

editorial guidelines

Most professional publications – newspapers, magazines, journals – use a style guide to ensure consistency in the way words are presented. This is because a clean, consistent style helps readers quickly understand the message the writer wants to convey.

The industry standard for popular media is the Associated Press Stylebook. The PKD Foundation uses AP style to prepare copy for the news media and for internal publications. The following guidelines are based on this style.

ATP Program

Capitalize Accelerating Treatments to Patients (ATP) initiative.

When talking about an ATP program, such as the Drug Repurposing Program, capitalize the name of the program. If talking about drug repurposing in general, leave it lowercased.

Chapters

Capitalize Chapters when referring to the PKD Foundation Chapters.

Capitalize Chapter Coordinator, Fundraising Coordinator, Education Coordinator, Walk Coordinator.

dates

Capitalize the names of months in all uses. Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year alone. Don't use ordinals when using a date (st, nd, rd or th): May 5, not May 5th.

When a phrase lists only a month and a year, do not separate with commas. When a phrase refers to a month, day and year, set off the year with commas: May 5, 2005, was the target date.

doctor

Use Dr. in first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine: Dr. Jonas Salk. The form Dr., or Drs., in a plural construction, applies to all first-references before a name, including direct quotations. If appropriate in the context, Dr. also may be used on first reference before the names of individuals who hold other types of doctoral degrees. However, because the public frequently identifies Dr. only with physicians, care should be taken to ensure that the individual's specialty is stated in first or second reference. In some instances it also is necessary to clarify that an individual identified as Dr. is a physician or a Ph.D. One frequent case is a story reporting on joint research by physicians, researchers, biologists, etc. Do not continue the use of Dr. in subsequent references.

education

Education programs, education resources, education videos, education webinars, etc. instead of educational.

email

Acceptable in all references for electronic mail.

health care

Two words.

nonprofit

One word without a hyphen.

numbers

Spell out numbers one through nine; use numerals for 10 and above. Spell out a numeral at the beginning of a sentence unless it is a year.

phone numbers

Use periods to separate parts of the phone number: 816.931.2600 or 800.PKD.CURE. For an extension, use 816.931.2600, ext. 123.

PKD

Spell out polycystic kidney disease in the first mention and follow it with (PKD), so proper usage would be polycystic kidney disease (PKD). After the first use, use PKD.

PKD is always capitalized. Polycystic kidney disease is not, only the P if it starts a sentence.

PKD Foundation

The T in “the PKD Foundation” should only be capitalized if it starts a sentence.

PKD Progress

The name of the PKD Foundation’s magazine is PKD Progress.

PKDnews

The name of the PKD Foundation’s e-newsletter is PKDnews.

preclinical

Preclinical is one word.

Run for PKD

Capitalize Run, but not runners.

Run for PKD is proper usage.

times

Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m. Do not use :00 if the time is on the hour. The construction 4 o’clock is acceptable, but time listings with a.m. or p.m. are preferred.

For times and dates, list information in order of time, day, date, place. Example: 7 p.m., Friday, May 10, 2013, in Kansas City, Mo.

titles

Formal titles that appear before a name should be capitalized. Those that appear after a name should be lowercase and set off by commas. Lowercase and spell out titles when they are not used with a person’s name.

United States

United States should be abbreviated U.S. within texts. In headlines, it’s US (no periods).

Walk for PKD

Capitalize TeamFirst and Visionary.

Capitalize Walk, but not walker.

Capitalize Walk Coordinator.

Leave team captain and team lowercase.

Capitalize team names, such as Team Short.

website

One word, does not need capitalized. Omit the www. The PKD Foundation's website is pkdcure.org.

year-end

Hyphenated.