

FOLKLIFE STYLE GUIDE
(Current as of November 2020)

FOLKLIFE is one word, in all caps, when used.

In owned channels (website, email, social media), use first person plural (us, we). Avoid using FOLKLIFE in the third person. For example, at FOLKLIFE, we do x, y, and z.

For external channels, make sure it's clear that "we" is referring to FOLKLIFE.

Style:

Refer to the most recent edition of *The Chicago Manual of Style*. Some highlights and exceptions noted below.

Spelling and word treatments:

- We use Canadian spelling and our reference dictionary is *The Canadian Oxford Dictionary*. For variations on a word use the first spelling in *COD*, i.e. travelled, not traveled and focussed, not focused.
- Use 'our' in neighbour, labour, favour, etc. Use 'ize' in materialize, subsidize, etc.
- Double the consonants l, d, r, and t, before 'ed' and 'ing'.
- Licence, practice, advice are nouns.
- License, practice, advise are verbs.
- URLs appear in bold text when in print. If a URL falls at the end of a sentence within a paragraph, add a period at the end. If the URL is on a separate line, do not use terminal punctuation. URLs should have hyperlinks removed and should not include the http:// prefix unless it is integral to the site.

Dates, time, and address:

- Don't use cardinal numbers for dates: write April 18, not April 18th.
- Month and day (August 2019) need no punctuation. Month, date, and year are punctuated April 18, 2019. A comma follows the year unless it is at the end of a sentence.
- Time of day is usually presented in numerals, separated with an en dash and no spaces: 8:00am-2:00pm.
- Time zones, when spelled out, are in lower case (western standard time) when abbreviated, they are capitalized.
- Seasons are not capitalized.
- Reference to decade can be done one of two ways: the riots of the 1960s, or the riots of the Sixties (not the '60s). Informally, the year can be abbreviated: we began in 71.

Geographic conventions:

- Spell out street names (Street, Avenue, Boulevard, Road), unless there is a lack of room.
- Addresses on numbered streets use a superscript cardinal: 321 – 102nd street.
- Compass directions do not take hyphens: southwest, north by northeast. Abbreviations do not take periods: SW, NNE.

- Prefixes to geographic names should be spelled out in text – Mount Robson (not Mt.).
- Postal abbreviations are only two characters (AB, BC, NT), and do not include periods.

Numbers and measurements:

- In compounds using numbers and words, use hyphens between: 3-ply, 25-litre, or 9-speed. Hyphenate numbers that are written out: twenty-three and two-thirds.
- Numbers ten and under are spelled out, except times of day and measured weights or dimensions. Numbers over ten are presented as numerals. If numerals both over and under ten are presented in the same sentence, use numerals for both. Write out a number that starts a sentence: Twenty hot donuts.
- Numerals over 999 are presented with commas: 1,000.
- Use the dollar symbol (\$) rather than spelling out dollars.
- Percentages are always given as a percent symbol (%).
- Use periods, not dashes, in phone numbers without parenthesis around area codes: 1.800.722.1960.
- Very large numbers should be expressed in numerals followed by *million*, *billion*, and so on.
- Use metric in all cases except height (5'6" rather than 5ft. 6in), and general use (we give him tons of help).
- Do not leave a space between the number and measurement abbreviation: 8kg.

Punctuation:

- Always use serial commas (e.g.: we were choosing between x, y, and z).
- Don't overuse commas.
- Capitalize titles before the name of the person, but lowercase them if they come after: Product Manager Ralph Wiggum, but Ralph Wiggum, project manager. Otherwise, product manager or senior manager (without capitals) will do.
- Reserve exclamation points for genuine exclamations (Your head is on fire!) and commands (Take this bucket of water!). Never use more than one to finish a sentence, or combine them with other punctuation to convey your feelings (this will be a hard rule for the Publisher to follow, but worth it).
- If possible, make two sentences out of clauses divided by a semi-colon.
- Use a comma to separate two or more adjectives if each modifies the noun alone (ex: Armoured, adventurous Aretha admitted nothing).
- Use commas to set off province or country from a city name (e.g.: He lived in Vancouver, BC, for ten years. He went to London, England, for a holiday).

