

# Brock University Marketing and Communications Style Guide

August 2023 Edition

This document lists some writing, grammar and style points to help ensure consistency in content created for Brock University external communications materials, including *The Brock News* and University media releases. It’s an evolving document and is reviewed periodically for its effectiveness and relevance.

Main sources of reference are the *Canadian Press Stylebook*, *Canadian Press Caps and Spelling*, the *Canadian Oxford Dictionary* and the *Canadian Oxford Thesaurus*.

However, Brock University also follows unique style points that are exceptions to those reference guides.

To maintain professional consistency in messaging generated by different units across campus, this Brock University Style Guide sets clear standards for all non-academic communications or marketing materials that are published or distributed in print or digitally.

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## Academic degrees

- Don't use periods in academic degree abbreviations (BA, BEd, BKin, MAcc, PhD).
- When referring to degrees in a general sense, write bachelor or bachelor's degree; master or master's degree; doctorate or doctoral degree. (He's graduating with a master's degree.) However, the official name of the master's degree or bachelor would be capitalized (Master of Science, Bachelor of Arts) and always written out in first reference.
- When referring to alumni, put their degree information in the following format: Joe Smith (BSc '09) — Note the single quote is the ' and not ‘

## Academic papers and publications

- Capitalize all words in a title except articles (a, an, the) prepositions and conjunctions of fewer than four letters (“Tobin, Globalization and Capital Flows.”)
- Titles of academic papers should be enclosed in quotation marks, but NOT italicized. However, titles of academic journals or publications SHOULD be italicized, but NOT put in quotes (Professor Mark Smith's paper, “The Evolution of Urban Space” was recently published in the *New England Journal of Medicine*.)

## Acronyms and abbreviations

- On first mention, write out in full the names of buildings, institutes, schools, centres and departments (Marilyn I. Walker School of Fine and Performing Arts; Cool Climate Oenology and Viticulture Institute; Brock University Students' Union). After first mention, use acronyms (for example MIWSFPA or CCOVI and BUSU. The Roy and Lois Cairns Health and Bioscience Research Complex should be referred to as the Cairns Complex on second mention. Similarly, the Goodman School of Business can be referred to as the Goodman School on second mention.
- However, copy that is filled with acronyms or abbreviations is unsightly and hard to read, so writers are encouraged to use other descriptions, such as “the School,” “the Institute” etc.
- Omit periods in all-caps abbreviations or acronyms (SSHRC, NSERC, MA, BA, PhD, COU) unless the abbreviation is geographical (U.S., U.K., P.E.I., B.C.)
- The correct abbreviated form for Ontario is Ont., but on mailing addresses it is acceptable to use ON. The correct abbreviated form in text for United States is U.S.
- Metric symbols are not abbreviations and are followed by a period only when they are at the end of a sentence. For example, the length of a CFL football field is 110 metres.
- University programs: Smart Start (formerly SMART Start); the “Plus” programs are now written as Experience Plus, Med Plus, Mentorship Plus and so on.

- Addresses without a specific street number are written out in full (Glenridge Avenue, St. Paul Street, Lakeshore Road). When an address includes a specific number, the address is abbreviated (45 Somewhere St., 13 MyHome Ave., 1234 Sunset Blvd.)
- Brock's correct address is now 1812 Sir Isaac Brock Way.
- The 1990s can be shortened to the '90s, not the 90's. The same format applies to other decades.

## Alumni

- Preferred use is graduate or graduates, but to clarify:
  - alumna = one female graduate
  - alumnae = multiple female graduates
  - alumnus = one male graduate
  - alumni = multiple male/female graduates
  - Graduate/graduates for gender neutrality is preferred
- When referring to alumni, put degree in the following format Joe Smith (BSc '09) — Note the single quote is the ' and not ´
- Do not use the short form 'alum' in communications or publications

## Ampersand (&)

- Only use in text when it's a formal, established name (A&W, H&M).

## Brock senior administrative titles

- President and Vice-Chancellor
- Provost and Vice-President, Academic
- Vice-President, Research
- Vice-President, Administration
- Chancellor

## Bullets

- Bullet lists can enhance readability and are a good way to summarize a list of points.
- Only use bullets for lists with three or more items
- There are two types of bullet lists with their own rules:

- Short bullets are for lists of items that couldn't stand as their own sentences. They use a lowercase first letter and no period at the end:

*Students visiting the One Card office should come prepared with:*

- *valid driver's permit*
  - *student card*
  - *birth certificate*
- Long bullets are for items that could stand as a phrase or sentence. These are capitalized and use periods:

*Accessible customer service provides assistance to people with disabilities in a manner that:*

