

IABC

TORONTO

IABC/Toronto

Style Guide

(Revised: August 2008)

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Introduction

As communications professionals, you should use a style guide whenever you write for business—probably a guide developed specifically for your organization or a widely-accepted general reference such as *The Canadian Press STYLEBOOK*. This style guide can be used as a communications reference when writing print and electronic communications for IABC/Toronto volunteers, staff and other members.

It includes general guidance on capitalization, punctuation, spelling, etc., as well as a glossary of terminology specific to IABC, IABC/Toronto, the communications profession and new media.

Why use a style guide?

A style guide is a document that reflects an organization's identity and defines standards for internal and external communications. It provides an organization's voice as well as guidelines in terms of capitalization, spelling and formatting.

The goal of a style guide is to provide consistency, for those who both write for and receive information from an organization. When organizations use a style guide for things like formatting, spelling and capitalization, readers become accustomed to seeing things presented in a consistent way and there is no ambiguity about meaning. For writers, employing a defined style saves time by providing quick answers and shortens the editing process by eliminating arguments over style and formatting. Most importantly, it provides assurance that the information presented will be clearly understood.

As our business environments become more global, it is increasingly important to employ clear style guidelines for writing that is easy to understand and free of jargon and cultural references. As well, with the use of new media on the rise, it simplifies our lives to have approved spelling for words like blog, website and Wiki.

What's new in the 2008-2009 IABC/Toronto Style Guide?

The previous IABC/Toronto Style Guide was released in 2002. This version includes revised standards for Canadian spelling, grammar, capitalization and abbreviation and updated guidelines for IABC's new brand and various IABC/Toronto documents.

We have updated the IABC, communications and print production glossaries and have added a new glossary of new media terms that will help when writing about emerging online communications vehicles.

The CAPS and SPELLING section has been enhanced and now includes proper spelling and capitalization for terms that were new to the language in 2002 (e.g. BlackBerry) and others that are new in the last five years (e.g. iPod).

A new addition is a glossary of frequently misused words and expressions to help us all avoid those little word use pitfalls that creep into our language and our writing from time to time.

In preparing this document, we consulted a variety of sources including the 14th edition of the *Canadian Press STYLEBOOK*, the 40th anniversary edition of the *Canadian Press CAPS & SPELLING*, *Canadian Oxford Dictionary*, and the *Canadian A to Z of Grammar, Punctuation and Spelling*. The sections on grammar and spelling are based on the *Canadian Press STYLEBOOK* as that is the preferred style guide for Canadian media outlets.

How to use this style guide

No matter how seasoned a writer you are, we suggest you always write with a style guide open. This makes it easier to double-check or clarify things as you go. The *IABC/Toronto Style Guide* is a good reference because it includes basic guidelines on grammar, spelling, etc. as well as terminology specific to writing for IABC/Toronto. For more in-depth inquiries, you may also want to refer to *The Canadian Press STYLEBOOK* or the *Canadian Oxford Dictionary*.

You can also use this style guide if you are editing or proofreading materials that have been written for IABC/Toronto.

To contribute content or suggestions for future editions of the Style Guide, please contact the VP Member Communications of IABC/Toronto's executive board, mem_comm@iabctoronto.com.

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IABC Structure

About IABC

Founded in 1970, IABC (the International Association of Business Communicators) is the leading resource for effective communications practice. A global organization of business communicators, IABC provides products, services, activities and networking opportunities to help people and organizations achieve excellence in public relations, employee communications, marketing communications and public affairs. The association has three levels— international, regional and chapter.

IABC World Headquarters

This refers to the U.S. office located in San Francisco, California. The world headquarters provides strategic direction, sets the fee rates and provides benefits and services to members on an international level. Globally, IABC represents approximately 15,000 members working in more than 70 countries.

About IABC/Toronto

The International Association of Business Communicators is organized into three main levels: chapter, regional/district and international.

With more than 1,550 members, IABC/Toronto is the largest IABC chapter in the world. The chapter has been operating for more than 65 years, during which time it has incorporated the members of several predecessor organizations including the Canadian Industrial Editors Association and Corporate Communicators Toronto. For over half a century, the organization has provided members with a network in which they can focus on business issues that affect the daily lives of communicators, such as changes in technology, internal and external communications trends and media relations challenges.

- IABC/Toronto members work in public relations, media relations, corporate communications, public affairs, investor relations, government relations, marketing communications, community relations, web, graphic designers and video and multimedia production. The Toronto Chapter supports members with member benefits, such as:
 - A meeting place for face-to-face networking opportunities
 - Recognition and awards opportunities
 - Regular newsletters and e-mail bulletins
 - Careers centre job board for career advancement
 - Accreditation— IABC's professional credential program where candidates may earn the designation of Accredited Business Communicator (ABC)
 - Online discussions on the latest issues shaping the profession
 - Volunteer opportunities
 - Knowledge Centre and online library with the research on effective business communication
 - Strategic communications tools, real-life case studies and ready-to-use templates
 - The collective experience of IABC's worldwide network

IABC Overview (with New Brand incorporated)

IABC Positioning Statement

For professionals entrusted with effectively communicating organizational messages to internal and/or external audiences, IABC is the professional association that provides the multidisciplinary resources to help them succeed in their current jobs and expand their career opportunities by providing leading-edge professional development programs, inclusive networking opportunities and current best practices shaped by the global, national and local perspectives of its membership.

Simplified

Not-for-profit professional association that provides the multidisciplinary resources to help communicators:

- Succeed in their current jobs and;
- Expand their career opportunities by
 - Providing leading-edge PD programs
 - Inclusive networking opportunities
 - Current best practices (*shaped by the global, national and local perspectives of its membership*)

IABC Brand Promise

IABC enables a global network of communicators working in diverse industries and disciplines to identify share and apply the world's most effective communication practices.

IABC Brand Identity

(Reflects attributes, benefits, personality and values that comprise IABC; Underlies emotional and functional connection we create with members and drives our actions)

The following words describe IABC's brand identity internally and guide development of messages and marketing materials that are presented to varied audiences

- Global Perspective
- Professional Development
- Diversity
- Results Driven
- Responsive
- Engaging Activities
- Member Focused
- Timely and Actionable Information
- Inclusive and Welcoming
- Superior Networking Opportunities
- Multidisciplinary
- Information Exchange

IABC Tagline

Be Heard™

- Should be used as a sign-off to IABC communications.
- Should never be smaller than 0.75" wide

IABC/Toronto's Mission

To be the communications association of choice, by providing members with value through quality programs, professional standards and networking opportunities.

