

STYLE GUIDE 2022 **NYAC “Bloom Blog”**

SUBMISSIONS

Font: 12 point size in Arial, Times or Times New Roman only. No fancy fonts. Please submit a Word or Google Document, no PDF’s please.

Word Count: Blog pieces should aim to be a 3-5 minute read. These ideally do **not pass** 1000 words, however writers are welcome to adding their personal content.

Content Guidelines:

“Bloom Blog” is a multi-media platform. We welcome, but are not limited to, op-ed’s, personal narratives, photography, news articles, etc.

- No hate speech (ie. slurs or discriminatory language).
- No calls for, or sympathizing with violence.
- Use accurate research to support your opinions.
- Target audience is wide, as all groups may have access to these pieces.
- Please refer to the content warnings prior to writing your piece. (Link is [here](#)).

Values:

- Be informative by sharing interesting and relative information.
- Create an interesting piece for individuals to learn about mental health **and/or share their experience.**

Please refer to the style guide for all other inquiries, or reach out to an editor with any remaining questions.

We want everyone to feel comfortable communicating in a way that is familiar and natural, but we also want to make sure that what we’re saying is accessible and easy to understand.

When we intentionally choose what we say we can avoid common triggers and reduce confusion.

GENERAL GUIDELINES

1. Avoid Assigning Labels or Making Generalizations

- *We should be careful when using “is” to describe other people*
e.g.

“Mark is cheap”

“Kids are monsters”

“Parents don’t understand”

- *When discussing someone's behaviours, for example, be as specific as possible to avoid broad generalizations.*

2. Use Person-First Language

- *People with disabilities often (but not always) prefer to be referred to using person-first language, meaning their humanity is central to the discussion.*
- *So we might say “A person with schizophrenia” rather than “a schizophrenic”.*
- *Note - this is often a personal preference. When in doubt, look for clues about how someone refers to themselves or ask what their preferences are.*

3. Avoid Jargon & Abbreviations

- *Avoid specialized terms that not everyone would understand and avoid using abbreviations or acronyms unless you define them.*
- *Don't rely too heavily on abbreviations even if you define them - it can be taxing for folks to have to remember what everything stands for and it is less enjoyable to read strings of letters.*
 - *Use synonyms whenever possible.*

4. Write in the Active Voice

- *The active voice is a grammatical style that is easier to read and understand. It focuses on the person doing an action instead of on the action that may have been done.*

E.g. “Appointments can be made online” [Passive]

“You can make an appointment online” [Active].

5. Avoid Assuming Someone's Gender

- *We cannot know someone's gender identity unless they tell us. Use the gender-neutral “they” to refer to anyone unless you have been told otherwise.*

6. Use "And" Instead of "But"

- *The word "but" can sometimes be thought of like an eraser. If you say "Yes, your time is important but..." you are implying that their time is important but there is something that is more important. Using the word “and” allows two things to be true at the same time.*

SENSITIVE TOPICS

What NOT to Share

<i>Graphic/Specific Details about...</i>	<i>Numbers/Quantities</i>	<i>Identifying Information about People or Services</i>
<ul style="list-style-type: none"> • <i>Self-Harm Actions</i> • <i>Suicide Plans or Methods</i> • <i>Violent Actions or Abuse</i> • <i>Traumatic Events</i> • <i>Drug Use Habits or Rituals</i> • <i>Eating or Exercise Behaviours</i> 	<ul style="list-style-type: none"> • <i>Number of Drinks Consumed or Substances Used</i> • <i>Number of Suicide Attempts</i> • <i>Times in Hospital</i> • <i>Weight Gained or Lost</i> • <i>Medication Dosages</i> • <i>Food Quantities Eaten</i> • <i>Performance (e.g. Miles Run, Weight Lifted etc.)</i> 	<ul style="list-style-type: none"> • <i>Names of Therapists, Doctors, Professionals, Trainers etc.</i> • <i>Addresses of Treatment Centres, Gyms, Community Locations etc.</i> • <i>Names of Family or Friends.</i> • <i>Ofc no Phone Numbers, Emails etc.</i>

When Talking About Services/Treatments

- *Acknowledge individuality of experiences*
- *Avoid sharing identifying information about a clinic or provider etc.*
- *Remain neutral (don't push for any specific treatment over another)*

When Talking About Medication/Supplements etc.

- *Acknowledge uniqueness of personal experiences*
- *Remain as neutral as possible*
- *Avoid sharing details about specific drugs and/or dosages (use general classifications instead)*
- *Advise consulting a doctor and/or pharmacist*

Content Warnings: Content warnings are verbal or written notices that precede potentially sensitive content. These notices flag the contents of the material that follows, so readers, listeners, or viewers can prepare themselves to adequately engage or, if necessary, disengage for their own wellbeing. (Link is [here](#)).

