

STYLE MANUAL

EVANGELICAL LUTHERAN CHURCH IN CANADA

Third Edition

This manual sets out the official style
of the Evangelical Lutheran Church in Canada
for publications and media communications
by its various units, auxiliaries, committees and synods.

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Appendix A —Names for God; are reprinted with permission from *AUGSBURG FORTRESS STYLE SUPPLEMENT: A COMPREHENSIVE SUPPLEMENT TO THE CHICAGO STYLE MANUAL*, copyright © 1993 Augsburg Fortress. Appendix B— Books of the Bible (*NRSV*); and Appendix C— Church-Year Abbreviation Style (*Evangelical Lutheran Worship*).

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SECTION I GENERAL

INTRODUCTION

The first edition of the ELCIC's Style Manual was produced in 1994. This third edition is the result of further experience with the previous style guides. The resulting manual is a changing document that will be updated as new trends bring about changes in written communications.

The move toward common Canadian usage remains the focus of this manual rather than using a style that is unique to the ELCIC. As a general principle, unique ELCIC style will be developed only when situations that are specific to the ELCIC make that necessary.

*Like a living organism the English language continues to adapt to its environment. This edition of the manual is now divided into two sections, Section I General is an update to the previous manual. Section II Media is an addition focused on the communication needs of **Canada Lutheran**, media writing style, and public relations.*

RESOURCES

Five resources are used in making decisions on the style to be followed:

Guidelines for Inclusive Language, Office for Communication, Evangelical Lutheran Church in Canada, 1987.

These will be followed unless a special arrangement is made between a writer and an editor for a specific purpose. The use of inclusive language in liturgical and devotional materials continues to be encouraged.

The Canadian Style: A Guide to Writing and Editing, by the Department of the Secretary of State of Canada, second edition.

This shall be the authoritative manual of style *except in those areas where the distinctive needs, customs and usage of the ELCIC have become a style in and of themselves. These differences are noted in this manual. The Canadian Oxford Dictionary shall take precedence when **The Canadian Style** refers to **Gage**.*

The Canadian Oxford Dictionary, by Oxford University Press, latest edition.

In those instances where *Canadian Oxford* provides an option in spelling, normally the first option will be used. However, the second option may be used provided the user is consistent in that usage throughout the document involved.

The Canadian Press Stylebook: a Guide for Writers and Editors, by The Canadian Press, Toronto, 15 edition.

This shall be the authoritative manual of style for *Canada Lutheran*, news releases and communications with the media.

The Canadian Press CAPS and SPELLING, latest edition.

Lists caps and spelling exceptions to *The Canadian Oxford Dictionary*.

If discrepancies cause difficulties, they should be called to the attention of the director of communications and stewardship or to the successor to the position for possible resolution by addition to this manual.

NEW REVISED STANDARD VERSION

New Revised Standard Version of the *Bible*, copyright 1989 by the Division of Christian Education of the National Council of the Churches of Christ in the United States of America.

By Church Council action CC 90-148, the *NRSV* has been “adopted as the translation generally used in ELCIC printed material.”

COPY EDITING

The person doing copy editing is responsible for maintaining an accepted style, clear grammatical structure, and accuracy in printed material.

Items to check:

Clarity

Consistency in style. This includes capitalization, punctuation and spelling.

Grammar

Cross references. Are references accurate? In curriculum items, do titles of sections, page numbers, questions and answers in teacher's guides match the student's book?

Quotations (including scripture references). Check the quoted material against the original source. Keep a list of all quoted material to see that copyright permissions are or have been obtained.

Suggested resources. Items listed by a writer as additional resources should be checked. Are they still in print, currently available?

Consult with the editor and/or author before making any changes in the manuscript that might change the intended meaning.

Whenever an item about Canadian Lutheran World Relief (CLWR) is developed for use in the Evangelical Lutheran Church in Canada (ELCIC), it would be helpful to review the following information:

1. WHAT WE DO

The ELCIC and CLWR work in effective partnership to challenge the causes and respond to the consequences of injustice and poverty. Within Canada, CLWR facilitates the engagement of Lutheran communities in refugee resettlement and provides funding to support ELCIC Compassionate Justice issues.

2. TAG LINE

CLWR and the ELCIC/ELCIC and CLWR: Inspired by God's love to serve *In Mission for Others*.

3. SHORT SENTENCE (E.G. FOR PEW ENVELOPES)

CLWR & ELCIC—partners in mission and service for others.

4. ELCIC's Compassionate Justice activities

The ELCIC and CLWR work in effective partnership to foster sustainable development in communities around the world, as well as support Compassionate Justice initiatives right here in Canada.

When you make a gift to CLWR, a portion of your undesignated donation supports ELCIC Compassionate Justice initiatives such as anti-poverty ministries in synods, and peace and justice advocacy work throughout Canada.

PART 3—THE CANADIAN STYLE INDEX

THE CANADIAN STYLE INDEX

The Canadian Style contains a wealth of helpful information

Abbreviations, pp. 18–35

Hyphenation: Compounding and Word Division, pp. 36–48

Spelling, pp. 50–61

Capitalization, pp. 62–87

Numerical Expressions, pp. 88–103

Italics, pp. 104–109

Punctuation, pp. 110–144

The Period, pp. 115–117

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The Exclamation Mark, pp. 119

The Comma, pp. 120–129

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Reference Matter, pp. 160–190

Letters and Memorandums, pp. 192–203

Reports and Minutes, pp. 204–217

Usage, pp. 218–242

Plain language, pp. 244–251

Elimination of Stereotyping in Written Communications, pp. 252–260

Geographical Names, pp. 262–270

Revision and proofreading, pp. 272–286

PART 4—ABBREVIATIONS

ABBREVIATIONS

Acronyms and Initialisms

The Canadian Style 1.16, pp. 28

Dialogues: in alphabetical order, except for Anglican/Lutheran, which is CLAD (Canadian Lutheran/Anglican Dialogue).

Provide name fully spelled out in its first appearance followed by acronym in brackets, unless this is the only time you will refer to it:

Evangelical Lutheran Church in America (ELCA)

Canadian Foodgrains Bank (CFGB)

Anglican Church of Canada terminology

These guidelines have been provided by the Anglican Church of Canada.

The following brief notes are intended as a quick reference for individuals wishing to know how to address members of the clergy. Abbreviations, such as Rt. for Right, are commonly used but abbreviated and unabbreviated forms are equally correct and given here.