2007 – 2010 IABC/Toronto Strategic Goals

1. Ensure the quality of each member's ongoing IABC/Toronto experience is relevant, resonates and is convenient
2. Know and Respond to Members' Diverse Needs
 - Programs— PD, networking, affinity
 - Share and transfer knowledge— Mentoring, partnering with other associations and sponsors, online and print resources
 - Access relevant R and D/expertise— Access AIP, ABCs, IABC HQ expertise via Web 2.0, Links
 - Advocate Communicators' Relevance—Advocacy, social responsibility
3. Run a solid operation that will thrive in the future
 - Program management—Increase QA
 - Administration— Optimize website and leverage Web 2.0; support SIGs
 - Succession and knowledge transfer—More director engagement
 - Financial planning—Expand sponsor/advertising partnerships, leverage with member initiatives

IABC Terminology

Accredited business communicator (ABC)

Accredited business communicator (ABC) is IABC's designation. Accreditation is granted by IABC when individuals fulfill all requirements set by IABC.

Accreditation

Refers to the designations granted by IABC (in this case), Public Relations Society of America (APR designation) and American Society of Association Executives (CAE designation). To earn the accredited business communicator (ABC) designation from IABC, one must have a minimum of five years of experience in the communications field and a bachelor's degree, or a total of nine years of experience and/or post-secondary education to qualify for accreditation. Other organizations have different stipulations.

Accredited in Public Relations (APR)

This is the designation of the Public Relations Society of America (PRSA) and the Canadian Public Relations Society (CPRS). Communications practitioners in the U.S. and Canada may earn the designation when they fulfill the requirements set by PRSA or CPRS.

Alliance of Independent Practitioners (AIP)

The alliance of independent practitioners (AIP) is a sub-group of IABC, dedicated to the support of independent communications practitioners. The AIP meets monthly to provide professional development, networking and business development opportunities, which address the particular needs and interests of IABC independents.

Associate Member—Associate members work in allied fields (e.g. printing) and provide services to professional organizational communicators. Associates are not entitled to vote or hold office in IABC.

CareerLine—IABC/Toronto's online job posting service, accessible to full and student members of IABC/Toronto.

CareerLine

CareerLine is IABC/Toronto's password-protected online job posting service accessible to full and student members of IABC/Toronto. It lists more than 300 job opportunities (including full-time, contract, internship and volunteer positions).

Certified Association of Executive Designation (CAE)

This is the designation of the American Society of Association Executives (ASAE). Communications practitioners in the U.S. and Canada may earn the designation when they fulfill the requirements set by the ASAE.

Code of Ethics for Professional Communicators

IABC's *Code of Ethics for Professional Communicators* is based on three different, yet inter-related principles of professional communication that apply throughout the world. These principles assume that just societies are governed by a profound respect for human

rights and the rule of law; that ethics, the criteria for determining what is right and wrong, can be agreed upon by members of an organization; and, that understanding matters of taste requires sensitivity to cultural norms.

e-Lert—IABC/Toronto’s weekly e-mail communication to its membership

e-Worldbook—a searchable online directory of IABC members produced by IABC International

Honorary memberships—Honorary memberships are given to recognize persons, other than IABC members, who have made outstanding contributions to the field of communications. A two-thirds vote of the executive board is required to bestow honorary membership. Honorary members shall not hold IABC office nor pay IABC dues.

IABC eXchange

The IABC eXchange is an online tool that connects the popular *WordPress* blogging platform with the IABC member database of more than 15,400 communicators. It allows members to create private websites and grant access to specific members with the press of a button.

IABC Fellow—An IABC Fellow designation is awarded to IABC members who have made an outstanding contribution to the communications profession, through exemplary achievement within their own organization and to IABC and its members. The fellow designation is awarded only to those individuals who are recognized by their peers as outstanding leaders in the profession.

IABC regular (full) member—A regular member is entitled to full membership benefits. Dues may vary as each chapter sets its own rate.

IABC Research Foundation

The IABC Research Foundation serves as the research and development arm of the International Association of Business Communicators (IABC). The foundation provides knowledge and understanding to help organizations become more effective through communication. Foundation trustees include organizational communication practitioners, senior business practitioners and research and academic experts. There are more than 50 distinguished communication practitioners from around the world, who serve the foundation as trustees or as members of the foundation’s committees, think tank, the research committee and the research foundation program committee.

IABC/Toronto’s *Communicator*

The regular newsletter produced 6 times a year by volunteers of IABC/Toronto.

IABC/Toronto Communicator of the Year Award—The Communicator of the Year Award (COTY) recognizes a Toronto-based leader who strategically demonstrates excellence in communication.

IABC/Toronto Student of the Year Award—Recognizes student members who demonstrate excellence in leadership and communication.

Life memberships—Life membership may be conferred upon members of the association when deemed appropriate by the executive board

Marketplace—an online advertising directory hosted on the IABC/Toronto website where members can advertise their expertise and find experts in various areas

Master Communicator—The Master Communicator award is Canada’s Award of Distinction and is sponsored by IABC Canada (Districts 1 and 2). It recognizes up to two outstanding Canadian communicators whose work has brought credit to IABC, the profession, the organizations they worked for and whose contributions have raised the standards of organizational communication in Canada.

Munch ‘n’ Mingle—Career development events organized by IABC/Toronto that provide members with an opportunity to network, listen to guest speakers and learn new skills.

OVATION Awards—These awards, organized and provided by IABC/Toronto, are given to individuals who demonstrate excellence in business communications each year.

Retired member—Members who have been a regular member in good standing as of or prior to December 31, 1980, have been a member of the chapter for at least five consecutive years immediately prior to retirement or for 10 years within the 20 years preceding her or his retirement, and are at least 60 years of age, can apply for retired member status. In recognition of this new status, the member receives all the rights and privileges of regular members, while paying a reduced chapter membership fee of \$25 per year (in addition to the IABC World Headquarters fee for retired members of US \$25).

Student member —Student memberships are available to those enrolled in a full or part-time communications program more than 60 days prior to graduation. The fees are discounted and membership status is valid until the membership year ends or when they graduate from their program, whichever comes first. Up to one year after graduation, students are given “student transition” status. This means the student-in-transition pays only half of the international dues (plus full district and chapter dues) and receives full benefits of membership.

