

WDM Editorial Style Guide

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The aim of this Guide is consistency in spelling and grammar across all internal and external communications.

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External Reference Links

Where these references differ from this Guide, this Guide is considered correct.

WDM will follow Chicago Style for citations, bibliographic and all other referencing rules:

Chicago Manual of Style

https://www.chicagomanualofstyle.org/tools_citationguide.html

For additional spelling and grammar rules, refer to:

Translation Bureau offers *The Canadian Style Online*

Public Works and Government Services

http://www.btb.termiumplus.gc.ca/tpv2guides/guides/tcdnstyl/index-eng.html?lang=eng&lettr=chap_catlog&page=../srchparbychap

General Rules

- Use a single space between sentences, not two.
- Use Canadian spellings (neighbour, centre); **exceptions:** drought and plow.
- For Internet addresses, do not include <http://www>.
 - [wdm.ca](http://www.wdm.ca) not [http://wdm.ca/](http://www.wdm.ca/)
- **Do not** use serial/Oxford comma (comma before and in a list of three or more items) unless necessary for clarity.
 - Apples, oranges and pears.
not
Apples, oranges, and pears.
- Reject colonial language. i.e. First Nations, 'hold' traditional territories, not 'held'.

Referring to the WDM

- Write WDM/Western Development Museum before location
 - When abbreviating: WDM Saskatoon
 - When writing full: Western Development Museum - North Battleford
 - Use WDM not Branch.
 - Visit the WDM Saskatoon today!
 - There are four WDM locations in Saskatchewan.
 - Capitalize 'M' in Museum when talking about the WDM or any one of the WDMs
 - Please do not run in the Museum.
 - It is a well-known fact that all museums are awesome, but our Museum is the best.
 - Capitalize the 'C' when referring to the Collection.
 - The WDM Collections represent the cultural, agricultural and industrial history of Western Canada.
 - The Permanent Collection consists of artifacts that illustrate the cultural, agricultural and industrial history of Saskatchewan and its people
 - The possessive form of WDM is Museum's *not* Museums'.
 - Capitalization of job titles for business cards, posters, press releases, etc... when defining the employee's title:
 - Chief Executive Officer Joan Kanigan
- When using the person's title in a sentence, there is no capitalization, unless at the beginning of the sentence:
- Joan Kanigan, chief executive officer at the WDM, opened the new exhibit.
 - WDM Chief Executive Officer Joan Kanigan, opened the new exhibit.
- Italicize exhibit and travelling exhibit titles:
 - Visit *In A Prairie Attic: Bladon Family Toys* today!
 - Eaton's *Once Upon A Christmas*
 - WDM Saskatoon's *Boomtown Street*
 - Do not italicize program/event names

- Do not capitalize 'm' in members
- 'The' precedes WDM or Western Development Museum
 - In Remembrance takes place tomorrow at the WDM Moose Jaw
- Italicize *Sparks*
- Capitalize gallery names. Land Gallery, Rail Gallery, Transportation Gallery, etc
- *Heritage Village* not NB Village or Village
- *Boomtown Street* not Boomtown's street

Captions

When using captions on images for marketing materials, *Sparks*, blogs, social and some education materials use the following:

For photos of WDM artifacts, the caption should contain the name of the artifact and the accession number. The accession number should appear in italics.

Ex. Snowplow, *WDM-1977-MJ-17*

For photos from the Dr. George Shepherd Library, the caption may contain a description of the photo but must contain the photo accession number or name (as not all photos have accession numbers). If the photos are from a specific Collection, then the Collection must be listed as well.

For internal publications, abbreviated captions maybe used as follows:

Ex. WDM Barton Collection 04043 (for photos from a Collection like the Barton Collection)

Ex. WDM-1973-NB-2792

Ex. WDM GSL 1-X-1

For external publications, a full WDM caption should be used:

Ex. Western Development Museum, Barton Collection 04043 (for photos from a Collection like the Barton Collection)

Ex. Western Development Museum, WDM-1973-NB-2792

Ex. Western Development Museum, George Shepherd Library 1-X-1

For photos taken by WDM staff of events, for promotional or educational use online or in printed materials like *Sparks* and the Annual Report, the photos **do not** need to be credited as WDM photos.

