

## **WESTERN NEWS STYLE GUIDE**

The Western News Style Guide is designed to offer consistency and clarity in writing style for all content developed by Western Communications. While developed specifically for Western Communications, the guide is available to all members of the Western community as a helpful reference. Style rules for formal material such as letters, invitations, certificates and the like can differ from these guidelines.

If not listed in this guide, Western follows Canadian Press (CP) for style and Oxford Canadian Dictionary of Current English for spelling. Deviations and variations from these external references specific to Western can be found in the Western News Style Guide.

We consider this a living document that will be updated on an ongoing basis, when necessary.

## **HOW TO USE THIS GUIDE**

This guide focuses on items more commonly encountered in storytelling and writing Western-related content. The content is divided into three chapters:

- Acronyms, abbreviations and short forms
- Capitalization
- Writing Style.

For easy reference, important keywords are bolded and ordered alphabetically. Each numbered line pertains to usage, style and formatting related to these keywords.

Please forward questions, comments, additions or concerns to [newseditor@uwo.ca](mailto:newseditor@uwo.ca).

## **RELATED RESOURCES**

[Western Libraries: Inclusive Language Guide](#)

[Office of Indigenous Initiatives: 12 Ways to Engage in Truth and Reconciliation at Western](#)

## Acronyms, abbreviations and short forms

1. In general, spell out the word in the first reference followed by their acronyms in closed parentheses, then use acronyms in succeeding reference.  
E.g., Organizers hope the event can be held in the University Community Centre (UCC). If booked, or otherwise busy, the event will move from the UCC to University College.

When a word is referenced only once in the whole story, acronyms are not necessary.

2. Use full name on first reference and short form in succeeding reference for **affiliated university colleges**.  
Brescia University College (Brescia)  
Huron University College (Huron)  
King's University College (King's)
3. Official **building names** are capitalized. Write full name in first reference, then the abbreviation or acronym in succeeding reference. For a list of Western's buildings and their acronyms, refer to this [building list](#) from the Office of Institutional Planning and Budgeting.
4. Spell out **days of the week**.
5. It is acceptable to spell out or abbreviate academic **degrees**, depending on the context. University degrees are lowercase except when abbreviated. When abbreviating a degree, omit periods and punctuation marks.  
E.g., bachelor of arts, master's degree, doctor of philosophy, MA, PhD

When referencing a Western graduate, include degree and year of graduation, following the last name separate by a comma.

E.g., Jane Smith, MA'10, is now pursuing doctoral work at Harvard University.

### ***undergraduate degrees***

bachelor of arts - BA	bachelor of music - BMus
bachelor of arts (human ecology) - BA(HEc)	bachelor of science - BSc
bachelor of education - BEd	bachelor of science (Foods and Nutrition) - BSc (FN)
bachelor of engineering science - BESC	bachelor of science (Human Ecology) - BSc(HEc)
bachelor of fine arts - BFA	bachelor of science in Nursing - BScN
bachelor of health sciences - BHSc	bachelor of social work - BSW
bachelor of management and organizational studies - BMOS	bachelor of theology - BTh
bachelor of medical sciences - BMSc	juris doctor - JD

### ***graduate degrees***

doctor of musical arts - DMA	graduate diploma - GDip
education - professional – MPEd	master of arts - MA
education - professional - EdD	master of business administration - MBA
executive master of business administration - EMBA	master of clinical science - MCISc
	master of clinical dentistry - MCID

master of data analytics - MDA  
master of divinity - MDiv  
master of education - MEd  
master of engineering - MEng  
master of engineering science - MEng  
master of environment & sustainability -  
MES  
master of financial economics - MFE  
master of fine arts – MFA  
master of health information science -  
MHIS  
master of laws - LLM  
master of library and information  
science - MLIS  
master of management of applied  
science - MMASc  
master of media in journalism and  
communication (MMJC)

master of music - MMus  
master of nursing - MN  
master of physical therapy - MPT  
master of public administration - MPA  
master of public health - MPH  
master of science - MSc  
master of science in foods and nutrition -  
MScFN  
master of studies in law - MSL  
master of science in nursing - MScN  
master of science in occupational  
therapy - MSc(OT)  
master of social work - MSW  
doctor of dental surgery - DDS  
doctor of medicine - MD  
doctor of philosophy - PhD

