University of Mississippi Medical Center
Communications Style Guide
Published by the Division of Public Affairs

The following is to be used as a style **guide** for all external publications of the University of Mississippi Medical Center, including printed pieces such as brochures, flyers or invitations, and electronic pieces such as those published on Web sites. It is intended to assist employees who are charged with composing communications representing the Medical Center. For editorial issues not covered in this style guide, consult the Associated Press Stylebook or the Chicago Manual of Style, both available at the Bookstore.

A

Abbreviations

On first reference, spell out the word or phrase in its entirety, then list the correct abbreviation in parenthesis directly after the first reference. For example: University of Mississippi Health Care (UMHC). Upon all subsequent references, use only the appropriate abbreviation.

Academic Degrees

On first reference, an individual with a medical degree (MD), a doctorate of philosophy (PhD), or a doctorate of dental medicine (DMD) should be referred to as Dr. as a formal title; thereafter, the individual should be identified by his or her last name only.

Never use an individual's undergraduate or master's degree as a formal title. A registered nurse should be referred to as "nurse" rather than "RN."

Never use periods in abbreviations of academic titles.

An apostrophe is included when denoting a bachelor's or a master's degree.

When citing an individual's academic achievements, it is appropriate to list undergraduate degrees and graduate degrees, but always list the specialty in which the degree was obtained. For example, "Dr. Sharp earned a BS in biochemistry at the University of Minnesota in Minneapolis and an MS in philosophy at the Einstein Institute in Framingham, Mass."

Academic Fields

Academic fields are never capitalized when used apart from a proper name or title. For example, "The medical school curriculum includes anatomy, histology and biophysics."

Acronyms

Acronyms are abbreviations that can be pronounced as a word. Do not use periods within acronyms. Initialisms are often confused with acronyms. These are not pronounced as words.

The ACT Center for Tobacco Treatment, Education and Research

A tobacco cessation program housed at the Jackson Medical Mall Thad Cochran Center. Referred to as "the ACT Center" on second reference.

Addresses

When a street number is provided, abbreviate the street, road, avenue, circle, etc. For example, "2500 North State St." When no street number is provided, spell the full name of the street. For example, "The Medical Center is located on North State Street."

When a full mailing address is provided, including a zone improvement program (ZIP) code, use the two-letter state abbreviation. For example, "Mail all correspondence to: The University of Mississippi Medical Center, 2500 North State St., Jackson, MS 39205."

African-American

Hyphenate in all references.

Ages

When referring to an age in years, always use a number. If an age is less than one year, indicate months or weeks as appropriate. When ages are expressed as adjectives before a noun or as substitutes for a noun, always use hyphens. For example, "A 7-year-old girl," "the girl is seven years old," "the girl, 8, has a brother, 7," "the man, 30, has a 3-month-old daughter," "the woman is in her 20s."

"A lot"

Refrain from using this phrase in all circumstances.

Alumna

Alumna is a female who attended a college.
Alumnae are two or more former students, all female.
Alumni are two or more former students, all or some of whom are male.
Alumnus is a male who attended a college or a former student whose gender is unspecified.

Ampersand

An ampersand (&) should never be used unless it is part of a proper noun. For example, "His telephone company is AT&T."

Annual

The term annual should only be used to describe an event that has taken place each year for at least two years. The word "annual" should never be used to describe a one-time or first-time event.

Apostrophe

An apostrophe should never be used to form plurals of proper names. For example, "The scholarships are funded by the Barksdales."

An apostrophe should never be used to form plurals of dates, such as decade. Rather, the apostrophe should be used to represent the century in abbreviated dates. For example, "She is definitely a child of the '60s."

Art, works of
See composition titles.

Articles
Never capitalize an article in a title unless it is the first word in the title.

Articles (written)
See composition titles.

"As well as"
Never use the phrase "as well as." Use "and" instead.

