

UT Southwestern Style Guide

Updated May 24, 2022

We believe that consistency in UT Southwestern editorial style and content is an important dimension of UT Southwestern's commitment to quality. To that end, the Office of Institutional Advancement, in collaboration with the Office of the President, has developed the following specific guidelines for UT Southwestern internal documents and online and printed materials.

For general reference, we recommend *The Associated Press Stylebook*, *The Elements of Style*, and *Webster's New World College Dictionary*. For medical reference, we recommend *Webster's New World Medical Dictionary* and *Stedman's Medical Dictionary*. We note, however, that the instructions in the *UT Southwestern Style Guide* override any conflicting information in these or any other guidebooks on usage or style.

We also encourage members of the UT Southwestern community to utilize the [Sources of Truth](#) website for easy access to a variety of documents with accurate, up-to-date institutional information, as well as the guidelines on [Brand Standards](#).

We appreciate your support and compliance.

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UT Southwestern Style Guide

Academic Degrees, Academic Titles, and Endowment Titles:

- Capitalize and spell out academic titles; abbreviate academic degrees, using periods.

In the first reference, use the abbreviated academic degree and full title following the name: Joseph Smith, M.D., Professor of Internal Medicine. On second reference, use the courtesy title, "Dr. Smith" for all M.D.s and Ph.D.s.

EXAMPLE:

First mention: John Smith, M.D., is a Professor of Biochemistry at UT Southwestern.

Second and later mentions: Dr. Smith holds the John Smith Chair in Biochemistry.

- For women who are neither M.D.s nor Ph.D.s, use their preferred courtesy title on second reference, i.e., either “Mrs.,” “Ms.,” or “Miss;” for men, use “Mr.”
- Capitalize Professor, Assistant Professor, Associate Professor, Professor Emeritus, and Instructor when referring to UT Southwestern faculty on first reference. Adjunct faculty are not noted as such when referred to directly – e.g., Professor Smith, not Adjunct Professor Smith.
- Always use a comma before and after the degree: Joseph Smith, M.D., graduated from UT Southwestern in 1985.
- Do not use periods with nonacademic degree abbreviations (For example, use periods for M.D., Ph.D., and B.S.N., but not for FACS, RN, or LSW).
- Nursing titles: Abbreviate M.S.N., but not RN although these titles are not required in most news stories.
- Since endowed titles are official formulations approved by the UT System Board of Regents, they should always be written in accord with that formulation, regardless of grammatical or AP rules. See Endowed Academic Positions in [Sources of Truth](#) for exact formulations.
- The word “the” is generally not part of an endowment title: Donald W. Seldin Distinguished Chair (not “The Donald W. Seldin Distinguished Chair”). However, in those few cases when “the” is part of the official title, it should be capitalized.
- Use mostly AP style on degrees. Examples: bachelor’s degree, master’s degree, Bachelor of Arts in English, Ph.D., Ph.D.s, doctorate in psychology. Master of Arts, Master of Science, Master of Business Administration: Can also be abbreviated as M.A. and M.S., plus M.B.A. (the last contrary to AP style). A master’s degree or a master’s is acceptable in any reference.
- In cases where a person has more than one title, it is not always necessary or desirable to list both on first reference.
 - First reference: Mary Jones, M.D., Associate Director of the Harold C. Simmons Comprehensive Cancer Center, or Dr. Mary Jones, Associate Director of the Harold C. Simmons Comprehensive Cancer Center are both correct, depending on the communications vehicle.
 - Second reference: Dr. Jones, also a Professor of Clinical Sciences, etc. The first reference could be an informal title, such as neurosurgeon Dr. Joe Smith, in accordance with the context of the story, with the full formal title elsewhere in the story

Acronyms:

- Unless otherwise noted in the *UT Southwestern Style Guide*, generally use acronyms on second reference: the National Cancer Institute; NCI. If the acronym will be used in a document, include it initially in parentheses, immediately following its anchor term. Example: Non-small cell lung cancer (NSCLC) is the most common type of lung cancer.

- Exception: For readability purposes in news releases, it is acceptable to use acronym names of genes, proteins, molecules, and procedures, such as DNA, RNA, CRISPR, MRI, and CT scan. It is also acceptable to use acronyms for organizations such as NCI, CPRIT, and NIH in headlines and on first reference, provided the full name is elsewhere in the story.
- Do not use acronyms on the web if the anchor word is not on that page.

