

# Brock Marketing and Communications Style Guide January 2018 Edition

This document lists some writing, grammar and style points that are to be followed to help ensure consistency in content that is created for publication in 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.

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

There are, however, exceptions to the rules. We've developed our own writing style that's been established over time and is unique to our campus.

## 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 of arts or bachelor's degree; master of arts 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 would be capitalized (Master of Science)

## 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 entitled "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, departments (Marilyn I. Walker School of Fine and Performing Arts; Cool Climate Oenology and Viticulture Institute; Brock University Students' Union). After first mention, acronyms are acceptable (for example MIWSFPA or CCOVI).
- 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., P.E.I., B.C., N.L.)
- 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.
- 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.

## Alumni

- Preferred use is graduate or graduates, but to clarify:
  - alumna = one female graduate
  - alumnae = more than one female graduate
  - alumnus = one male graduate
  - alumni = multiple male or male and female graduates

## Ampersand (&)

- Only use in text when it’s a formal, established name (A&W, H&M, Cool Climate Oenology & Viticulture Institute).

## Brock Senior Administrative titles

- President and Vice-Chancellor
- Interim President; Interim Dean
- Provost and Vice-President, Academic
- Vice-President, Research
- Vice-President, Administration
- Chancellor
- Vice-Provost and Associate Vice-President, Academic
- Vice-Provost, Teaching, Learning and Student Success
- Vice-Provost, Enrolment Management and International

## Bullets

- Bullet lists can enhance readability and is 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 Business). Capitalized Faculty on second reference when referring to the academic division.
- Faculty (lower case) refers to academic staff.
- Capitalize names of departments (Department of Biology, Biology Department, but departments of Biology, English and Classics). If used in a general sense and not referring specifically to a program, use lowercase. (He's studying quantum physics.)
- Board of Trustees, Board on second reference; Senate

## 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 lower case. (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. (Youth University launches another season)

## Capitalization: Job titles

- Thorold Mayor Alice O’Flynn; 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 Gervan Fearon; Associate Professor Jim Willwerth; Professor Fiona Hunter; Brian Hutchings, Vice-President, Administration.
- Use lowercase when using an descriptive job titles: wine scientist Jim Willwerth; electrician Bob Jones; biologist Fiona Hunter.
- 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 Gervan Fearon, or Gervan Fearon, 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: Other

- All the names of religious are proper names and take are capitalized (Catholic, Protestant, Jewish etc.)
- Indigenous and Aboriginal are capitalized in all forms
- The names of diseases are only capitalized if they're named after a person. Use cancer, cystic fibrosis, autism BUT: Hodgkin's 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, 2017)
- 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. Example: "Dr. Helen Roberts is a leading heart surgeon. Roberts said she plans to retire next year."
- 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 salutations.

## Hyphens, slashes and dashes

- 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 (highly educated)
- Slashes (/): Shouldn't be used, but if they're required, no spaces should be used between the words. (and/or)
- Dashes:
  - Note that these are longer than hyphens. The two are not interchangeable.
  - We use 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

## Italics

- Use italics for proper names of books, newspapers, magazines (*The Toronto Star*, *War and Peace*, *Maclean's* magazine).
- Also italicize long musical works, names of CDs, operas, movies, television and radio programs, works of visual art, names of plays, and so on.

- We don't italicize research paper titles, but we do italicize the names of publications (Prof. Mark Smith's paper entitled "The Evolution of Urban Space" was recently published in the *New England Journal of Medicine*.)

## IT (information technology)

- In text and marketing material, drop <http://www>, so that the website address appears as, for example, brocku.ca
- All websites and email address should be a live link, but double check that they work
- If a website address or an 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 more information, please contact [personsname@brocku.ca](mailto:personsname@brocku.ca))
- Write email (no dash); website (one word, no cap); web page (two words no dash); 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 lower-case 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

## Measurements

- Spell out terms such as pounds, tonnes, metres, kilograms on first reference, but use the two-letter shortform with no periods on second reference (It weighed 20 kilogram on first reference and the sack weight 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)
- 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, second annual: do not capitalize. (It was the second annual Shoot for the Top conference.)
- For wars, use First World War and Second World War rather than World War 1 or WW1

## Quotations

- Use single quote marks in headlines (Resident fights 'scandalous' tax)
- Punctuation marks go inside the quote: ("This is an outstanding year for the University," said President Gervan Fearon.)
- 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 Fearon. "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, then an end quote is needed:
  - Fearon 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-Niagara Centre for Health and Well-Being
- Centre for Bone and Muscle Health
- Centre for Health Development through Sport and Physical Activity
- 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 (IIIA)
- Centre for Business Analytics
- BioLinc

## **Faculty of Education**

- Centre for Adult Education and Community Outreach
- Centre for Research in Multiliteracies
- Department of Graduate and Undergraduate Studies in Education
- Department Teacher Education
- Instructional Resource Centre
- Tecumseh Centre for Aboriginal Research and Education

## **Faculty of Graduate Studies**

## **Faculty of Humanities**

- Department of Classics
- 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 Digital Humanities
- Centre for Medieval and Renaissance Studies

- Centre for Studies in Arts and Culture
- Marilyn I. Walker School of Fine and Performing Arts
- Rodman Hall Art Centre

#### **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
- 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 of Women's and Gender Studies
- Environmental Sustainability Research Centre