(Code: Ad — address outside of envelope; Sal—Salutation in a letter or conversation)

Deacon or Priest	Ad: The Reverend Jane Smith or The Rev. John Brown Sal: Dear Ms. Smith or Dear Mr. Brown
Canon	Ad: The Reverend Canon John Brown or The Rev. Canon Jane Smith Sal: Dear Canon Brown
Dean of Cathedral	Ad: The Very Reverend Jane Smith or The Very Rev. John Brown Sal: Dear Dean Smith
Archdeacon	Ad: The Venerable John Brown or The Ven. Jane Smith Sal: Dear Archdeacon Brown
Bishop	Ad: The Right Reverend John Doe or The Rt. Rev. Jane Smith Sal: Dear Bishop Smith
Archbishop	Ad: The Most Reverend Jane Smith or The Most Rev. John Brown Sal: Dear Archbishop Smith

Titles

Msgr. (Monsignor)

The Rev. John Smith is preferred, especially in formal matters. However, Rev. John Smith is becoming accepted practice for regular usage.

Capitalize abbreviations of degrees MDiv, and MTS is acceptable.

Do not capitalize names of degrees in general text.

When referring to Lutheran clergy in text, the less formal title pastor is preferred.

Use of minister; collectively, clergy is the proper term.

Use of bishop; Title before the name **capitalized**, after the name lowercase.

The title of the bishop of the Evangelical Lutheran Church in Canada is National Bishop.

All diaconal ministers consecrated by the ELCIC have the right to use the title “Deacon.”
(CC-2005-62)

Units of measurement

80 km/h, *not* 80 kmh

100 sq. ft.

Place names

Avoid the use of periods wherever possible.

a) *Provinces /Territories*

Spell out the full name of the province or territory or use **postal** designations:

Alberta	AB
British Columbia	BC
Manitoba	MB
New Brunswick	NB
Newfoundland and Labrador	NL
Northwest Territories	NT
Nova Scotia	NS
Nunavut	NU
Ontario	ON
Prince Edward Island	PE
Quebec	QC
Saskatchewan	SK
Yukon	YT

b) *Countries*

USA, UK, and US (use only with dollar figures.)

PART 5—CAPITALIZATION

CAPITALIZATION

The Canadian Style, pp. 63–87;

The Canadian Press Caps and Spelling; and

The Oxford Dictionary, unless noted below.

Note: Lc.—Lower case

General rule: capitalize specific terms such as nouns, names and titles; lowercase general terms, adverbs and adjectives.

With religious names and terms avoid uppercase where possible.

The words marked with an asterisk (*) are uppercase only where the context (the sentence, paragraph or material) does not make the specific religious event or place clear.

E.g. Only Noah and his family were saved from the flood.

The Flood was catastrophic.

Abba

Advent; season

advent; of our Lord

Affirmation of Baptism

age to come

AIDS; use people with AIDS or people living with AIDS; avoid using AIDS victim

Allah; Arabic word for God

alleluia/Alleluia! Cap. Only when used as an interjection

All Saints Day

almighty God, *but* God Almighty

almighty King

Almighty, the

altar

ambo; use instead of lectern

Ancient of Days

Anglican Church

Anglican Communion

Annunciation*

Antichrist; when referring to the figure of the end times,

but antichrist for other references

anti-Semitism/anti-Semitic

Apocalypse; cap. only when referring to the book of revelation or the Apocalypse of John

Apocrypha

Apocryphal; cap when referring to the Apocrypha

Apology, the; italicize when referring to the work by Justin Martyr or Plato; do not italicize when referring to the Apology to the Augsburg Confession

Apologist(s); cap. only when referring to any of a group of second-century Christian Theologians

apostle, an apostle, this apostle, the apostle, the apostle Paul, *but* Apostle Paul

Apostles' Creed, the; lowercase creed when using the short form in subsequent references, the creed

Apostolic; apostolic succession, apostolic church, apostolic council, apostolic greetings; but

Apostolic Fathers

archbishop; *but* Archbishop Smyth

ark; Noah's ark

Ark of the Covenant; may be shortened to Ark in second or subsequent references

Article; cap. when referring to individual articles of the creeds, for example, the Third Article; but, this article

Ascension;* Christ's ascension

Ash Wednesday

assisting minister

atonement

Augsburg Confession; do not italicize or enclose in quotation marks

baby Jesus, the

Baptism; referring to the Sacrament; Holy Baptism

baptism; referring to the act, e.g. of fire; remembering my baptism; Jesus' baptism

baptismal

baptismal font

baptized, the

bar mitzvah; male

bat mitzvah; female

Beatitudes, the; cap. only when referring to Matthew 5:1–12 and Luke 6:20–26; but Jesus' beatitudes

Bible, the; the Holy Bible

biblical; adj.

body and blood of Christ; sacrament

body of Christ, the; church

book; referring to a book of the Bible, e.g., book of Lamentations,

Book of the Dead, the

but the Book of Job; see Appendix B

Canada Lutheran; do not preface with article "the"

Captivity, the Babylonian; subsequent references May refer to the Captivity

Catechism, the; referring to Luther's

catechism; adj.

catechumen; youth or adult preparing for baptism and participation in communion

catechumenate; process through which youth or adults prepare for baptism and participate in communion

catholic; when referring to the universal church, *but cap.* when it refers to the Roman Catholic Church; but, Catholic Church, Catholicism, Catholic tradition

Chosen people

Christ child

Christlike

church, the; when referring to a building, or when used generically e.g. people in our church believe .../ going to church is good for you.

Church; when speaking specifically about the body of all Christians, the clergy, an organized Christian group, or institutionalized religion as a political or social force e.g. the Evangelical Lutheran Church in Canada/the medieval Church taught .../ in matters of Church and State/ **the Lutheran Church/the Anglican Church.**

Church Council

Church Fathers

church year

city of David

clergy; avoid clergyman

collect; prayer in liturgy

Commandments; referring to the Ten/First Commandment (etc.)