Alphabetized Lists: Always alphabetize by last name, not first.

Ampersand (&):

- Use the ampersand symbol only when it is part of the official name of a department or division or part of an endowed title. It may be used in certain headings on UT Southwestern websites.
- On our websites, the ampersand may be used for purposes of shortening navigation elements.
- Do not use the ampersand symbol to replace “and” in text.

Awards: Communications, in consultation with academic officials, determines which major awards to individual faculty members merit coverage in which the faculty member is featured or quoted.

Boilerplate: The official language describing UT Southwestern at the end of press releases or for use in other communications is as follows:

UT Southwestern, one of the nation’s premier academic medical centers in the nation, integrates pioneering biomedical research with exceptional clinical care and education. The institution’s faculty has received six Nobel Prizes, and includes 26 members of the National Academy of Sciences, 17 members of the National Academy of Medicine, and 14 Howard Hughes Medical Institute Investigators. The faculty of more than 2,900 is responsible for groundbreaking medical advances and is committed to translating science-driven research quickly to new clinical treatments. UT Southwestern physicians provide care in more than 80 specialties to more than 100,000 hospitalized patients, nearly 360,000 emergency room cases, and oversee more than 4 million outpatient visits a year.

Buildings, Centers, and Schools:

- When mentioning buildings at UT Southwestern, use the full title in the first reference: the Paul M. Bass Administrative and Clinical Center. On second reference and in first references for internal campus messages only, a shortened title in accordance with names on the campus map may be used: the Bass Center, for example. Always capitalize “Center” or “Institute” on second reference. For a full list of official building names, see Building Names and Addresses. Find a list of [official clinic names](#).
- The word “the” is not part of a building’s title: the Paul M. Bass Administrative and Clinical Center (not “The Paul M. Bass Administrative and Clinical Center”).
- For schools, on first reference use “UT Southwestern Medical School,” “UT Southwestern Graduate School of Biomedical Sciences,” “UT Southwestern School of Health Professions,” and “Peter O’Donnell Jr. School of Public Health.” On second reference, use “Medical School,” “Graduate

School,” “School of Health Professions,” and “O’Donnell School of Public Health.” Note: The word “the” is not part of a school’s formal name and should not be capitalized.

Bulleted Lists: Introduce bulleted lists with a colon and note the following guidelines:

- Capitalize the first word in each bullet.
- Use parallel constructions.
- Use a period when the bulleted item is a complete sentence by itself, when the bulleted item contains two or more complete sentences, or when the bulleted list completes the introductory sentence. Otherwise, periods are not used.

Capitalization:

- Always capitalize the name of a UT Southwestern entity when referring to it on second reference. (e.g. The Multi-Specialty Care Clinic; “the Clinic specializes in...”)
- Capitalize “Department” if it is specific to UT Southwestern Medical Center, as in “Department of Radiology,” and on second reference, “Radiology Department” or “the Department.”
- Capitalize “Diplomate” when referring to someone who has been certified as a specialist within a scientific profession (e.g., “He is a Diplomate of the American Board of Internal Medicine.”).
- Capitalize Divisions and Core Facilities in all instances (e.g., Division of Cardiology and Bioinformatics Core Facility).
- Capitalize “Fellow” only when referring to a member of a scientific society (e.g., “She is a Fellow of the American College of Surgeons.”). Lowercase fellow in all other cases, such as: a postdoctoral fellow in the Department of Biochemistry.
- Capitalize “Fellowship” only when it is part of a formal fellowship name. Lowercase in all other uses (e.g., “He completed a fellowship in pediatrics,” and “She was awarded a Howard Hughes Medical Institute Gilliam Fellowship for Advanced Study.”)
- For headings on the web, use title case (capitalizing all words except articles, prepositions, and conjunctions). Capitalize both words in hyphenated terms: Decision-Making Model.
- In headlines, capitalize only the first word and proper nouns. Do not use periods, except in rare cases where a headline may be two sentences. Headline style may vary in regard to title case or the use of all caps as a design element for specific publications, such as in newsletters or the Annual Review.
- Capitalize “Nobel Laureate.” (Note: “Nobel Prize Laureate” is incorrect.) For a list of UT Southwestern Nobel Laureates, see [Faculty Awards, Honors, and Elections](#).
- Contrary to AP, capitalize the full name and category for Nobel Prizes: Nobel Prize in Chemistry and Nobel Prize in Physiology or Medicine.
- Capitalize the names of medical and educational programs, including, where appropriate, the word “Program,” (e.g. the UT Southwestern Transplant Program offers ...).

