

Editorial Services Style Guide – Updated July 2020

Language:

- Be careful of editorial adjectives outside of quotes in news releases and other products, except for Op-Eds and Statements. Words like “exciting” event, “hard-working” staff or “innovative and competitive” manufacturers are judgement calls and can’t be substantiated. There are many other examples that we have all seen. The facts in the release should speak for themselves.
- **Factsheets** should be facts only without any breathless storytelling, messaging or editorializing (see above).
 - When editing factsheets ask yourself the following questions:
 - Are these facts?
 - Is this true? Can it be substantiated?
 - Does it sound like hype or messaging?
 - if you’re not sure, flag it for your director
- **Ministers’ bios:** Edit for CP but first names in second reference are fine as it’s the “people” style.

General glossary:

- **Acts or regulations** by name are always uppercase, unless they are proposed acts and regulations, i.e. Strata Property Regulation, or Employment Standards Act. Second reference would just be the “regulation” or the “act”.
- **Child care**, no hyphen ever (as per ADM Robb’s directive)
- **Chinese Canadian (and other people)** no longer takes a hyphen. Though we don’t generally want to refer to people’s ethnicity, when we do, we do not hyphenate.
- **Daycare** now one word, as per CP Style
- **Fulsome:** a watch word/buzz word has several definitions, many of them unclear, contradictory, unintended or negative. Use “**thorough**”, instead and gently point this out to shops.
- **Government of British Columbia**, but **B.C. government**
- **Honourable Fran Fopworth, federal Minister of Wigits:** We don’t do Honourable any more, or Hon.
- **Judgment**, no E after the G
- **Lieutenant Governor of British Columbia (no hyphen)**, but **Lt. Gov. Janet Austin** (no hyphen in Lt. Gov. now).
- **Reopen** (one word)
- **Restaurateur**, no N
- **Washington state** (lowercase always); and state of Washington (place); but State of Washington (as in govt).
 - However, if there is a city or town that is named, along with the state, Washington is abbreviated, as in: Vancouver, Wash.
- **Westshore** – one word, as per Premier’s preference.
- **Wraparound**, as in wraparound supports (one word always, no comma –Canadian Oxford)

Canada, Government of:

- **How to designate federal ministers and their ministries:**

Minister of Innovation, Science and Economic Development Canada; but the name of the ministry is Innovation, Science and Economic Development Canada

Minister of Agriculture and Agri-Food Canada, but the ministry is Agriculture and Agri-Food Canada

Confidence and Supply Agreement (CASA):

- Do not mention the governing party but frame CASA this way:
- New example from **Donna Sanford as of July 2020**: CleanBC is a pathway to a more prosperous, balanced and sustainable future. CleanBC was developed in collaboration with the BC Green Party caucus and Andrew Weaver, MLA for Oak Bay-Gordon Head, and supports the commitment in the Confidence and Supply Agreement to implement climate action to meet B.C.'s emission targets.
- In general: Delivering _____ is a shared priority between government, the BC Green Party caucus and is part of the Confidence and Supply Agreement.
- When in doubt, check in with Grant

Currency:

Denote a foreign currency (only), such as US dollars, no dots, as per below (CP style):

- US\$30 million

Media Advisories and News Releases (as advised by Grant at 10:41 a.m., March 7, 2018):

- Parliament Buildings
Victoria

Honorifics:

- None, ever, except for Premier Horgan on second reference.
- For medical doctors only, Dr. Fouad Hamdi on first reference. Hamdi thereafter.

Phone numbers:

- 911, no hyphens, as per CP Style
- 811, same as above

Punctuation:

Casing of brands/programs/services/etc.: Rather than the CP rule of title-casing names with odd capitalizations, keep casing consistent with the brand name/program/service etc. Examples:

- YouTube (instead of Youtube)
- infoNET (instead of Infonet)
- SkyTrain (instead of Skytrain)

Hyphens:

“If you take hyphens seriously, you will surely go mad.” – CP Stylebook quoting Oxford University Press stylebook. However, for consistency’s sake:

- 10-, 20- and 30-second intervals – from CP Stylebook
- low- to moderate-income households
- short-, medium- and long-term options

Quotations

- “Good-paying jobs” - always for PO and all ministries

MINISTRIES:

Ministry of Agriculture:

- BC Cattlemen’s Association (no dots in BC)
- Restaurateur, no N

MCFD:

- **Daycare** is always one word now, as per CP Style

Ministry of Education:

- No cap on school – e.g., Doncaster school

Ministry of Finance:

- GDP – Spell out as gross domestic product (GDP) on first reference and ask Finance for a definition we can use in every news release it's mentioned. Here's Linda's definition: GDP is the total monetary value of all finished goods and services produced within a geographic area during a specific time period, usually a year.