The term Photo Credit shall be used when crediting photos while the term Image Credit shall be used when crediting drawings, illustrations, artwork, cartoons, etc.

Note: Exhibit signs may contain full image credit captions dependent on the sign content and image source. This is at the discretion of the Director of Exhibits and/or Chief Curator.

Consistent Wording

- Tours vs Visits:
Do not use “general tour” or “self-guided tour” to mean non-guided or general *visit*.
- Group Booking:
 - Application form: implies a class or group may not be selected, there may be limited space available, implies urgency/deadlines.
Use for all education programs.
 - Registration form: implies a formal process where information about the individual is needed.
Use for public workshops and camps.
 - Booking form: Use for groups coming for a general visit.
- Demonstrations:
 - Hands-on Activity: You will have an opportunity to do it.
Ex. Butter-making
 - Program: Structured educational program.
Ex. Grade 4 Harvest Program
 - Demonstration: Watch and learn only
Ex. Blacksmithing on Boomtown or harvesting at TWTD.
- Harvesting vs Threshing:
For event/program name and public facing materials, use “harvest.”
- Teacher vs Educator:
Using “educator” is a more inclusive word that can include teachers, educational consultants, school administrators and homeschool parents.
- When referring to groups
 - Preferable: Students, folks, folx, Grade ?s, Name Of School/group, people, everyone, they, them, visitor, camper
 - Less preferable: kids/children (for older grades)
 - To be avoided: Boys and girls (implies binary genders), “guys” (gendered)
 - Preferable: BIPOC for Black, Indigenous and People of Colour

Building Names (as they refer to the WDM)

Heritage Farm and Village - WDM North Battleford

The word “family” is included consistency, clarity, and warmth.

- Optometrist Office
- Dentist Office
- Bank
- Law Office
- Telephone Office
- Jakob Marjan’s Shoe Repair Shop [Brick Building]
- Co-op Store
- Rural Municipality Office
- Ukrainian Style House
- Hamelin Family House
- Harris Family House
- Edwin Wells Storage Building
- Brinkhurst Family Barn
- McLaren Family Farmhouse
- Holy Trinity Ukrainian Greek Orthodox Church
- Grain Elevator
- North-West Mounted Police Outpost
- Sawmill
- Pole Shed Storage
- Militia Building
- St. Luke’s Roman Catholic Church
- Fire Hall
- Blacksmith Shop
- Harness Shop
- John Deere Implements
- Grey Schoolhouse
- St. Mary’s Anglican Church
- St. Anthony’s Roman Catholic Church
- Barber Shop
- Doctor’s Office and Drugstore
- Garage
- Board of Trade
- CNR Railway Station

WDM Clubs and Event Names

Volunteer Club and Partner Names and Acronyms - acronyms to be used internally only

- Pioneer Threshermen’s Club (PTC)
- Women’s Auxiliary (WA)
- Saskatchewan Lego Users Group (SLUG)
- WDM Volunteers Association Inc.* (WDM North Battleford group)

*This is the official club name and must be referred to as above.

Event Names

- Pion-Era (not Pionera, Pion-era)
- Boo Town (not Bootown, Boo town)
- Those Were The Days (not TWTD, Those Were the Days)

Titles and Proper Names

Capitalize complete titles, proper names, trade names, names of associations, companies, clubs, religions, languages, nations, races, places and street names:

- the Government of Saskatchewan; but the provincial government
- the Government of Canada; but the federal government
- the University of Saskatchewan; but the university
- IMPORTANT - the Western Development Museum; use the Museum

Titles that precede a proper name are capitalized:

- Prime Minister R. B. Bennett
- Premier Tommy Douglas

Indigenous Terms:

- Use the term Indigenous, not Aboriginal or Indigenous Canadians
- Capitalize Indigenous, Elder, Chief, Oral Tradition, Treaty, Traditional Knowledge and Knowledge Keeper.

