor Research Center, UCSF.

The John and Helen Cahill Family Endowed Chair in Parkinson's Disease Research will teach this ongoing seminar.

entitled, titled

Entitled means “to give a right to”: *The customer was entitled to a refund.*

Titled means “named”: *The book was titled “The Lord of the Rings.”*

When naming a lecture or publication, use *titled*.

Ernest Gallo Clinic and Research Center

Gallo Center is acceptable on second reference: *The UCSF-affiliated Ernest Gallo Clinic and Research Center is one of the world's preeminent academic centers for the study of the biological basis of alcohol and substance use disorders.*

every day (adv.), everyday (adj.)

She taught the biochemistry class every day. He wore his everyday shoes to the conference.

F

faculty

Collective noun: *UCSF's faculty is the best in the country.* But: *The faculty member took a sabbatical.* Do not use *faculty* when referring to one person.

fellow, fellowship

Lowercase when used alone and when referring to faculty members of a college or in combination with a granting organization: *Elizabeth Bennett, an AAEA fellow; a Guggenheim fellowship; a fellow of the American Economics Association.*

F *(cont.)***fewer, less than, under**

Use *fewer* for individual items, *less than* for bulk or quantity: *Fewer than 10 applicants called. She had fewer than 10 one-dollar bills in her pocket. He had less than \$50 in his pocket. The budget was less than \$4 million.*

Do not use *under* unless the intended meaning is “physically underneath” or “subject to the control of”: *She played outdoors under sunny skies. They worked under the constraints of the deadline.* Exception: *He is under 30.*

flesh (v.), flush (v.)

Flesh means “to become substantial”: *They worked on the preliminary plan to flesh out the details.*

Flush means “to flow suddenly, to cause something to leave a hiding place, or to glow brightly or blush”: *Although HIV can lie dormant, low-dose chemotherapy may awaken the virus and flush it out of hiding, where other medicines can attack it. During the rigorous oral examination, he flushed self-consciously as he responded.*

Founders Day

An annual UCSF event; capitalized, no apostrophe.

full-time equivalent (FTE)

Adjective; avoid using as a noun or in plural form. Spell out on first reference and then abbreviate: *The department has 45 full-time equivalent positions and plans to add another 12 FTE positions in the next fiscal year.*

fundraising (n., adj.)

One word.

G**geographic references**

Do not use periods with abbreviations: *UK, UAE, Washington, DC*, except for *U.S.*

Capitalize geographic designations and compass points if they are distinct areas: *the West, Northern California, Bay Area, Mission District, Mission Bay, Parnassus Heights.*

G *(cont.)*

Gladstone Institutes (registered name: The J. David Gladstone Institutes)

Although an independent research entity, Gladstone is formally affiliated with UCSF and is located adjacent to UCSF's Mission Bay campus. Gladstone investigators hold University appointments. At the first mention of a Gladstone employee who occupies a leadership position, the appropriate Gladstone title should be used. Gladstone comprises three institutes:

- the Gladstone Institute of Cardiovascular Disease
- the Gladstone Institute of Virology and Immunology
- the Gladstone Institute of Neurological Disease

Do not capitalize *the* in the name. Used collectively, it takes a singular verb: *Since its founding, the Gladstone Institutes has been renowned for its research.*

After the first mention of the Gladstone Institutes, it is acceptable to use Gladstone. At or soon after the first mention, include a reference to the institutes' affiliation with UCSF: *At the UCSF-affiliated Gladstone Institutes, investigators participate in many University activities, including the teaching and training of graduate students.*

grade 2 tumor

Grades progress from 1 through 3.

graduate education

UCSF's Graduate Division offers programs for grad students and postdoctoral research fellows in all four schools at the University and in Global Health Sciences.

H

health care (n., adj.)