Trigger warnings are a specific variety of content warnings that attempt to forewarn audiences of content that may cause intense physiological and psychological symptoms for people with Post Traumatic Stress Disorder (PTSD) and other anxiety disorders. Individuals do not have

control over what triggers them, but many have personal strategies they use to cope with triggers when they must be encountered.

ELEMENTS OF AN ARTICLE

HED: The headline, which summarizes the topic of the article; there is no period at the end of the headline. Should usually be in news — present — tense.

- Exceptions are as follows:
 - Using quoted material: Gertler “was awestruck” by campus response, U of T confirms
 - Listicles/guides: 10 cool U of T courses you didn’t know existed
 - Bold, do not underline

PUNCTUATION

<p>Apostrophe ,</p>	<p>Not followed by an additional “s” when added to s-ending words.</p> <ul style="list-style-type: none"> ● e.g. Wes’ hat is pretty neat. ● Exception: proper nouns such as <i>Bridget Jones’s Diary</i>. <p>Do not use apostrophes to pluralize years or capitalized nouns</p> <ul style="list-style-type: none"> ● INCORRECT: They learned their ABC’s in the 1990’s ● CORRECT: They learned their ABCs in the 1990s.
<p>Comma ,</p>	<p><i>Bloom Blog</i> uses the Oxford comma, which separates three or more items in a list</p> <ul style="list-style-type: none"> ● e.g. They ate strawberries, apples, and oranges. ● INCORRECT: They ate strawberries and oranges.
<p>Semicolon ;</p>	<p>Connects two related independent clauses.</p> <ul style="list-style-type: none"> ● e.g. They have been falling asleep in class lately; they need to get more rest. <p>Separates long, complex items in a list.</p> <ul style="list-style-type: none"> ● e.g. Among the guests were Andy Takagi, News Editor; Kathryn Mannie, Deputy News Editor; and Angela Feng, Comment Editor.
<p>Colon :</p>	<p>Introduces a list, quotation, or explanation after an independent clause. Use only when it can be replaced by the phrases ‘for example,’ ‘namely,’ and ‘that is’</p> <ul style="list-style-type: none"> ● e.g. The reason for the company’s success is plain: it is far more nimble than its competitors.
<p>Em dash — macOS: ⌘ Opt + ⇧ shift + - Windows:</p>	<p>Appears with spaces on either side. Indicates an abrupt change of thought, interruption, interjection, or added emphasis within a sentence.</p> <ul style="list-style-type: none"> ● e.g. Never have I met such a horrible person — before you. ● e.g. “Well it’s a dichot — actually it’s just very different.”

<p>Hold down Alt and type 0151 on the numpad</p>	<p>Replaces the use of parentheses in some cases</p> <ul style="list-style-type: none"> e.g. They drank the tea — infused with lavender — and watched the stars. <p>It is often preferable to rewrite the sentence and eliminate the added use of punctuation. This does not apply to creative or expressive pieces.</p> <ul style="list-style-type: none"> e.g. They drank the lavender-infused tea and watched the stars
<p>En dash – macOS: ⌘ Opt + = Windows: Hold down Alt and type 0150 on the numpad</p>	<p>Does not appear with spaces on either side. Separates numbers in scores, votes, or certain ranges.</p> <ul style="list-style-type: none"> e.g. Liverpool decimated Manchester United 6–1
<p>Parentheses ()</p>	<p>The Canadian Press says to only use parentheses when no other punctuation will do. <i>Bloom Blog</i> uses parentheses within articles only under the following circumstances: When inserting acronyms.</p> <ul style="list-style-type: none"> e.g. Bloom Blog B.B. <p>To reference the actor of a role</p> <ul style="list-style-type: none"> e.g. Former spelling bee champion Rona Lisa Perretti (Amy Swift) <p>When identifying lifespans, or years for media (only when relevant).</p> <ul style="list-style-type: none"> e.g. Julius Caesar (100BC–44BC) believed in unicorns. e.g. <i>Mamma Mia!</i> (2008) was a decade-defining experience. <p>Exceptions may exist.</p>
<p>Hyphen -</p>	<p>Connects compound words.</p> <ul style="list-style-type: none"> e.g. They are a 37-year-old Canadian. <p>Specifies set or statistic ranges in sports.</p> <ul style="list-style-type: none"> e.g. The Blues’ season record dropped to 1- 4-1.
<p>Ellipses ... ⌘ Opt + ;</p>	<p>Signifies omitted text within a quote. Appears with a trailing space. For intrasentential omissions, do not capitalize the following word</p> <ul style="list-style-type: none"> Original: “Brevity is the soul of wit.” Altered: “Brevity is... wit.” <p>For extrasentential omission, capitalize the following word</p> <ul style="list-style-type: none"> Original: They said, “Miggy is the coolest person I’ve ever met — and I’ve met lots of cool people. He knows all the lyrics to every Glass Animals song.” Altered: They said, “Miggy is the coolest person I’ve ever met... He knows all the lyrics to every Glass Animals song.”