Writing for IABC

Writing for IABC/Toronto will generally fall into the following categories:

Event promotion: writing about upcoming conferences, awards programs, etc. or reviewing past events

Providing information: sharing important details about IABC programs or services

Sharing expertise: providing guidance, suggestions and tips to other members on a particular area of expertise (e.g. starting your own practice)

Storytelling: sharing your adventures in communications for the benefit of members (e.g. feature article in *Communicator* or *Communications World*)

As a communications professional, you know how important it is to use a clear and concise writing style when providing information to your audience. Most of the people who read your writing will be looking for specific information or insights that they can use in their own careers. With time at a premium, readability has never been more important and people will abandon a story if they can't find what they're looking for. You can help them find what they need by using the following guidelines:

- Follow this style guide for consistency and clarification
- Keep documents, paragraphs and sentences short
- Write in the active tense as much as possible. Active words bring the subject to life and keep the reader motivated).
- Use headlines that tell the reader what to expect (rather than just entertain)
- Include important information in the first few sentences and additional details in the subsequent paragraphs
- Use words and phrases that are short and familiar (e.g. *use rather than utilize*)
- Avoid jargon that might be relevant to your particular field or area of expertise
- Where possible, use lists, subheads and callouts to break up the text and guide the reader
- Use concrete examples, especially when writing about a particular communications sector, experience or area of expertise
- When introducing a concept that might be new to members, provide context and background
- If writing about something new (e.g. blogging), take into account that members have various levels of familiarity with Internet terminology and new media in general

Clear writing is even more important when writing for the IABC/Toronto website. It's 25 per cent slower to read on a screen and 80 per cent of users skim information, rather than read, looking only for what they need. If there is more detailed information behind the scenes, they need subheads, boldface and other callouts to intrigue them to continue reading.

The clear writing rules above work for online writing, along with these:

- Don't rely on graphics or photos to help tell the story; many people could be reading your information on wireless handheld devices
- Make sure paragraphs are short and reduce the need for readers to keep scrolling
- Try to limit stories, announcements, etc. to one page
- Use a more informal tone where possible
- Use hyperlinks offering more detail to readers

Graphic Style Guidelines

IABC Colour

- Main IABC Blue is PMS 549
- IABC logo may also appear in black or one of the following colours: Dark Blue PMS 540; Green PMS 582; Orange PMS 138; Red PMS 180; Brown PMS 730

IABC Typefaces

- **Trade Gothic** is standard san-serif typeface and can be used for headlines and body copy
- **Garamond** is standard serif typeface and should be used for body copy.

IABC Chapter Logos



- There are two versions of IABC/Toronto logo: one with full-text of association name; one with acronym letters.
- Logo should never be smaller than 1'5" wide. If this is not possible, smaller logo with just IABC should be used
- Acronym logo (IABC) should never be smaller than 0.75" wide.
- Logos should be reproduced in blue (PMS 549) versus black where possible.
- When used against a coloured background, it should appear in white.
- Logos should be positioned either 0.5" from either the top left-hand corner or bottom right-hand corner. If overall space is limited, logo may be positioned 0.25" from specified corners.

IABC Tagline



- **Be Heard™**
- Should be used as a sign-off to IABC communications.
- Should never be smaller than 0.75" wide.

For IABC/Toronto Website

- Specs re fonts, colours, etc. programming (HTML/other), security (maybe)

For IABC/Toronto *Communicator*

- Pantone colours (specific numbers), Fonts for headings and body copy, Other relevant specs that should be noted.

E-Lerts (E-bulletins/E-mail Event Notifications)

IABC/Toronto's Biweekly E-mail Communication to its Membership

IABC/Toronto's logo: Approx. 2" X 1" .PCX file (see example in Style Templates for Print and Electronic Media) Headlines or Titles: Arial, 14 pt., bold type, black text, upper/lower case Subheadings: Arial, 12 pt., bold type, black text, upper/lower case Text: Arial, 10 pt., normal type, black text, upper/lower case Text that requires emphasis: Arial, italic type, black text, upper/lower case

Event Flyers

Headlines or Titles: Times New Roman, 14 pt., bold type, black text, upper/lower case Subheadings: Times New Roman, 12 pt., bold type, black text, upper/lower case Text: Times New Roman, 11 pt., normal type, black text, upper/lower case Text that requires emphasis: Times New Roman, italic type, black text, upper/lower case

Basic event information with RSVP and cancellation information inserted once, at the end of the listing: Event name Date (month, day, year) Location Cancellation date Cost Link to registration form.

Writing for the Web Best Practices

If you're writing for IABC/Toronto, you're probably already a good writer; however, writing for the computer screen is different. Here's why:

- Eighty per cent of users scan rather than read
- Some just "look"
- It takes 25 per cent longer to read on a screen than on paper and it is harder to do
- The human attention span is the shortest it has ever been

For these reasons, the principles of good writing are vital when writing for the Web.

Before you begin

Before you pitch the story idea, ask yourself:

1. Who cares?
2. Why do they care?

If you can't provide good answers, come up with another idea.

Tips

Here are some principles that we will follow in considering material for the Web.

1. Keep it short. Short stories (up to 600 words maximum), short paragraphs (100 words maximum or eight lines or less) and short sentences (12 to 14 words maximum)
2. Avoid convoluted sentence structure and clauses
3. Write in the active tense
4. The headline must tell me what's in the story; that tops being creative or entertaining
5. The lead should outline the story's focus, with some basic facts
6. The lead or first paragraph should be no more than three lines
7. Wherever possible, use lists and point form as this allows presentation of information that can be consumed at a glance
8. Use sub-heads because they break up the copy and help the reader decide whether to keep reading
9. Put the important information at the top because no one likes scrolling
10. Write the story and then try to delete words and even sentences without changing the meaning

Another tip about length and punch

To conserve words, you might be tempted to generalize. Don't do it. Instead, carefully choose details and specifics to quickly draw a sharp picture. Make each word work hard for you. Use active, vivid words.

Here's an example taken from a Web writing course given at Ryerson University:

44 words: The Wild West really comes alive for diners at Buffalo Charlie's where Western decor is the rule and all sorts of colourful historic knick-knacks recreate the feel of a restaurant home on the range. Even the maitre d' and wait staff wear costumes that powerfully suggest cowboy days.

33 words: At Buffalo Charlie's, saddles dangle from the ceiling and a war bonnet crowns the kitchen doorway. The chap in chaps is the maitre d'; the cowboy-hated wait staff pack pencils in their pistol belts.