Two words, unless used as one word in a formal name: *Washington Hospital Healthcare System.*

Helen Diller Family Cancer Research Building

Located on the Mission Bay campus. Home to scientists investigating cancer's basic biological mechanisms including brain tumors, as well as researchers in urologic oncology, pediatric oncology, cancer population sciences and computational biology.

Helen Diller Family Comprehensive Cancer Center

See **UCSF Helen Diller Family Comprehensive Cancer Center.**

H *(cont.)*

hospitalist

A specialist in internal medicine who works primarily in hospitals. The term was coined by UCSF's Robert M. Wachter, MD, and Lee Goldman, MD, in a 1996 article in the *New England Journal of Medicine*.

house staff

A physician resident in training in a hospital.

Howard Hughes Medical Institute (HHMI)

A scientific organization that seeks to advance biomedical research and science education. *HHMI* is acceptable on second reference: *The Howard Hughes Medical Institute (HHMI) is one of the largest private funding organizations for biological and medical research in the United States.*

HHMI's flagship research effort, the HHMI Investigator Program, joined with more than 70 distinguished U.S. universities (including UCSF), hospitals, institutes and medical schools to create a network that provides financial support for Hughes scientists and their research teams. Another initiative, the HHMI Early Career Scientist Program, supports some of the nation's most promising scientists at a critical early stage of their careers.

I

inclusive language

Use nonsexist language and follow these recommendations: Don't say *he* when referring to an unspecified person. Instead, recast the sentence into the plural, or avoid the use of pronouns altogether.

- (Incorrect) *Each student is expected to turn in his paper by the deadline.*
- (Correct) *Students are expected to turn in their papers by the deadline.*

If it's impossible to solve the problem using these approaches, remember that *he or she* is preferable to *he/she*.

Avoid gender-specific titles or terms. For example:

Replace	With
chairman	chair
mail man	mail carrier
manpower	workforce, employees
congressman	representative, senator
mankind	people, humanity
founding fathers	founders

I (cont.)

if, whether

If means “in the event that” or “on the condition that”: *If the preliminary results hold up over time, the research will be a success.*

Whether comprises an indirect question involving alternatives: *The investigator asked whether the results were valid.*

impact

Used as a noun meaning “effect,” *impact* has positive connotations in the fundraising world, so much so that some stewardship and donor relations offices call their reports impact reports. In general, however, *effect* is a better choice: *The chemotherapy had a positive effect.*

inpatient, outpatient

One word, no hyphen.

Institute of Medicine (IOM)

See **National Academy of Medicine**.

intensive care (n., adj.)

Two words, no hyphen.

internet

Also see **web**.

internet addresses (URLs)

All domain names in internet addresses are lowercase. Names of websites (as opposed to their URLs) may include capital letters in the middle (InterCaps):

(URL) *www.breastcancertrials.org*
(Website name) *BreastCancerTrials.org*

If the internet address includes *www*, use it as part of the address: *www.ucsf.edu*.
If the website can be accessed without the *www*, it can be omitted: *ucsf.edu*.

If the internet address does not include *www*, omit *http://* as part of the address, since it is automatically interpolated by web browsers: *lifelonglearning.ucsf.edu*.

it's, its

It's is a contraction of “it is” or “it has.” *Its* is a possessive pronoun, as in, “This blog has lost its mojo.”

J

Joint Commission

Formerly the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). An independent, not-for-profit organization, the Joint Commission accredits and certifies nearly 21,000 health care organizations and programs in the United States. Joint Commission accreditation and certification is recognized nationwide as a symbol of quality that reflects an organization's commitment to meeting certain performance standards.

junior

When following someone's name, abbreviate as *Jr.* Do not precede with a comma: *Jack Resneck Jr., MD.*

K

Kaiser Permanente San Francisco Medical Center

Use *Kaiser Permanente* as a shortened form in reference to one of the hospitals or to the health insurance plan. Avoid using *Kaiser* alone, to avoid confusion with other Kaiser entities.