	<p>Do not use to indicate a speaker trailing off or pausing.</p> <ul style="list-style-type: none"> ● INCORRECT: “It’s... I don’t know, it’s just... you know, kind of difficult to define” ● CORRECT: “It’s... kind of difficult to define.”
<p>Square Brackets []</p>	<p>Denotes inserted or changed text within a quote.</p> <ul style="list-style-type: none"> ● Original: “Our experts do hundreds per year.” ● Altered: “Our experts do hundreds [of tests] per year.” <p>Do not encompass ellipses or capitalized letters within square brackets</p> <ul style="list-style-type: none"> ● INCORRECT: “[I]t’s a really special feeling [...] watching them grow up” ● CORRECT: “It’s a really special feeling... watching them grow up.”
<p>Double Quotation Marks “ ”</p>	<p>Capitalize the first word of complete sentence quotes and insert a comma beforehand.</p> <ul style="list-style-type: none"> ● e.g. Josie said, “They sneered and jeered at me.” <p>Do not capitalize the first word of partial sentence quotes and do not insert a comma beforehand.</p> <ul style="list-style-type: none"> ● e.g. They said Philippe Coutinho was “extremely gifted.” <p>Commas, periods, exclamation marks, and question marks precede closing quotation marks, except if an exclamation or question mark is unrelated to the quoted material.</p> <ul style="list-style-type: none"> ● e.g. Silas said “Kanye is cool!” ● e.g. What exactly did Silas mean when he said “cool”? <p>Colons, semicolons, and dashes follow closing quotation marks. When they follow single quotation marks they are separated by a six-per-em space (under special characters).</p> <ul style="list-style-type: none"> ● e.g. “She said ‘this source sheet is excellent.’ ”
<p>Single Quotation Marks ‘ ’</p>	<p>Denote quoted text within a quote.</p> <ul style="list-style-type: none"> ● e.g. “Ibnul didn’t definitively tell me whether the source was trustworthy but said, ‘I don’t think they’re fake news.’ ” <p><i>Bloom Blog</i> uses single quotation marks for scare quotes.</p> <p>Encompass idiosyncratic or foreign words/phrases the first time they appear in text, followed by an accompanying explanation</p> <ul style="list-style-type: none"> ● e.g. The ‘Glitterati’ are a branch of the Illuminati who bathe in glitter. <p>Punctuation rules are the same as double quotation marks.</p>
<p>Slash /</p>	<p>Separate lines of lyrics or poetry with slashes</p> <ul style="list-style-type: none"> ● e.g. Ilya sang, “Got a long list of ex-lovers / They’ll tell you I’m insane”
<p>Per cent</p>	<p>Do not use ‘%’ unless taken from a written quote.</p>

%	Spell out per cent. This is the Canadian style.
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Numbers

Spell out numbers below 10; use numerals for 10 and above. This includes ordinals.

- e.g. They approximate that six to 11 per cent of students have opted out of the dental plan.
- e.g. Juventus finished first in the 2016–2017 Series A season; Pescara finished 20th.

Exceptions to the previous rule:

- First word of a sentence; if unreasonably long when spelled, rearrange or use numerals.
 - e.g. Twenty-four people stood in line at Tim Hortons.
 - e.g. Thirty-thousand fans filled Anfield for the match.
 - **INCORRECT:**
 - Eight-hundred-and-forty-six-thousand-three-hundred-and-ninety-eight email accounts have been compromised.
 - Compromised, 846,398 emails have been.
 - **CORRECT:** It has been revealed that 846,398 emails have been compromised.
- Proper Nouns
 - e.g. The film *The 6th Day*
 - e.g. The campaign Fight for 15 and Fairness
- Addresses
 - e.g. 2 Albertus Avenue
- Dates and years
 - e.g. April 4, 1984
- Monetary units
 - e.g. A \$2 million bid
- Use commas to set off numbers of four or more digits.
 - 1,000
 - \$14,000
- World War I, World War II

Time

Spell out centuries; do not use numerals.

- e.g. They probably invented time travel in the nineteenth century.

Spell out age ranges.

- e.g. They were in their mid-thirties when they were abducted by aliens.

Use numerals for decades; do not spell out.

- e.g. the 1960s
- e.g. the '60s

Use a colon to write the time, followed by a space and “am” or “pm” in lowercase without periods.

- e.g. Breakfast was served at 7:00 am.

Do not add ordinal rankings to dates: th, rd, st, etc.

Ranges

Use an en dash between dates that are within the same month; use ‘to’ between dates that cross months.

- e.g. September 8–10, 2016
- e.g. September 8, 2016 to October 8, 2016

Use an en dash between times that fall on the same side of the meridiem; use ‘to’ between times that cross the meridiem.