- Capitalize “UT System Regent.”
- Do not capitalize all letters in “Ob/Gyn.” (Not Ob/GYN)
- Do not capitalize the word laboratory when used with a scientist’s name, such as the Beutler laboratory or Beutler lab.

Centers: For a listing of official Centers, see [Departments and Centers](#).

Chairman/Chair: Not “Chairwoman” or “Chairperson.” “Chair” is preferred, although “Chairman” is acceptable, either from long-standing practice or individual preference. Note: It is not required to indicate both an individual’s academic and administrative titles unless they are significant to the context of the reference or story. However, if someone is both a Chair and a Director, always use both administrative titles. Which title comes first depends on the context of the story. If someone is both a Chair and a Professor, list Chair first.

Chief: In Departments that have Divisions, the Divisional leader typically holds the title of Chief.

Cutlines (Photo Captions): When identifying people in cutlines, use directionals in parentheses: Joseph Smith, Ph.D., (left) meets with researchers. Also correct, depending on the communications vehicle: Dr. Joseph Smith (left) meets with researchers. Space considerations may require consolidation and abbreviation: Researchers include (l-r): Drs. Joseph Smith, Jane Doe, and John Doe.

Dashes: Do not use em dashes; to enhance readability, always use an en dash with a space on each side to separate words, phrases, or numbers. For example, “In a sentence on the website – to set apart a phrase – the dashes should look like these.”

Datelines: Dallas stands alone – i.e. without Texas - in a news release dateline.
Example: DALLAS – March 29, 2017 – First sentence starts here.

Dates:

- Spell out days (Monday). For months alone, use the full name, such as January. For specific dates, use the abbreviation convention, such as Jan. 1, 2011. An exception is permitted for formal invitations or programs, or in the narrative text of individual communications, such as Dr. Podolsky’s letters to the campus community. If desired, spell out months with dates, such as January 1, 2017.
- Jan. 1, 2011 (not January 1st).
- A March 2011 memo.
- On Feb. 1, 2010, UT Southwestern announced ...
- The 1980s (not the 1980’s).

Department: For a listing of Departments, see [Departments and Centers](#). Some unique department, division, institute, or center names include:

- Children’s Medical Center Research Institute at UT Southwestern; CRI on second reference or permitted in a headline.
- Lyda Hill Department of Bioinformatics.
- Peter O’Donnell Jr. Brain Institute; O’Donnell Brain Institute on second reference or permitted in a headline. O’Donnell Brain Institute also permitted on first reference in a news release if the full name is elsewhere in story. For a third reference, the acceptable acronym is PODBI.
- Harold C. Simmons Comprehensive Cancer Center; Simmons Cancer Center on second reference or permitted in a headline. Simmons Cancer Center is also permitted on first reference in a news release if the full name is elsewhere in story.
- Touchstone Center for Diabetes Research; Touchstone Center on second reference.
- William T. and Gay F. Solomon Division of General Internal Medicine.

Director: The leader of an officially recognized Center is called a Director. Note: It is not required to indicate an individual’s academic and administrative titles unless they are both significant to the context of the reference or story. However, if someone is both a Chair and a Director, always use both administrative titles. Capitalize all official titles, for divisions, clinics, programs, and centers, but lowercase if unofficial.

Divisions: For a listing of Departments and Divisions, see [Departments and Divisions](#).

Endowed Faculty Positions: For the approved name of any endowed faculty position and a list of faculty who hold those positions, refer to [Endowed Academic Positions](#). When individuals who hold endowed titles are named in a news release or *Center Times* story, whether or not they are quoted, they should be listed alphabetically in italics, in separate paragraphs, at the end of the story, along with the positions they hold. However, if the same individual is mentioned in more than one story on a page, his/her endowment(s) may be listed after the first mention, and a short reference in the other story will direct readers to that information. For the Annual Review, endowed titles should be placed within the text.