Awards
On first reference, the proper name of the award should be spelled out and capitalized. For example, "The Gold Humanism Society Award." On second reference or when the proper name of the award is not provided, lowercase the award. For example, "the humanism award."

B

Birth weight
Always two words.

The Blair E. Batson Hospital for Children
See Children's Hospital

Book titles
See Composition titles

Buildings
The following are the proper names and room number prefixes of the buildings at the University of Mississippi Medical Center.

Acute Services Wing
Room number prefix: E

Addie McBryde Rehabilitation Center for the Blind
Second reference: McBryde center
Room number prefix: B

The Adult Emergency Department
Second reference: adult ED

The Allergy and Dermatology Clinic
Room number prefix: LJ

The Clinics at the Jackson Medical Mall Thad Cochran Center
Second reference: Jackson Medical Mall clinics
Room number prefix: MD

Application Programming Services
Second reference: programming services
Room number prefix: LC

The Arthur C. Guyton Laboratory Research Complex
Second reference: Guyton research complex
Room number prefix: G

The Blair E. Batson Hospital for Children
Second reference: Batson Hospital or Children's Hospital
Room number prefix: C

The Campus Police Department
Second reference: campus police

Christine L. Oglevee Nursing Education Building
Second reference: Oglevee building
Room number prefix: A

The David S. Pankratz School of Medicine Building
Second reference: School of Medicine building
Room number prefix: N

The Department of Psychiatry and Human Behavior Lakeland Addition
Room number prefix: LH

The Division of Information Systems Classroom
Second reference: DIS classroom
Room number prefix: LG

The Division of Information Systems Training Center
Second reference: DIS Training Center
Room number prefix: LF

The G.V. (Sonny) Montgomery Veteran's Affairs Medical Center
Second reference: VA Medical Center

The Hypertension Clinic

Room number prefix: LD

The Information Systems Building, also known as the Z Building
Room number prefix: Z

The Internal Medicine Clinic at the Jackson Medical Mall Thad Cochran Center
Second reference: internal medicine clinic
Room number prefix: ME

The Jackson Medical Mall Thad Cochran Center
Second reference: medical mall as second reference.

The James D. Hardy Clinical Sciences Wing
Second reference: clinical sciences wing
Room number prefix: L

The Lakeland Family Practice Center
Room number prefix: LA

The Lakeland Family Practice Clinic
Room number prefix: LB

The Laundry
Room number prefix: LL

The Medical Alumni House
Room number prefix: AH

The Methodist Rehabilitation Center
Second reference: MRC

The Mississippi Children's Cancer Clinic
Second reference: children's cancer clinic

The Mississippi Federal Credit Union
Second reference: credit union

The Norman C. Nelson Student Union
Second reference: student union
Room number prefix: NN

Office Annex No. 1
Room number prefix: WW

Office Annex No. 2
Room number prefix: WW

Parking Garage A
Room number prefix: PC

Parking Garage B
Room number prefix: PB

Patient Accounts Annex

The Children's Emergency Department
Second reference: children's ED

The Physical Plant
Room number prefix: SA

The Power Plant
Room number prefix: BO

Risk Management
Room number prefix: RM

The Ronald McDonald House

The Round Children's Wing
Second reference: children's wing

The School of Dentistry
Room number prefix: B

The School of Health Related Professions
Second reference: SHRP
Room number prefix: SH

The School of Health Related Professions Lakeland Annex
Second reference: SHRP Lakeland Annex
Room number prefix: LE

The School of Medicine Research Wing
Room number prefix: R

Shop Area
Room number prefix: SA

University Hospital
Room number prefix: WC

University Hospital North Wing
Second reference: north wing

University Hospital South Wing
Second reference: south wing

University of Mississippi Health Care Pavilion
Second reference: pavilion or UMHC Pavilion
Room number prefix: OM

University Rehabilitation Center
Second reference: URC
Room number prefix: CR

The Verner S. Holmes Learning Resource Center
Second reference: learning resources
Room number prefix: U