- e.g. Breakfast was served from 7:00–11:30 am.
- e.g. Lunch was served from 11:30 am to 4:30 pm.

Ensure entire years are written out for ranges. Always use the en dash for year ranges; do not use ‘to.’

- e.g. The 2018–2019 academic year.
- e.g. They were a member of the organization from 2004–2011.

For ranges in the millions, write ‘million’ each time. The same applies for billions, trillions, and so forth.

- e.g. The executives made \$10 million to \$65 million.

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Fractions

Always spell out fractions, and don’t hyphenate.

- e.g. One half of the dogs were wearing blue hats.

Measurements

Spell out all units of measure. Format the numbers as usual. Always use the metric system (unless speaking about a person’s height).

- e.g. The suspect was reported to be five feet 11 inches by police.
- e.g. After running two kilometres, Kate was absolutely exhausted.
- e.g. It was 31 degrees Celsius when Kevin wrote this sentence.

CAPITALIZATION

Only the initial word and proper nouns should be capitalized in HEDs, DEKs, and subheadings.

- e.g. Expert Panel on Sexual Violence Policy releases report
- e.g. A step forward in technology, a step backward in reality

All occupational **titles** must be capitalized; do not capitalize **occupations or positions**. As a general rule of thumb, capitalize titles when they directly precede or follow the person’s name. If

they stand by themselves, or are offset from the name, then they are positions, and therefore not capitalized.

If someone is appointed or elected the title, however, then it would be capitalized. Similarly, if we're talking specifically about the title itself then it would be capitalized.

- e.g. Professor Sean Smith teaches philosophy.
- e.g. Sean Smith is a professor in the Department of Philosophy.
- e.g. Megan Brearley was elected Copy Chief.
- e.g. I think that Copy Chief is a far cooler title than Senior Copy Editor.

The complete names of university faculties, departments, programs, and courses must be capitalized.

- e.g. the Department of English
- e.g. CRI340H1 — Punishment: Theory and Practice

Do not capitalize people's majors and minors.

- e.g. Miles Miller studies international relations and psychology at U of T.

Bloom Blog capitalizes 'Black' when referring to the racial classification of people.

- e.g. The winner was a 25-year-old Black man.
- e.g. It is a hallmark of Black culture in North America.

Bloom Blog capitalizes 'Indigenous,' 'Indigenous Elder,' 'Aboriginal,' and 'Native.' Unless it is part of a quotation, 'Indigenous' and 'Indigenous people' are preferred over other terms. If speaking about a specific group, use the specific name of that group.

Names of religions should be capitalized.

When dealing with full scientific names, the following should be capitalized: kingdom, phylum, subphylum, class, subclass, superorder, order, suborder, superfamily, family, subfamily, tribe, genus, subgenus. **Do not** capitalize superspecies, species, or subspecies.

Bloom Blog does **not** capitalize:

- Shortened names of institutions e.g. the university
- The words 'internet,' 'web,' 'website,' 't-shirt,' and 'wi-fi'
- Seasons, or the fall, winter, or summer terms
- Cardinal directions e.g. north, south, east, west
 - **Do capitalize** 'West' when referring to the West or Western culture —on a similar vein, capitalize Eurocentric
 - **Do not capitalize** 'western' like the movie genre
- Diseases, like hepatitis C
- The word 'vitamin' in vitamin names, eg "vitamin C"

ITALICIZATION

Italicize genera and species when they appear together. **Do not** italicize species by itself.

- e.g. *Canis lupus lupus*
- e.g. lupus

Note: *E.coli* falls under this, since it is short for Escherichia coli.

Italicize print publications. **Do not** italicize publications that are not in print or website titles.

- e.g. Maya Morriswala is *Bloom's* Deputy Senior Copy Editor.
- e.g. CBC News has a good COVID-19 map.

When dealing with scientific genes and their corresponding proteins, gene symbols should be italicized and the protein symbol romanized so as to distinguish between the two. This does not occur if the names of the gene and protein are spelled out. Gene symbols, like other abbreviations, should be first preceded by the full spelled out name.

Do not italicize for emphasis or to make puns.

ROMANIZATION

Romanize words that would normally be italicized when the surrounding text is italicized.

- e.g. *With files from* The Globe and Mail *and* The New York Times.

Romanize non-English words.

- e.g. I thought to myself, 'Que sera sera.'
- e.g. They had a certain je ne sais quois.

Romanize the names of official government and institutional documents.

- e.g. The Canadian Charter of Rights and Freedoms was cited.
- e.g. Bill C-16 was passed.

SPELLING

Bloom Blog uses Canadian spelling. It's a hybrid of American and British.

Use **French accents** on applicable English words

- e.g. A Métis person met in a crêpe café in Montréal, Québec, to present their résumé.
- Exception: Montreal Canadiens are branded with no accent.