Style Guidelines

Quick Points

1. Unless it is an exception or a proper noun (such as a first and last name) most words do not need to be capitalized; When in doubt, check the following guidelines
2. Capitalize proper nouns, headings, subheadings and publications. Examples: IABC/Toronto, John Brown, President, Website name
3. Lowercase all committees and portfolios
4. Capitalize job titles preceding a name, but avoid when it stands alone or is placed after a name
 - Ralph Beslin, ABC, president, Beslin Communication Group
 - IABC/Toronto Past President Janet Comeau is available for consultation
5. Publications should be capitalized and italicized. Do not use quotes or boldface type to reference publications; For example, *Communicator* not “Communicator”
6. All government bodies, legislation and higher courts (i.e., higher than municipal courts) need capitals; Italicize and capitalize acts of legislation only
 - Ontario Legislature
 - Ontario Court of Appeals
 - *Workplace Safety Insurance Act*
7. Do not capitalize IABC/Toronto’s programs and initiatives, such as professional development programs, unless it is referring to a proper name of a program or initiative
 - The professional development program or munch ‘n’ mingle do not need to be capitalized.
 - CareerLine needs to be capitalized (two places)
8. Capitalize online references when referring to major sections of the Web site (e.g., IABC/Toronto Members section)
9. Spell out abbreviations and acronyms in lowercase; For example, RGD stands for registered graphic designer
 - Exceptions with capitals: Address blocks or signature blocks; Examples: David Major 44 Wolverson Ave., Suite 302 Toronto ON M4J 3H8, Cost listing for events: \$15 Members \$20 Non-members \$10 Early bird registrants
10. Contact information for print/online; Use the following format for print: Name, designation/degree Address City ON Postal Code area code-phone number area code-fax number E-mail: URL. For URLs or e-mail addresses: membership@iabctoronto.com and www.iabctoronto.com

Abbreviations and Acronyms

All-capital abbreviations are written without periods (IABC) unless the abbreviation is geographical (N.L., T.O.), refers to a person (J.A. Doe) or is a single letter (N. for north). Most lowercase and mixed abbreviations take periods: (B. Comm.). Mixed abbreviations that begin and end with a capital letter do not take periods (PhD). Metric symbols are not abbreviations and do not take periods. Plurals are MPs and PoWs. Acronyms formed only from the first letter of each principal word are all capitals (AIDS) but those formed from initial and other letters are upper and lower case (Norad). Acronyms that have become common words are not capitalized (laser, scuba).

Capitalization

IABC/Toronto uses a modified down style of capitalization. The basic rule is to capitalize all proper names, the names of departments and agencies of national and provincial governments, trade names, names of associations, companies, clubs, religions, languages, races, places and addresses. Otherwise, lowercase is favoured where a reasonable option exists.

Common nouns—centre, association—are capitalized when part of a proper name but lowercased when standing alone. Historical periods, events and holy days are capitalized: (Victorian Era, Earth Day, Ming Dynasty). Names of races, nations and the like are capitalized: Aboriginal Peoples, Asian. But white and black are lowercased. Rule: When the spelling of a proper name differs from CP Style: (Canadian Paediatric Society) use the spelling favoured by the organization.

Following are some guidelines on capitalizations in specific situations:

Addresses

Capitalize Street, Road, etc. used with names but when referring to an intersection, use lower case (Yonge and Dundas streets). Abbreviate in addresses when the number is used (e.g. 19 Duncan St.) but spell out in official residences (24 Sussex Drive). Abbreviations are Cres., Blvd., Rd., Sq.

Addresses should be written on one line using abbreviations: 36 King St. E, Toronto, ON M5C 2L9.

An address block with a floor or suite should appear like the following: 240 Queen Street East, Suite 101 240 Queen Street East, 3rd Floor

Dates

Write March 2007 without commas and March 22, 2007 with commas. In dates, abbreviate the months except March, April, May, June and July. Abbreviations are Jan., Feb., Aug., Sept., Oct., Nov., Dec. Write 1999-98 and 2002-03 but 1999-2001.

Geography

Provinces and place names are always capitalized (Ontario, Toronto but province of Ontario and city of Toronto). Specific geographical regions and features are capitalized: (Central Canada, Lake Huron, Upper Canada, the Maritimes). But northern, southern, eastern and western are lowercased: a northern fisherman, southern Ontario.

Capitalize County when preceding or following a specific term (Grey County but in the county of Grey). Capitalize regions but not their derivatives (the East but an easterner) and don't capitalize when referring to position (five kilometres east of here). Capitalize Lake, River, Mountain, etc. when preceding or following the specific term (Lake Superior but one of the great lakes).

Internet terms

Capitalize specific proper names (Internet, World Wide Web) but lowercase descriptive or generic terms (e-mail, blog, chat room). Use all caps for well-known acronyms and abbreviations (CD-ROM, FTP).

When writing web addresses, it is not necessary to include http://. But do include less common forms such as ftp://. Follow upper and lowercase: www.iabc.com. When a company uses its web address as its corporate name, capitalize the first letter (Amazon.com)

Organizations

For all-capital corporate and promotional names, capitalize only the first letters: Via, Visa. For names with two or more words, follow the organization's lead: TVOntario, CN Tower.

Place names

Capitalize the names of important buildings, residences, historical and battles sites, universities and colleges (Air Canada Centre, University of Toronto). Capitalize the names of parks, gardens, playing fields and arenas.

Politics

Capitalize the official names of political parties (Conservative Party of Canada, Liberal Party of Canada) but someone is conservative.

Proper names

The principal words (nouns, pronouns, adjectives, adverbs, verbs, the first and last word of the title, prepositions) of titles of books, plays, movies, etc. are capitalized: *Oxford A-Z of Spelling*, *The Importance of Being Earnest*, *Jurassic Park*. Capitalize *The* at the beginning of the titles of books, magazines, movies, TV programs, songs, paintings and other compositions.

Capitalize magazine names when part of the actual title (Maclean's Magazine), otherwise, it's lowercase (FLARE magazine). Lowercase *the* in names of newspapers (Toronto Star).

Times and seasons

Lowercase seasons (fall, winter, spring, summer). Use eastern daylight time (EDT), Pacific standard time (PST) and abbreviate times (7 a.m., 6 p.m., 12:30 p.m.). When giving two times before noon or after noon use 7 to 9 a.m. or 5 to 6 p.m. but 11 a.m. to 1 p.m.