- *Respects their dignity and independence.*
- *Is integrated as fully as possible in the method of service delivery.*
- *Is responsive to delivering service in a timely manner.*

## Capitalization: the University

- When we refer specifically to Brock, we capitalize University to distinguish it from other universities.
- Faculty (with a capital letter) refers to academic divisions (Faculty of Applied Health Sciences). Capitalize Faculty on second reference when referring to the academic division. For multiple Faculties, continue to capitalize it. Same rule applies for Department.
- For Goodman School of Business, fully capitalize it when listing the entire name. In subsequent references, use Goodman School or the School. Both are acceptable and note the capitalization of School.
- For Marilyn I. Walker School of Fine and Performing Arts, subsequent references should be MIWSFPA or the downtown arts school, etc. (not capped). Stay away from Walker school to avoid confusion with Walker Complex.
- The word 'faculty' is written in lowercase when referring to academic staff.
- Capitalize proper names of departments (Department of Biology, Biology Department, and Departments of Biology, English and Classics). On subsequent references where you're only saying 'the department,' don't use capitalization. Also, if used in a general sense and not referring specifically to a program, use lowercase.
- Capitalize proper names of committees (Human Resources Committee) but not when speaking in the less formal sense (she served on a committee for human resources).
- Board of Trustees, Board on second reference.

- When writing about multiple Boards of Trustees or Boards of Directors, we pluralize boards. For example: The President serves on five different boards of directors for various charities.

## Capitalization: government

- Government of Ontario, Government of Canada when using formal name; otherwise the federal government, the provincial government, the Ontario government, government funding, etc.
- City of St. Catharines when referring to the corporate entity; the City when referring to the corporation; the city in a geographical or general sense.
- Regional Municipality of Niagara or Niagara Region when referring to the political entity. Use the Region on second mention. Note the capital R.
- When referring to the geographic area of Niagara, use Niagara region or Niagara (no capital R).

## Capitalization: headlines and titles

- In body copy, headlines, subheads and so on, the first letter of the initial word is capitalized, followed by lowercase. For example: Brock launches capital campaign, not Brock Launches Capital Campaign.
- There will be obvious exceptions when proper names or proper program names, are used in the headline. For example: Youth University launches another season.

## Capitalization: job titles

- Thorold Mayor Jane Smith; Deputy Mayor Joe Smith; but former mayor Joe Smith.
- Capitalize titles of academics or administrators when referring to their official titles: Associate Dean Joe Smith; President Jane Smith; Associate Professor John Smith; Professor Jenny Smith; Jim Smith, Vice-President, Administration.
- Use lowercase when using descriptive job titles: wine scientist Jim Jones; electrician Joe Jones; biologist Jane Jones.
- Use Professor Bill Smith or Associate Professor Jane Doe (not Prof.)
- We capitalize some titles of University administrators and faculty in all instances. This includes those individuals at a level of Associate Dean and higher, or of Associate Vice-President and higher. (For example, President Lesley Rigg, or Lesley Rigg, President, Brock University.)
- We also capitalize Librarian for the University's head Librarian, and the Chair of the Board of Trustees and Chair of the Senate in all references.

## Capitalization: seasons

- Don't put capitals on seasons of the year unless they are in a formal reference (Fall Preview Day, Spring Term, the Summer 2009 issue of *Surgite*).

## Capitalization: colons

- Capitalize the first letter following a colon if the text is a full sentence. (An important message to students is: Always look both ways before crossing a street.)
- Don't capitalize the first letter following colon if the text is just a few words and not a complete sentence. (Facilities Management is getting ready for what they know is coming: snow.)
- For introducing quotes, the same rule applies. Capitalize if it's a full sentence, lowercase if it's not.

## Capitalization: miscellaneous

- All the names of religions are proper names and are capitalized (Catholic, Protestant, Jewish etc.)
- Indigenous, Aboriginal, Métis and Inuk (singular)/Inuit (plural) are always capitalized in all forms and Peoples is capitalized when attached to Indigenous (Indigenous Peoples). Elder should also be capitalized. Additional guidelines for appropriate word use are [available here](#).
- Black is capitalized when referring to people. Similarly, we capitalize BIPOC (Black, Indigenous, People of Colour) either all together or if any of those terms are used individually.
- The names of diseases are only capitalized if they're named after a person. Use cancer, cystic fibrosis, autism BUT: Hodgkin lymphoma, Parkinson's disease. Note how only the first word is capitalized.

## Dates

Brock adheres to Canadian Press style:

- Don't use "st", "nd", "rd" etc. on numbers in dates (Jan. 1, not Jan. 1st).
- For months with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Jan. 12, 1984); March, April, May, June and July are written out in full.
- Spell out the month if it stands alone or with a year alone (The conference lasted throughout January 2017.)