***honorary degrees***

doctor of laws (LLD)  
doctor of science (DSc)  
doctor of letters (DLitt)  
doctor of music (DMus)  
doctor of civil law (DCL)  
doctor of divinity (DD)

6. Use full name of **faculties** in first reference, and short form in succeeding references.

Faculty of Arts and Humanities (Arts and Humanities)

*Use ampersand (&) for web and social purposes but write out 'and' in paragraph form.*

Don Wright Faculty of Music (Music)

Faculty of Education (Education)

Faculty of Engineering (Engineering)

School of Graduate and Postdoctoral Studies (SGPS)

Faculty of Health Sciences (Health Sciences)

Faculty of Information and Media Studies (FIMS)

Faculty of Law (Law)

Ivey Business School (Ivey)

Schulich School of Medicine & Dentistry

(Schulich Medicine & Dentistry; Schulich Medicine when referencing the school of medicine alone;

Schulich Dentistry (when referencing division of dentistry alone)

Do not use 'Schulich School of Medicine' or 'Schulich School of Dentistry.'

Faculty of Science (Science)

Faculty of Social Science (Social Science)

>> see capitalization

7. Use the following short forms for the region's **hospitals**

Children's Hospital (no short form)  
London Health Sciences Centre (LHSC)  
University Hospital (University Hospital)  
Victoria Hospital (Victoria)  
St. Joseph's Parkwood Institute (Parkwood)  
St. Joseph's Health Care London (St. Joseph's)  
Regional Mental Health Care London (RMHC London)  
Regional Mental Health Care St. Thomas (RMHC St. Thomas)

**8. Use the following acronyms for Western labour groups**

CTA-UWO - Clinical Teachers Association of UWO in first reference. CTA-UWO thereafter. CTA-UWO represents Clinical Academic Faculty with full-time appointments in the Schulich School of Medicine & Dentistry.

CUPE stands for Canadian Union of Public Employees. Use the acronym in first and succeeding references.

CUPE Local 2361 in all references. CUPE Local 2361 represents employees in Facilities Management who are engaged in the maintenance and service of buildings and grounds at Western.

CUPE Local 2692 in all references. CUPE Local 2692 represents the employees in the Hospitality Services Department at Western.

IUOE - represents the university's Operating Engineers and those individuals engaged primarily as their helpers in the main Power Plant and other remote plants.

OPSEU Local 102 – represents employees in the Western Special Constable Service.

PMA – Professional Management Association in first reference. PMA thereafter. The PMA represents full-time employees engaged on a permanent basis in managerial and professional roles across the university.

UWOFA – University of Western Ontario Faculty Association in first reference. UWOFA thereafter. UWOFA represents full-time professors of the university (other than clinical faculty) and also parttime faculty with duties equivalent to teaching at least 0.5 degree credit course in each of two of the last three fiscal years.

UWOFA-LA – University of Western Ontario Faculty Association. UWOFA-LA represents those employees of the university performing the work of librarians and archivists. Use Librarians and Archivists in first reference. UWOFA-LA thereafter.

UWOSA - University of Western Ontario Staff Association in first reference. UWOSA thereafter. UWOSA represents employees engaged in administrative and research support roles employed on a continuing or sessional (e.g. academic year) basis.

PSAC Local 610 – represents registered graduate students who are engaged in supervised teaching-related activities across the various faculties and schools.

PSAC Local 610 - Unit 2 – represents postdoctoral associates at the university, who are engaged in research and are employees of the university.

SAGE – Select Administrative Group Employees in first reference. SAGE thereafter. SAGE represents university employees engaged in administrative roles that may require access to confidential employment and labour relations information, necessitating their exclusion from the University of Western Ontario Staff Association bargaining unit.