CANADIAN	BRITISH	AMERICAN
-l-		
Councillor	Councillor	Councilor
Enrolment	Enrolment	Enrollment
Cancelled	Cancelled	Canceled
Panellist	Panellist	Panelist
-ard		
Backward	Backwards	Backward
Toward	Towards	Toward

Forward	Forwards	Forward
Upward	Upwards	Upward
-gue		
Catalogue	Catalogue	Catalog
Dialogue	Dialogue	Dialog
Monologue	Monologue	Monologue
-ize		
Authorize	Authorise	Authorize
Organize	Organise	Organize
Realize	Realise	Realize
-our		
Demeanour	Demeanour	Demeanor
Endeavour	Endeavour	Endeavor
Neighbour	Neighbour	Neighbor
-re		
Centre	Centre	Center
Metre	Metre	Meter
Theatre	Theatre	Theater


Generally, avoid extra periods and hyphens in words. For example:

- Bylaw, email, startup, livestream, postsecondary, workplace, misdiagnose, socioeconomic, postdoctoral, reimagine, postgraduate
- BA, MA, PhD
- UK, US, GTA
- Coordinate
- Hip hop
- Think tank
- Vice versa
- High school student

Exceptions:

- Brief words where ‘co-’ is followed by another ‘o’:
 - e.g. co-own, co-op
- When ‘co-’ is a **prefix**:
 - e.g. co-founder, co-partner, co-creation, co-parenting
- When using ‘binge,’ as this is a compound word:
 - e.g. binge-watch, binge-drink
- When denoting an organization, official title, or proper noun:
 - Always write ‘Vice-President,’ ‘Vice-Provost,’ regardless of organization.

Miscellaneous

- The plural of rhinoceros? Rhinoceroses! 
- Swearing is fine as long as it’s not ‘fuck.’ We only say ‘fuck’ when speaking of the word itself, and it is hence referred to in single quotations (as I have just done).
- ‘Health care’ is two words.
- ‘Alum’ for individuals, ‘alumni’ for groups. Alumnae is the feminine plural, used only if all individuals identify as women.
 - Opposingly, since there is no anglicized neuter version of emeritus/emerita, use the gendered versions (‘us’ ending is masculine, ‘a’ ending is feminine).
- “Opt out/in” as a verb is not hyphenated. As a noun/adjective it is.
- The Citizen Lab should be referred to as “The Citizen Lab at the Munk School”
- Kick-ass should be hyphenated
- Use “okay,” not “OK”
- When bidding someone ‘goodnight’ it is one word

EDITING QUOTES

Check if quotes are written or spoken — transcribed — before editing.

- If spoken, edit according to *this* Style Guide. Spoken quotes should have no misspellings or stylistic discrepancies. Any grammatical errors should be kept, if the speaker made them.
- If written, do not edit for style. Should style differ from guidelines, ensure quote attribution uses “wrote” rather than “said.”
 - IF WRITTEN: “Our recruitment strategy has allowed our theater department enrolment to increase by 9%,” wrote Rubess in an email.
 - IF SPOKEN: “Our recruitment strategy has allowed our theatre department enrollment to increase by nine per cent,” said Rubess.
- **“Stated” should only be used when quoting formal statements** e.g. press releases, published reports. It is not synonymous with “said.”
- These should also be in past tense, unless it’s something that is continuing,
 - E.g. it should be “said” not “says” but “believes” is okay.

TITLES OF WORKS

Large works that can be divided into constituent parts must appear in italics; constituent parts or smaller works must appear in double quotation marks.

<i>Album</i> <i>Nine Types of Light (Deluxe Version)</i>	“Song (feat. Artist)” “Will Do”
<i>Collection of stories</i> <i>Interpreter of Maladies</i>	“Story” “The Third and Final Continent”
<i>Novel</i> <i>The Whatnot</i>	“Chapter” “Snatchers”
<i>Podcast or Television Show</i> <i>Community</i>	“Episode” “Remedial Chaos Theory”
<i>Blog or Journal or Newspaper</i> <i>Bloom Blog</i>	“Article” or “Paper/Study” “Daniella Cipriano talks teamwork, tackles, taking chances”
<i>Film or Play</i> <i>Cloud Atlas</i>	“Act” or “Scene” “Neo Seoul, 2144”
<i>Exhibition</i> <i>Militant Nostalgia</i>	“Work” or “Painting” “Scenes of Failure”
<i>Conference</i> <i>TEDxUofT</i>	“Event” or “Lecture” only in a conference “Tiny Houses”

Exceptions:

- Video games and board games are romanized
 - e.g. Dance Dance Revolution does not get the respect it deserves; it ought to be the top-ranked video game in the world.
 - e.g. The dog really sucked at playing Monopoly.
- Apps are romanized
 - e.g. Cooking Mama definitely takes the cake for best cell phone game.

ORGANIZATIONS

Refer to organizations and groups with the singular pronoun ‘it’ followed by ‘which.’ The exceptions are sports teams and bands or musical groups — refer to these with the plural pronoun ‘they’ followed by ‘who.’