The Wallace Conerly Hospital for Critical Care.
Second reference: critical care hospital
Room number prefix: X

The West Jackson Family Medicine Clinic
Room number prefix: WJ

The Winfred L. Wiser Hospital for Women and Infants
Second reference: Wiser Hospital
Room number prefix: W

C

Campuswide
    Always one word

Capitalization
    Avoid unnecessary capitals. Use capital letters only if it can be justified by one of the following principles:

        Articles (a, an or the) that precede a proper noun are never considered to be a part of the proper noun; therefore, articles are never capitalized unless they are the first word in a sentence.
        Only the first word of a **headline** and all proper nouns should be capitalized within a headline.
        A phrase contained in **parenthesis** within a sentence does not require a capital letter; however, a complete sentence within parenthesis requires normal

punctuation and capitalization. In sentences that end with a parentheses, the punctuation mark is placed after the closed parenthesis.

Titles should follow an individual's name; only the part of the title that is a proper name should be capitalized. For example, "Dr. Joe Smith, assistant professor of medicine." "Dr. Joe Smith, assistant professor in the Department of Medicine" or "Dr. Joe Smith, assistant professor at the Centers for Disease Control and Prevention."

Captions

Captions should be as brief as possible. If the photo is of an individual, then a caption listing the person's name and title is sufficient. If the caption includes one or more individuals engaged in an activity, the first sentence of the caption should describe the activity in the present tense, including where and when the photo was made, and the second sentence should provide background information on the photo's significance. In group photos, when applicable, individuals should be identified in succession from left to right and from front row to back row.

Separate individuals with lengthy titles by semicolons. For example, "Attending the meeting are, front row from left, Dr. Dan Jones, vice chancellor for health affairs; Dr. Will Ferniany, chief executive officer of University Hospitals and Health System; and Jerry Clark, director of the Norman C. Nelson Student Union; and back row from left, Dr. Helen Turner, associate vice chancellor for academic affairs; and Dr. Scott Stringer, chair of the Department of Otolaryngology and Communicative Sciences."

Indicate an individual's position within a photo immediately after the individual's name and before his or her title. For example, "Dr. Dan Jones, left, vice chancellor for health affairs. . ."

Care

Compound adjectives that include the word care should never be hyphenated. For example: "primary care physician."

Caregiver

Always one word.

The Centers for Disease Control and Prevention

May be referred to as "the CDC" on second reference

Children's Hospital

On first reference, always refer to Children's Hospital as "the Blair E. Batson Hospital for Children;" thereafter, it may be referred to as "Children's Hospital" or "Batson Hospital."

Cities

Cities or towns in Mississippi should never be followed by the state name. Cities outside of Mississippi should always be followed by their appropriate state names, using the appropriate state abbreviations.

The following U.S. cities should not be followed by their state names because they are so well known: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, and Washington, D.C.

The following international cities should not be followed by their respective countries because they are so well known: Beijing, Berlin, Geneva, Guatemala City, Havana, Jerusalem, Kuwait, London, Mexico City, Montreal, Moscow, Ottawa, Paris, Rome, Singapore, Tokyo, Toronto, Vatican City.

Composition titles
Capitalize principle words including prepositions and conjunctions with four or more letters. Always put quotation marks around book titles, computer game titles (not software titles), movie titles, play titles, poem titles, song titles, television program titles, and the titles of lectures, speeches and works of art. Never put quotation marks around the Bible, almanacs, dictionaries, directories, encyclopedias, handbooks, or similar publications.

Compound adjectives
Hyphenate compound adjectives in all cases except words ending in "ly."

D

Dates
Never use a comma between a month and a year. For example, "July 2007." Use a comma only when the month, day and year are provided. For example, "July 5, 2007."