Titles

Capitalize titles that are an integral part of someone's name (Pope Benedict, Queen Elizabeth, Mayor David Miller) but lowercase titles set off by commas after the name (Dwight Duncan, environment minister). Lowercase occupational titles and descriptions (coach John Young, astronaut Buzz Aldren). Capitalize all references to the Pope, the Queen and the Governor General. Capitalize terms of honour and respect (His Excellency, Your Honour, Hon. Dalton McGuinty). Lowercase the derivatives presidential, ministerial, mayoral. Titles of government ministers below cabinet rank are lowercased (deputy minister Eva Swartz. The following titles are in CP Style:

- Prime Minister Stephen Harper
- the prime minister, Stephen Harper
- former prime minister, John Turner
- the Speaker
- the Governor General
- Senator Marjory LeBreton

Dates

For dates: use full information on dates and times use this formatting: day, month, year, time (a.m. or p.m.). In cases where you are only given the month and year or the day and date, please use the following formats:

- January 2008 (no comma)
- June 13
- Monday, November 18, 2008
- 2008/2009

Not:

- January, 2008
- June 15th or June 15th 2009
- 08/09 or 08/2009

Numbers and Money

1. Spell out numbers below 10 and write the figures for numbers 10 and above: one, two, three, four, five, six, seven, eight, nine, 10, 11, 12, 13, etc. The exception is in address blocks (see Location), or numbers beginning a sentence: Ninety-five per cent of members have e-mail addresses
2. Use figures in addresses but spell out First through Ninth as street names (25 Second Street)
3. In age, follow CP style (She is two years old, he is in his 50s)
4. Numbers that are the first words in a sentence should be spelled out
5. When numbers from 21 to 99 must be written out, use a hyphen (Thirty-five or 36

- may have died)
6. Round numbers in thousands are usually spelled out (3,000 people died) but spell out for casual use (thousands of guests)
 - In dollar figures, preceded by a symbol use \$5, not \$5.00, two dollars, \$1 million; Do not add cents for figures without cents. The Munch 'n' Mingle will cost \$25.50 for members and \$30 for non-members

Possessives

Singular and plural nouns not ending in *s* take an apostrophe *s* (father's pipe, women's issues, children's park). Plural nouns ending in *s* only take an apostrophe (the Browns' car). Singular nouns and names ending in *s* normally take an apostrophe *s* (Chris's house). In general inanimate objects take an *of phrase* rather than an apostrophe (the tone of the speech, not the speech's tone). Pronouns are written without an apostrophe (hers, yours). To denote possessive, use *its*, *theirs*, *your* and *whose* not *it's* (it is), *there's* (there is), *you're* (you are) and *who's* (who is).

Punctuation

Use these short forms as a way to remember the function of these punctuation marks. Colon (:) means "as follows" Comma (,) means "and" em-dash (—) means "now pay attention to this part" en-dash (–) means "through or with" exclamation mark (!) means "wow!" parentheses [()] means "as an aside" period (.) means "stop" quotations (" ") means "he or she says" semi-colon (;) means "also related" (independent clauses joined by a commonality) single quotations (‘ ’) means "he or she says something from 'somewhere else'"

Apostrophe

Use an apostrophe to denote possession (Mark's car) or to indicate the omission of letters or figures (it's going to be a nice day, the early '80s). Don't use apostrophes in *dos*, *don'ts*, *ifs* and *buts*, *yeses* or *noes*.

Brackets

Use brackets when other punctuation isn't suitable or to insert fuller identification in proper names or to enclose a nick name within a name. Use brackets to insert equivalents, e.g. \$5,000 (US \$6500).

Commas, colons and semicolons

Commas go before the elements of a series but not before the final *and/or*. (black, white, green and blue). Use commas before clauses introduced by *but*, *for*, *or*, *nor* or *yet* if the subject changes (the sky was blue, yet the mood was grey). Use commas to set off an introductory clause (even so, the vote was close). Use commas to separate adjectives if they could be replaced with *and* (she was happy, smiling and confident). When words readily understood are omitted for brevity, use commas to mark the omission (To his father, he was a champion. To his mother, a failure.). Commas should be used to separate geographical elements (I flew from Toronto, Ontario, to Nashville, Tennessee) and to set off the year from the month and day (January 25, 2005).

Use a colon instead of a comma to introduce a direct quotation longer than a short sentence (When speaking of the event, Ann was quite exuberant: “I have never been so excited). Use a colon to introduce lines, bullet points, text and tables. Use a colon to mark a strong contrast (We give: They take). Use to separate hours, minutes and seconds (5:15 p.m.).

Use semicolons to separate statements too closely related to stand as separate sentences (I never drive without snow tires; it’s too dangerous). Use a semicolon to separate phrases that contain commas (Toronto, Ontario; Regina, Saskatchewan; Winnipeg, Manitoba).

Exclamation marks

Exclamation marks should only be used to denote great surprise, a command, deep emotion, emphasis and sarcasm (Get lost! Ouch!)

Quotation marks

In general, always use double quotation marks except for headlines and quotes within a quote. (The teacher said, “I’m tired of you always arriving late.” “I heard him say ‘go upstairs’ to the child.” Quotation marks can also be used to set off significant words or phrases (this idea is “revolutionary”), unfamiliar on first reference (the called the product a “polyplastic”) or ironic (“friendly” debate).

Sensitive Language

Use caution when writing about particular ethnic, racial, or cultural groups or groups who are likely to be labelled due to their status, physical ability or occupation. There are no hard and fast rules and terms tend to come in and out of favour so where possible, use descriptive words rather than labels. (Stay-at-home mom, not housewife; uses a wheelchair, not crippled.) When referring to someone’s nationality, consult CP Style or other sources in order to respect people’s preference (South Asian, not East Indian; Roma, not gypsy).