- Note that there's a comma after the date if the day is mentioned (Jan. 12, 1984) but not if it's a month and a year (January 2017).
- In current calendar year, the year is NOT needed (The Christmas party is Dec. 17. NOT The Christmas party is Dec. 17, 2023).
- For spans of dates, use 'to' not '-' (Jan. 12 to 15).
- The 1990s can be shortened to the '90s, not the 90's. The same format applies to other decades.

## Exclamation marks

- Exclamation marks should RARELY be used. Use it to denote great surprise, a command, deep emotion, emphasis and sarcasm. ("We won!" they shouted with enthusiasm.)

## Honorifics

- For news media, including *The Brock News*, media releases and other journalistic situations, Brock communications practice follows Canadian Press style and uses the honorific 'Dr.' only for licensed medical practitioners (including dentists and veterinarians), and then only on first reference. Subsequent references use surname only. For example: "Dr. Helen Roberts is a leading heart surgeon. Roberts said she plans to retire next year."
- If the honorific Dr. is used in a direct quote as part of the story, we won't change it.
- For clarity and accuracy, identify people by their job title or description. Example: "Professor Bill Smith is leading the Brock researchers. Smith said the team's findings will be published next summer."
- For all other purposes (proposals, speeches, posters, etc.), Dr. can be used in terms of academic credential at the writer's discretion.
- Never use Mr., Mrs. or other honorifics.

## Hyphens, slashes, dashes and commas

- Hyphens:
  - Generally, there is no spacing with the hyphen (mother-in-law).
  - We use hyphens for descriptive words (first-year student but not student in the first year).
  - We don't hyphenate descriptive Y words that could be a word without the 'ly' at the end. (Highly educated has no hyphen, but community-focused does).
- Slashes (/): Shouldn't be used, but if they're required, no spaces should be used between the words (and/or, student/athlete).



- Dashes:
  - Note that these are longer than hyphens — The two are not interchangeable.
  - We use em dashes to bring clarity to a long sentence with complex thoughts, but they should only be used occasionally.
  - Dashes take a single space on either side of the dash.
- Commas: We don't use the Oxford comma unless it's absolutely necessary in order to add clarity to a sentence. So, if we're saying: "Brock has students from South America, Asia, Africa and Europe" we don't put a comma after Africa. However, if we're saying: "Brock has professors teaching Earth Science, Business Communication, Geography and Tourism, and Recreation and Leisure" we would add it after tourism in order to clarify the sentence.

## Italics

- Use italics for proper names of books, newspapers and magazines (*The Toronto Star*, *War and Peace*, *Maclean's* magazine).
- Also italicize long musical works, names of albums, operas, movies, television and radio programs, works of visual art, names of plays/productions and so on.
- We don't italicize research paper titles, but we do italicize the names of publications (Professor Mark Smith's paper entitled "The Evolution of Urban Space" was recently published in the *New England Journal of Medicine*.)
- We don't italicize the names of art exhibits or musical performances.

## IT (information technology)

- In text and marketing material, drop <http://www>, so that the website address appears as, for example, [brocku.ca](http://www.brocku.ca)
- All websites and email addresses should be a live link, but double check that they work.
- If a website or email address concludes a sentence, don't finish the sentence with a period — it looks like part of the web address or email address. For example: For more information, please contact [personsname@brocku.ca](mailto:personsname@brocku.ca)
- Write email (no hyphen); website (one word, no cap); web page (two words no hyphen); internet (no cap); online (one word); Wi-Fi (wireless network on first reference is preferred).

## Locations/addresses

- Addresses without a specific street number are written out in full (Glenridge Avenue, St. Paul Street, Lakeshore Road).

- When an address includes a specific number, the address is abbreviated (45 Somewhere St., 13 MyHome Ave., 1234 Sunset Blvd.)
- North, south, east, west are all lowercase unless part of a street address.
- Brock's correct address is now 1812 Sir Isaac Brock Way.
- U.S. should be written instead of United States; P.E.I. instead of Prince Edward Island; B.C. instead of British Columbia etc., U.K. instead of United Kingdom, etc.

## Measurements

- Spell out terms such as pounds, tons, metres, kilograms on first reference, but use the two-letter short form with no periods on second reference. (It weighed 20 kilograms on first reference and the sack weighed 20kg on second reference.)
- Speeds should be written out as kilometres per hour on first reference. On subsequent references, the short form km/h can be used as long as it's preceded by a number (70 km/h).

## Money

- Don't use .00 with even dollars: Tickets are \$5 at the door (not \$5.00).
- Use 30 cents, not \$0.30.
- Use US\$800 to denote U.S. currency. Please note that the periods have been omitted in the U.S. example. Only refer to the currency if there's a chance there could be confusion. (The minimum salary in the CFL is \$100,000, whereas in the NFL, the minimum is US\$450,000).