Abbreviations:

- Use periods when abbreviations combine upper and lowercase letters (e.g.: Dr., Mr., Mrs.).
- Academic degrees: use small caps, no periods, except for degrees that have a lowercase letter within them, in which case use full caps and lowercase, no periods, as in *Chicago* 10.20: e.g., PhD, LittD, BA, MFA, LLB .

Capitalization:

- When a quotation is used as a syntactical part of a sentence, it begins with a lowercase letter, even if in the original is a complete sentence with a capital. E.g.: *Benjamin Franklin admonishes us to “plough deep while sluggards sleep.”*
- When the quotation has a more remote syntactic relation to the rest of the sentence, the initial letter remains capitalized. E.g.: *As Franklin advised, “Plough deep while sluggards sleep.”*
- Don’t capitalize an animal name unless it contains a proper name: Canada geese, Stellar’s Jay, coho salmon, great blue heron).
- *West Coast* refers to the region that includes Victoria, Vancouver, the Sunshine Coast, Gulf Islands, and Haida Gwaii. Cap it if you’re specifically referencing this particular region, but not when it is used in a general sense (e.g.: We travelled up the west coast of Vancouver Island). If in doubt, the editor will decide.

Quotation marks:

- Use double quotes except within a quote.
- In normal usage, punctuation (except for the colon and semi-colon) is placed within quotation marks.

Apostrophe:

- Understand the distinction between the possessive and the plural. Plurals take an apostrophe only if they are possessive.
- *Hers* does not take an apostrophe.
- If you use numbers for decades, do not use an apostrophe: 1980s or 1990s.

Parenthesis:

- When placing an interjection in parentheses, the end punctuation must appear outside the final parenthesis.

Italics:

- Italicize the titles of books, pamphlets, published reports and studies, plays, operas, long musical compositions, paintings, sculptures, novels, films, long poems, newspapers, periodicals, and the names of radio and television programs.

Indigenous Peoples Terminology Guidelines

The following points are intended as general guidelines only and will not be universally applicable to all contexts.

- “Indigenous” is used internationally and refers to all First Peoples all over the world.
- “Aboriginal” is a general term that collectively refers to First Nations, Métis, and Inuit people. It is specific to Canada and can carry a negative association because of its use in government policy.
- “First Nations peoples” describes Indigenous peoples of Canada who are ethnically neither Métis or Inuit.

- “First Nations” is fine when referring to collective communities, but in specific references use the name that the community uses publicly.
- Spell community names according to their websites or BC’s First Nations A-Z Listing (<http://www2.gov.bc.ca/gov/content/environment/natural-resource-stewardship/consulting-with-first-nations/first-nations-negotiations/first-nations-a-z-listing>).
- Note that not all reserve-based communities in Canada refer to themselves as First Nations (e.g., The Musqueam Indian Band).
- Avoid:
 - Native (unless it’s part of an organizational name that derives from an earlier period (Vancouver Native Health Society))
 - Indian, unless it is part of a historical reference, part of a legacy term, or used in reference to a government policy or classification (e.g., The Indian Act, status Indian)
 - Eskimo
 - Aboriginal as a noun
 - Coast Salish except when used in an anthropological sense
 - Prefacing with a possessive (e.g., Canada’s Aboriginal people, our Aboriginal people) because it implies control and paternalism
- When “First Nations” is used as an adjective, “First Nations” is plural (First Nations man, First Nations community, etc.).
- When “First Nation(s)” is used as a noun, it should be plural or singular depending on context (First Nations are entitled to certain exemptions, the shíshálh First Nation).
- Capitalize:
 - Aboriginal
 - Indigenous
 - First Nations
 - Métis
 - Inuit
 - Chief, Hereditary Chief, Grand Chief, Elder when part of a formal title
- Use “community” instead of “reserve” unless the geographic or legal precision of “reserve” is important.
- If you are unsure about names and terms, ask the people you’re writing about what they prefer.
- If diacriticals are used, please note this in your submission so that an appropriate font may be chosen.

A reminder:

- Your computer’s spell checker cannot examine context. Many typos will not be recognized (e.g. a *where* that should be a *were*). Please use it to catch what it can but don’t rely on it.
- Use your dictionary to determine whether compounds are hyphenated, closed, or open.