- e.g. The federal government postponed its plans for the bill.

- e.g. Toronto FC won their first game of the season.
- e.g. twenty one pilots won the Grammy for Best Pop Duo/Group Performance; they delivered their acceptance speech pantsless.

With student unions, double-check spelling. Some unions are ‘student unions,’ some are ‘students’ unions,’ and some are ‘students unions.’ If their websites are inconsistent in the spelling, check official documents such as bylaws or constitutions. If these are also inconsistent, flip a coin.

ABBREVIATIONS

Organizations that occur more than once throughout an article must be **spelled out the first time**, immediately followed by their acronym encompassed by parentheses, if applicable. **Do not** introduce an acronym if it is not referred to again in the article.

The following acronyms **must** appear without being spelled out:

- Regions: GTA
- Politics: MP, MPP
- LGBTQ+ or variations
 - All sections must use LGBTQ+; Comment may use variations as appropriate.
- Select news organization acronyms
 - ABC, BBC, CBC, CNN, MSNBC, NBC, NPR, PBS
- Select sporting organization acronyms
 - FIFA, UEFA, FA Cup, NBA, NFL, NHL, NASCAR, eSports
- Science-related entities: NASA, *PLOS*, *PNAS*
- Miscellaneous: TTC, OHIP, GPA, MVP (in Sports),

The abbreviated names of commonly known diseases and mental disorders must also appear in abbreviated form. This includes, but is not limited to: HPV, HIV, AIDS, ALS.

Do not use abbreviations such as ‘aka,’ ‘e.g.,’ ‘vs.,’ ‘i.e.,’ ‘etc.,’ or ‘MIA.’ Instead, spell out the phrase. The exception is sports related content, which can use ‘vs.’

- e.g. The soldier was missing in action.
- e.g. The tournament began with Toronto Raptors vs. Washington Wizards.

Exception: this style guide can use ‘e.g.’ and ‘i.e.’

For court cases, just use ‘v,’ without punctuation.

- e.g. Edwards v Canada

EVENT LISTINGS

Sort events chronologically by date and time. If there is a multi-day event, sort based on starting date.

Event names must correspond with their official names. However, long event names can be cut at the colon — use your judgment.

- e.g. Harvesting Food on Mars: Three Scientists Discuss the Possibility for Space Agriculture should be cut to Harvesting Food on Mars

- e.g. Water: What Is It? should be left in full

Other specifics:

- Events and conferences remain romanized in these articles
- For location: place building first, then address, then room number

Example

The Magnificent Death of Stars

The U of T Department of Astronomy and Astrophysics will be holding its first monthly public lecture on the topic of supernovae and all the other mysteries surrounding the death of stars.

Date: Thursday, February 2

Time: 8:00–9:00 pm

Location: McLennan Physical Laboratories, 60 St. George Street, Room 203

Admission: Free with registration

EQUITY GUIDE

Always use people-first language, that is, language that talks about people, not their conditions.

- INCORRECT: The homeless.
- CORRECT: People experiencing homelessness.
- INCORRECT: Children of alcoholics.
- CORRECT: Children of people with alcohol use disorder.

DISCLAIMER: Utilize identity-first language, such as, people identifying with their mental illness, however, it is ultimately up to the individual.

- EXAMPLE: Autistic vs Person with autism

When discussing race,

- Our preferred terms are ‘racialized person’ or ‘racialized group’
- Under certain circumstances ‘people of colour’ or ‘visible minority’ may be applicable — such as when working with census data.
- Similarly, ‘minoritized groups’ is preferred over ‘minority.’

Use gender-neutral language and avoid gendered imagery or stereotypes

- e.g. use “humankind” over “mankind,” or “firefighter” instead of “fireman.”
- e.g. avoid saying things like “mother nature”

Use “women” and “men” as adjectives instead of “female” or “male,” since the latter exclude transgender people.

- e.g. STEM programs should be looking to include more women students.

If the use of either “women” or “men” is overly awkward, the sentence can be reworded.

- INCORRECT: I have many men friends.
- CORRECT: I have many friends who are men.

When reporting on deaths by suicide,

- Don't use the terms "committed suicide" or "killed themselves."
- Instead use "died by suicide" or "ended their/her/his own life."
- Never use the word suicide in a headline
- Don't use graphic detail or describe how they died.
- Reporting on or mentioning suicide should always be accompanied by a content warning, which is italicized in the beginning of the article.

GRAMMAR GUIDE

COMMON GRAMMAR MISTAKES

Dangling modifiers

A modifier — phrase/word/clause that modifies/describes a word — not clearly attached to another part of the sentence

- Verb indicating action must be followed by executor of the action.
 - INCORRECT: Having arrived late for practice, a written excuse was needed.
 - CORRECT: Having arrived late for practice, the team captain needed a written excuse.
 - The main clause now names the person — the captain — who did the action in the modifying phrase — arrived late.
- Restructure sentence to accommodate subject in introductory portion.
 - INCORRECT: Without knowing the new player's name, it was difficult to introduce him.
 - CORRECT: Because the captain did not know the new player's name, it was difficult to introduce him.