Commandment, the Great; Matthew 22:36–38

Commission, the Great; Matthew 28:18–20; Mark 16:15

Communion; as a title

communion; as an adjective

companion synod

compline

confession; lowercase any creedal usage, e.g. confessions of faith, Lutheran confessions; but cap. when used as a short form for a specific document, e.g. the Augsburg Confession

confirmation; as a general term, cap. when referring to the rite of Confirmation

Covenant, New; as a synonym for Old/New Testament

covenant, new; new covenant as theological concept

creation

Creed, the; meaning Apostles'

cross

crozier; preferred rather than crosier

crucifixion*

Crusade; the historical event; otherwise lower case

Day of Atonement

day of judgment*

Day of Pentecost
Dead Sea Scrolls
Deity, the; in reference to God
Developing World; used instead of Global South or Third World
Devil; *but* Satan, the personification of evil
Diaspora; of the Jews
diocese; cap. when used geographically (Diocese of New Westminster)
disciples, the
divine
doxology; cap. when used as a title, Common Doxology, which is a particular piece of music

Easter cycle, the
Easter Day
Easter Eve
Easter season, the
Emmanuel; (God with us); preferred spelling; Matthew 1:23
end time(s)
Epiphany; season;
Epiphany; of Christ
Epistle/epistle; cap. when referring to the title of a book or a specific section, for example, the
 Epistle to the Romans, the Pastoral Epistles, the Epistles; *but*, Lc. The epistle, this epistle,
 Paul's epistles
eucharist*

Evangelical Lutheran Worship, (EvLW)
evangelist; writer of a gospel
evangelist Mark, the
exile,* the
exodus,* the; from Egypt

festival; usually lowercase, for example, festival of Transfiguration
fall,* the; of humanity
flood,* the
full communion; cap. when referring to *The Waterloo Declaration*
fundamentalism; noun
fundamentalist; noun & adj.

Garden of Eden; *but*, the garden
Garden of Gethsemane; *but*, the garden
Gentile (noun and adj. meaning “non-Jewish” [Lc. For *Canada Lutheran—CP Style*])
Global South, the; or Third World, the; *use* Developing World
Godly
golden rule
good news
good Samaritan, the; *but*, she's a Good Samaritan; Good Samaritan law
Gospel (in the name of a book of the Bible, e.g. The Gospel According to Mark)

gospel, the; of Jesus Christ. Also, the gospel of Mark; Mark's gospel; the first gospel, but the Fourth Gospel—a common name for The Gospel According to John

Gospels, the; meaning a section of the Bible

Great Commandment, the; Matthew 22:36–38

Great Commission, the; Matthew 28:18–20; Mark 16:15

great thanksgiving, the

Hades

hallelujah; but Hallelujah! (as an interjection)

he, him, his; referring to the deity

Head of the Church, the; referring to Christ

heaven

hell

high church

high mass*

high priest

Holy Baptism

Holy Bible

Holy Child

holy city;* cap. for New Jerusalem or God's future city; Lc. For Mecca

Holy Communion

holy family

Holy Land

Holy of Holies

Holy Innocents

Holy Scriptures

Holy Son

Holy Spirit

holy water

Holy Week

Holy Writ; arcane; avoid using

house of God; the Lord's house

Immanuel; Emmanuel preferred spelling

Incarnate Word of God, *but*, Word Incarnate

incarnation*

Inquisition

installation

introit

Jehovah

judges

judgment day*

King of kings

kingdom of God

kingdom of heaven
Kingdom, Northern; Israel before 722 BC
Kingdom, Southern; Judah
Koran; *use* Qur'an

Large Catechism
last judgment
Last Supper; last supper Christ had with his disciples
Law, the; meaning a section of the Bible
law and gospel
Law and Gospels, the; the Law and Prophets; the Law of Moses (meaning sections of the Bible)
Lent
Lenten season
lesson for the day; reading is preferred
Light of the world; referring to Christ
litany
liturgy
living God
living Lord
living Word; Word of the Lord
Lord's day; Sunday
Lord's Prayer
lordship of God
Lutheran–Anglican
Lutheran Book of Worship (LBW) (do not preface with article "the")
Lutheran Church
Lutheran Confessions
Lutheran World Federation, The; the LWF

Major Prophets; referring to a section of the Bible, the five books in this section of the Bible are
Isaiah, Jeremiah, Lamentations, Ezekiel, and Daniel
major prophet; referring to the person
matins
means of grace
mercy seat
Messiah
messiahship
messianic
millennium/millenia (noun)
Minor Prophets (referring to a section of the Bible)
minor prophet (referring to the person)
Most High
Muhammad; *don't use* Mohammad
Muhammadism; *use* Islam
Muslim

Native people; *but* a native of Prince Edward Island
National Bishop; Susan C. Johnson
National Church
National Convention
National Church Council
National Office, the; when used by the ELCIC, otherwise lower case
Nativity season, the
nativity of Christ
New Testament, the
Nicene Creed
Ninety-five Theses; as a title; *but* Luther nailed 95 theses to the door
non-Christian

offering
offertory; adj. try to use with noun
Office of the Keys, the
Old Testament, the
Ordinary, the; as part of the Service
ordination
original sin

Palm Sunday
parable of the good Samaritan
parable of the sower
Paraclete; comforter; *see* Spirit
paradise
parousia; second coming of Christ
Paschal Lamb; only when used as a title for Jesus
Passion Week
Passover
patriarchs
Pentateuch
Person; as in “God in three persons ...”
Petition; of the Lord’s Prayer
Petition, Third
Pharisees
pope, the
Pope Benedict XVI; 2005–
Pope John Paul II; 1978–2005
Prince of Peace
promised land*
Propers, the; parts of the Service
Prophets; section of the Bible
Protestant

Protestantism
Providence; cap. when referring to God
Psalmist, the
book of Psalms, the; *but* some psalms, this psalm
Psalter, the; cap. only when used for the book of Psalms

Qur'an

reading (preferred over lesson)
real presence
redemption
Reformation, the
Reformed Church
resurrection*
Resurrection of Our Lord, the
righteous
righteous God
Righteous One
risen Lord
Risen One
rite of Holy Baptism
rosary
Rostered List

Sabbath; cap. when referring to Saturday or Sunday as a day of the week; Lc. As a time of rest

Sacrament; when used as a title, e.g. the Sacrament of Holy Baptism

sacrament; as in, "The Lutheran church has two sacraments."