## Numbers

- Spell out numbers from one to nine and use figures for 10 or above. This includes ordinal numbers (first NOT 1st; 20th century not twentieth century unless it's part of an official title).
- Use commas for numbers with four or more figures (except for addresses, phone numbers, serial numbers, page numbers or years).
- For money, use figures only — \$2 NOT two dollars.
- Capitalize the first letter of a descriptive number: No. 1; Grade 2; Scene 3.
- For rankings, use Top 5 or fifth-ranked.
- Year 3, fourth-year program, first-year student.
- Hyphens join the numerator and denominator of fractions: three-fourths, one-half, etc.

- Per cent: Always use per cent as two words rather than the % symbol; For descriptors, don't use hyphens (six per cent increase).
- First annual should be written as inaugural. Second annual, third annual. etc. should not be capitalized. (It was the second annual Shoot for the Top conference.)
- Use First World War and Second World War rather than World War 1 or WW1.

## Periods

- If a sentence concludes with words in brackets, the period goes on the outside of the closing bracket. For example: Niagara Falls has the greatest waterfall in the world (at least according to the Canadian Prime Minister).
- However, if the entire sentence is in brackets, then the period goes inside the closing bracket. For example: Niagara Falls has the greatest waterfall in the world. (This is according to the Canadian Prime Minister.)

## Quotations

- Use single quote marks in headlines when referring to a partial quote from within a story (Resident fights 'scandalous' tax).
- Punctuation marks go inside the quote: ("This is an outstanding year for the University," said President Lesley Rigg.)
- When using both single and double quotes, write it as "" ("I told him, 'Watch out for that bus,'" Smith said.)
- When more than one paragraph of direct quotations is used, leave the closing quote off the first paragraph:
  - "This is an outstanding year for the University," said Rigg. "Brock is expanding at an unprecedented rate.  
"This year, we completed \$100 million worth of construction on campus."
- However, if you're using a partial quote, an end quote is needed:
- Rigg said Brock is "expanding at an unprecedented rate."
  - "This year, we completed \$100 million worth of construction on campus."
- Titles of academic papers should be enclosed in quotation marks, but NOT italicized. However, titles of academic journals or publications should be italicized, but NOT put in quotes (Professor Mark Smith's paper entitled "The Evolution of Urban Space" was recently published in the *New England Journal of Medicine*.)

## Telephone numbers and email addresses

- In text, separate the telephone number or fax number with hyphens (905-688-5550).

- Write extension number as an “x”, not ext. (x1234) in all cases.
- Email addresses should always be lowercase and written as hyperlinks.

## Times

- 7 p.m. not 7:00 p.m. (same for a.m.) not PM or pm
- For 12:00, use noon or midnight.
- For spans of time, use 7 to 8 p.m. (“to,” not a dash) or 10 a.m. to 2 p.m.

## **Brock Faculty and academic department listing**

### **Faculty of Applied Health Sciences**

- Department of Health Sciences
- Department of Kinesiology
- Department of Nursing
- Department of Recreation and Leisure Studies
- Department of Sport Management (Note: Sport not Sports)
- Brock Functional Inclusive Training (Bfit) Centre
- Brock-Niagara Centre of Excellence in Inclusive and Adaptive Physical Activity
- Centre for Bone and Muscle Health
- Centre for Healthy Youth Development Through Sport
- Centre for Sport Capacity

### **Goodman School of Business**

- Department of Accounting
- Department of Finance, Operations and Information Systems
- Department of Marketing, International Business and Strategy
- Department of Organizational Behaviour, Human Resource Management, Entrepreneurship and Ethics
- CPA/Goodman Institute for International Issues in Accounting
- CPA Centre for Public Policy and Innovation in Accounting
- Centre for Business Analytics
- Goodman Group
- Consulting Services
- Executive Development
- Professional Development
- BioLinc (No longer used)

### **Faculty of Education**

- Department of Educational Studies
- Instructional Resource Centre

- Brock Learning Lab

## Faculty of Graduate Studies and Postdoctoral Affairs

### Faculty of Humanities

- Department of Classics and Archaeology
- Department of Digital Humanities
- Department of Dramatic Arts
- Department of English Language and Literature
- Department of History
- Department of Modern Languages, Literatures and Cultures
- Department of Music
- Department of Philosophy
- Department of Visual Arts
- Centre for Canadian Studies
- Centre for Medieval and Renaissance Studies
- Centre for Studies in Arts and Culture
- Marilyn I. Walker School of Fine and Performing Arts