When a month and year are provided, do not abbreviate the month. When a month, day and year are provided, abbreviate the month, if applicable. For example, "Sept. 14, 2008" "September 2008." Months may be spelled out in display text, such as in invitations, plaques, etc.

Dates following the words "from" or "between" within the same century should be connected by a dash with the second year denoted by the last two digits only. For example, "He served as associate professor from 2003-14."

Consecutive dates within the same month should be connected by a dash. For example, "July 2-16, 2007." Do not include spaces before or after dashes that separate years or dates.

Daylight-saving time
Use as indicated. "Daylight savings time" or "daylight saving time (no hyphen)" are incorrect. Lower-case in all instances, except when beginning a sentence.

Decades and centuries
Numbers less than 10 should be spelled out, and the word "century" should be lowercase in all instances. For example, "The 21st century," "The ninth century." Use an

apostrophe to indicate numerals that are left out of the referenced decades. For example, "The '40s." Never use an apostrophe to make a time period plural.

Degrees (temperature)

   Always spell out "degrees" following a number for a temperature. For example, "The temperature outside was 98 degrees."

Departments

   The following are the proper names of the clinical departments in the School of Dentistry at the University of Mississippi Medical Center. Upon second reference, drop "Department of" and lower case the remaining name.

   The Department of Advanced General Dentistry
   The Department of Biomedical Materials Science
   The Department of Care Planning and Restorative Sciences
   The Department of Endodontics
   The Department of Oral-Maxillofacial Surgery and Pathology
   The Department of Orthodontics
   The Department of Pediatric and Public Health Dentistry
   The Department of Periodontics and Preventive Sciences

   The following are the proper names of the clinical departments in the School of Medicine at the University of Mississippi Medical Center. Upon second reference, drop "Department of" and lower case the remaining name.

   The Department of Anesthesiology
   The Department of Emergency Medicine
   The Department of Family Medicine
   The Department of Medicine
   The Department of Neurology
   The Department of Neurosurgery
   The Department of Obstetrics and Gynecology
   The Department of Ophthalmology
   The Department of Orthopedic Surgery and Rehabilitation
   The Department of Otolaryngology and Communicative Sciences
   The Department of Pediatrics
   The Department of Preventive Medicine
   The Department of Psychiatry and Human Behavior
   The Department of Radiology
   The Department of Radiation Oncology
   The Department of Surgery

   The following are the proper names of the clinical departments that serve both the School of Dentistry and the School of Medicine at the University of Mississippi Medical Center. Upon second reference, drop "Department of" and lower case the remaining name.

   The Department of Anatomy
   The Department of Biochemistry

The Department of Microbiology
The Department of Pathology
The Department of Pharmacology-Toxicology
The Department of Physiology and Biophysics

The following are the proper names of the clinical departments in the School of Health Related Professions at the University of Mississippi Medical Center. Upon second reference, drop "Department of" and lower case the remaining name.
The Department of Academic Information Services
The Department of Dental Hygiene
The Department of Diagnostic and Clinical Health Sciences
The Department of General Health Sciences
The Department of Occupational Therapy
The Department of Physical Therapy
The Department of Student Records and Registrar

Divisions
The following are the proper names of the various divisions at the University of Mississippi Medical Center. On second reference, drop "Division of" and lower case the remaining name. (This is not a complete list of all Medical Center divisions).
The Division of Audiovisual Services
The Division of Biomedical Illustration Services
The Division of Campus Police
The Division of Clinical Affairs
The Division of Human Resources
The Division of Internal Audit
The Division of Multicultural Affairs
The Division of Public Affairs

"Dos"
The plural of do, as in "Dos and Don'ts."

Drug names
On first reference, always use the generic drug name, followed by the generally known trade name in parenthesis. In general, use the term "medicine" in lieu of the term "drugs" when referring to a patient's use of prescribed medication.

E

E.g.
Always place a comma after the abbreviation e.g., which is Latin (*exempli gratia*) for "for example." Do not confuse with i.e., which is Latin (*id est*) for "that is."