Sadducees
Sanctuary
Sanctus
Sanhedrin
Satan
satanic
Saviour
scribes
scriptural
scripture
scripture reference
Scriptures. the; when referring to the Bible as a whole
seat of judgment
second coming*
seder
Septuagint
Sermon on the Mount
serpent, the

shepherds, the
simul justus et peccator; “at once justified and sinner”
Sitz im Leben; “setting or situation in life”
Small Catechism, The
Son of God
Son of man
sonship of Jesus; Jesus’ sonship
Spirit; referring to the Holy Spirit
spirit; the spirit of Christ, the spirit of God
stations of the cross
Sunday school
Supreme Being; when referring to God
synod; *but* BC Synod
Synod Assembly
Synod Council
Synod Convention
Synod of Alberta and the Territories, ABT
synod office, your; *but* BC Synod Office
Synoptic Gospels

Temple, * the; in Jerusalem
Ten Commandments; *not* 10 Commandments
Third World, the; *use* Developing World
Transfiguration, festival of
transfiguration*
Tribe of Benjamin, the
tribes of Israel, the
Trinitarian Controversy
Trinity
Trinity season
triune God
Twelve, the; meaning disciples

unchurched; adj. only; Do not equate unchurched people with non-Christians
Upper Room, the

vacation Bible school; *but* VBS
vacation church school; *but* VCS
vespers
virgin Mary; *but* the Virgin
Visitation; the festival
Vulgate

weekday church school
will; of God

Wise Men, the; preferred is the Magi

Word; only as a synonym for Christ or the Bible; *but* the word of God to Moses

Word of the Lord

Word and Sacrament

worship service

Writings, the; cap. only as a division of Jewish scriptures, e.g. Law, Prophets, Writings

Yahweh; preferred to Jehovah; avoid Jahweh

Zealot; cap. when referring to the fanatical first-century group who wanted to overthrow the Romans

Worship Terms

Capitalize names of or references to the sacraments or rites, e.g. the Lord's Supper, the Eucharist, Holy Communion, Holy Baptism, Baptism referring to Christian Baptism; but lowercase when referring to the act, e.g. Her baptism was in January/a baptism of fire/Jesus' baptism.

Capitalize names of specific services, e.g. the Service, Matins, Vespers, Gospel and Morning Suffrages.

Capitalize parts of a service when they are used as titles, e.g. The Confession of Sins, Second Lesson, and Gospel.

Lowercase general references to worship and to religious services, e.g. a confession of sins, a service of worship, the liturgy, marriage, ordination, divine services, confirmation, installation.

PART 6—PUNCTUATION

PUNCTUATION

Accents

Métis
Montréal, Québec; *CP Style* no accents
née
résumé

Apostrophes

The Canadian Style, pp. 140–143

the 1800s; the '80s.
Apostles' Creed, *not* Apostle's Creed (there were 12 apostles)
aboriginal people's rights, *not* aboriginal peoples' rights

Commas

The Canadian Styles, pp. 120–129

General rule: Commas interrupt the flow of a sentence and should therefore not be used where they do not contribute to clarity. A sentence requiring a large number of commas for clarity is probably a poorly constructed one in need of rephrasing. Use commas to set apart words, phrases, and clauses that would otherwise be unclear. Use as an aid to clear communication, a convenience, and a courtesy to the reader.

When in doubt, leave it out.

An exception may be made to these rules for material designed for public reading where the use of commas may serve as a guide to the person reading the words aloud.

Hyphens

The Canadian Style, pp. 139

It is important not to use a hyphen when an en dash or em dash should be used. There are no spaces before or after a hyphen, en dash, em dash or slash/oblique.

In most cases the em dash (long dash) is a substitute for the colon, semicolon or comma. The en dash (short dash) is used to join numbers. E.g. Mark 29:34–35; pp. 984–9150

Parentheses

The Canadian Style, pp. 133–135

“You cannot serve God and wealth.” (Luke 16:13b, *NRSV*.)

PART 7—ITALICS/PART 8—POETRY/PART 9—TREATMENT OF HYMNS

USE OF ITALICS

The Canadian Style, pp. 104–109

Italicize the titles of books, pamphlets, published reports and studies, plays, operas and long musical compositions, paintings, sculptures, novels, films, long poems, newspapers, and periodicals; *CP Style* includes songs.

POETRY

The author's style, grammar, spelling and punctuation shall be used and not modified in any way unless the author consents to modifications. If you feel that the author has made an unintentional mistake, ask the author.

TREATMENT OF HYMNS

The words of hymns may be changed to conform to ELCIC's style of spelling, capitalization, and punctuation *if they are in the public domain*.

Hymn "titles" are usually first lines. When the title is the same as the first line and the words are in the public domain, the title should be treated as an ordinary line of copy, i.e., punctuated and capitalized to conform to ELCIC style.

They sang "All Praise to You, Eternal Lord."

In identifying a hymn within text, use the following pattern:

Sing stanza 6 of *Oh, Worship the King* (EvLW 842).

When printing whole stanzas of a hymn, the lines should be in italics and indented as indicated in the hymnal.

Refer to stanzas of a hymn, not verses.

Spell out *Evangelical Lutheran Worship* at its first appearance in text; after that, abbreviate **EvLW**

PART 10—TITLE & COPYRIGHT PAGE

TITLE PAGE AND COPYRIGHT PAGE INFORMATION

Books — Title Page

1. Title
2. Author and/or Translator, Editor
3. [ELCIC insignia]
4. Evangelical Lutheran Church in Canada, city and province

Books— Copyright Page

1. Title
2. Copyright notice (all items must appear on one line):
Copyright © the year and name of copyright claimant.
(ELCIC may not be abbreviated), e.g.
Copyright © 20__ by Evangelical Lutheran Church in Canada.
3. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise (except brief passages for purposes of review) without the prior permission of the Evangelical Lutheran Church in Canada.
4. ISBN: (number)
5. Credit line for scripture quotations, hymnals and all other sources unless noted on a special acknowledgments page. e.g.

New Revised Standard Version:

Scripture quotations are from the *New Revised Standard Version of the*

Bible, copyright © 1989 by the Division of Christian Education of the National Council of Churches of Christ in the USA. All rights reserved. Used by permission.

PART 11—ACKNOWLEDGEMENT FORMS

ACKNOWLEDGEMENT FORMS

New Revised Standard Version:

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Good News Bible (also called *Today's English Version* or *Good New Translation*):

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Evangelical Lutheran Worship:

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PART 12—REFERENCE MATERIAL

REFERENCE MATERIAL

Recommended for reference:

Caps and Spelling—The Canadian Press

The Chicago Manual of Style—The University of Chicago Press

The Elements of Grammar—Margaret Shertzer

The Elements of Style—William Strunk, Jr & E.B. White

The Elements of Editing—Arthur Plotnick

English- Language Style guide—The Lutheran World Federation

Webster's Compact Writer's Guide—Merriam-Webster Inc.