9. Use **2SLGBTQ+** in all references as the inclusive acronym. 2SLGBTQ+ stands for two-spirit, lesbian, gay, bisexual, transgender, questioning and/or queer, and all other gender identities such as intersex, asexual, pansexual, polyamorous.
10. Write full **library name** on first reference, then abbreviations and short forms in parentheses in second reference.  
Archives and Research Collections Centre (ARCC)  
C.B. ‘Bud’ Johnston Library (Business Library)  
Education Library (Education Library)  
John & Dotsa Bitove Family Law Library (Law Library)  
Music Library (Music Library)  
Allyn and Betty Taylor Library (Taylor)  
Map and Data Centre (Map and Data)  
The D.B. Weldon Library (Weldon)
11. Abbreviate names of **months** more than five letters when followed by specific date. Otherwise, spell out.  
E.g., Jan. 1, Feb. 1, March 1, April 1, May 1, June 1, July 1, Aug. 1, Sept. 1, Oct. 1, Nov. 1 and Dec. 1  
January 2020, February 2020
12. Follow CP style guide of using the **professional title** “Dr.” only in cases of a medical practitioner and/or dentist, and then only in the first reference. Do not use Dr. for PhD or doctorate degrees.  
E.g., Dr. John Smith performed the first-of-its-kind operation. Smith said it was his crowning achievement.  
  
Do not use Dr. for **PhD or doctorate degrees**.  
E.g., Western University professor Jane Smith, who has a PhD, now works in Guam as a consultant.
13. The names of **provinces, territories and districts** may be abbreviated when they follow the name of a city, town, village or geographical feature.

Follow CP style for province abbreviations and short forms:

Alberta – Alta.	Nova Scotia – N.S.
British Columbia – B.C.	Ontario – Ont.
Manitoba – Man.	Prince Edward Island – P.E.I.
New Brunswick – N.B.	Quebec – Que.
Newfoundland – N.L.	Saskatchewan – Sask.
Northwest Territories – N.W.T.	Yukon Territories - Yukon

Spell out Nunavut in all references

14. **Research.** For a full list of research centres and institutes at Western, including abbreviations and short forms, [check the Western research page](#).

U15 refers to Canada's leading research-intensive universities. Members include: Western, Alberta, British Columbia, Calgary, Dalhousie, Laval, Manitoba, McGill, McMaster, Montreal, Ottawa, Queen's, Saskatchewan, Toronto and Waterloo. Use U15 in all references.

15. **Sports.** U Sport is the national governing body of university sport in Canada. Use U Sports in all references.

Ontario University Athletics is Ontario's governing body of university sport. Use Ontario University Athletics in first reference, and OUA in succeeding references.

16. Use **Western University** in first reference, then Western on succeeding reference. Although The University of Western Ontario remains the university's legal name, do not use The University of Western Ontario or UWO in any reference. Do not capitalize "university" when standing alone, even in reference to Western.

E.g. Western University issued the statement yesterday. Western officials said the new policy will be implemented next month and the university will move forward with plans in September.

## Capitalization

1. Capitalize official names of **awards and scholarships**  
E.g., Angela Armitz Award for Excellence in Teaching by Part-Time Faculty
2. Capitalize Western's **Board of Governors**, but lowercase when standing alone. Avoid using the acronym BOG to refer to the board.
3. Lowercase **course titles and programs**  
E.g. Her sister is in engineering.
4. Lowercase **committee names**
5. Write **COVID-19** in all caps. Lowercase the general term, novel coronavirus or coronavirus, but capitalize its adopted formal name SARS-CoV-2.

Capitalize names of variants of concerns: Delta, Omicron

6. Capitalize the proper name of **faculties and schools** but lowercase informal or general terms. Do not capitalize **department names**.

E.g., Faculty of Education, but education faculty  
department of anthropology  
Arthur Labatt Family School of Nursing, but nursing school

When referencing departments as standalone terms, lowercase except when containing a proper noun, in which case use uppercase only for the proper noun.

E.g., department of biology; English department; department of Earth sciences

7. Capitalize **formal titles** immediately preceding a name. Lowercase when standing alone or separated from the name. In general, formal titles are those that can be used with the surname alone, including government titles, professional titles, religious titles and military titles.

E.g. President Alan Shepard issued the statement.