L

level I trauma center, level II ultrasound**life span, lifestyle, lifetime****like, as**

Like is a preposition: *She acted like a seasoned professional.* *As* is a conjunction: *Do as he says.*

M

media

The plural form takes a plural verb: *The media were publicizing the incident.* The singular form is *medium*: *She found the internet a useful medium in which to express herself.*

more important, most important

When used as a qualifying phrase, these constructions are a shortened form of the clause *what is more important* or *what is most important*. Use of *more importantly* and *most importantly* is misleading, since it can mean self-important: *We are concerned about cost and, most important, the quality of care.*

M *(cont.)*

more than, over

Do not use *over* unless referring to a spatial relationship. For figures and months, the correct phrase is *more than*: *More than 50 students were enrolled.*

N

National Academy of Medicine

Formerly known as the *Institute of Medicine*. Part of the National Academies of Sciences, Engineering, and Medicine. (Note: The National Academies uses the serial comma in its title.) The academies are private, nonprofit institutions that provide independent, objective analysis and advice to the nation to solve complex problems and inform public policy decisions related to science, technology and medicine.

National Institutes of Health

Not *Institute*. Spell out on first reference with abbreviation in parentheses afterward; abbreviate as *NIH* thereafter. A collective noun, it is singular in construction: *The National Institutes of Health (NIH) announces new guidelines today regarding stem cell research.*

NCIRE – The Veterans Health Research Institute

The Northern California Institute for Research and Education, the leading nonprofit research institute in the United States devoted to advancing veterans' health. It is affiliated with UCSF and the San Francisco Veterans Administration Medical Center.

The acronym is preferred, even on first reference: *Veterans of the Iraq and Afghanistan wars suffer alarmingly high rates of post-traumatic stress and other psychiatric disorders, according to a study by researchers at NCIRE – The Veterans Health Research Institute and other organizations.*

needlestick

One word.

numbers

In general, follow the guidelines under **numerals** in the *Associated Press Stylebook* with these exceptions and additions:

- Appeals to donors: It's common to use all numerals: *You are invited to make a gift of \$4,000,000 to help start a new pediatric clinic.*
- Chromosome and gene numbers, proteins, cytokines, etc.: *These often follow their own style: chromosome 24, HER2, interleukin-2, CRISPR-Cas9.*

(cont.)

N *(cont.)*

numbers *(cont.)*

- Measurements (volume, doses): For noun forms, use numerals and abbreviations without periods, with a space between: *3 cm of intravenous fluid; pressure of 160 mmHg*. For adjectival forms, use numerals and abbreviations without periods, with no space between: *140cc dose*.
- Measurements (distance, duration): Spell out numbers *one* through *nine*, and hyphenate adjectival forms: *eight-mile run, 12-mile hike, four-hour procedure, 24-hour day*.
- Ordinal numbers: Spell out *first* through *ninth*. Use numerals for *10th* and above. Do not use superscript with *th*.

O

OB-GYN

Acceptable on first reference as abbreviation for *obstetrics and gynecology*. Spell out when referring to the specific department: *Dr. Linda Giudice leads the Department of Obstetrics, Gynecology and Reproductive Services*.

off campus, on campus

Two words, except when used as an adjective before a noun: *Professor Green spent last week off campus. Her office is located in an off-campus building*.

offline, online

orthopaedic

UCSF uses the British spelling, not the American *orthopedic*.

outpatient, inpatient

One word, no hyphen.

over, more than

See **more than, over**.

P

percent (n., adj.), percentage (n.)

Spell out *percent* as one word; avoid the use of % except in charts: *43 percent accuracy rate*; *The percentage of students who graduate increased this year.*

Use the word *percent* with every citation of a percentage: *40 percent to 50 percent*, not *40-50 percent*.

phase III clinical trial, phase III trial**possessives**

In general, follow the guidelines under **possessives** in the *Associated Press Stylebook* with these exceptions and additions:

Disease and syndrome names: Convention is rapidly changing with regard to whether 's should be appended to disease or syndrome names. *Down syndrome* and *Tourette syndrome* are well established. Many names, like *Parkinson's disease* and *Huntington's disease*, are now in transition, with some organizations using the possessive form and others not. For now, use 's.