Full titles are capitalized:

- Tommy Douglas, Premier of Saskatchewan

Rule of thumb: When using 'the' and only part of the full title, no capitals are needed.

- The premier went to the football game.

Titles of books, newspapers, magazines, movies, poems, television series, and short films are to be italicized.

- I read a timely article in the *Star Phoenix* today.
- I recently read Thompson M. Mayes's book *Why Old Places Matter*.
- My favourite movie is *Gone With The Wind*.
- CTV is airing a *Corner Gas* marathon.

Author names are never italicized or underlined.

When referring to a media outlet write it out as you would any other text.

- I went to Global Saskatoon for a meeting today.

Band names/singers do not need to be italicized, but song titles require quotation mark.

- "9 to 5" by Dolly Parton is a true classic.
- Has "Let It Be" by The Beatles ever been recorded by any other artist?
- Featured entertainment for the Pion-Era Sunday Brunch are The Cottonpickers.

When referring to trademarked games the names/titles should be capitalized and italicized.

- *Monopoly*
- *Sorry*
- *Operation*

Capitalization

All ethnicities should be capitalized

- White not white
- Black not black
- African Canadian is the preferred term over Black but either term is acceptable.

When referring to a community of people:

- The Deaf Community, not deaf community

This should be capitalized with reference to the Deaf Community, but not necessarily when referring to deafness more generally; the Deaf Community is a specific segment of hearing impaired people and do not represent all hearing impaired people.

Place Names

When referencing Canadian provinces, either write in full or use postal abbreviations without periods:

- ON, AB
- Morse, SK

Saskatchewan communities:

- When writing for a Saskatchewan audience: Morse
 - When writing for larger audience (i.e. national magazine): Morse, Saskatchewan
- NOTE: *Sparks* is considered a Saskatchewan audience.

First Nations:

- Use the whole name of the First Nation, i.e. Whitecap Dakota First Nation
- Do not use “reserve”, “reservation” “band”, “tribe”, or “native” to describe a First Nation, unless when quoting from a historical primary source.

When referencing places in the United States, they will be listed as City, State, Country.
Ex. Dubuque, Iowa, USA

When referencing places outside of Canada or the United States they will be listed as City,
Country
Ex. Paris, France

Abbreviations

In general, avoid introducing unfamiliar acronyms if they are to be used only once or twice. When in doubt, spell it out.

Do not use periods for well-known acronyms:

- CBC, CPR, RCMP, USA or US

The abbreviation for “no date” has no space between initials:

- n.d.

Abbreviation for “circa” should be:

- c. (not ca.)

Abbreviate “horsepower” in the title of a sign; spell out in the body of a sign:

- hp (no periods)

Omit periods in abbreviations for university degrees:

- Bachelor of Arts, BA
- Master of Arts, MA
- Director of Philosophy, PhD

When referring to gender and sexuality diversity, people and communities, use the acronym:

- 2SLGBTQ+

Addresses

When writing an address:

- Put information such as title or floor above the street address.
- Put a hyphen between the unit/suite/apartment number and the street number. Don't use the # symbol.
- Abbreviate the street type. Example: “Ave” for “Avenue.”
- Abbreviate the street direction. Example: “SE” for “Southeast.”
- Put the city, province and postal code on the same line.
- Abbreviate the province. Example: “ON” for “Ontario.”
- See a complete list of abbreviations for provinces and territories.
- Separate the first and last 3 elements of the postal code with a space. Don't use hyphens.
- Put one (1) space between the city and province.
- Put two (2) spaces between the province and the postal code.

For examples, refer to:

https://www.canadapost.ca/web/en/kb/details.page?article=how_to_address_mail_&cattype=kb&cat=sending&subcat=generalinformation

Numbers and Measurements

Phone numbers:

- 306-934-1400 not (306) 934-1400 or 306.934.1400

Spell out whole numbers below 10 and use figures for 10 and above. Avoid starting a sentence with a number; if you must, spell it out. Spell out numbers in fractions:

- About 200 students attended the seven sessions.
- Pour one-third of the liquid into the pot.
- Exception: land descriptions, school grades (Grade 2)

When writing about money, use the \$ symbol. Do not use decimal points on dollar amounts. The exception is for dollar amounts with cents. For thousands, use commas. When referring to denominations smaller than a dollar, write cents:

- \$3 (not \$3.00)
- \$3 per person not \$3/person
- \$1.90
- \$1,000 (not \$1000.00)
- \$24-million budget
- lemonade costs five cents (not 5¢)

\$\$\$ is not an acceptable replacement for words such as dollars or money.