APPENDIX A—NAMES FOR GOD

NAMES FOR GOD

Proper names

There are names for deity that, on the contemporary scene, have no other meaning apart from the name.

These are names just as Ahmad, Running Elk, and Raoul are names. They may have specific meanings, but the direct meaning at the moment of utterance is that of the name. The following are listed as proper names for the Christian Deity and are always capitalized.

Christ	Jehovah
Christ child	Jesus
Emmanuel	Messiah
Holy Ghost	Paraclete
Holy Spirit	Spirit
Immanuel	Yahweh

There are other names for the Christian Deity that, in contemporary American usage, also function as common nouns. Some of these nouns, used in the context of a religious work, have a primary meaning that is present at the moment they are uttered or read.

The following are listed as proper names for the Christian Deity (proper nouns in a primary sense because they are not governed by criteria for determining proper nouns) and always are capitalized.

Father	Saviour
God	Son
Godhead	Trinity
Lord	Word

Proper nouns

Every noun is the name of something. If it is the “unique name of a unique thing” (being), it is a proper name (for example, Mississippi River, Philadelphia). If it is the official (but not unique) name of a particular thing, it is a proper noun (for example, Snake River; Superior, Wis.).

The noun itself

The noun standing by itself, out of context, usually is recognized as a possible name for deity. The dictionary should confirm that one of the meanings of the word is a reference to deity.
Noun modifiers

A limiting modifier (a, an, some, every, and so forth) used with a noun usually is a sign that the noun is not, in that instance, a proper noun. Personal possessives are not considered to be limiting modifiers.

In the predicative nominative

Nouns used in the predicative nominative complement names for deity, and are not to be considered proper nouns. The following are considered proper nouns when they conform to criteria listed previously.

Advocate: cap. only direct reference to Holy Spirit
comforter
creator
king
maker
person(s)
priest
prophet
redeemer

Common nouns

An indefinite article or possessive preceding a noun usually is the signal of a common noun.

Nouns that are used as names for *quality* of deity, an *action* of deity, an *idea* for deity, a *state* of deity are considered common nouns.

Quality

The use of a concrete, attributive noun to express an abstract attribute of God—to impute a quality to, rather than factually describe.

a mighty *fortress* is our God
a *lamb* goes uncomplaining forth
thou its *light*, its *joy*, its *crown*
Christ, our *head* and *cornerstone*
Christ is made the sure *foundation*
great God of fire, incarnate *flame*
you were their *rock*, their *fortress*, and their *might*
I am your *rock* and *castle*
thou on earth our *food*, our *stay*
we taste you, ever-living *bread*
branch and *flower* of Jesse's stem
she says the *star* is shining still

Action

The use of a noun to name an action of God in which case the noun normally takes a verb form.

and find him, our mighty *defender*
to its *judge* an answer making
and *conqueror* of time
to God, the *giver* of all good
and they who with their *leader*

Idea

The use of an abstract, attributive noun to express an idea about God.

my Lord, my *hope*, is arisen
you were their rock, their fortress, and
their *might*
God, my Lord, my *strength*
Jesus Christ, our *pleasure*
be thou my *consolation*
sing praise to God, the highest *good*
O Jesus, *joy* of loving hearts
and her *confidence* alone
my Jesus is my *splendor*
Jesus, priceless *treasure*
the Lord, our *righteousness*

State

The use of a noun as the name of an earthly position to which we as persons can relate, in which case the noun normally does not take a verb form.

might find in him a *brother*
a little *child*, you came our guest
to be an *infant* small
make known the great *physician's* mind
crown him as your *captain*
the *prince* is ever in them

Pronouns

Pronouns referring to deity are not capitalized.

he
her
his
she
you
your(s)
one; when used alone, *one* may be considered a pronoun; except when immediately preceded by an adjective, Blessed One, Holy One

Compound names

The following compound names are determined to be proper names and are capitalized as follows.

Bread of life
Christ's Spirit
God Almighty
God Incarnate
God Most High
God's Son
God's Spirit
Good Shepherd
Jesus Christ
Lamb of God
Most High
Most High God
One in Three
Paschal Lamb
Spirit of Christ
Spirit of God

Three in One
Word Incarnate; *but* incarnate Word

Names with modifiers

Adjectives

An adjective, whether attributive (standing before the noun) or predicate (standing after the verb) is lowercased when modifying name for deity.

with proper name

(attributive adjectives):

almighty God

eternal Father

eternal Lord

holy Father

holy Son

living Lord

righteous Father

righteous God

triune God

(predicate adjectives):

God is righteous.

The Lord is eternal.

with proper noun

almighty King; *but* the Almighty

exception: Both one and the adjective modifying it should be capitalized. Since one is not a proper name and would not be used to stand alone as a proper noun, it is considered a complement to throw the weight of a proper noun on the adjective.

Blessed One

Crucified One (*but* the Crucified)

Holy One

Righteous One

Risen One

Object of the preposition

The noun governed by the preposition *of* is considered to be used in an adjectival sense in a name for deity.

with proper name

Lord of grace
Lord of lords
Son of man

exception: Where the noun governed by the preposition of is a proper name for deity, that noun is capitalized.

Son of God

with proper noun

King of kings

exception: The following is an arbitrary list of exceptions to the object of the preposition rule.

All-in-All

Alpha and Omega

Ancient of Days

Herald of Justice

Light of lights

Light of the world

Prince of Peace

Son of Man; *when used for the one Hebrew word that is used to refer to the Son of man*

Derivatives

Nouns, adjectives and verbs derived from proper names are lowercased when used with a specialized meaning.

(God's) fatherhood

(Jesus') sonship

messianic hope

godlike; godly

christological (*but* Christology, Christlike, Christian)

Object of direct address

A noun used as the object of direct address (in the vocative) is considered in that instance to be a name by which the deity is addressed and is capitalized.

O *Food* to pilgrims given

O holy *Fire*, comfort true

O *Love* that triumphs over loss

O *Force* of all by whose sheer power

O *Fount* of grace redeeming
O *River* ever streaming
O come, O *Key* of David, come
O come, blest *Dayspring*, come and cheer

Predicative nominative

Lowercase nouns used in the predicative nominative to complement name for deity.

you were their *rock*, their *fortress*, and their *might*
my Jesus is my *splendour*
the *sun* that cheers my spirit, is Jesus Christ, my king
a mighty *fortress* is our God
thou the true *redeemer* art
he is *servant*, I a lord
he is the *key*, and he the *door*

exception: The designated proper names are capitalized in the predicative nominative.