IABC/Toronto's Caps and Spelling

- ABC (accredited business communicator)
- Aboriginal Peoples
- accreditation
- advertising and sponsorship portfolio
- African-American
- Agency
- AIP
- a.k.a
- alderman, alderwoman (Ald.)
- alumnus, alumni
- a.m., p.m.
- ambassador
- American Marketing Association (AMA)
- American Society of Association Executives
- Ampersand
- Analyze (not se)
- anglophone (lower case)
- any time (2 words)
- APR (accredited in public relations)
- Appreciative inquiry (AI)
- association management portfolio
- audience
- audiovisual
- author's alterations (Author's Alts)
- banner advertising
- black
- BlackBerry
- blog(s)
- blogger
- blue
- bumf (papers, documents)
- byline
- byte
- C (use in Canadian currency C\$100)
- CAE (Canadian certified association executive designation)
- Canadian Marketing Association (CMA)
- Canadian Public Relations Society (CPRS)
- cancellation
- Cancon
- career development portfolio
- CareerLine
- catch-22

- Cdn (use only with dollar figures, \$1,400 Cdn)
- CD-ROM
- Cellphone
- Celcius (-30 C)
- Centimeter (not er)
- CEO
- chapter communications
- Cision (formerly Bowdens)
- CNW Group (*formerly Canada NewsWire*)
- communications plan
- *Communicator* (always italic when referring to IABC/Toronto publication)
- *Communication World*
- communicators (*use to refer to IABC members, not public relations practitioners*)
- community relations
- comprehensive (comp.)
- computer
- computer telephony integration
- connoisseur
- copy
- corporate social responsibility (CSR)
- councillor (for city councillor), counsellor (for lawyer)
- court—Capitalize superior courts but not lower courts (e.g., Ontario court of justice, Federal Court)
- CMYK (cyan, magenta, yellow, black)
- Cramer & Company Ltd.
- crisis, crises
- criterion, criteria
- criticize
- cyan
- data (plural)
- databank, database
- dateline
- de rigueur
- design
- desktop publishing (DTP)
- dial up (v), dialup (n)
- digital printing
- digital proofs district
- discernible (not able)
- dissociate (not disassociate)
- dived (not dove)
- dos and don'ts
- dot-com
- e-commerce
- effect (n. result) (v. bring about)

- editing/copy editing electronic files
- electronic mail
- electronic press kit (EPK)
- e-Lert, e-Lerts
- e-mail
- emcee (use MC)
- endeavour
- en route (2 words)
- euro(s) currency
- evaluation
- executive vice-president (EVP)
- external communications
- extranet
- face-to-face communications (*but the issues will be discussed face to face*)
- fall (season)
- FAQs
- faux pas
- favour, favourite
- fax
- film
- film proof
- finance portfolio
- First Nations
- for-profit
- freelance (v and n)
- fulfil (not fulfill)
- full time (a full-time job)
- full member
- 500 club member
- fundraising (no hyphen)
- gauge
- gigabyte
- gigahertz
- global positioning system (lc or GPS)
- Google, Googled
- government relations
- governor, governor-in-council
- groundswell
- half, one-half, half a dozen, a half-dozen
- health care
- honour, honorable, but honorary
- hors d'oeuvre (sing and pl.)
- Human Resources Professionals Association (*HRPA, formerly HRPAO*)
- hyperlink
- hypertext markup language (HTML)

- IABC/Toronto – Not IABC (Toronto)
- IABC/Toronto members
- immediate past president
- inaccessible (not able)
- inadmissible (not able)
- inadvertent (not ant)
- indispensable (not sible)
- infinitesimal
- information highway (lc)
- interactive television
- interactive voice response (IVR)
- internet Protocol (IP)
- international
- Internet
- Internet browser
- Internet service provider (ISP)
- Intranet
- IPod (not iPod)
- Judgment (not judgement)
- JavaScript
- Keynote (no hyphen)
- knowledgeable
- labour
- layout
- logo
- login (not log in)
- long-term
- Loonie
- lowercase
- magenta
- marketing
- Marketwire (*formerly CCNMatthews*)
- Master Communicator (MC)
- MAVERICK Public Relations
- media kit (not press kit)
- media relations (not press relations)
- MRP™ (*Media Relations Rating Points, previously called MR²P*)
- media training
- members
- messages
- metre (no period)
- micro site
- millennium
- modem
- mouse over

- Ms.
- Munch ‘n’ Mingle (*not munch & mingle or munch ‘N’ mingle*)
- networking
- News Canada (2 words)
- news conference (not press conference)
- news release
- newsletter
- newswire
- non-members
- not-for-profit
- offline
- offset printing
- one-time
- online
- Ontario Legislature
- organize
- OVATION Awards (*Note: OVATION does not have an “S” on the end.*)
- Panel, panellist
- Pantone Matching System (PMS)
- Part time
- passcode
- password
- phenomenon, phenomena
- podcast
- PollStream
- Post-secondary
- Premier (*but premiere if it means the “first”*)
- president
- press proofs
- Prime Minister
- Proofread
- Publicly (not publically)
- public relations (PR)
- publics
- qualitative
- quantitative
- regional
- Registered Graphic Designer (RGD)
- Remuneration
- Request for Proposal (RFP)
- Resolution
- Ringtone (one word)
- RGB (red, green, blue)
- RSS (Really Simple Syndication)
- RSVP

- search engine
- sergeant
- sizable (not eble)
- site map
- social media
- software
- spam
- Special Interest Group (SIG)
- spellbinder
- sponsorship
- stakeholders
- startup
- streamline
- student chapters
- symposium
- telecommunication
- template
- think-tank
- 3-D
- T.O.
- to a T
- top-notch
- tranquillity
- transitional membership
- unco-operative
- unco-ordinated
- URL
- US (with currency)
- U.S. (not U.S.A.)
- uniform resource locator (URL)
- upload
- user ID
- username
- vice-president (VP)
- voice messaging
- well-being
- web authoring
- web master
- web page
- website
- Wi-Fi
- WordFest
- Word of Mouth (WOM)
- World Wide Web (WWW)
- Zip files

Commonly Misused Words and Expressions

- aggravate (make a bad situation worse) irritate (annoy)
- allude (refer to) elude (escape)
- allusion (indirect reference) illusion (false impression)
- alternate (one after the other) alternative (one or the other)
- biennial, bimonthly, biweekly – these terms are ambiguous, use every two years, twice a month, twice a week.
- compare to (liken to) compare with (check similarities and differences)
- complementary (serving to complete) complimentary (free)
- discreet (circumspect) discrete (separate, abstract)
- disinterested (impartial) uninterested (not interested)
- immanent (pervading, inherent), imminent (impending)
- imply(suggested though not expressed) inferred (deduced from evidence)
- ingenious (clever), ingenuous (frank)
- irregardless (should be regardless)
- principal (main, most important, school leader) principle (fundamental belief)
- rational (sensible), rationale (statement of reasons)
- re-sign (sign again), resign (quit)
- silent “h”: only four words and their derivatives begin with a silent “h”: heir, honest, honour and hour, requiring “an”

Communications Terminology

B-Roll: video footage created by an organization to serve as background in a television news story. This can be provided to news organizations which are unable to send a camera to a media event or need context for a larger story.