### Faculty of Mathematics and Science

- Department of Biological Sciences
- Department of Chemistry
- Department of Computer Science
- Department of Earth Sciences
- Department of Mathematics
- Department of Physics
- Yousef Haj-Ahmad Department of Engineering
- Centre for Biotechnology
- Centre for Neuroscience

### Faculty of Social Sciences

- Department of Applied Disability Studies

- Department of Applied Linguistics
- Department of Child and Youth Studies
- Department of Communication, Popular Culture and Film
- Department of Economics
- Department of Geography and Tourism Studies
- Department of Labour Studies
- Department of Political Science
- Department of Psychology
- Department of Sociology
- Centre for Women's and Gender Studies
- Environmental Sustainability Research Centre

## Brock location names

NOTE: Refer to specific rooms by their actual listing title: MCA 205. However, to avoid confusion, listing the building title can be used. (The meeting will be held in TH 153 inside Brock's Thistle Complex.)

- ~~Academic South~~ (We now use South Block)
- Alumni Field
- Art and Val Fleming Commons
- Bob Davis Gymnasium
- Brock Campus Store (not Book Store)
- Brock Central (Office of the Registrar) — Include the entire title on first reference
- ~~Brock-Niagara Centre for Health and Well-Being~~ (now the Brock Functional Inclusive Training (Bfit) Centre)
- Brock Research and Innovation Centre (BRIC)
- Brock University Library (refers to overall entity, including James A. Gibson Library, Matheson Learning Commons, Archives and Special Collections, Library Makerspace, and Map, Data and GIS Library.)
- Brock LINC (the innovation hub — it is located IN the Rankin Family Pavilion)
- Burlington Satellite Campus
- ~~Cairns Family Health and Bioscience Research Complex~~ (~~Cairns Complex on second reference~~) (Correct name is Roy and Lois Cairns Health and Bioscience Research Complex. Cairns Complex should be used on second reference.)
- CareerZone
- Central Utilities Building
- Computer Commons
- Concordia Lutheran Theological Seminary
- David S. Howes Theatre
- Dr. Charles A. Sankey Chamber (Typically written as Sankey Chamber — NOT Chambers)
- East Academic
- Eleanor Misener Aquatic Centre
- General Brock (the store)
- Goodman School of Business (use this instead of Taro Hall). Goodman School or the School on second reference.



- Goodman Group
- Hadiya<sup>2</sup>dagénhahs First Nations, Métis and Inuit Student Centre
- 
- ~~Hamilton Campus~~
- Harrison Hall
- Ian Beddis Gymnasium
- Inniskillin Hall (home of the Cool Climate Oenology and Viticulture Institute)
- Institute for Lifespan Development Research
- International Centre
- James A. Gibson Library (the Library on second reference)
- Jubilee Court (not courtyard)
- Kenmore Centre
- Leo LeBlanc Rowing Centre (Capital B)
- Library Makerspace
- Mackenzie Chown Complex
- Marilyn I. Walker School of Fine and Performing Arts (MIWSFPA on second reference)
- Matheson Learning Commons
- Plaza Building
- Pond Inlet
- Rankin Family Pavilion (use this when referring to the building, not Brock LINC)
- Robert S.K. Welch Hall (Typically just written as Welch Hall)
- Rosalind Blauer Centre for Child Care
- Roy and Lois Cairns Health and Bioscience Research Complex (NOT Cairns Family Health and Bioscience Research Complex). Cairns Complex on second reference.
- Sankey Chamber (Note — not Chambers)
- Schmon Tower (Arthur Schmon Tower is full name, but Schmon Tower is fine)
- Scotiabank Hall
- Scotiabank Atrium (this is the space within the Roy and Lois Cairns Health and Bioscience Research Complex)
- Sean O’Sullivan Theatre
- South Block (Do not use Academic South)
- Student-Alumni Centre

- ~~Fare Hall~~ (No longer used — replace with Goodman School of Business)
  - Theal House
  - Thistle Complex
  - Validating, Prototyping and Manufacturing Institute (VPMI)
  - Walker Sports Complex
  - Walker Sports and Abilities Centre (at Canada Games Park)
  - Welch Hall
  - Zone Fitness Centre
- 
- Village Residence
  - Arnie Lowenberger Residence (Lowenberger Residence on second reference)
  - DeCew Residence (Take note of capital C)
  - Gordon and Betty Vallee Residence (Vallee Residence on second reference)
  - Alan Earp Residence (Earp Residence on second reference)
  - Quarry View Residence
  - Gateway Suites Residence
  - Residence 8
- 
- Alphie's Trough (Not Alfie's)
  - Market Eatery (where you buy the food)
  - Market Hall (the open area where you eat food)
  - Union Station
  - Hungry Badger
  - Lowenberger Residence Dining Hall
  - DeCew Residence Dining Hall
  - Isaac's Bar and Grill (Just Isaac's is preferred)
  - Tower Tim's (the Tim Horton's near the Rankin Family Pavilion)