Ministry of Forests, Lands, Natural Resource Operations and Rural Development:

- Douglas fir (follows proper nouns)
- western red cedar

Ministry of Health

Wording for statements regarding the term epi-linked for plain language:

Today, we are announcing xx new cases, including one epidemiologically (epi) linked case, for a total of xxx cases in British Columbia. 'Epi-linked' means that public health investigations have shown that cases meet the case definition for COVID-19 but may not have been tested for a number of reasons. In future reports, new tested and epi-linked cases will be included as one number.

Ministry of Indigenous Relations and Reconciliation:

General glossary of words to capitalize every time (this won't include the obvious terms we capitalize every time, like Aboriginal, Indigenous, First Nations, Métis, etc.):

- Chief
- Creator/ Creation
- Declaration
- Elder
- Indigenous Land
- Indigenous Right
- Longhouse
- Medicine Man/ Medicine Woman
- Oral Tradition
- Potlatch
- Protocols (in a cultural context)
- Sacred Pipe/ Sacred Pipe Ceremony/ Pipe Carrier
- Sundance
- Survivor
- Traditional Knowledge
- Traditional Territory
- Treaty Right

- United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)

Indigenous vs. Aboriginal

Indigenous peoples should be used when referring to all three groups - First Nations, Métis and Inuit peoples. It will replace 'Aboriginal' in most instances.

First Nations should be used when there are no Métis or Inuit people affected.

Aboriginal should continue to be used when referring to Aboriginal rights and title, or in the context of Aboriginal rights enshrined in the Constitution of Canada.

Some examples:

Health authorities have worked with First Nations, Métis and Indigenous partners to develop action and implementation plans to improve cultural safety and humility across their organizations, have hired Indigenous patient navigators and have undertaken cultural safety training.

- Incorrect as there are ONLY three Indigenous groups, it's unclear and confusing, given that Indigenous is the larger group that INCLUDES First Nations and Metis peoples. The above should either identify Inuit as the third group (of which there are very few people in B.C.) or eliminate the Indigenous reference altogether.
- Correct way would be this: Health authorities have worked with First Nations, and Métis and Indigenous partners to develop action and implementation plans to improve cultural safety and humility across their organizations, have hired Indigenous patient navigators and have undertaken cultural safety training.
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Indigenous peoples are overrepresented in the justice system.

- Correct, includes First Nations, Métis and Inuit, but does not reference a constitutional right.

The Ministry of Forests, Lands, Natural Resource Operations and Rural Development recognizes the rights of Aboriginal peoples to hunt for food, social and ceremonial purposes.

- Correct, includes all three groups and references a constitutional right.

The First Nations Health Authority serves Indigenous peoples.

- Incorrect, because the FNHA does not have a mandate to serve Métis or Inuit.

Indigenous rights are an important part of Canada's constitutional framework.

- Incorrect, as it is reference to the constitutional language. Should use term the 'Aboriginal'.

Traditional territories

Also, speeches by provincial elected officials should acknowledge the traditional territory of the local First Nations.

Often in B.C., there may be overlapping territories. This can occur in both rural and urban areas. It's best to check with MIRR GCPE to be certain. Please email Cale Cowan and cc Sharon Pocock and Leanne Ritchie when requesting a traditional territory.

In some cases, the answer is not simple and the MIRR team will need to confirm with program staff so as much lead time is possible is appreciated. It's also helpful to know if there are Indigenous people attending the event which can change the acknowledgement.

Ministry of Public Safety and Solicitor General

- Judgment, no E after the G

Ministry of Social Development and Poverty Reduction:

- WorkBC Employment Services Centre, but WorkBC centre (lowercase C) on second reference

Ministry of Transportation and Infrastructure:

- Dump truck (two words)
- Reopen, no hyphen