'That' and 'Which'

"Which" is used to add non-restrictive/non-essential information; "that" is used to define or limit the noun. "Which" clauses require commas; "that" clauses do not.

- INCORRECT: The car which was painted lavender was on fire
- CORRECT: The car, which was painted lavender, was on fire.
- INCORRECT: The car, that was painted lavender, was on fire
- CORRECT: The car that was painted lavender was on fire.

In the 'which' clause above, the car has already been identified, and the colour is irrelevant, whereas, in the 'that' clause, the colour is necessary to identify which car is on fire.

- CORRECT: Student groups that met the criteria also received supplementary funding.
- INCORRECT: Student groups which met the criteria also received supplementary funding.

'Affect' and 'Effect'

The verb "affect" applies to the subject making an impact or change, while the noun "effect" is used for the object that is impacted or changed. "Affect" is synonymous with "influence" and "effect" with "result."

- INCORRECT: The McDonald's on Bloor adversely effects the health of athletes, who train across the street.
- CORRECT: The McDonald's on Bloor adversely affects the health of athletes, who train across the street.
- INCORRECT: The affect of McDonald's on team morale was shocking.

- CORRECT: The effect of McDonald's on team morale was shocking.

“Effect” may also be used as a verb. In this context, it means “to bring about.”

- e.g. The UTSU has been able to effect change.

‘Who,’ ‘Whom,’ and ‘Whomst’d’ve’

“Who” is used when referring to the subject of a sentence, while “whom” is used for the object of a verb or preposition.

- WHO: can be replaced by “he” or “she”
- WHOM: can be replaced by “him” or “her”
- WHOMST’D’VE: *Bloom Blog* does not write in the language of memes, unless the article specifically relates to them.

‘Compliment’ and ‘Complement’

The verb “compliment” is the act of expressing praise or admiration. The verb “complement” refers to the addition of something enhancing something else. “Compliment” is synonymous with “praise,” and “complement” is synonymous with “complete.”

- INCORRECT: After the play, Jadine complements the actors on their performances.
- CORRECT: After the play, Jadine compliments the actors on their performances.
- INCORRECT: The sound effects complimented the actor’s humorous quips.
- CORRECT: The sound effects complemented the actor’s humorous quips.

Both “compliment” and “complement” can be used as nouns with meanings similar to their verb forms.

- After the play, the actors received many compliments from the audience members.
- The costume designer masterfully picked out a blue necklace that was a perfect complement to the actress’ bright blue eyes.

Comma splice

Occurs when a comma is used to separate a dependent clause from an independent clause.

- INCORRECT: I didn’t like the movie *Camp de Thiaroye*, it was way too long.
- CORRECT: I didn’t like the movie *Camp de Thiaroye* because it was way too long.
- CORRECT: I didn’t like the movie *Camp de Thiaroye* — it was way too long.

Clause without subject

Occurs when an independent clause appears without a subject.

- INCORRECT: Josie wanted to get ice cream, but changed her mind.
- CORRECT: Josie wanted to get ice cream, but she changed her mind.

Commas between adjectives

When multiple adjectives are used, only put a comma between coordinate adjectives (adjectives that modify the same noun). If the first adjective is modifying an idea expressed by the following adjectives (also known as cumulative adjectives) then they would not be separated by a comma. An easy way to see if a comma is needed is to switch the adjectives around. If it still makes sense, they should be separated by a comma. If it doesn’t a comma is not needed.

- e.g. It was a long, hot summer.
- e.g. I love my fluffy, happy dog.

- e.g. He had an exquisite custom houseboat.
- e.g. I have three furry cats.

Dangling prepositions

When a sentence ends with a prepositional clause, (e.g. “with,” “for”) the preposition should be introduced before the clause, and not end the sentence.

- INCORRECT: The key she opened the door with was bright orange.
- CORRECT: The key with which she opened the door was bright orange.
- INCORRECT: The woman the building was named for was an awesome person.
- CORRECT: The woman for whom the building was named was an awesome person.