The Lord is God.

Appositives

A noun in the appositive position usually is considered to be the predicate of an implied preposition, and as such is not capitalized unless it is a proper name.

my Lord, my *hope*, is arisen
God, my *Lord*, my *strength*
the Lord, our *righteousness*
Jesus, priceless *treasure*
Lord Jesus, bounteous *giver*

exception: Prophet, Priest, and King is considered as one compound, and is not to be governed by the appositive rule.

Where a number of nouns stand in the appositive position, and where the majority are proper names, all nouns in the sequence are capitalized.

the Son of God, our Christ, the Word, the Way

APPENDIX B—BOOKS OF THE BIBLE (NRSV)

BOOKS OF THE BIBLE (NRSV)

The Old Testament

<i>Formal name</i>	<i>Common name</i>	<i>Abbreviations</i>
Genesis	Genesis	Gen
Exodus	Exodus	Ex
Leviticus	Leviticus	Lev
Numbers	Numbers	Num
Deuteronomy	Deuteronomy	Deut
Joshua	Joshua	Josh
Judges	Judges	Judg
Ruth	Ruth	Ruth
1 Samuel	1 Samuel	1 Sam
2 Samuel	2 Samuel	2 Sam
1 Kings	1 Kings	1 Kings
2 Kings	2 Kings	2 Kings
1 Chronicles	1 Chronicles	1 Chr
2 Chronicles	2 Chronicles	2 Chr
Ezra	Ezra	Ezra
Nehemiah	Nehemiah	Neh
Esther	Esther	Esth
Job	Job	Job
The Psalms	Psalms	Ps/Pl/Pss
Proverbs	Proverbs	Prov
Ecclesiastes	Ecclesiastes	Eccl
The Song of Solomon	Song of Solomon	Song
Isaiah	Isaiah	Isa
Jeremiah	Jeremiah	Jer
Lamentations	Lamentations	Lam
Ezekiel	Ezekiel	Ezek
Daniel	Daniel	Dan
Hosea	Hosea	Hos
Joel	Joel	Joel

Amos	Amos	Am
Obadiah	Obadiah	Ob
Jonah	Jonah	Jon
Micah	Micah	Mic
Nahum	Nahum	Nah
Habakkuk	Habakkuk	Hab
Zephaniah	Zephaniah	Zeph
Haggai	Haggai	Hag
Zechariah	Zechariah	Zech
Malachi	Malachi	Mal

The New Testament

<i>Formal name</i>	<i>Common name</i>	<i>Abbreviation</i>
The Gospel According to Matthew	Matthew	Mt
The Gospel According to Mark	Mark	Mk
The Gospel According to Luke	Luke	Lk
The Gospel According to John	John	Jn
The Acts of the Apostles	Acts	Acts
The Letter of Paul to the Romans	Romans	Rom
The First Letter of Paul to the Corinthians	1 Corinthians	1 Cor
The Second Letter of Paul to the Corinthians	2 Corinthians	2 Cor
The Letter of Paul to the Galatians	Galatians	Gal
The Letter of Paul to the Ephesians	Ephesians	Eph
The Letter of Paul to the Philippians	Philippians	Phil
The Letter of Paul to the Colossians	Colossians	Col
The First Letter of Paul to the Thessalonians	1 Thessalonians	1 Thess
The Second Letter of Paul to the Thessalonians	2 Thessalonians	2 Thess
The First Letter of Paul to Timothy	1 Timothy	1 Tim
The Second Letter of Paul to Timothy	2 Timothy	2 Tim
The Letter of Paul to Titus	Titus	Titus
The Letter of Paul to Philemon	Philemon	Philem
The Letter to the Hebrews	Hebrews	Heb

The Letter of James	James	Jas
The First Letter of Peter	1 Peter	1 Pet
The Second Letter of Peter	2 Peter	2 Pet
The First Letter of John	1 John	1 Jn
The Second Letter of John	2 John	2 Jn
The Third Letter of John	3 John	3 Jn
The Letter of Jude	Jude	Jude
The Revelation to John	Revelation	Rev

APPENDIX C—CHURCH YEAR

CHURCH-YEAR ABBREVIATION STYLE

Where an abbreviated name for a day in the church year is necessary or desirable, one of two shortened forms is possible. One system of abbreviation should be used consistently throughout one publication or publication series.

Day in church year	Abbreviations	
First Sunday of Advent	1st Sunday of Advent	1 Advent
Second Sunday of Advent	2nd Sunday of Advent	2 Advent
Third Sunday of Advent	3rd Sunday of Advent	3 Advent
Fourth Sunday of Advent	4th Sunday of Advent	4 Advent
Nativity of Our Lord		Christmas
First Sunday of Christmas	1st Sunday of Christmas	1 Christmas
Second Sunday of Christmas	2nd Sunday of Christmas	2 Christmas
Epiphany of Our Lord		Epiphany
Baptism of Our Lord		Baptism of Jesus
Second Sunday after Epiphany		2 Epiphany
Third Sunday after Epiphany		3 Epiphany
Fourth Sunday after Epiphany		4 Epiphany
Fifth Sunday after Epiphany		5 Epiphany
Sixth Sunday after Epiphany		6 Epiphany
Seventh Sunday after Epiphany		7 Epiphany
Eighth Sunday after Epiphany		8 Epiphany
Transfiguration of Our Lord		Transfiguration
Ash Wednesday		Ash Wednesday
First Sunday in Lent	1st Sunday in Lent	1 Lent
Second Sunday in Lent	2nd Sunday in Lent	2 Lent
Third Sunday in Lent	3rd Sunday in Lent	3 Lent
Fourth Sunday in Lent	4th Sunday in Lent	4 Lent
Fifth Sunday in Lent	5th Sunday in Lent	5 Lent
Sunday of the Passion (Palm Sunday)		Sunday of Passion
Monday in Holy Week		