Communications plan: A document outlining the audiences, communication objectives, strategy, tactics, timeline and sometimes, budget, that will be used to achieve an organizational goal.

Community relations: Reaching out to community stakeholders such as local residents or community groups to educate and involve them in decisions that affect their community. Community relations builds consensus among stakeholders, reducing active opposition.

Crisis communications: Responding to crisis situations in a measured, strategic way with communications to minimize the negative effects of the situation on an organization's image.

Editing/copy editing: An integral part of producing written materials that are clear and easy to understand. An editor checks for correct use of grammar and spelling, and appropriate vocabulary and tone. Copy editing also involves writing headlines and cut lines for photos, and making text fit in the space available in a newsletter, brochure, e-mail (e-Lert), website or other written form. Communicators may edit the writing of others in an organization, or may write and edit materials themselves.

Evaluation: Establishing clear goals for communications/public relations campaigns is an important part of any plan and provides a basis to measure the success of the campaign. There are many ways to do this, including the use of surveys, media coverage and sales figures.

External communications: Communications to external stakeholders to educate, increase awareness and generate acceptance regarding a product or program. Communications strategies may include media relations, special events, investor relations and community relations.

Government relations: Determining how government policy, including laws and regulations, affect an organization; establishing an organization's views on policies; and communicating views about public policy to government representatives.

Internal communications: Any communications method aimed at informing, educating and motivating employees or members within an organization. Communications vehicles may include newsletters, an intranet, employee events, surveys, staff meetings and information sessions, and a forum for two-way communications with senior management.

Investor relations: Specializing in communicating with an organization's investors. This includes educating publics, motivating and cautioning investors, providing profiles of investment counsellors and case studies of successful investing. To become a communicator in this field, some employers require completion of the Canadian Securities Course, which is provided by the Canadian Securities Institute.

Issues management: Identifying and monitoring issues that could affect an organization

and preparing and recruiting appropriate spokespeople to speak on behalf of issues to influence the outcome.

Marketing: The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Media relations: The ongoing process of establishing and maintaining relationships with journalists who cover issues of relevance to an organization and/or business. The objective is to convey key messages of the organization. Media relations practitioners may act as primary spokesperson for an organization, or can conduct media training to educate others about how to effectively interact with the media.

MRP: Media Relations Ratings Points: developed by News Canada, MRP is the Canadian standard for measuring and evaluating editorial news coverage. It is endorsed by IABC Canada, Canadian Public Relations Society, Canadian Council of Public Relations Firms and News Canada. See www.mrpdata.com

Media training: Training people to speak effectively to the news media for print, radio and television broadcast. Media training often involves using cameras to simulate mock media interviews.

Messages: Something an organization wants to communicate to an audience about itself. For example, “We care about the environment,” might be the message behind the announcement of a new recycling program.

Media conference: An event announcing a newsworthy decision, report or activity to the news media in a forum where reporters are invited to receive information directly from the organization’s spokespeople and ask questions. A media conference is more expensive, requires more organization and takes up more of the reporters’ time than sending out a media release. Therefore, media conferences are only held for major announcements.

News release: A short report, usually up to two pages (one preferable), describing an event, an announcement, a discovery or the results of a study, that the organization believes the public should know about. It could include quotes from executives and others in the organization involved with whatever is being announced and the names and phone numbers of media relations and other staff who can be contacted to answer questions and provide quotes. A news release can be accompanied by a backgrounder, which is a separate report that provides more details about the announcement. Distribution is handled by e-mail, fax, or a news wire service.

Media kit: Information distributed to journalists, usually including a news release, background information, and photos to assist the media in preparing a news article or broadcast. It can be printed or electronic.

Publics or audience: Any group of people interested in an issue, or a segment of society one seeks to interest. Audiences could be employees, customers, shareholders, interest groups, governments or other “publics” outside an organization. The most effective communications campaigns usually focus on a set of publics rather than attempting to reach everyone all at once.

Public relations/communications: The terms “public relations” and “communications”

are often used interchangeably. Public relations explains an organization's actions and policies in a focused, consistent and credible manner, to both employees and publics outside of the organization. The result is an informed and motivated workforce, a well-recognized brand name and a favourable public image. Effective communications can help any business make its products and services stand out from the rest.

Qualitative methods: Survey research used to explore consumer reaction to ideas, issues and new products, in a forum that allows for in-depth feedback through interviews or focus groups.

Quantitative methods: Survey research, usually conducted by phone or written questionnaire, to determine or measure the proportion of a specified audience who hold a particular viewpoint or behave in a particular way, and the intensity with which the opinion is held or the behaviour is performed. Quantitative designs are chosen for evaluating concepts, testing products, testing advertising and monitoring product performance.

Sponsorship: An organization donates money or other resources for an event or program in return for public recognition of its contribution. This often includes placing the corporate logo/ brand mark on signs, advertisements and printed material associated with the event. Sponsorship helps an organization demonstrate good corporate citizenship, and conveys the message that the organization cares about the communities in which it does business.

Stakeholders: An audience or public who becomes involved in the activities of a public or private business because they have an interest, or a stake, in the activities of that business. Stakeholders might visit information centres, attend public meetings, make phone calls, write letters (e.g., to business owners, government legislators, etc.) and speak to the news media.

Student chapters: Students in a communications program can organize a student-based chapter. Students who wish to create their own chapter must fulfil specific guidelines from IABC, including a minimum population of 10 students, be sponsored by a practitioner-based IABC chapter and have a faculty adviser, who is a full member of IABC.

Survey research: Gathering opinions, perceptions, behaviours and attitudes regarding issues, ideas, products and concepts through qualitative and quantitative methods.

Upload: To transmit data from a computer. For example, if you use a personal computer to log on to a network and you want to send files across the network, you must upload the files from your computer to the network.

Design and Print Production Terminology

Author's alterations: Changes made to the copy after it has been sent to the designer.

Bleed: Extra space designed into the edge of a layout to ensure graphics are not cut off once the document is trimmed.

Comprehensive (comp.): Comprehensive presentation of design concepts and formats.

Copy: Written content provided to designer for incorporation into the layout.

Cropping: The unwanted part of a graphic that is to be discarded, either electronically or by cutting. Usually demarcated by lines or crop marks.