FACT-CHECKING GUIDE

WHAT MUST BE VERIFIED

Anything and everything that can be considered factual, including but not limited to:

- Names — always check, down to the letter.
- Honorifics/titles of people or groups — these should be accurate to the last character.
 - Commas between position and department in titles such as ‘Vice-President External Affairs’ are removed for clarity.
 - Acronyms may be used in lieu of full titles after initial introductions, e.g. ‘Vice-President External Affairs’ becomes ‘VP External Affairs.’
- Preferred pronouns
- Quotes of any kind — these must be accurate to the last character for written quotes. Disfluencies such as ‘um,’ ‘uh,’ and ‘like’ in spoken quotes can be edited out, doing so does not require ellipses.
 - Please double check whether it’s a written or spoken quote, and that it’s reflected in the terminology, eg “said,” or “wrote.”
- Especially ‘factual’ information, such as:
 - Statistics
 - Research summaries
 - Scientific factual statements
 - Definitions and technical terminology
- Any adjectives the author uses
 - e.g. “They acted aggressively” — verify with evidence in News articles
- Currency
 - Double-check the source is in CAD; if in USD, add ‘USD’ after value. If in other currency, convert and take into account inflation and time of figure
 - With space, after numerical amount: “\$50 USD”

If you think there may be a typo in an author’s name, do a quick search.

- e.g. “Micheal” and “Emiyl” are likely misspelled

When fact checking, go beyond simply finding the related sentence in a source. Read the paragraph the sentence is a part of and/or scan the the rest of the source, be it an article, report, etc. **Try to understand the context** — sometimes, this changes the ‘facts’ in an article.

Example

The sentence: “Sixteen per cent of Canadians love hot sauce.” The listed source is a long scientific report. Using the search function for “hot sauce” in the report leads to the sentence: “Sixteen percent of Canadians said they loved hot sauce.” ‘Fact’ verified?

Scanning the rest of the report reveals the study was conducted over the course of 10 years. Scrolling up a few pages reveals the sentence in question is under the subtitle “2008.” The article’s statement thus needs to be changed to reflect this or deleted if irrelevant to the argument being made.

SOURCES

Fact checking usually requires independent research beyond the source sheet. In some cases, it is still a good idea to double-check facts that line up with the source listed on the source sheet.

The ideal source is one that is as closely associated as possible with the ‘fact’ in question.

- e.g. Verifying the position title of an employee at Rogers: the listed source is a Facebook event page, so search their name on Rogers’ website
- e.g. Verifying the UN wants to propose new accords: the listed source is an article quoting a diplomat, so check the News section of the UN’s website

Example

The sentence “Christine Burk, Director of Campus Facilities, was present.” The author got this name and title from an Eventbrite page, and both match what’s written on Eventbrite.

TECHNIQUES FOR GOOGLING

Independent research can be a struggle, especially when authors paraphrase or include very short quotes. Boolean operators are useful for finding information by narrowing search results by combining or limiting keywords.

Example

Crowds gathered around the foreclosed McDonald’s with flowers and banners declaring “McDonald’s in our hearts forever.”

- Use ‘AND’ or ‘&’ to limit search results to those with all search terms included
 - e.g. foreclosed AND McDonald’s & crowds
- Use ‘OR’ or ‘+’ to find as many results as possible that include any or all terms
 - e.g. McDonald’s AND flowers
- Use ‘NOT’ or ‘-’ to remove results with a certain term from the search
 - e.g. hearts NOT cholesterol
- Terms can be combined for more refined search strings
 - e.g. McDonald’s AND (flowers OR banners + hearts) NOT cholesterol

PERSONAL EXPERIENCE ATTRIBUTION

Authors may attribute facts to their “personal experience” in source sheets. This is not ideal and should be used sparingly, but is sometimes unavoidable. **QUOTES AND NUMBERS CANNOT BE ATTRIBUTED TO PERSONAL EXPERIENCE.**

Generally, the author’s non-sensitive, non-substantial personal life events/memories can be attributed to personal experience.

- DO NOT VERIFY: Their favourite restaurant
 - VERIFY: The restaurant’s name and address are correct.
- VERIFY: A claim that they work at City Hall and are friends with John Tory
 - DO NOT VERIFY: The carpets at City Hall are dusty.

Sometimes, authors cite personal experience as a source for events or locations. It is **always best to try and verify such information with harder evidence**. For example, searching for articles about or videos of an event. If this is not possible, then more **vague, non-inflammatory information is generally acceptable**. If information is more specific and/or inflammatory, do not accept the information — the author’s memory is not an acceptable source for specifics.

Examples

“The gallery opening included a buffet, live music, and guest speakers.”

- If research doesn’t yield mentions of this, this is acceptable because it’s vague and non-inflammatory.

“At the rally, there were cries for the candidate to resign.”

- If no videos of the event can be found, this is acceptable because it’s vague and easy for the author to remember.

“There were 13 representatives present at the meeting.”

- If research does not lead to any source saying there were 13 representatives, it is not acceptable because it’s specific. Amend the sentence — “There were multiple representatives at the meeting” — or delete it.

“The proposed plan for the area heavily prioritizes pedestrians. No new roads are planned, and surface-level parking lots will begin to be phased out, with on-street parking reduced as well.”

- If research does not lead to any confirmation of this, it is not acceptable because it’s specific and could be inflammatory to residents in the area. Keep what can be verified, delete what cannot be.