Some frequently used examples:

Addison's disease	Hodgkin's disease
Alzheimer's disease	Kaposi's sarcoma
Barrett's esophagus	Klinefelter syndrome
Chagas' disease	Lesch-Nyhan syndrome
Charcot's disease	Marfan syndrome
Charcot-Marie-Tooth disease	Meniere's disease
Creutzfeldt-Jakob disease	Munchausen syndrome
Crohn's disease	Non-Hodgkin's lymphoma
Cushing's syndrome	Parkinson's disease
Down syndrome	Rendu-Osler-Weber disease
Duchenne muscular dystrophy	Reye's syndrome
Ewing's sarcoma	Sjögren's syndrome
Graves' disease	Tay-Sachs disease
Guillain-Barré syndrome	Tourette syndrome
Hansen's disease	Turcot syndrome
Huntington's disease	Turner syndrome

post-

No hyphen in *postdoctoral* and *postsecondary*. Hyphenate *post-baccalaureate*.

postdoctoral scholar

Use *postdoctoral scholar* on first reference; *postdoc* is acceptable on second reference.

P *(cont.)*

preeminent

Do not hyphenate.

pre-med

Short for *premedical student*.

Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center

See **Zuckerberg San Francisco General Hospital and Trauma Center**.

Q

QB3

See **California Institute for Quantitative Biosciences**.

R

radio frequency (n.), radiofrequency (adj.)

The radio frequency for the station is 89.5 MHz. The instrument makes use of radiofrequency pulses.

Regent, Regents

Always capitalize when referring to one or more of the Regents of the University of California. On first reference, spell out *UC Board of Regents*.

resident, residency

Residency is a stage of graduate medical training. A *resident physician* or *resident* is a person who has received the title of *physician*, or in some circumstances another health sciences degree, who practices medicine in a hospital or clinic. A residency may follow the *internship* year or include the internship year as the first year of residency. The residency also can be followed by a *fellowship*, during which the physician is trained in a specialty or sub-specialty.

S

San Francisco General Hospital and Trauma Center

See **Zuckerberg San Francisco General Hospital and Trauma Center**.

San Francisco Veterans Affairs Medical Center (SFVAMC)

A major referral center for veterans throughout Northern California, the San Francisco Veterans Affairs Medical Center has been affiliated with all four UCSF schools since 1968. All physicians are jointly recruited by the SFVAMC and UCSF School of Medicine.

Spell out at first mention; abbreviate as SFVAMC thereafter. At or soon after first mention, include a reference to the medical center's affiliation with UCSF: *The UCSF-affiliated SFVAMC continues to receive the most research funding of any Veterans Affairs medical center in the nation.*

small cell lung cancer, nonsmall cell lung cancer

Common usage makes the meaning clear enough without the use of a hyphen.

specialty

Not *speciality*.

staff

Collective noun. *Our staff is highly trained. Staff members are required to take training classes every quarter.*

stage 3 cancer

Stages progress from 1 through 4.

startup

One word.

Stem Cell Center

See **Eli and Edythe Broad Center of Regeneration Medicine and Stem Cell Research**.