Alan Shepard, Western president, issued the statement.

Minister Smith; Bishop Warren; General Murray

8. Capitalize **funded chairs**, but lowercase department chairs

E.g., Canada Research Chair

chair of the department of geography and environment

9. Capitalize **graduating class** references and use full, not abbreviated, date.

E.g., The Class of 1979 gathered to honour their retiring professor.

Lowercase **convocation** in all references, including Western's convocation.

10. **Honorary degrees** are lowercase when spelled out. Use uppercase when abbreviated.

>> see Acronyms, abbreviations and short forms

11. **Indigenous Peoples**. Capitalize in all instances. The term Indigenous Peoples is an all-encompassing term that includes the First Peoples of Canada.

The term Indigenous Peoples is generally used in an international context. The title of the *United Nations Declaration of the Rights of Indigenous Peoples* is a prime example of the global inclusiveness of the term Indigenous Peoples.

First Nation(s) – Capitalize in all instances. First Nation is a term used to describe Indigenous Peoples of Canada who are ethnically neither Métis nor Inuit. This term came into common usage in the 1970s and 1980s and generally replaced the term Indian, although unlike Indian, the term First Nation does not have a legal definition. While First Nations refers to the ethnicity of First Peoples, the singular First Nation can refer to a band, a reserve-based community or a larger tribal grouping and the status Indians who live in them.

First Peoples – Capitalize in all instances. First Peoples is an all-encompassing term that includes Inuit, First Nations and Métis.

Métis - capitalize in all instances. The term refers to a collective of cultures and ethnic identities that resulted from unions between Indigenous and European people in Canada. This term has general and specific uses, and the differences between them are often contentious. It is sometimes used as a general term to refer to people of mixed ancestry, whereas in a legal context, Métis refers to descendants of specific historic communities.

Innu – Capitalize in all instances. Innu are a First Nations group located in northeastern Quebec and central Labrador.

Inuit – Capitalize in all instances. Refers to a member of an indigenous people of northern Canada and parts of Greenland and Alaska.

Native – Avoid using this term when possible

>> More resources are available from the [Office of Indigenous Initiatives](#).

Lowercase **indigenous** when used as an adjective to refer to a thing that is naturally occurring or originating from a place.

E.g. The pawpaw tree is indigenous to southwestern Ontario.

12. Lowercase **internet, website and email** (not e-mail). Capitalize **Twitter**, but lowercase when used as a verb, i.e. tweet, tweeted

13. Capitalize **names of units** at Western

E.g., Western International, Student Experience, Office of Indigenous Initiatives

14. Capitalize the proper names of **nationalities, peoples, races and tribes**.

Capitalize Black in racial reference, but do not capitalize white

In the United States, African-American is also used; in Canada, African-Canadian may be used when necessary for context, but avoid if possible. Use Black or Black Canadians, instead.

15. Lowercase **occupational titles and descriptions**, including officials of companies and organizations.

E.g., The study's co-author, chief scientist Jane Smith, said the research is timely.

16. Write **Orientation Week** in uppercase when referencing Western's Orientation Week. Lowercase general references to first-year orientation week outside of Western.

Use **OWeek** as a short form for Western's Orientation Week.

17. Lowercase **professor** at all times, including when preceding a name.

E.g., Western University professor John Smith may understand the book better than anyone on Earth.

John Smith, a Western University professor, may understand the book better.

18. Capitalize **proper names** of people, places, events, organizations.

19. **Sports**. Do not capitalize sports teams unless it's an official name.

E.g., The women's hockey team took home the title.

The London Knights are playing against the home team.



20. Use **Western University** in first reference, then Western on succeeding reference. Although The University of Western Ontario remains the university's legal name, do not use The University of Western Ontario (or UWO) in any reference.

Do not capitalize "university" when standing alone, even in reference to Western.

E.g. Western University issued the statement yesterday. The university will implement the changes next month.

21. Capitalize **Western Libraries** when referring to Western's entire library system.
22. Capitalize the formal reference to **Western University Senate**, but lowercase senate when standing alone.