E-mail
Hyphenate the term "e-mail" and lowercase every letter in an e-mail address.

E-mail address

When e-mail addresses or Web site links are used in a sentence, they should be enclosed in parenthesis to prevent confusion with any ending punctuation. For example, "For more information, send an e-mail (jwoodruff@pubaffairs.umsmed.edu).

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Faculty

The word "faculty" is always considered plural.

Floors

Lowercase "floor" and spell out numbers less than 10.

Foreign names

Particles of foreign names are always capitalized when they begin a sentence. Within a sentence, follow the person's preference, if known. For example, "De Shazo chaired the medicine subcommittee." "The chair of the subcommittee was de Shazo."

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Graduate

Always use the term "graduate" in the active voice. For example, "He graduated from UMMC." Do not drop "from."

The correct usage is "received from" or "earned at." For example, "He received the MD from Johns Hopkins." "She earned the PhD at Baylor."

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Headlines

Capitalize only the first word in a headline. Always capitalize proper names.

Use active tense verbs rather than passive tense verbs.

Forms of the verb "is" should never appear in a headline. For example, "Smith is awarded the first-place ribbon" is incorrect. "Smith awarded first-place ribbon" is correct.

When a quote is part of a headline, use full rather than single quotation marks.

Health care

Always two words unless it is used as one word in a proper name.

HIPAA

Health Insurance Portability and Accountability Act, enacted in 1996.

Hold

Never use the term "hold" or "held" unless referring to the actual act of holding an object. Instead, use "took place," or "was scheduled."

"Hopefully"

Never use the term "hopefully."

Hospital
Lower case the word hospital unless it is part of a proper noun. For example, "Faculty and University Hospital," "Faculty in the hospital."
Do not use the article "the" before the proper name of a hospital. For example, "He was transported to University Hospital."

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I

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I.e.
Always place a comma after the abbreviation i.e., which is Latin (*id est*) for "that is." Do not confuse with e.g., which is Latin (*exempli gratia*) for "for example."

IHL
Acronym for Mississippi State Institutions of Higher Learning.

"In order to"
Never use the phrase "in order to." Instead, use the word "to." For example, "The department obtained funds to begin a study."

Initials
Use periods and no spaces when initials are used for proper names. For example, "Dr. H.P. Huxtable." Do not use an initial for a first name unless it is the individual's preference.

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J

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Journals
See Composition titles

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L

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Lectures
See Composition titles

Library
The proper name for the Medical Center's library is the Dr. Peter B. Rowland Medical Library. On second reference, refer to it as "the Rowland medical library," or "RML."

Lists
Introduce lists with a colon; however, don't use a colon if the list is a complement or an object of an element in the introductory statement.

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M

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Medical Center
The Medical Center is always capitalized when referring to the University of Mississippi Medical Center only.

Meetings
Capitalize the names of meetings when the formal name is used. If a meeting is an annual event, lower case "annual meeting" in all uses. For Example, "The fifth annual meeting of the Cancer Research Interest Group."

Middle initials
Use only on first reference and only for individuals who have higher academic degrees or to distinguish between two individuals with identical first and last names.

Mississippi Regional Poison Control Center
On second reference, "poison control center"

Months
Spell out the name of months in display text only, otherwise abbreviate when used with a number. For example, "The meeting will take place in August," "The meeting is scheduled for Aug. 11, 2009."

Movies
See "Composition titles"

Music
See "Composition titles"

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N

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Numbers
Always spell numbers from one to nine; use numerals thereafter.
Never start a sentence with a numeral.
If numbers are listed for comparison, always list them by numeral. For example, "The girl had 23 goldfish, 12 hamsters and 4 cats."
Units of measure and percentages are always expressed in numerals. Time increments are not treated as units of measure.
Capitalize "page" when preceding a number. For example, "The figure on Page 6."
Abbreviation of the word "number" may be used only when preceding a numeral and should be capitalized. For example: "Mississippi is No. 50 in the nation."