T

T cell

Hyphenate only when used as an adjective: *A new cancer immunotherapy uses the body's T cells in the fight against tumors. The lab's research focuses on the regulation of T-cell responses.*

telephone numbers

Always include the area code with a telephone number, even if local, separating the area code and prefix with periods, parentheses and hyphen, or two hyphens, depending on the publication:

415.476.2577 or

(415) 476-2577 or

415-476-2577

For numbers with toll-free area codes (800, 888, 877, 866, 855, 844), it is not necessary to use the term “toll free” or include the prefix “1-” before the number.

that, which

Use *that* to introduce a restrictive clause – a clause essential to the meaning of the noun it modifies such that the meaning will change if the clause is left out: *She wants a copy of the book that just came out today.*

Use *which* for an unrestricted clause – a clause that can be omitted without changing the meaning – and set it off with commas: *She wants a copy of his latest book, which she'll read tonight, and a cup of coffee.*

time elements

In general, follow the guidelines under **time element** in the *Associated Press Stylebook* with these exceptions and additions:

Days of the week: Always spell out the day of the week: *Monday, Feb. 14; Wednesday was the last day to apply.* When listing an upcoming event, use the day of the week and date: *The State of the University Address is on Tuesday, Oct. 6.* When reporting after an event, do not use the day of the week: *The UCSF team raised more than \$90,000 in AIDS Walk San Francisco on July 19.*

Decades: Use an apostrophe in the contracted form and a lowercase s after both forms: *the '90s, 1990s.*

Fiscal years: Spell out and use the dates on first reference: *fiscal year 2014-2015, fiscal year 2014.* On second reference, you do not need to use *fiscal year*. Do not use the abbreviation *FY* in the narrative; use only in tables and charts.

(cont.)

T *(cont.)*

time elements *(cont.)*

Months: Abbreviate *Jan., Feb., Aug., Sept., Oct., Nov., Dec.* when using with a specific day. Do not abbreviate *March, April, May, June, July.* Spell out the month when used alone or with only the year: *She took off the month of December for an extended vacation. He was due to return sometime in January 2007.* When writing a business letter, spell out all months.

Range of years: Include each entire year when describing a range: *2014-2015,* not *2014-15.*

Times: Always use numerals and omit the zeroes for on-the-hour times. Use the abbreviations *a.m.* and *p.m.* with periods: *7:45 a.m.; 10 p.m.* (not *10:00 p.m.*)

Range of times: The health fair will be held from *1 to 4 p.m.* (not from *1-4 p.m.*) Use *noon* or *midnight,* not *12 noon* or *12 midnight.*

toward

Not *towards.*

translational medicine

Translational medicine brings together clinicians, research scientists and industry partners to speed the translation of medical advances from the laboratory to clinical services, sometimes referred to as “bench to bedside.”

transgender

Not *transgendered.* Use the pronoun preferred by the individuals who have acquired the physical characteristics of the opposite sex or present themselves in a way that does not correspond with their sex at birth. If not known, use the pronoun consistent with the way the individuals live publicly.

type 1 diabetes, type 2 diabetes

tPA

Use this shortened form of *tissue plasminogen activator* without a hyphen.

U

UCSF Carol Franc Buck Breast Care Center

Part of the UCSF Helen Diller Family Comprehensive Cancer Center.

UCSF Helen Diller Family Comprehensive Cancer Center

Facilities at UCSF Medical Center at Mount Zion and the Helen Diller Family Cancer Research Building at Mission Bay.

United States

Spell out on first reference, abbreviate U.S. on subsequent references.

University

Capitalize when referring in shortened form to the *University of California*. Lowercase in general usage. See **Part 1, UCSF-Specific Information**.

URLs

See **internet addresses (URLs)**.

U.S. Centers for Disease Control and Prevention

Not *Center*. Spell out at first reference with abbreviation in parentheses after; abbreviate as *CDC* thereafter. A collective noun, it is singular in construction: *The U.S. Centers for Disease Control and Prevention (CDC) announces new guidelines*.

V

vice chancellor

Two words, no hyphen.

W

web, website, webpage**web addresses**

See **internet addresses (URLs)**.

whether

See **if, whether**.

W *(cont.)***which**

See **that, which**.

who, whom

Use *who* when the person is the subject of the statement: *The student who had the highest grades earned a scholarship. Who will be the winner? His brother, who will send him the money, is out of town.*

Use *whom* when the person is the object of a verb or preposition: *The student to whom the scholarship was awarded scored the highest. Whom should I ask for?*

Tip: Like *whom*, the pronoun *him* ends with an *m*. If you can answer the question with *him*, use *whom* instead of *who*.