Units of Measurement

- Use the metric system for most measurements, followed by the imperial system in parentheses. The exceptions are acres, bushels, bore and stroke.
 - He built a 4 x 6 metre (12 x 20 foot) shack.
 - This 12.5 metre (41-foot) flatcar has a carrying capacity of 50,800 kilograms (50 tons).
 - Wheat sold for \$2.21 per bushel
 - 320 acres of land
- For metric unit spellings and capitalization rules, refer to:
The Canadian Style Online
<http://www.btb.termiumplus.gc.ca/tcdnstyl-srch?lang=eng&srchtxt=km%2Fh&i=1&cur=1&nbr=&comencsrch.x=0&comencsrch.y=0>

Dates and Times

For dates, use month, day and year. Do not abbreviate the month. When using only the month and year, do not separate with a comma:

- February 9, 1920
- January 1997 was a watershed month (no comma)

For a period of time (from x until y), use an en (short) dash with spaces on each side of the dash:

- September - December
- September 12 - December 15
- 1945 - 47 not 1945-1947

Avoid using ordinal numbers in dates:

- February 20 not February 20th
- January 3 not January third
- *Unless* the number comes before the month, usually preceded by word ‘the,’ as in the Fourth of July

When referring to decades, do not use an apostrophe:

- 1960s not 1960’s

When writing the time, use this formula:

- Monday - Friday 8:00 am - 9:00 pm
 - Write out full time (not 8 am)
 - Space between time and am/pm
 - Lower case am/pm, no periods
 - En dash (short dash)
 - Spaces around dash
- Do not write “o’ clock”
- 12:00 pm (not 12:00 noon or 12 noon)
- If both times are am or pm, first am/pm can be omitted.
 - 6:00 - 7:00 pm

Punctuation

Use quotation marks for emphasis sparingly.

Hyphens are useful for avoiding ambiguity. Use a hyphen to join two or more words serving as a single adjective modifying a noun. Do not use a hyphen with words ending in -ly.

- low-cost fuel
- well-known
- school-age children
- 12-bottom engine gang plow

Use hyphens with ex-, self-, all- and post-. Some words which begin with co- also take a hyphen, such as co-worker.

Punctuation marks go inside quotation marks.

An ellipsis indicates an omission from a text or quotation. Use three periods ... like this. An ellipsis at the end of a sentence includes the period, like this”

Use of Apostrophes

Using the possessive apostrophe implies the event belongs to the holder. (i.e. Kids' Shopping Night means the shopping night belongs to the kids.) When not using the possessive apostrophe describes the event i.e. Kids Shopping Night means the type of shopping night is a kids one.

- Kids' Secret Shopping, not Kids Secret Shopping or Kid's Secret Shopping
- Members' Night Supper, not Member's Night Supper or Members Night Supper

Do not use possessive apostrophe in relation to Indigenous peoples. Ex. Use Indigenous People in Canada, not Canada's Indigenous Peoples.

Use of Ex. and i.e.

There is a difference between Ex. and i.e.

Think of it this way - Ex. is used when you are writing examples. i.e. is another way to say 'in other words.'

After work, I'll walk over to that new restaurant, i.e., Pink Cadillacs.

After work, I'll walk over to a new restaurant, Ex., Pink Cadillacs or Shoeless Joes.

When using examples, always use Ex., do not use:

- ex.
- eg.
- e.g.

Lists

For easy readability (Ex. posters, website information, job descriptions) lists will be written as follows:

This is the sample:

- Going to the store.
- Going to the theatre.
- Going to the park.