Cyan, Magenta, Yellow, Black (CMYK): Four-colour process inks used to match most colours in the spectrum.

Design: To plan and fashion the form and structure of a communication vehicle; the organization or structure of formal elements in a communication piece.

Digital printing: Printing from a digital device, often without using film and plates.

Digital proofs: Proofs made from final electronic files.

Electronic files: Final files prepared for output in a digital printing device or for output of film for offset printing.

EPS: Encapsulated Post Script, a file format for graphics and pictures that allows the user to scale/resize the image with no noticeable loss in image quality.

Film: Output from digital files used to burn images and text onto printing plates.

Film proofs: Proofs made from final film.

Layout: The organization of visual elements in a logical way to communicate information.

Logo/brand mark: A graphic representation or symbol of a company's name.

Offset printing: Traditional printing using film, plates and an offset press.

Pantone Matching System (PMS): A system of special colour ink formulations.

Portable Document Format (PDF) File: A file format developed by Adobe Systems. Portable document format (PDF) files capture formatting information from a variety of desktop publishing applications, making it possible to send formatted documents and have them appear on the recipient's monitor or printer as they were intended. To view a file in PDF format, you need Adobe Acrobat Reader, a free application distributed by Adobe Systems at www.adobe.com/products/acrobat/readermain.html.

Plates: Metal impressions of the final film used on the offset press to apply inks.

Pocket Pal: Pocket-sized guidebook published by International Paper outlining the history and basic concepts of graphic design.

Press proof: Proofs made on press.

Registered Graphic Designer (RGD): Professional designation for a graphic designer.

Resolution: Quality of image relating to dots per inch and lines per inch (the more dots

per inch, the higher the resolution of an image).

Stock Photo: An image or graphics for use in a layout that was not created with a specific purpose. Stock images are often acquired from a catalogue (online or paper) and have specific, legal usage rights.

Template: Skeletal design layout with consistent grids, type styles and graphics; a pre-made layout ready for insertion of copy and photographs.

Video News Release (VNR): Video content, produced to resemble a traditional news segment, provided to television news stations to provide information on and promote a product or service. News programs can choose to incorporate all or part of the VNR into their broadcast.

ZIP files: A popular data compression format. Files that have been compressed with the ZIP format are called ZIP files and usually end with a .ZIP extension. A special kind of zipped file is a self-extracting file, which ends with an .EXE extension. To open or “unzip” a file, simply open it as you would any other file.

New Media Terminology

BlackBerry: An integrated wireless communications device that can be used to send and receive e-mail, access the Internet, store data and as a cellphone.

Blog: An online, user-created journal that’s typically text based but may include video, audio, photos and links. Entries are usually listed in reverse chronological order and most allow users/viewers to post comments or receive updates via an RSS feed. Bloggers with similar interests often link to one another, creating online communities.

Broadband: A high-speed, high-capacity data transmission channel that sends and receives information on coaxial cable or fiber-optic cable giving it the ability to carry video, voice, and data simultaneously.

Shareware: Software available on the Internet for downloading so you can try it before buying it. It is copyrighted and distributed on a "free-will donation" basis, either via the Internet or by being passed along by satisfied customers.

Byte: unit of computer memory

Extranet: The portion of a corporate website that is available to preferred external partners (customers, clients, vendors, etc.). It usually employs password-protected access

Flash: Software by Macromedia designed to enable web authors to increase the interactivity of a website.

Gigabyte: one billion bytes of computer memory

Google: A technologically-advanced method for finding information on the Internet, its most famous product is a hybrid search engine that ranks the popularity of results that match your keyword search. Google can now be used as a proper name, noun, and verb.

Hyperlink: An element in an electronic document that links to a placeholder in the same document or opens an entirely different document.

Hypertext Markup Language (HTML): An authoring language used to create documents on the World Wide Web. HTML defines the structure and layout of a Web document by using a variety of tags and attributes.

Intranet: A part of a corporate website that is only accessible to employees or members. Intranet sites look and act just like any other website, but the firewall surrounding them protects against unauthorized access.

JavaScript: A scripting language developed by Netscape to enable Web authors to design interactive sites. JavaScript can interact with HTML source code, enabling Web authors to “spice up” their sites with dynamic content.

Megabyte: One million bytes of computer memory

Microsite: A smaller website or offshoot of a larger website that is referenced to and linked in various locations throughout the main website.

Navigational Bar: The left, top or bottom bars in a website, which direct viewers to various locations on the site.

Newsreader: Software that allows users to automatically receive updated information online, typically from a news website or blog.

Podcast: A type of recorded audio or video that is digitally compressed for ease of download. Podcasts can be opened on a personal computer or wireless handheld device and can be transferred to a portable media device like an iPod.

RSS (Really Simple Syndication): An online format for syndicating news from a website or blog. Users copy code into a newsreader, allowing them to check for new postings on a website or blog without visiting the actual site.

Site map: This search tool is the index that lists all Web page sections within a website.

Social media: Online tools and practices people use to communicate opinions, insights, ideas, etc. Common examples include *YouTube*, *MySpace* and *Wikipedia*. Social media often includes elements like blogs and Podcasts. Search engines such as Digg and Technorati have been developed to locate and track social media.

Spam: Electronic junk mail or junk newsgroup postings, or unsolicited e-mail messages.

Uniform Resource Locator (URL): Uniform resource locator (URL) is the global address of documents and other resources on the Internet.

Voiceover Internet Protocol (VoIP): Term for the routing of voice conversations over the Internet (Internet telephone)

Webinar: A workshop or lecture delivered over the Web. It can incorporate various elements including a presentation, audio and video components, and the capability for audience participation.

Web 2.0: A buzzword that describes the hype about the next-generation of Web and Internet applications. Web 2.0 is not a technology but a new way of architecting software and businesses on the Internet.

Website: A site (location) on the World Wide Web. Each website contains a home page, which is the first document users see when they enter the site. The site also might contain additional documents and files. Each site is owned and managed by an individual,

company or organization.

Wi-Fi: A trademark for the certification of products that meet certain standards for transmitting data over wireless networks. It was developed to be used for mobile computing devices, such as laptops but is now also used for more services, including Internet and VoIP phone access, gaming and basic connectivity of consumer electronics such as televisions and DVD players, or digital cameras.

Wiki: a shared website that easily allows users to add, remove, or edit content (e.g. TheNewPR Wiki).

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