EXAMPLES:

First mention: Dr. Podolsky holds the Philip O’Bryan Montgomery, Jr., M.D. Distinguished Presidential Chair in Academic Administration, and the Doris and Bryan Wildenthal Distinguished Chair in Medical Science.

Subsequent mention on the same page: See the endowed chairs held by Dr. Podolsky elsewhere on this page.

Genes: Italicize specific genes (“The *LDLR* gene codes for the low-density lipoprotein receptor”). Protein names are not italicized.

Hospitals: As of September 1, 2019, the medical center has a single hospital with two separate locations in the Medical District. Collectively referred to as “William P. Clements Jr. University Hospital” on first reference; on second reference, “Clements University Hospital.” If there is a need to distinguish between the physical locations, individually use the full name of the facility in the first reference: “William P. Clements Jr. University Hospital” and “Zale Lipshy Pavilion – William P. Clements Jr.

University Hospital.” In the second reference and thereafter, use “Clements University Hospital” for both entities, unless referring to an event or action that occurred within the Zale Lipshy Pavilion; in this case only, “Zale Lipshy Pavilion” is acceptable (see examples below).

For readability in news releases, it is acceptable to use Clements University Hospital in a headline and on first reference if the full name is elsewhere in story.

Examples of use:

- UTSW faculty physicians offer patient care at **UT Southwestern William P. Clements Jr. University Hospital**, University Hospital, UTSW clinics, and affiliated institutions; Parkland Health; and Children’s Medical Center Dallas.
 - When referring to the specific hospital of Parkland in Dallas and not its broader network, it is Parkland Memorial Hospital. The broader network is Parkland Health.
 - All references to Scottish Rite should be Scottish Rite for Children. (They no longer use Texas Scottish Rite Hospital or Texas Scottish Rite Hospital for Children.)
- The Pinnacle of Excellence Award and the Guardian of Excellence Award recognize **Zale Lipshy Pavilion – William P. Clements Jr. University Hospital**, which is the home of UT Southwestern’s Comprehensive Stroke Program. This marks the third consecutive year that **Clements University Hospital** has won the Pinnacle of Excellence Award.
(The hospital won the award.)
- The stroke patient was treated at **Zale Lipshy Pavilion – William P. Clements Jr. University Hospital**, which is the home of UT Southwestern’s Comprehensive Stroke Program. Facilities at **Zale Lipshy Pavilion** were recently upgraded to include two new ICU units, donated by the patient’s family.
(The new ICUs are physically located in the Zale Lipshy Pavilion building.)

Initials (spacing within a name): Do not use spaces within double initials that are part of a person’s name (e.g., “Tom K.V. Jones,” not “Tom K. V. Jones”).

Institutional Name:

- Our standard practice is to refer to our institution as either “UT Southwestern Medical Center” or “UT Southwestern” on first reference. On second reference, use “UT Southwestern,” or it is also acceptable to use “UTSW,” “the Medical Center,” or “the University.” News releases include the full official name, UT Southwestern Medical Center, in the boilerplate at the end of each news release document.
- For legal documents or other materials being sent to the UT System Board of Regents, it is required to use “The University of Texas Southwestern Medical Center” on first reference, and the only acceptable abbreviation for subsequent references is “U.T. Southwestern Medical Center.”
- As with the logo, UT Southwestern should never be divided with UT at the end of one line and Southwestern at the beginning of the next line.

Internet Terminology

- Use “website,” and “web” not “Web site.”

- Use “webpage.”
- Use “email,” not “e-mail.”
- Use “online,” not “on-line.”
- Do not use a period at the end of a web address unless it appears at the end of a sentence.
- Do not show the “<https://www>” prefix before a web address. Use lowercase and do *not* italicize or underline.

EXAMPLE: utsouthwestern.edu

- Do not hyphenate a web address (unless a hyphen is part of the address).
- Correct style on other common technology terms: internet, intranet, URL, iPad, iPhone, iPod, IP address, podcast, smartphone, voicemail, Wi-Fi.