## Brock location names

- NOTE: Refer to specific rooms by their actual listing title: MCA205. However, to avoid confusion, listing the building title can be used (The meeting will be held in TH153 inside Brock's Thistle Complex.)
- Academic South (Accepted common term for South Block)
- Art and Val Fleming Commons
- Brock Campus Store (not Book Store)
- Brock Research and Innovation Centre (BRIC)
- Cairns Family Health and Bioscience Research Complex (Cairns Complex on second reference)
- Central Utilities Building
- Computer Commons
- Concordia Lutheran Theological Seminary
- David S. Howes Theatre
- East Academic
- Hamilton Campus
- Harrison Hall
- Inniskillin Hall (Home of the Cool Climate Oenology and Viticulture Institute)
- International Centre
- James A. Gibson Library (the Library on second reference)
- Jubilee Court (not courtyard)
- Kenmore Centre
- Lifespan Development Research Centre
- Mackenzie Chown Complex
- Marilyn I. Walker School of Fine and Performing Arts (MIWSFPA on second reference)
- Matheson Learning Complex
- Plaza Building
- Pond Inlet
- Robert S.K. Welch Hall (Typically just written as Welch Hall)
- Rodman Hall Art Centre (Rodman Hall in second reference)
- Rosalind Blauer Centre for Child Care
- Sankey Chamber
- Schmon Tower (Arthur Schmon Tower is full name, but Schmon Tower is fine)
- Scotiabank Hall
- Sean O'Sullivan Theatre
- South Block (Use Academic South instead)
- Student Alumni Centre
- Taro Hall
- Theal House
- Thistle Complex

- Walker Sports Complex
- The Zone Fitness Centre
- Alumni Field
- Bob Davis Gymnasium
- Ian Beddis Gymnasium
- Leo LeBlanc Rowing Centre (Capital B)
- Eleanor Misener Aquatic 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)
- Allan Earp Residence (Earp Residence on second reference)
- Quarry View Residence
- Brock Suites
  
- Alphie's Trough (Not Alfie's)
- Guernsey Market (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 (NOT Isaac's Bar and Grill)
- Skybar Lounge

# MARCOMM SPELLING GUIDE

accessible (not -able)

AUCC (Association of University and Colleges Canada)

aesthetics, not esthetics

Aboriginal (Indigenous is preferred) and we now capitalize both

archaeology (not archeology)

accommodate (two c's, two m's)

advisor (NOT adviser)

barbecue (not barbeque or BBQ)

benefit, benefited, benefiting

bestselling, bestseller

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

BioLinc (Goodman business incubator)

Brock LINC (atrium project)

BSA (Brock Student Ambassadors)

BUAA (Brock University Alumni Association)

BUFA (Brock University Faculty Association)

BUSU (Brock University Students' Union)

CAUT (Canadian Association of University Teachers)

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 USports)

cellphone, but cellular phone

centre, centred, centring chamber

cheque (not check for payments)

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

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

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

COU (Council of Ontario Universities)

criteria (plural, so takes a plural verb)

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

e.g. (exempli gratia, but avoid)

email (not e-mail)

emeritus (Jean Duval, Professor Emeritus of history)

endeavour

enrol, enrolled, enrolment

en route (always two words)

ESRC (Environmental Sustainability Research Centre)

farmers' market

first-come, first-served

first-hand (adj. and adv.)

followup (n. and adj.)

fulfil, fulfilled, fulfilling, fulfilment

full time, full-time job, full-time student

fundraising, fundraiser

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

Icewine (note the capital)

Indigenous (preferred over Aboriginal) and we now capitalize both

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 etc)

MIWSFPA (Marilyn I. Walker School of Fine and Performing Arts)

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)

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  
per cent (spell out, not %)  
Pond Inlet (not *the* Pond Inlet)  
post-doctoral, post-secondary, but postgraduate  
principal (main, most important); principle (fundamental belief)  
practice - noun; and practise - verb  
proactive, reactive  
program (not programme), programming

regime (a method or system of government); regimen (a prescribed course of exercise, 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)

theatre (not theater)

web, web browser, webcam, webcast, web-enabled, webmaster, web page, weblog,  
web server, website, world wide web  
Wilfrid Laurier University (not Wilfred)

X-ray

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

## **Brock Marketing and Communications Contact List (December 2017)**

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## **BROCK NEWS WRITING GUIDE**

**When submitting a story for The Brock News, please keep the following points in mind.** Note that if there's a timely element to the story and it needs to go out by a certain date, please include that in the body of the e-mail.

### **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.
- Specific tags that need to be included when the story is posted to the Brock News (Goodman School of Business, Centre for Labour Studies, Gervan Fearon, etc).

### **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 (Joe Smith, a third-year sport management student...).
- Include the degree information when writing about alumni - Todd Erskine (BA '99).
- If there is a timely element to the story and it needs to go out by a certain date, please include that in the body of the e-mail.
- 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, hitting Command K and inserting the URL. All web addresses and email addresses should be hyperlinks.
- Use 'said' or 'says' for attribution, but do not go back and forth between both in a single story.

### **Editing your copy:**

- Before you send in a story, PLEASE read over it at least once. Don't trust your auto

spell check to catch everything. Reading stories out loud works very well for catching mistakes.

- Double check the spelling of names 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.

**Photo tips:**

- While group shots are fine to include in the body of the 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 preferable 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.
- Avoid photos of professors with busy bookshelves in the background.