*NOTE: If not specified in this WN Style Guide, follow CP style.*

## Writing styles and formats

1. Whenever possible, always use **active voice over passive voice** in sentences. Active voice shows the subject doing the action.

E.g., Jane loves Western.

(Avoid) Western is loved by Jane.

Passive voice is not incorrect; it's just not the best way to phrase your thoughts. Sometimes passive voice can be awkward, vague and wordy. Utilizing active voice can tighten writing.

2. **Bullet lists** must have simple and consistent formatting within a story. Punctuation use and capitalization will depend on the length and type of content. As a general rule, short lists don't need punctuation or need not be capitalized. For standardization, use en dash for lists.

E.g., Features of the new building include:

- a cafeteria
- a library
- a research lab

For longer copy, or those that could stand on their own as a sentence, capitalize the first letter of the first word of each bullet and use a period at the end of each line.

E.g., The research aims to:

- Reduce the risks of post-partum depression in new mothers.
- Provide guidance on how to support new parents.
- Update existing guidelines on post-partum care.

3. Use **commas** to separate elements of a series but not before the final element preceded by "and," "or" or "nor" – except when not putting a comma would cause confusion.

E.g., She bought eggs, bacon and bread.

The research team is investigating how the disease can progress overtime, what the symptoms are, who are likely to get infected, and what the likelihood of survival is.

4. Do not use **courtesy titles** such as Mr., Mrs., Miss and Ms. They should be avoided in all other uses unless deemed culturally necessary for specific documents.
5. Canadian **currency** is assumed in most cases. When clarity is required, use C\$ preceding the figure. When referring to US currency, use US\$ preceding the figure.  
E.g., C\$30 million, US\$20 million

As best practice, always convert foreign currencies to Canadian dollar equivalent and clarify with phrases like “the equivalent of C\$200.”

Other commonly used currency codes, include CNY (China yuan renminbi), EUR (Euro) and GBP (British pounds)

6. **Cutlines/captions** are treated as an independent element, with all names and references requiring first-use rules. Do not assume a reader will read both the story and the cutline. In photos with multiple people, identify individuals from top, then left to right.

For photo attribution, use the following format: cutline (credit: name of photographer/affiliation)

Follow the same format for stock photos

E.g., Members of the Mustangs football team: (top, L-R) John Smith, Tony Soprano, David Coleman; (bottom, L-R) Richard Webb, Chris Martin and Randy Stark. (credit: Chris Summers/Western Communications)

**Datelines and placelines** precede the lead in a story to tell readers where the writer is reporting from and where the story took place. Use placelines only for stories outside London, Ont., AND if a writer is reporting from that location.

7. In general, it should include the city/municipality and province/state, if it’s in Canada and in the U.S. For all other countries, the city/municipality is followed by the country.  
E.g., SURREY, B.C.  
IQUALUIT, Nunavut  
SYDNEY, Australia

Follow the guidelines above, except for these well-known cities in Canada:

CALGARY	REGINA
CHARLOTTETOWN	SASKATOON
EDMONTON	TORONTO
FREDERICTON	VANCOUVER
HALIFAX	VICTORIA
HAMILTON	WHITEHORSE
MONTREAL	WINNIPEG
OTTAWA	YELLOWKNIFE
QUEBEC	

For a list of well-known U.S. cities that don’t require mention of state, refer to the CP Style Guide.

Do not assume all readers are from London, Ont. Always include the province when referring to the city of London, i.e. London, Ont.

8. Avoid using **gendered terms** in alumni references. As best practice, use: alum or graduate, regardless of gender, for singular; alumni for plural

Alumni are referred to by full name, degree and graduation year, if applicable, on first reference, unless in the lede of the story, and by last name only in subsequent references. Program may be included, but not necessary.

E.g., Jane Smith, BA'85, MBA'00, is taking risks in her latest role as chair and CEO. In July 2009, Smith made the transition from president of the organization.

Jane Smith, BA'97 (English and writing studies), is open to talking about her new book.

9. For consistency, always use **en dash ( – )**

Use en dashes in cases of mid-sentence lists that are separated by commas, or in instances when using a comma would be confusing.