Numbers:

- Use commas in four-digit numbers (4,321).
- Use the following style for telephone numbers: 214-648-8400, 1-800-222-2222.
- In most cases, numbers one through nine should be spelled out; all other numbers should appear as numerals.
- Spell out numbers when they begin a sentence.
- Always use numerals for:
 - Measurements (5 seconds, 1 minute, 4 inches, 3 years)
 - Percentages (3%)
 - Millions, billions, etc. (1 million)
 - Ages
 - age 5
 - The girl is 11 years old. (noun; no hyphens)
 - 11-year-old girl (adjective; use hyphens).
 - “in her 50s” (not 50’s).
 - 1990s (not 90’s).

Percentages:

- In text, use a numeral followed by the percent symbol (%); when giving a range or comparison, see examples:

EXAMPLES: For a range, 75% to 80%, 75%-80%, and between 75% and 80% are all acceptable.

- In tables, charts, and graphs, and in headlines and subheads, use a numeral followed by a percent sign (16%).

Publication Titles: Italicize the titles of newspapers, books, academic journals, and other publications. Use quotation marks for titles of speeches and research papers (in regular type).

EXAMPLES:

- Dr. Brian’s talk is based on a study that appeared in *The American Journal of Psychiatry*.
- Also correct to say: Samuel Brian, M.D., will speak Thursday on “Secondary Disaster Victims: The Emotional Effects of Recovering and Identifying Human Remains.”

Race/Ethnicity:

- Caucasian or white: Both are correct; lowercase white and uppercase Caucasian. References to race or nationality must be relevant to the story.
- African American or Black: Both are correct; African American is acceptable for an American Black person of African descent. Black is also acceptable. Follow a person’s preference.
- Hispanic or Latino: Both are correct, follow a person’s preference. If a more specific identification is possible, use terms such as Cuban, Puerto Rican, or Mexican American, etc.
- Asian or Asian American: Use Asian American for a person of Asian birth or descent who lives in the U.S.
- Indian: Use to describe people and cultures of the South Asian nation of India.
- American Indian or Native American: Both are acceptable; follow a person’s preference.

Serial Comma: In a series of three or more words, phrases, or clauses, use a comma to separate each of the elements and before the conjunction that separates the final two: red, white, and blue; He wrote the letter, sealed the envelope, and mailed it to his mother. This comma is often referred to as the “serial” comma.

Slash: Do not use spaces on either side of a forward slash: use “Ob/Gyn,” not “Ob / Gyn.”

Social media: See the [Social Media section](#) on [MyUTSW](#) for guidelines and best practices related to social media.

Space: Use one space after a period, comma, or colon, not two.

Time: Use figures and a colon to separate hours from minutes, when minutes are present: 8 a.m., 8:30–9 a.m., 11 a.m.–1 p.m., or 11 a.m. to 1 p.m. For clarity, indicate “noon” and “midnight” rather than “12

p.m.” or “12 a.m.” Never use both, such as “12 p.m. noon” or “12 noon.” The symbol on a time range is an en dash, not a hyphen. An exception to this is permitted for formal invitations or programs, if desired, to write times as 1:00 a.m. or 1:00 p.m., for example.

URLs (web addresses): See **Internet Terminology**.

Word Usage

adviser: Not advisor.

alumni: For the masculine singular, use “alumnus;” for the masculine plural, use “alumni.” For the feminine singular, use “alumna;” for the feminine plural, use “alumnae.” For the collective group, use “alumni.”

American Academy of Arts and Sciences

bacteria names: Italicize.

benefit, benefited, benefiting

biannual, biennial: Biannual means twice a year and is a synonym for semiannual. Biennial means every two years.

bimonthly: Every other month. Semimonthly means twice a month. Biweekly is every other week. Semiweekly is twice a week.

cancer stages: stage 4 cancer, stage 2 cancer, etc.

Cancer Prevention and Research Institute of Texas: No ampersand. CPRIT is permitted in a headline and on first reference, if spelled out elsewhere in the story. Subsequent references should be CPRIT.

Centers for Disease Control and Prevention: CDC is acceptable on second reference.

checkup (n.) and check up (v.)