Tuesday in Holy Week		
Wednesday in Holy Week		
Maunder Thursday		
Good Friday		
Saturday in Holy Week	Resurrection of Our Lord	Easter Vigil
Resurrection of Our Lord	Resurrection of Our Lord	Easter Day
Second Sunday of Easter	2nd Sunday of Easter	2 Easter
Third Sunday of Easter	3rd Sunday of Easter	3 Easter
Fourth Sunday of Easter	4th Sunday of Easter	4 Easter
Fifth Sunday of Easter	5th Sunday of Easter	5 Easter
Sixth Sunday of Easter	6th Sunday of Easter	6 Easter
Ascension of Our Lord		Ascension
Seventh Sunday of Easter	7th Sunday of Easter	7 Easter
Day of Pentecost		Pentecost

Day in church year

Abbreviations

The Holy Trinity		Holy Trinity
Second Sunday after Pentecost	2nd Sunday a. Pentecost	2 Pentecost
Third Sunday after Pentecost	3rd Sunday a. Pentecost	3 Pentecost
Fourth Sunday after Pentecost	4th Sunday a. Pentecost	4 Pentecost
<i>(follow same style to Twenty-seventh Sunday after Pentecost)</i>		
Christ the King		Christ the King
Andrew, Apostle		
Stephen, Deacon and Martyr		
John, Apostle and Evangelist		
The Holy Innocents, Martyrs		
Name of Jesus		
Confession of Peter		
Conversion of Paul		
Presentation of Our Lord		
Joseph, Guardian of Jesus		
Annunciation of Our Lord		
Mark, Evangelist		
Philip and James, Apostles		
Matthias, Apostle		
Visit of Mary to Elizabeth		
Barnabas, Apostle		
John the Baptist		
Peter and Paul, Apostles		
Thomas, Apostle		
Mary Magdalene, Apostle		
James, Apostle		
Mary, Mother of Our Lord		
Bartholomew, Apostle		
Holy Cross Day		
Matthew, Apostle and Evangelist		
Michael and All Angels		
Luke, Evangelist		
Simon and Jude, Apostles		
Reformation Day		
Reformation Sunday		
All Saints' Day		

APPENDIX D—ELCIC ACRONYMS

ELCIC GLOSSARY OF ACRONYMS

While all of these acronyms are suitable for use in the ELCIC, some are more likely to be used for internal reports and coding rather than for external communication. For example, NC91–35 is useful in recording a convention action but will not mean anything outside the circle of those “in the know.” In most cases, it is important to spell out the name in full, with the acronym following, the first time you use it in a document (or provide a listing of acronyms with the document). At the very least, this shows consideration for people who may have to read the document, but do not know the acronyms.

ELCIC usage

ACC	Anglican Church of Canada
ABT	Synod of Alberta and the Territories
AF	Augsburg Fortress
ALCM	Association of Lutheran Church Musicians
AUC	Augustana University College
BC	British Columbia Synod
CAPE	Canadian Association for Pastoral Education
CCC	Canadian Council of Churches
CCC–GOW	Canadian Council of Churches–Group on Worship
CCOM	Candidacy Committee
CCT	Consultation on Common Texts
CECF	Church Extension and Capital Fund
C-ELW	Conference ELW
CEP	Continuing Education Plan
CEYC	Canadian Ecumenical Youth Coalition
CFGB	Canadian Foodgrains Bank
CIDA	Canadian International Development Agency
CLAD	Canadian Lutheran/Anglican Dialogue

CLAY	Canadian Lutheran Anglican Youth
CLBI	Canadian Lutheran Bible Institute; Camrose, Alta.
CLWR	Canadian Lutheran World Relief
CLYG	Canadian Lutheran Youth Gathering
CMPC	Canadian Mission Pastor's Conference
CPPC	Cooperative Parish Projects Committee
COB	Conference of Bishops
Co-ELW	Congregational ELW
CoGS	Council of General Synod (Anglican)
CTEL	Committee for Theological Education and Leadership
CWA	Companion of the Worship Arts
EAST	Eastern Synod
EELC	Estonian Evangelical Lutheran Church
EFT	Eternity for Today
EKD	Evangelical Church in Germany
ELCA	Evangelical Lutheran Church in America
ELCC	Evangelical Lutheran Church of Cameroon
ELCC	Evangelical Lutheran Church of Canada (predecessor of the ELCIC)
ELCC	Evangelical Lutheran Church in Congo
ELCG	Evangelical Lutheran Church in Guyana
ELCIC	Evangelical Lutheran Church in Canada (<i>not</i> ELCiC or ELCC)
ELCJ	Evangelical Lutheran Church in Jordan (predecessor of ELCJHL)
ELCJHL	Evangelical Lutheran Church in Jordan and the Holy Land
ELC-PNG	Evangelical Lutheran Church of Papua New Guinea
ELW	Evangelical Lutheran Women (<i>not</i> E.L.W.)
EvLW	Evangelical Lutheran Worship
EAST	Eastern Synod
GHDA	Global Hunger and Development Appeal
GHEJS	Global Hunger and Economic Justice Seminar
GME	Global Mission Event
GSI	ELCIC Group Service Inc.
HOB	House of Bishops
ICE	Institute for Christian Ethics (Waterloo)
IELB	Bolivian Evangelical Lutheran Church
IELCO	Evangelical Lutheran Church of Colombia
IELU	United Evangelical Lutheran Church of Argentina and Uruguay
ILEP	Peruvian Evangelical Lutheran Church
LAMP	Lutheran Association of Missionaries and Pilots
LCA-CS	Lutheran Church in America-Canada Section (a predecessor body of the ELCIC)
LCC	Lutheran Church-Canada (always with an en dash)
LCBI	Lutheran Collegiate Bible Institute (Outlook, SK)
LCIC	Lutheran Council in Canada
LCMS	Lutheran Church-Missouri Synod, The
LEM	Lutheran Evangelistic Movement, Canada
LLM	Lutheran Laity Movement for Stewardship
LOMIC	Lutheran Outdoor Ministries in Canada
LOPP	Lutheran Office for Public Policy

LPG	Lutheran Planned Giving
LSMC	Lutheran Student Movement in Canada
LTS	Lutheran Theological Seminary Saskatoon
LWCC	Lutheran Women's Cooperating Committee
LWF	Lutheran World Federation, The
LWS-I	Lutheran World Service-India
MNO	Manitoba/Northwestern Ontario Synod
NC	National Convention
NCC	National Church Council
NYMC	National Youth Ministry Committee
PCC	Presbyterian Church of Canada
PCYM	Program Committee for Youth Ministry
RONA	Regional Officer for North America (LWF)
S-ELW	Synodical ELW
SK	Saskatchewan Synod
SLS	Salvadoran Lutheran synod
VBS	vacation Bible school
VCS	vacation church school
VIM	Volunteer(s) in Mission
WCC	World Council of Churches
WICC	Women's Inter-Church Council of Canada
WG-D	Working Group on Discipleship
WG-FS	Working Group on Faith and Society
WG-LM	Working Group on Leadership in Ministry
WG-M	Working Group on Mission
WG-W	Working Group on Worship
WLS	Waterloo Lutheran Seminary
YMCC	Youth Ministry Coordinating Committee