X**X-ray (n., adj.)**

Use a capital X.

Z**zebrafish**

One word in scientific usage.

zip code**Zuckerberg San Francisco General Hospital and Trauma Center**

Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center is an academic community hospital under the auspices of the San Francisco Department of Public Health's Community Health Network. It has been affiliated with UCSF since 1873. The University has faculty from all four schools – dentistry, medicine, nursing and pharmacy – who provide patient care services, conduct research and teach at the hospital.

Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center is the long form or formal name and should be used on first reference.

(cont.)

Z *(cont.)*

Zuckerberg San Francisco General Hospital and Trauma Center *(cont.)*

Zuckerberg San Francisco General Hospital and Trauma Center is the short form of the name that is used when spoken and in second reference in stories, news releases and emails.

Zuckerberg San Francisco General is the practical or spoken version. This version should not be used as the sole identifier of the hospital in written or other printed or designed materials, but can be used in second reference.

ZSFG can be used if an abbreviation is required, in internal or less formal uses. It follows the same structure as the practical name – Zuckerber**g** San Francisco General. Note: *SFGH* is no longer acceptable as an abbreviation for external use.

Part 3

Punctuation

A

ampersand

When referring to a UCSF entity, do not use an ampersand unless it is part of a formal name: *Bixby Center for Reproductive Health Research & Policy, Institute for Health & Aging.*

C

colon

Capitalize the word following a colon if it starts a complete sentence or is a proper noun: *The lecture held a big surprise for the audience: The guest speaker dismissed conventional thinking on the subject as antediluvian.*

Don't capitalize the word following a colon if it starts a phrase or list: *The lecture held a big surprise for the audience: introduction of a revolutionary theory upending scientific convention.*

comma

In a series: Don't use a comma before and or or in a simple series of three or more items: *The nominees were Dick, Jane and Sally.* Use a comma before the conjunction in a series containing another conjunction: *She ordered iced tea, salad, and a ham and cheese sandwich.* Use a comma before the conjunction in a series when the meaning is unclear without it: *They entered the building, met the student, reminded him that he needs to study, and left the campus. The honoree thanked her parents, Elvis Presley, and Janis Joplin.* When the series itself contains commas, set each element off with a semicolon: *The dates to remember are Oct. 12, 1492; May 5, 1862; and Feb. 6, 1944.*

In geographic references: Use commas to separate the respective parts of place names: *Manteca, California, is in San Joaquin County.*

In nonrestrictive and restrictive elements: Use commas to set off nonrestrictive terms, phrases or clauses: *The dean, Mary Worth, is back in town.* Don't use commas to set off a restrictive term, phrase or clause: *Dean Mary Worth is back in town.*

Students, who attend the lab on a regular basis, are growing in number. (This sentence means that the number of students is growing and that they also attend the lab on a regular basis.) *Students who attend the lab on a regular basis are growing in number.* (This sentence means that the number of students attending the lab is growing.)

D

dash

Because of often short line measures and in keeping with a growing trend in typography, use the en dash (–), as opposed to the longer em dash (—), and add space on both sides: *The measure – designed to get around restrictions in funding – puts California at the forefront.*

E

ellipsis

Again, because of short line measures, do not add spaces on each side of an ellipsis. *The honor roll hospitals are an elite group. Just 176 hospitals scored high enough this year...out of all 6,007 US medical centers.*

H

hyphen

Hyphens are generally used in compound modifiers when they precede the noun:

- first-year student
- second- and third-year residents' grade-point average
- 16-chair clinic
- full-time position
- well-known person

A prominent exception is with use of the word *care*, because such compound adjectives are in common use and therefore are commonly understood:

- acute care nursing
- primary care specialty
- intensive care unit
- health care setting