Children’s Health/Children’s Medical Center: When referring to the Dallas hospital, the correct term is Children’s Medical Center Dallas. The correct term for the health system is Children’s Health. For the Plano hospital, the correct term is Children’s Medical Center Plano. Use the trademark symbol only with Web copy; it is not needed in news stories or in other communications pieces.

clinical trials: phase one clinical trial, phase two clinical trial.

co-worker

copay, copayment

CT scan

Dallas Veterans Affairs Medical Center: The official name of the facility, which is part of the VA North Texas Health Care System. Spell out on first reference. Use “VA Medical Center” on second reference. See [Building Names and Addresses](#).

dietitian: Spell with “-tian” ending, not “-cian.”

diseases/disorders/viruses:

- AIDS: Acceptable for all references to acquired immune deficiency syndrome.
- Alzheimer’s disease
- Asperger’s syndrome
- autism spectrum disorder
- bipolar disorder
- chickenpox
- Type 1 diabetes, Type 2 diabetes
- dengue fever
- Ebola virus
- Down syndrome
- *E. coli*
- Guillain-Barre syndrome
- HIV: Acceptable for all references to human immunodeficiency virus.
- hepatitis C, hepatitis B
- Hodgkin lymphoma, non-Hodgkin lymphoma
- HPV: Acceptable for all references to human papilloma virus.
- Legionnaires’ disease
- Lyme disease
- mad cow disease
- Middle East respiratory syndrome: MERS on second reference.
- MRSA: Acceptable on first reference, but include the full name of methicillin-resistant *Staphylococcus aureus* in story.
- non-small cell lung cancer
- obsessive-compulsive disorder
- Parkinson’s disease
- polio
- post-traumatic stress disorder: PTSD is acceptable on second reference.
- rubella or German measles
- SARS: Acceptable for all references to severe acute respiratory syndrome, but spell out somewhere in the story.
- sexually transmitted diseases: STDs acceptable on second reference.
- triple-negative breast cancer
- tuberculosis: TB is acceptable on second reference.
- West Nile virus
- venereal disease: VD is acceptable on second reference.
- Zika virus

DNA: Do not spell out.

drugmaker

electrocardiogram: EKG is acceptable on second reference.

epidemic, pandemic: An epidemic is a rapid spreading of disease in a certain population or region; a pandemic is an epidemic that has spread worldwide.

email: Not “e-mail.” Email and website addresses should be all lowercase, and *not* underlined or in italics Example: (joe.smith@utsouthwestern.edu).

faculty: “Faculty” is a collective singular noun, and any accompanying verb also must be singular.

Food and Drug Administration: FDA is acceptable on second reference.

fundraising, fundraiser: One word in all cases.

Harold C. Simmons Comprehensive Cancer Center: Use the full name on first reference; “Simmons Cancer Center” on second. For news release readability, Simmons Cancer Center is acceptable in a headline or first reference as long as the full name is elsewhere in the story. The correct punctuation on the NCI designation is “the Simmons Cancer Center, an NCI-designated Comprehensive Cancer Center,” etc.

health care: Two words in all cases unless part of a formal name to the contrary; do not hyphenate. Examples in use as an adjective: health care provider, health care industry (no hyphens).

Howard Hughes Medical Institute: HHMI on second reference; an HHMI Investigator or Howard Hughes Medical Institute Investigator.

IV: Acceptable for all references to intravenous.

lifesaving: Not “life-saving.”

Medical School: The term “med school” should be avoided in all cases except direct quotations.

mentally disabled, intellectually disabled, developmentally disabled: These are the preferred terms, not mentally retarded.

multidisciplinary: Not “multi-disciplinary.” Most other words that start with “multi” are not hyphenated either.

MRI: acceptable on first reference for magnetic resonance imaging.

National Academy of Medicine: formerly the Institute of Medicine; NAM on second reference.

National Academy of Sciences: NAS on second reference.

National Cancer Institute: NCI on second reference. Permitted to use NCI in a headline and on first reference in news releases for readability, if the full name is elsewhere in the story.

National Institutes of Health: NIH on second reference. Permitted to use NIH in a headline and on first reference in news releases for readability, if the full name is elsewhere in the story.

Neuro-Oncology: Capitalize both the N and the O; Not “Neurooncology” or “Neuro-oncology.”

noninvasive: Not “non-invasive.”

nonsurgical: Not “non-surgical.” In general, most other words beginning with “non” do not take a hyphen when forming a compound that does not have special meaning and can be understood if “not” is used before the base word. Use a hyphen, however, before proper nouns or in awkward combinations, such as non-nuclear.

ophthalmology: When referring to a specific UTSW department, would be capitalized as in Department of Ophthalmology.

orthopedics: Use this spelling except when referring to the UTSW Department of Orthopaedic Surgery.

pacemaker: Not capitalized.

