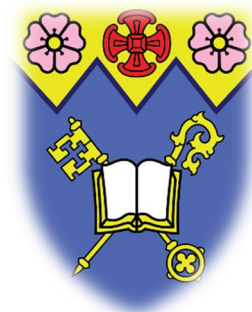


Editorial Guidelines

Editorial Policy

"We seek to further God's Kingdom as welcoming communities where Jesus' ministry of healing, reconciliation and new life is lived out in worship, loving service and partnerships locally and around the world."



The Diocese of Edmonton's publications include *The Messenger* newspaper published 10 times a year, the *Synod Scene* online weekly newsletter, website content posted to **edmonton.anglican.ca** and social media content posted to Instagram, Facebook and Twitter. These publications are intended for members of the 50 urban and rural parishes of the diocese, our full communion, ecumenical and interfaith partners, and anyone with a desire to grow in faith.

We value honest, transparent and respectful communication. We seek to provide encouragement and inspiration to all who are building loving, inclusive, Christ-centered communities. We respect the dignity of every human being and endeavour to lift the voices of people who are marginalised.

We are committed to the quality of our content. We reserve the right to edit *all* contributed material. We correct any factual errors in a transparent manner. To report an error, please email churched@edmonton.anglican.ca

Land Acknowledgement

In the spirit of peaceful dialogue, understanding, reconciliation and healing, we walk alongside our Indigenous and Métis relations on Treaty 6 and Treaty 8 Territory, the traditional meeting ground of Cree, Saulteaux, Niitsitapi (Blackfoot), Nakota Sioux, Dene, Métis, and Inuit peoples.

Consistency Establishes Trust

To maintain consistent presentation and voice we have created an editorial style guide as a reference for written communications on behalf of the Diocese of Edmonton.

We have selected the inclusive (sans serif) fonts Trebuchet MS (headers) and Verdana (body text). For document headers (excluding cover page) use Trebuchet MS, 14-point. For document body text use Verdana, 12-point. Document headers are left justified; body text is left justified, ragged right.

General Rules of Writing

In most instances we adhere to the *Canadian Press (CP) Style Guide*.

- Use Canadian/U.K. spelling (except when a proper name uses non-Canadian spelling), rather than American spelling, ie. baptise, capitalise, colour. "Program" is an exception
- It is now standard to include only one space after a period at the end of a sentence. Like this 😊
- No periods in degrees: MDiv
- Use a comma to introduce a quotation after a standard dialogue tag, a brief introductory phrase, or a dependent clause. The bishop said, "I need more coffee."
- Put commas and periods within quotation marks, except when a parenthetical reference follows
- Place colons and semi-colons outside closed quotation marks.
- No serial commas (also called Oxford or series commas), except to aid clarity
- Em dashes (a long dash used in text with a space on either side according to *CP Style*) are used for punctuation in editorial text. Take care not to overuse them. It is best to use commas or parenthesis
- En dashes (a short dash used to indicate ranges as in, "pages 1-10") should not be used as punctuation, even though it is the default in Word and Google documents
- Ellipsis (a punctuation mark of three dots) must have a space before and after; four dots are used if it ends a sentence. (Typographically the ellipsis is not the same as three periods – it's a character called an en leader that is lighter than a period.)
- Single quotes in headlines, and for speech within speech
- Use italics, *not* capital letters, for emphasis.

Capitalisation

- In general, minimise capitalisation wherever possible, especially in web and print articles, as it impedes readability
- Job titles should be lowercase in editorial and web content (except for Bishop, which is capitalised as a courtesy.) For internal or formal communications staff titles may be capitalised
- The Rt. Rev. Stephen London on first reference, subsequent references can be Bishop London or London
- You *do* need to include “the” with title. It is “the Rev. Jane Doe,” not “Rev. Jane Doe,” and especially not “reverend” as a functional title -- use rector, priest or deacon
- Anglican Diocese of Edmonton or Diocese of Edmonton on first reference. Subsequent references can be Edmonton diocese
- Capitalise titles on first reference when full title is used: Archdeacon for Rural Ministry / archdeacon; Rector of St. Stephen the Martyr, Edmonton / rector
- Capitalise Indigenous, Black, etc., but not settler
- Proper names of ministries should be capitalised on first reference: Indigenous Ministries
- Incorrect: Sunday School, correct: Sunday school
- Use a capital letter after a colon for the first word when it’s a full sentence, and lowercase if it’s a sentence fragment
- Where possible, put the name before the title to avoid front-loading, especially for long titles. Example: The Ven. Jordan Ware, Archdeacon for Justice, Diocese of Edmonton
- Lowercase functional titles such as lay reader, chaplain

Titles of Publications and Events

- Use italics for titles of books, magazines, newspapers, movies, theatrical productions, works of art, blogs, YouTube series, albums, ie. *The Messenger*, *Synod Scene*
- Use quotation marks for titles of magazine articles, lectures, sermons, songs, hymns, short stories, blog posts, etc.
- For names of worship services, conferences, exhibits, books series or lecture series, use title case with no italics or quotation marks, ie. The Great Vigil of Easter

Inclusive and Respectful Language

- Use gender inclusive language for people in general (i.e., children, spouse or partner, etc.)
- Always ask the person you are interviewing or writing about how they want to be identified or described, including pronouns
- Defer to individual preferences — especially when dealing with topics of equity, diversity and inclusion — even if it goes against *CP style*. If necessary, explain to the reader why
- Only when relevant, should a writer include references to age, colour, nationality, personal appearance, disability, background, religion, sex, sexual orientation, gender identity and other descriptors. If you are not sure, ask the individual whether they want such details included
- Focus on the person. Use descriptors as adjectives, not nouns, unless a person prefers otherwise
- Avoid deficit language. One person's idea of a deficit or hardship is not another's. Example of deficit language: "You can sponsor a child for as little as \$20 per month." Better: "The cost to sponsor a child is \$20 per month."
- Avoid broad generalisations about groups of people. Also avoid generalisations that assume everyone has the same experiences in life. I.e., "Everyone enjoyed fellowship after the service ..." Be mindful of assumptions, stereotypes and biases that can be reflected in language.

Inclusive Fonts and Graphics

Many sans serif fonts, such as Arial and Open Sans, are considered dyslexic-friendly as letters can appear less crowded. A few of the more widely available options are Helvetica, Verdana, Tahoma, Arial, Trebuchet MS.

- Font size should be 12-14 point or equivalent (16-19 px)
- *Whenever possible, use inclusive graphics which you can access from the following sites:
 - <https://betterallies.com/resources/#photos>
 - <https://www.cira.ca/cira-indigenous-stock-image-gallery>

Alt-text - image description is often the easiest and fastest way to provide information about an image to a reader who cannot access it visually. Convey the *why* of the image using Alt-Text.

*See also "[Presentation Guidelines](#)."