## Building codes

AL        Alphie's Trough

BSC       Burlington Satellite Campus

<b>CLS</b>	Concordia Lutheran Theological Seminary
<b>CJD</b>	Brock Research and Innovation Centre (140 Lockhart Dr.)
<b>CRN</b>	Roy and Lois Cairns Health and Bioscience Research Complex
<b>CUB</b>	Central Utilities Building
<b>DEC</b>	DeCew Residence
<b>EA-1</b>	East Academic Building 1
<b>EA-2</b>	East Academic Building 2
<b>EA-3</b>	East Academic Building 3
<b>ERP</b>	Alan Earp Residence
<b>GLN-A</b>	573 Glenridge
<b>GLN-B</b>	International Centre
<b>GSB</b>	Goodman School of Business
<b>GWY</b>	Gateway Suites Residence
<b>HH</b>	Harrison Hall
<b>IH</b>	Inniskillin Hall
<b>KC</b>	Kenmore Centre
<b>LOW</b>	Arnie Lowenberger Residence
<b>MCA</b>	Mackenzie Chown Block 'A'
<b>MCB</b>	Mackenzie Chown Block 'B'
<b>MCC</b>	Mackenzie Chown Block 'C'
<b>MCD</b>	Mackenzie Chown Block 'D'
<b>MCE</b>	Mackenzie Chown Block 'E'
<b>MCF</b>	Mackenzie Chown Block 'F'
<b>MCG</b>	Mackenzie Chown Block 'G'
<b>MCH</b>	Mackenzie Chown Block 'H'

<b>MCJ</b>	Mackenzie Chown Block ‘J’
<b>MWS</b>	Marilyn I. Walker School of Fine and Performing Arts
<b>PLZ</b>	Plaza Building
<b>QV</b>	Quarry View Residence
<b>RBC</b>	Rosalind Blauer Centre for Child Care
<b>RFP</b>	Rankin Family Pavilion
<b>RH</b>	Rodman Hall
<b>SBH</b>	Scotiabank Hall
<b>SC</b>	Student-Alumni Centre
<b>SH</b>	Theal House
<b>ST</b>	Arthur Schmon Tower
<b>STH</b>	South Block
<b>TH</b>	Thistle Complex
<b>THSOS</b>	Sean O’Sullivan Theatre
<b>VAL</b>	Gordon and Betty Vallee Residence
<b>VIL</b>	Village Residences
<b>WC</b>	Walker Sports Complex
<b>WH</b>	Robert S.K. Welch Hall

## Spelling guide

24-7

accessible (not –able)

Aboriginal (Indigenous is preferred) and we now capitalize both

accommodate (two c’s, two m’s)

advisor (NOT adviser)

aesthetics, not esthetics

alumni (see section above. Never use ‘alum’ and graduate/graduates is preferred)

archaeology (not archeology)

~~AUCC (Association of Universities and Colleges of Canada)~~ Now Universities Canada

barbecue (not barbeque or BBQ)

benefit, benefited, benefiting

bestselling, bestseller

biannual (twice a year); biennial (recurring every two years)

~~BioLine~~ (now known as Goodman Group)

BIPOC (Black, Indigenous, People of Colour)

Black (capitalize when referring to people)

Brock LINC (the innovation hub, but refer to it as being IN the Rankin Family Pavilion)

BSA (Brock Student Ambassadors)

BUAA (Brock University Alumni Association)

BUFA (Brock University Faculty Association)

BUSU (Brock University Students' Union)

BUVA (Brock University Volunteer Association)

bylaw

CAUT (Canadian Association of University Teachers)

Campus Safety Services (formerly Campus Security Services)

catalogue (not catalog)

CCOVI (Cool Climate Oenology and Viticulture Institute)

CFI (Canadian Foundation for Innovation)

CIHR (Canadian Institutes of Health Research)

~~CIS (Canadian Interuniversity Sport)~~: Now known as U SPORTS (all caps)

cellphone

centre, centred

cheque (not check for payments)

child care (but if it's an adjective, then hyphenate i.e. child-care system)

Communist (party, government or member), anti-communist, non-communist, pro-communist, communism

complementary (serving to complete); complimentary (free, expressing compliment)

Convocation (Always capped, including the Spring/Fall)

co-ordinate, co-op, co-operation, co-ordinator (add hyphen even if title doesn't have it)

coworker

COU (Council of Ontario Universities)

criteria (plural, so takes a plural verb)

day care (but day-care centre, day-care legislation)

daylong

e.g. or i.e. (Avoid using. Go with 'For example' when possible.)