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Offices

The following are the proper names of the various offices at the University of Mississippi Medical Center. Upon second reference, drop "Office of" and lower case the remaining name. Office names not listed below should follow these same guidelines.

The Office of Alumni Affairs
The Office of Business Operations
The Office of Compliance
The Office of Continuing Education
The Office of Development
The Office of Employee Training and Administrative Affairs
The Office of Environmental Health and Safety
The Office of Faculty Development
The Office of Financial Affairs
The Office of Research
The Office of Risk Management
The Office of Student Outreach

Over

The term "over" refers to spatial relationships. For example, "The plane flew over the city."

Use "more than" instead of "over" when referring to numbers or amounts.

P

Percentage

The word "percent" should be spelled out when following a number. In lists, charts, etc. where space is tight, it is acceptable to use the "%" sign.

When used as a subject, the word "percent" is always considered singular. For example, "More than 93 percent of American households receive cable."

Period

In most abbreviation and acronyms, do not include periods. Notable exceptions include U.S. (when used as an adjective) and Washington D.C. Spell out United States when referring to the country.

Plural (numbers)

Never use apostrophes to form plurals of numbers. For example, "The 1960s."

Plural (phrases)

When using phrases that include singular and plural nouns, make sure the correct singular or plural verb tense matches the subject. For example, "One in six people has a pet. One out of 10 soldiers is female."

Punctuation

When a **colon** is used in the middle of a sentence or to introduce a list or series, do not capitalize the first word after the colon unless it is a proper noun. What follows a colon in a phrase or sentence is a continuation of that sentence. For example, "He liked

three types of food: meat, potatoes and bread." Colons should appear within quotations. For example, "The speakers and their topics were: Dr. Dan Jones, "Heart Disease and You;" Dr. Rob Rockhold, "Base Pair and You; etc."

In a series of four or more items, place a **comma** before the word "and."

Always place a space before and a space after an **ellipses**, which is a succession of three points. There should be no spaces in between.

As a general rule, refrain from using **exclamation points**.

Most words with prefixes, such as non, post or co, are not **hyphen**ated. When in doubt, refer to a dictionary. The words "less" and "more" do not take hyphens even when proceeded by nouns.

To Form Possessives
The apostrophe is also used to mark the possessive. The possessive tells the reader that someone or something owns or possesses the thing that comes after the possessive. Here are five examples:
Ronni's word processor
the banker's log book
the bank's holdings
the nation's GNP
the year's end
The possessive noun in each of the examples above (Ronni's, banker's, bank's, nation's, year's) indicates to the reader that something is owned by something or someone else. In most cases, to make the possessive you simply add an 's to the end of the noun. The problem arises when a noun is both plural and possessive. Certainly, there can be more than one Ronni, and they both can own the word processor. Or more than one banker can own the log book. In such cases, you simply place the apostrophe after rather than before the s:
Ronnis'
bankers'
banks'
nations'
doctors' day

Q

Quotations
Paragraphs that end in quotations followed by a paragraph that continues the quotation should not include closed quotation marks. Place open quotation marks at the beginning of the second paragraph.

R

Reverend
Always use the article "the" before the title in first reference. When the full name is used in first reference, abbreviate to "the Rev." For example, "He spoke to the Rev. Jessie Jackson as a graduate of the institution." Use last name only in second reference.

Room

Use hyphens with lettered room addresses. For example, "U-015"

<center>**S**</center>

Schools

The following are the proper names of the schools at the University of Mississippi Medical Center. Upon second reference, drop the suffix "at the University of Mississippi Medical Center."

The School of Dentistry at the University of Mississippi Medical Center

The School of Health Related Professions at the University of Mississippi Medical Center

The School of Medicine at the University of Mississippi Medical Center

The School of Nursing at the University of Mississippi Medical Center

The School of Graduate Studies in the Health Sciences at the University of Mississippi Medical Center

State abbreviations

In the abbreviation list below, the first abbreviation is correct to use in all copy, while the second abbreviation should be used only in reference to ZIP codes.