E.g., The new program is a cross-faculty collaboration – engineering, health sciences and education – aimed at increasing real-world skillset.

The Smith sisters – Jane and Julia – both went to Western.

10. **Gender-neutral pronouns**

In stories about people who identify as neither male nor female or ask not to be referred to as he/she/him/her, they/them/their is acceptable as a singular and-or gender-neutral pronoun.

Clarity is a top priority; gender-neutral use of singular “they” is unfamiliar to many readers. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person.

Following CP Style, avoid using other gender-neutral pronouns such as xe or ze.

11. **Hyphen**

Use a hyphen when you join two words to form a compound modifier.

E.g., First-year course; part-time studies; government-mandated budget cuts.

In general, a hyphen should not be used to join a prefix to a root/base except to avoid doubling a vowel, tripling a consonant, duplicating a prefix or when the context is confusing or to provide clarity.

E.g., co-operation, co-operate; multidisciplinary; anti-inflammatory

Use a hyphen with the prefix ‘re’ where the word would otherwise be confusing.

E.g., re-coiled the rope (as opposed to recoiled in horror)

re-covered a chair (as opposed to recovered from an illness).

Never hyphenate -ly modifiers.

E.g., Internationally known researcher

Health care/health-care. Use hyphen when used as an adjective followed by a noun. No hyphen when standing alone as a noun.

E.g., The health-care sector needs to be restructured.

Health care is among the topics discussed at a recent meeting.

Hyphenate: post-doctoral, post-graduate, post-secondary

12. Use the Canadian spelling of the word – **honours** – in all instances except when used in the phrase '**honorary degree(s)**,' in which case the u is dropped. This follows a unanimous recommendation of the senate committee on academic policy and awards in April 2019.
13. Use **internship** as a catch-all term used for external, general audiences, including media. Use covers all internships, co-ops and practicums.
14. **Italicize** the titles of books, journals, periodicals, newspapers, pamphlets, proceedings, collections, theses, dissertations, plays, movies, television shows, operas, oratorios, paintings, drawings, sculptures and other works of art.

Italicize words and phrases that are not part of the English language or a foreign language translation of an English word or phrase.

E.g. She graduated *magna cum laude* 10 years ago.

Italicize Indigenous translations, phrases and words.

E.g. The course was initially hosted by Jacobs' community on Walpole Island First Nation (*Bkejwanong*), located southwest of Wallaceburg.

15. When writing **measurements**, Canadian Press suggests using the metric system for most measurements, although it stresses clarity as key to the decision. Much of that clarity is at the writer's discretion taking audience into consideration.

In most cases, when an imperial figure must be used, it should be accompanied by its metric equivalent. If exact measurements are not required, round figure to the nearest whole number.

Do not change quotations to reflect style, simply refer to metric in parenthesis.

E.g. "The float was nearly 100-feet (30-metres) tall," said John Smith. "No wonder it couldn't clear that underpass."

Among the exceptions are more conventional references, such as personal height and weight, two-by-fours, quarter-inch screws, etc.

E.g. Smith, who was a six-foot, 250-pound linebacker for the 1948 Mustangs football team, never fully embraced the change of coaches and transferred the next season.

Speed and distance are expressed in kilometres/hour and kilometres.

Do not mix imperial and metric measurements when possible.

16. When referencing issues of **mental health**, do not describe an individual as ‘mentally ill’ unless pertinent to a story and diagnosis is properly sourced, or it is part of a quote. When used, identify the source for the diagnosis.

Everyone has mental health; mental illness is a term that refers only to diagnosed mental health issues.

Mental illness is a general condition. Specific disorders are types of mental illnesses and should be used whenever possible:

E.g., He was diagnosed with schizophrenia, according to court documents.  
She was diagnosed with anorexia, according to her parents.

Avoid descriptions that connote pity, such as ‘afflicted with,’ ‘suffers from’ or ‘victim of.’

E.g., He has obsessive-compulsive disorder.