If you are writing a formal paper, blog, etc. please write as follows:

This is the sample:

- going to the store;
- going to the theatre; and
- going to the park.

Commonly Used Words/Phrases/Abbreviations

Use Canadian spellings (neighbour, centre); **exceptions:** drought and plow.

A

am (lowercase - no periods, no space)
analyze (not analyse)
archaeology
artifact (not artefact)
Auxiliary (see Women's Auxiliary)

B

boxcar
behind-the-scenes
bread-baking
butter-making

C

c. (abbreviation for circa)
carolling
catalogue not catalog
centre
centred on (never centred around)
cheque (as in money - never check)
coordinate
cooperate

- exceptions: the Co-operative Commonwealth Federation, the Co-op, and co-op programs

Cut Knife (not Cutknife)

D

drought
defence (unless in proper title)

- defensive
- defenceless
- defensemen (football - CFL Roughriders, hockey - NHL)

E

eastern Canada (geographical context)

- Eastern Canada (political context)

enrolment (follows Saskatchewan Government spelling)
email (no hyphen)

F

farmhouse
favourite
fibre
firebox
First Nations
First World War (not WWI or World War One)
firsthand
flatcar
flavour
flour-grinding (two words, hyphen)

G

gas-powered (hyphenate)
get-together (hyphenate)
GIF (file extension for an image or graphics file)
good-bye (hyphenate)
Grade 2 (not grade two or Grade II)
Grandma, Grandpa (not Gramma, Granma or Grampa)
grey (not gray)

H

half-day
Halloween (not Hallowe'en)
handmade
hand-crafted
hands-on
health care (two words)
high-quality
homemade
homemaker
home-grown
home-cooking
honour
horse-drawn
horse-drawn wagon rides (not horse and wagon rides)
horseshoe
horsepower
hp (abbreviation for horsepower, no periods)

I

ice cream
ice cream making
in-depth

Indian Act
Internet
in-service

J

JPG (file extension for an image or graphics file)

K

km/L
km/h

L

licence (noun, as in “I got my driver’s licence” – as per SGI)
license (verb, as in “registration, licensing, claims” – as per SGI)
Litre (capitalized)
log book (as in Steam Log Book)

M

Medicare (capitalized)
Métis
metre (abbreviated with lower case m)
Morse code
mpg (miles per gallon)

N

‘n’ (abbreviation for “and” as in Rock ‘n’ Roll)
n.d. (abbreviation for “no date” has no space between initials)
North-West Mounted Police
1885 North-West Resistance (not Rebellion, hyphen as per Encyclopedia of Saskatchewan)
North-West Territories (pre-1905)

O

offence
• offensive
old-fashioned (not old-fashion)
old-time (not old-timey)
online
one room (one room schoolhouse)
out buildings
outhouse
organize (not organise)

P

PDF (file extension for a portable document format)
Plains Cree
plow (*not* plough)
pm (lowercase - no periods, no space)
pot-bellied
pow wow
practise (verb) and practice (noun)
prerequisite (not pre-requisite)
preschool (as per Saskatchewan Government)
program (except in proper names: Distinguished Writers Programme)
Provincial Archives of Saskatchewan

R

railway (preferred over railroad)
railway station (not train station)
re-branding
rock 'n' roll
rope-making
recognize (not recognise)

S

schoolhouse
scrip (not script, for Métis)
Second World War (not WW2 or WWII or World War Two)
semi-annual
sing-along (hyphenate)
sizable (not sizeable)
snowplane (not snow plane)
Sparks
steam-powered (hyphenate)
storytelling

T

thank-you or thank you, depending on use:
 Thank you for your support.
 I want to send a thank-you.
theatre
travelled (not traveled)
travelling (not traveling)
t-shirt
Treaty (capitalize)

V

voice mail

W

WDM website (not WDM's website)

website

weekday

weekend

West (the West; the Canadian West)

western Canada (geographical context)

- Western Canada (political context)

Western Development Museum

Wi-Fi (not wifi)

Women's Auxiliary (This is the spelling of the Saskatoon WA from their constitution)

Workstation (one word)