APPENDIX E—ECUMENICAL COALITIONS

ECUMENICAL COALITIONS

ACT Alliance -Action by Churches Together

ACT-D	-Development
ACT-I	-International
ARC	Aboriginal Rights Coalition; formerly Project North
CAWG	Canada-Asia Working Group
CCJC	Church Council on Justice and Corrections
DOTAC	Diakonia of the Americas and the Caribbean
ECEJ	Ecumenical Coalition for Economic Justice; also known as GATT-Fly
ETFFP	Ecumenical Taskforce on the Feminine Face of Poverty
ICCAF	Inter-Church Coalition on Africa
ICFID	Inter-Church Fund for International Development
ICCPJC	Inter-Church Committee for the Promotion of Justice in Canada; previously known as PLURA
ICCR	Inter-Church Committee for Refugees
ICCWDE	Inter-Church Committee for World Development Education; previously known as Ten Days for Global Justice or Ten Days for World Development
ICCHRLA	Inter-Church Committee on Human Rights in Latin America
JALC	Joint Anglican—Lutheran Commission
KAIROS	Canadian Ecumenical Justice Initiatives
LCIC	Lutheran Council in Canada
PP	Project Ploughshares
PLURA	Presbyterian, Lutheran, United, Roman Catholic, Anglican
TCCR	Taskforce on the Churches and Corporate Responsibility

APPENDIX F—LWF

THE LUTHERAN WORLD FEDERATION

In accordance with the LWF Constitution please use the correct name of the Federation on all documents: “The Lutheran World Federation.” When writing federation in reference to the LWF, capitalize Federation.

The name of the LWF has been expanded and may read, “The Lutheran World Federation – A Communion of Churches” in a title. However, in all other general references, communion should not be capitalized. E.g. “The Lutheran communion”, “As a global communion of Lutheran churches, the LWF”

SECTION II MEDIA

PART 1—THE CANADIAN PRESS INDEX

THE CANADIAN PRESS INDEX

The Canadian Press Stylebook contains a wealth of helpful information.

Abbreviations and acronyms, pp. 243–250

Accents, pp. 299

Métis

Montreal, Quebec

resumé

Café

Follow Oxford for English words.

Canadian Placelines, pp. 343

The community is followed by the province or territory with the exception of these well known cities:

Calgary	Charlottetown	Edmonton	Fredericton	Halifax
Hamilton	Montreal	Ottawa	Quebec	Regina
Saskatoon	Toronto	Vancouver	Victoria	Whitehorse
Winnipeg	Yellowknife			

Whitehorse and Yellowknife stand alone as placelines, but the Northwest Territories or the Yukon should be mentioned in the opening paragraph.

Capitalization, pp. 259–28

The Canadian Press Caps and Spelling; or
Canadian Oxford, unless noted below.

General rule: capitalize specific terms such as nouns, names and titles; lowercase general terms, adverbs and adjectives.

With religious names and terms avoid uppercase where possible (See Section 1 Capitalization.)

Dates and time, pp. 246

For months used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., and Dec. Spell out standing alone or with a year alone.

In tabular matter use these forms without periods:

Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
Sun, Mon, Tue, Wed, Thu, Fri, Sat

Hyphenation: compound words, pp. 295–296; 381–383

Italics, pp. 386–387

The *Canadian Press* cannot deliver material in italics to all its customers for technical reasons. Italics are recommended, however, quotation marks may be used. Italicize the title of compositions, including books, computer games, movies, operas, plays, TV programs, and songs.

News releases, pp. 136–137; 482–483

Numbers, pp. 328–332

Punctuation, pp. 371–388

The Canadian Press follows the generally accepted style for punctuation as *The Canadian Style* in Section I.

Apostrophe, pp. 354; 371–372

the 1800s; the '80s.

Apostles' Creed, *not* Apostle's Creed (there were 12 apostles)

Aboriginal people's rights, *not* aboriginal peoples' rights

Brackets (Parentheses), pp. 372–373

“You cannot serve God and wealth.” (Luke 16:13b, *NRSV*.)

Em dash, pp. 378–379

The Canadian Press uses the hyphen and the em dash, but not the en dash. There are no spaces before or after a hyphen, em dash, or slash/oblique.

Quotation marks, pp. 385–387

Places, pp. 247

Canadian provinces and territories

Use these abbreviations after the name of a community:

Alta., B.C., Man., N.B., N.L., N.W.T., N.S., Ont., P.E.I., Que., and Sask.

After the name of a community, use **Yukon** rather than Y.T. When standing alone use **the Yukon**. An abbreviation has not yet been established for Nunavut, so it should be written out in all references.

Spelling, pp. 394–396

Quotations, pp. 15–17; 196

PART 2 —NEWS RELEASE

CHECKLIST FOR A NEWS RELEASE

The news release, a story sent to the media about an event, is a basic tool of church communications. Since each story must compete with dozens of others in order to win space in the paper, the release which follows the basic rules of journalism has the best chance.

Format for a news release:

Identify the name of the reporting group, provide date of release and indicate if the item is “For Immediate Release” or “For release on (date/time)” at the top.

State “NEWS RELEASE.”

Use a one-line lead to state the topic of the release and then provide the story using the checklist below.

Identify a person or people who can be contacted for further information, including name(s), address, telephone, and fax.

Here are some things to check before a release is sent out:

Have you considered the paper’s deadline?

Is the real news expressed in the lead? (A church holding a meeting is not news. A church discussing policy on sexual abuse is.)

Are the important facts—Who? What? When? Where? Why? How?—in the first

paragraph?

Is it accurate? Are names spelled properly and dates double-checked?

Write in everyday English. Is it terse, avoiding flowery rhetoric and theological jargon?

Can you send a photo?

If the release is about a speaker, do you have a copy of that person's address?

Have you used action verbs and simple sentences, especially in the lead?

Does the story conform to the best style standards of journalism?