17. Use **Mustangs** in reference to athletes and athletic teams, but not for general student population. Avoid using Mustang when referring to a single athlete.
18. Always write the first and last **name** of a person on first reference. Use last name only in succeeding reference, unless first name is needed for clarity (for instance, quoting multiple members of a family with the same last name).  
E.g., Dave and Laura Smith are both Western students. Laura is graduating this year.
19. As a rule, spell out **numbers** between zero and nine, use numerals for 10 and higher.

Always spell out a number that begins a sentence. If the number is large or would be cumbersome to spell out, reword the sentence so the number doesn’t begin it. The goal is readability.

Use numerals for the following: ages; days of the month; degrees of temperature; dimensions; house numerals; percentages; proportions; scores; serial numbers; speeds; sums of money; time of day; votes; and years.

Use “to’ when writing a range of numbers. Avoid using hyphen.

E.g., 15 to 20 / five to six grams of sugar

When writing in digits, use comma to separate figures in blocks of three digits.

E.g., 1,000; 500,000

Use period for decimal marks

E.g., 67.5 per cent; 3.2 points

20. **Per cent** is spelled with two words, not percent. Always use figures and decimals, avoid spelling out numbers and fractions unless necessary for clarity.  
E.g., 1 per cent, 2.5 per cent, 0.6 per cent, 30 per cent, a third of a per cent

Do not use the % symbol in stories.

21. By definition, a **PhD** student is someone who is enrolled in doctoral coursework and working toward their degree. A PhD candidate is someone who has completed all course requirements and exams but has not completed their thesis or dissertation.

When identifying a source as a PhD candidate or PhD student, bear in mind the above definition, and use the term that applies.

22. In Western News stories, do not distinguish between assistant **professors**, associate professors and full professors unless it is relevant to the story. Refer to all types as 'professor'.

Never abbreviate as prof., except when used in headlines or for social media posts.

23. Double **quotation marks** should be used only in cases of direct quotations no matter the length.

Single quotation marks should be used in cases of colloquial and emphasis.

Use single quotations in headlines to use a phrase from a direct quote.

24. Although '**social distancing**' and '**physical distancing**' have been used interchangeably during the COVID-19 pandemic, the preference is to use 'physical distancing.'

25. Use Celsius when referencing **temperatures**, unless in quotation or necessary for scientific explanation (e.g., Kelvin). In most cases, when an imperial figure must be used, it should be accompanied by its metric equivalent. Write C following the number and a space.

E.g., Western researchers braved 130 F (54 C) heat to get the necessary research.

26. **Tense** in stories may be past or present. In general, use past tense when quoting sources for stories that have a news element.

E.g., Smith announced the new plan in a press conference. "This is our new path forward," he said.

For longer, feature articles, present tense may be used.

E.g. She pauses as she heads out the door. "See you soon," she yells as she continues to walk away.

27. Write all information in **time, day/date, location** order.

E.g., The meeting has been moved to 9:30 a.m., Tuesday, Nov. 11 in University College 2130.

Do not use suffixes -st, -nd, -rd, -th. Use year only when referring to one other than the current year.

E.g., The group first met on April 5, 2009. They have accomplished little since that date. At a Sept. 13 meeting, the hope to get back on track.

When writing **time**, use figures except for noon and midnight. Use a colon to separate hours from minutes.

E.g., 5 p.m.; 10:30 a.m.

When writing a span of time, separate them with "to". Avoid using hyphen.

E.g., 5 p.m. to 6 p.m.

Write all information in time, day/date, location order.

E.g. The meeting has been moved to 9:30 a.m., Tuesday, Nov. 11 in University College 2130.

28. When referencing **Western students** in stories, it is best practice to use this format in first reference: full name, year and program, affiliated institution.

E.g., "This is amazing research," said John Smith, a first-year health sciences student at Brescia University College.

Mustangs quarterback Mark Jones, first year, social sciences, scored the final touchdown.

29. Use **year** only when referring to one other than the current year.

E.g., The group first met on April 5, 2009. They have accomplished little since that date. At a Sept. 13 meeting, they hope to get back on track.

For consistency, use "to" when writing a range of years. Do not use hyphen to separate the first and last years. Write both years in full.

E.g., He worked at Western from 2001 to 2008.