Also use hyphens to avoid ambiguity or to form a single idea from two or more words: *The scene was a re-creation of the original tableau. The seminar exemplified a small-group setting.*

P

prefixes

In general, do not hyphenate compounds with well-known prefixes such as *anti-*, *bi-*, *multi-*, *non-*, *post-*, *pre-*, *pro-*, *re-*, *uni-*, etc.:

antihistamine
 bicoastal
 multidisciplinary
 nonprofit
 postgraduate (But: post-baccalaureate)
 predoctoral
 proactive
 reappoint
 unidirectional

When a prefix results in duplicate letters: Use a hyphen when the addition of a prefix results in duplicate letters that impede readability:

anti-inflammatory
 intra-articular
 pre-eclampsia
 post-traumatic
 Exception: preeminent

When prefix results in conjoined vowels or repeated letters: Use a hyphen when the addition of a prefix results in two conjoined vowels or repeated letters that impede readability: *bio-adhesive*, *pre-registration*.

When the following word is capitalized: Use a hyphen with common prefixes when a word that follows is capitalized: non-English-speaking.

When using the prefix *co-*: Include the hyphen when the word describes occupation or status, or when the hyphen is needed for readability: *co-author*, *co-chair*, *co-locate*. Omit the hyphen in other words with the prefix *co-*: *coordinate*, *cooperate*.

When using the prefix *self-*: Always use a hyphen: *self-care*, *self-evident*.

When using *vice-*: *Vice* now usually appears as a separate word: *vice chair*, *vice president*.

Q

quotation marks

Closing quotation marks follow commas and periods ending the statement being quoted: *“Close the door,”* he said. He said, *“Close the door.”*

The dash, semicolon, colon, question mark and exclamation point go inside the quotation marks when they apply to the quoted matter only, and go outside when they apply to the whole sentence:

“To be or not to be?” he wondered aloud.

Why don’t they play “Misty”?

The board declared that “students must register first”;
additional regulations are listed below.

When using quotes within quotes, place single quotation marks inside double quotation marks:

“With five members present, the examining board and ‘auxiliary guests’ may proceed.

When a quote is broken up into two or more paragraphs, omit the closing double quotation mark at the end of the first paragraph and add double quotation marks at the beginning of each paragraph continuing the quote:

...Professor Black agreed completely: “I concur with the chancellor’s decision, as it is based on sound reasoning.

“The long-term consequences are of immeasurable importance to each member of the faculty...”

S

slash, slant, diagonal

Use a slash only in common expressions or with numerals in fractions:
HIV/AIDS, 24/7, 1/24, 1/256

Do not use a slash in dates: *May 1, 2016, not 5/1/16 or 1/5/16*

Whenever possible, avoid constructions in which a slash substitutes for a conjunction: *telecommunications and data rooms*, not: *telecommunications/data rooms*.

S *(cont.)*

suffixes

General usage: Do not hyphenate compounds with common suffixes such as *-less*, *-long*, *-out*, *-over*, *-wide*, *-wise*, etc.:

clueless
yearlong
walkout
carryover
citywide
clockwise

Exception: *-in*. *break-in*, *walk-in*, *write-in*

When using *-like*: Hyphenate only when the stem word ends in *l* or is a proper noun: *childlike*, *bell-like*, *Ebola-like*.

When using *-maker* or *-making*: Do not hyphenate most constructions using *-maker* or *-making*: *policymaker*, *decision making*, *troublemaker*.

For unusual or cumbersome constructions containing *-maker* or *-making*, use two words for readability: *tea maker*, *furniture maker*.

Do not hyphenate most constructions using *-up*: *cleanup*, *makeup*, *roundup*, *startup*. But: *follow-up*, *grown-up*, *close-up*, *shake-up*. Note: These uses are all as nouns or adjectives. If used as verbs, use two words: *clean up*, *make up*, *follow up*, *shake up*.