email (not e-mail)

emeritus (male)/emerita (female) — (Jean Duval, Professor Emeritus of History)

endeavour

enrol, enrolled, enrolment

en route (always two words)  
Enthiohahathe'te (Brock's Reconciliation Ambearrister)  
ESRC (Environmental Sustainability Research Centre)  
~~ete~~: (don't use)

FAQ

farmers' market  
first-come, first-served, first-hand (adj. and adv.)  
followup (n. and adj.)  
frontline  
fulfil, fulfilled, fulfilling, fulfilment  
full time, full-time job, full-time student  
fundraising, fundraiser

Goodman School of Business (Goodman School or the School)  
GSA (Graduate Students' Association)

health care (n.); health-care (adj.)  
high school (two words)  
home, homemade, homeowner, home page, hometown, homework  
honour, honourable, but honorary, honorary doctorate  
Housing Services (formerly Department of Residences)

Icewine (note the capital)  
Indigenous (preferred over Aboriginal) and we now capitalize both in all forms  
inoculate, inoculation  
install, installation, instalment  
instil, instilled  
internet (no longer capitalized)  
it's (contraction for it is); its (possessive)

jeweller, jewelry  
judgment

kick off (v.); kickoff (n.)  
knowledgeable

led (past tense of the verb lead)  
licence — noun; license — verb  
life, life cycle, lifelike, lifelong, life-size, lifestyle, lifetime likable (not -eable)

Maj.-Gen. Sir Isaac Brock  
master's degree (lowercase and with apostrophe; but proper name is Master of Science)  
Marilyn I. Walker School of Fine and Performing Arts (MIWSFPA or the downtown arts school  
etc. no cap on second reference. Avoid Walker school.)

Métis (typically written with accent, however, can vary depending on where the person is from)  
micro-credential  
modelling  
multicultural, multidisciplinary, multimillion-dollar, multimedia, multinational but multi-year

NCO (Niagara Community Observatory)  
neighbour, neighbourhood  
nerve-racking (not wracking)  
NSERC (Natural Sciences and Engineering Research Council of Canada)

Office of People and Culture (formerly Human Resources)  
online (all uses)  
OUA (Ontario University Athletics)  
OCUA (Ontario Council on University Affairs)  
OFS (Ontario Federation of Students)  
over (Over means above. Use 'more than' instead)

part time, BUT part-time job, part-time student, part-timer  
pastime  
post-doctoral, post-secondary, but postgraduate  
principal (main, most important, head of school); principle (fundamental belief)  
practice — noun; and practise — verb  
proactive, reactive  
Professional and Continuing Studies (PCS or Brock PCS)  
program (not programme), programming

Q&A (This differs from CP style)

regime (a method or system of government); regimen (way of life)  
renowned (NOT reknowned)

Second World War, not World War II (also applies to First World War)  
SSHRC (Social Sciences and Humanities Research Council of Canada on first reference)  
Smart Start (not SMART Start)  
spin off (v.); spinoff (n. and adj.)  
stationary (not moving); stationery (writing materials)  
student/athlete

theatre (not theater)  
toque  
travel, traveller, travelling

underway  
U SPORTS (not CIS and not lowercase)

versus (not Vs. or vs. unless it's part of a proper name (Badgers Vs. Bullying))  
Vice-Chancellor, Vice-President, Vice-Chair

web, web browser, webcam, webcast, web-enabled, webmaster, web page, weblog, web  
server, website, world wide web, Wi-Fi

well-being

Wilfrid Laurier University (not Wilfred)

workspace

X-ray

year-long



## ***Brock News* writing guide**

When submitting a story for *The Brock News*, please keep the following points in mind.

If there's a time element to the story and it needs to go out by a certain date, be sure to clearly state that in the body of the email.

If your story includes work with a government or government agency, please connect with the Office of Government Relations for guidance on any necessary approvals or acknowledgements.

If your story includes a donation to the University, please connect with the Development and Donor Relations office.

If your story includes a Brock graduate, please connect with the Alumni Relations office to obtain their degree information.

***Brock News* stories should always include:**

- A headline
- At least one photo with a caption with names of those included (from left to right) if less than six people. If a stock image is required, please send a Getty image suggestion ([use preview link to find options](#)). A caption is still required for stock images and those included in a gallery.
- Alt text for each photo. This is the description of what is seen in an image to aid those with a visual impairment.
- Specific tags that need to be included when the story is posted to *The Brock News* (Goodman School of Business, Department of Kinesiology, Lesley Rigg, Brock Library, etc).
- Please indicate preferred pronouns (she/her, he/him, they/them) for those quoted in a story if they have specified them during the interview process.