Parkland: Use “Parkland Memorial Hospital” when referring to the new (2015) physical building or the old hospital. Use “Parkland Health & Hospital System” for the municipal entity. “Parkland” is acceptable on second reference for any of the above.

payer: Not payor.

physician assistant – Not physician’s assistant; PA on second reference.

preventive: Not preventative

primary care provider, primary care medicine: No hyphens.

prove, proved, proving: Use proven only as an adjective, never as a verb. Example: a proven remedy.

RNA: First reference is “ribonucleic acid;” second reference, “RNA.”

Southwestern Health Resources: The clinically integrated network formed by UT Southwestern Medical Center and Texas Health Resources. Second reference remains Southwestern Health Resources. Second references for the partners are UT Southwestern and Texas Health; subsequent references may use “UTSW” and “THR.”

Southwestern Medical Foundation: Spell out fully on first reference. The article “the” does *not* precede Southwestern Medical Foundation. “The Foundation” may be used on second reference.

stem cell, stem cell therapy, stem cell transplant

United States: United States or U.S. are both permitted; US without periods is acceptable for news release headlines.

UT Southwestern Medical Center: See the Institutional Name section in the Style Guide.

waitlist (n.), wait-list (v.)

well-being

wide: Words ending in “wide” have no hyphen. Examples: campuswide, citywide, industrywide, nationwide, worldwide, etc.

World Health Organization: WHO is acceptable on second reference.

X-ray (noun, verb, and adjective)

Writing for the Web (for use by Web Content Managers)

General: Write text in short paragraphs; three sentences is usually the maximum. This may look choppy when writing in Word, but paragraphs become blockier when formatted for the narrower columns of the UT Southwestern websites. When writing for the web, avoid the use of serif typefaces for large blocks of copy in order to improve readability.

Dashes: When writing for the web, do not use em dashes; to enhance readability, always use an en dash with a space on each side to separate words, phrases, or numbers. For example, “In a sentence on the website – to set apart a phrase – the dashes should look like these.”

Line Breaks: Do not use manual line breaks or paragraphs to force a line break for visual formatting. If the page is reformatted (for example, a photo next to text is resized), an awkward line fragment can result. Instead, use the HTML non-breaking space () to keep words together. For example, “UT Southwestern” should never break across two lines. Also, dollar amounts, such as \$100 million, should never break across two lines. EXAMPLE: UT Southwestern

Text Formatting: Bold and italic text should be used sparingly. They compete visually with headers and can give a web page a cluttered look. Italics are reserved for publication titles and rarely used for emphasis. DO NOT use the “bold” and “italic” formatting in Word. For bold, use the HTML tag . For italics, use the tag .

Email addresses: All UT Southwestern websites utilize a form of obfuscation for email addresses, meaning that as a webpage is loaded, a script looks for any link containing a mail-to reference. That link is rewritten to obscure the actual email address. When the link is selected, a script reverts the link back to a normal one for use in the user's email client. This process makes it challenging for spammers and scammers to scrape a site for valid email addresses. The script can break if anything other than the email link is added to a page, so just include the email link in any text.
EXAMPLE: John Smith, john.smith@utsouthwestern.edu

Incorporate links within body text: Link text that reads “click here” or “learn more” is a missed opportunity: It is meaningless to users and doesn’t tell search engines what the page being linked to is about. It is best web practice to place links within the body copy. Search engines consider links within body copy more valuable than links in headlines, links, or navigation.

EXAMPLE: [Dr. Joseph S. Takahashi](#), who oversaw the collaborative study published in [Nature Microbiology](#), said the finding will likely apply to all types of parasites and perhaps lead to improved treatment for their associated conditions.

Avoid directional characters: Do not utilize directional characters to indicate a hyperlink. All links should be embedded in the body copy, unless utilized as a call to action such as “Apply Now” or “Register Today.” Those are clear instructions and do not need any additional characters.

Website names: When referring to a website by its name instead of its URL, follow the site’s preferred capitalization style. Do not use quotation marks around the name or italicize it. Website names and addresses do not require any special visual treatment in running text.

EXAMPLE: The websites Google, Amazon, YouTube, PayPal, and eBay are among the most well-known.