Ala./AL	Ky./KY	N.D./ND
Alaska/AK	La./ LA	Ohio/OH
Ariz./AZ	Maine/ ME	Okla./OK
Ark./AR	Md./MD	Ore./OR
Calif./CA	Mass./MA	Pa./PA
Colo./CO	Mich./MI	R.I./RI
Conn./CT	Minn./MN	S.C./SC
Del./DE	Miss./MS	S.D./ SD
D.C./ DC	Mo./MO	Tenn./TN
Fla./ FL	Mont./MT	Tex./TX
Ga./GA	Neb./NB	Utah/UT
Hawaii/ HI	Nev./NV	Vt./VT
Idaho/ ID	N.H./NH	Va./VA
Ill./ IL	N.J./NJ	Wash./WA
Ind./ IN	N.M.)/NM	W.Va./WV
Iowa/ IA	N.Y./NY	Wis./WI
Kan./ KS	N.C./NC	Wyo./WO

<center>**T**</center>

Telephone numbers

Never include the 1 before the area code and toll free number. Always separate the area code in parentheses. Never insert a hyphen between the area code and the main number. For example, "(601) 984-1000."

Time

Use figures except for noon and midnight.

If an event begins at the top of an hour, use the number followed by a.m. or p.m. For example, "The meeting will begin promptly at 4 p.m."

To indicate a time range of an event that occurs within the same 12-hour cycle, use a dash to separate the numerals followed by either a.m. or p.m.

Time zone

When using daylight-saving time with a specific time zone, eliminate the word "saving." For example, "Eastern Daylight Time (EDT)," "Central Daylight Time (CDT)." Always capitalize time zones, except when using the "short form," such as Eastern time or Mountain time.

Daylight-saving time begins on the second Sunday in March and ends on the first Sunday in November. On the second Sunday in March, clocks are set ahead one hour at 2 a.m. local standard time, which then becomes 3 a.m. local daylight-saving time. On the first Sunday in November, clocks are set back one hour at 2 a.m. local daylight time, which becomes 1 a.m. local standard time.

Titles

The correct usage is "professor of" and "instructor in." For example, "he is a professor of medicine." "She is an instructor in nursing."

Trademarks and Symbols

Never use a trademark or copy symbol. Capitalize proprietary names. For example, "Dixie cups."

Note – including trademarks and symbols is the responsibility of the owners of the product or intellectual property in their own marketing or promotional material.

U

Units of Measure

Spell out inch, pound, foot, etc. Follow Webster's abbreviations for the metric system (cm, mm, ml). Spell out for clarity in first reference. Numbers and units of measure are generally not spelled out, even when nine and under. For example, "She weighed 4 pounds, 6 ounces."

University

Lowercase when used alone

University Hospitals and Clinics

Now referred to as University Hospitals and Health System

University Hospitals and Health System

Formerly called University Hospitals and Clinics. On second reference, refer to it as "UHHS."

University of Mississippi Health Care

Clinical programs of the University of Mississippi Medical Center; includes the University Hospitals and Health System and University Physicians. On second reference, refer to as "UMHC."

The University of Mississippi Medical Center
The official name of the state's only academic health sciences complex. On second reference, refer to it as "UMMC" or the Medical Center.

University Physicians
The private practice plan of the University of Mississippi Medical Center. On second reference, refer to it as "UP."

W

Web site
Always two words; capitalize "Web" when referring to the Internet.

X

X-ray
Capitalize X in all forms whether noun, verb or adjective.

Z

ZIP codes
When a Zoning Improvement Plan (ZIP) code is used in a mailing address, use the two-dash letter, upper case state name abbreviation. In all other contexts, use abbreviations for copy.