**Other things to remember:**

- When possible, include the age and hometown of the person you have interviewed (particularly important when dealing with students).
- Include the program and year when interviewing students (Jane Smith, a third-year Sport Management student...).
- Include the degree information when writing about alumni — Joe Smith (BA '99). Alumni Relations can provide and confirm this information.
- Only use a person's full name in the first reference and go by their last name thereafter.
- Write in the third person — do not use we, our, my, you, etc.

- Do not include quotes you do not understand the meaning of. Don't be afraid to ask the person you are interviewing to clarify what they mean in more simplistic terms. We are writing for the general public. If you don't understand, it's likely they won't understand.
- Hyperlink to past stories or other relevant sources by highlighting the text you'd like to link and inserting the URL (Cmd-k on Mac, Ctrl-k on PC). All web addresses and email addresses should be hyperlinks set to open in a new tab.
- Use 'said' or 'says' for attribution, but do not go back and forth between both in a single story. As for which one to use when: If you're writing about an event that happened in the past, use said. If you're writing an expert advisory or an advance story, says is typically the best option.

### **Editing your copy:**

- Before you send in a story, PLEASE read it over at least once. Don't trust your spellcheck to catch everything. Reading stories out loud is very effective in helping writers spot mistakes and missing or wrong words.
- Important: double check the spelling of every name and the dates of events included in your stories (these are critical components).
- Check all links to make sure they go to the proper websites.

### **Headline tips:**

- The goal of a headline is to make the reader want to learn more — give them enough to be interested, but not so much that there's no need to click through and read the rest.
- The first letter of the initial word is capitalized, followed by lowercase letters (save for any proper names that should be capitalized). For example: Brock launches capital campaign, not Brock Launches Capital Campaign.
- Avoid duplication of wording from the story's lede (first sentence); it takes the air out of the lede's tires.
- Keep it simple. Plain language principles are even more important in a headline than in a story. If readers don't understand the headline, they're not reading any further.
- Keep it short. Five to 10 words at most, and often shorter is better.
- In most cases, do not use articles 'a,' 'an,' 'the.'
- Substitute a comma for conjunctions like 'and'
- Readers are drawn to numbers — use them when appropriate.
- Be mindful of the tone and point of the story. The headline of a serious or more light news article should reflect the content that follows.
- Use puns sparingly and only when appropriate (again, be mindful of tone).

### **Photo tips:**

- While group shots are fine to include in the body of the published story, try to focus in on one or two individuals to get a more candid, less posed shot to go with your stories — Action shots are always preferred, and options are always good.
- Good lighting is key. If you're able to move your subject to an area with natural light, make the move. Try not to backlight the subject.
- Take note of what is in the background. For example, remove or work around garbage cans and look out for poles that appear to come out of a subject's head.
- Avoid photos of professors with messy desks or workspaces in the background.
- Try to photograph people in environments that relate to the story they're in. It's better to have a photo of students in a lab than in a hallway if the story is about their research.
- Please send photos as an attachment in your email rather than in the body of a Word document and ensure there is a caption and alt text for each photo.

#### **Coverage of major research grants:**

- At the institutional level, Brock's research funding comes primarily through the federal government's 'Tri-Agencies' (SSHRC, NSERC and CIHR), the Canada Research Chairs (CRC) program, Canada Foundation for Innovation, the national Mitacs program, and provincial governments, among others. (See the Research Enterprise's [SharePoint site](#) for more details.)
- Funds are granted typically through yearly or semi-yearly competitions. Please note that competition results are under strict embargoes and can't be publicized until the agencies give the green light, even though staff and faculty may be aware of successful applications months in advance. The Office of Research Services monitors these embargoes and communications around them. Research funding also comes from a wide range of other public and private sources.
- To be on the safe side, it's best to check with funders on their communications policies. For questions or assistance, contact [cmajtenyi@brocku.ca](mailto:cmajtenyi@brocku.ca)

## ***Brock News Story Template***

*Please include all of the following information with all stories submitted to TBN:*

Word count: (250 Brief/600 General/750 Feature-Body text only)

Headline:

Byline: (Your name by default or none)

Tags:

Photo links: (If not attached – include link(s) to image you'd like us to get)

Photo Captions: (For attached image or Getty image requested above)

Photo Alt Text: (Basic description of what's in the image)

Video link to embed:

Body:

## Seen & Heard submission guide

Seen & Heards can be submitted through the Brock News site: <https://brocku.ca/brock-news/seen-heard-submissions/>

- Please include the names of subjects, including program and year or degree information, if there are fewer than six people in the photo.
- Titles should be brief, ideally no more than five words long.
- You can include URLs in your caption (the message field on the submission form).

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