Editorial Style Guide

A guide to effective written communication at WorkSafeBC

une or passage and t...

STYLE. Rules of uniformity in matters of punctuation, capitalization, word division, spelling, and other details of expression—many of which may vary according to custom. *House style* is the set of rules adopted by a particular publishing or printing house.

SUBSCRIPT. In mathematics ... ...ral, letter, fraction, or symbol that prints ...

SUBS...

...g the

...s out an incorrect

...one.

Contents

W.P. Kinsella

Inspiration is hard work. You must set a quota for yourself and then stick to that quota. Only unsuccessful writers wait around for inspiration.

Introduction

The goal of the *Editorial Style Guide* is to improve the consistency and raise the standard of written communications at WorkSafeBC.

All suggestions made in this style guide are designed to improve the clarity of your message. Standards are chosen because people are best able to understand and absorb information that is presented in a familiar, accessible manner. The *Editorial Style Guide* will be valuable to anyone who writes, types, edits, or proofreads written material. It will also be useful to anyone with an interest in improving the quality of WorkSafeBC's communications.

The guide is based mainly upon *The Canadian Style*, the *Canadian Secretary's Handbook*, *Words Into Type*, and *The Chicago Manual of Style*. (Please see the Bibliography for details on these and other related books.) We have studied sources on each topic before coming to the decisions that you find on the following pages. Of course, not all source books agree, and our decisions are by no means the final word on any given subject. The introduction to *The Chicago Manual of Style* made this point very well in its first edition (1909):

> Rules and regulations such as these, in the nature of the case, cannot be endowed with the fixity of rock-ribbed law. They are meant for the average case, and must be applied with a certain degree of elasticity. Exceptions will constantly occur, and ample room is left for individual initiative and discretion. They point the way and survey the road, rather than remove the obstacles.

In that spirit, the Communications Services section offers the *Editorial Style Guide* as a set of guidelines rather than rules.

Margaret Atwood

*People put down Canadian
Literature and ask us why there
isn't a Moby Dick. The reason is
that if a Canadian wrote Moby
Dick it would be told from the
point of view of the whale.
Nobody ever thought of that.*

How to use this guide

The style guide is divided into four chapters. Although the chapters group related topics together, it is not necessary to read them from beginning to end. Instead, use it as you would a dictionary or encyclopedia; to quickly answer a question or resolve a dilemma.

We have highlighted the conventions or preferences chosen as WorkSafeBC style in the text in the margins. They'll give you the general rule, then you can move into the adjoining text and get the exact details.

You may find the index an excellent way to find what you need; it will refer you to the exact page of your subject. For instance, to find information on the use of the comma, you *could* look at the Contents and determine that commas are covered under Punctuation, or you could go straight to "Comma" in the index and find the exact page number.

The Canadian Style (available from our library) is the companion document to the *Editorial Style Guide*. Where the *Editorial Style Guide* concentrates on WorkSafeBC-specific circumstances and concerns, *The Canadian Style* is a general guide that covers most questions of style. So if you have specific questions that aren't answered in the *Editorial Style Guide*, look them up in *The Canadian Style*.

Chapter 1:
Writing effectively

Mordecai Richler

I'm a great rewriter. I polish and polish. I rewrite so much sometimes that it gets to be painful. I have to put it away for a time and come back later so I can stand to see it again.

1.1 Jargon

In the early 1300s, the word jargon was used to describe the warbling and chatter of birds. Today, according to the *Canadian Oxford Dictionary*, it is "unintelligible or meaningless talk or writing; gibberish."

If you are writing to communicate rather than to impress, try to write without jargon. It is easy to resort to the use of vague, pseudo-legal terminology in a business or professional context since our writing often needs to be restrained and formal. Ready-made expressions such as *in view of the fact or take into consideration* may flow freely from the pen, but they are not honest communication. These expressions — aside from annoying many readers — weaken your communication by using dead phrases and unclear terminology.

Jargon to avoid

The following list contains wordy expressions and the simple word you can use instead. Read through it and try to spot phrases you might use — they creep into writing with diabolical ease. Keep the list handy and add your own favourites, with a good translation, for our next edition. (Adapted from B.C. Ministry of Forests' *Style Guide for Research Publications* and the *Canadian Secretary's Handbook*.)

Instead of	Use
a majority of	most
a number of	many
accounted for by the fact	because
along the lines of	like
are of the same opinion	agree
arrived at the conclusion	concluded
as a consequence of	because
as of this date	today
as to	about
at all times	always
at an earlier date	previously
at the present time	now

Instead of	Use
at this point in time	now
based on the fact that	because
by means of	by, with
completely full	full
definitely proved	proved
despite the fact that	although
disseminate	distribute
due to the fact that	because
elucidate	explain
end result	result
first of all	first
for the purpose of	for
for the reason that	since, because
give rise to	cause
has the capability of	can
held a meeting	met
in a position to	can, may
in close proximity	close, near
in connection with	about, concerning
in order to	to
in respect to	about
in some cases	sometimes
in terms of	about
in the event that	if
in the neighbourhood of	about
in the possession of	has, have
in the very near future	soon
in view of	because, since
inasmuch as	for, as
it is apparent that	apparently
it is clear that	clearly
it is evident that	(unnecessary)
it is of interest to note that	(unnecessary)
it is often the case that	often
it may, however, be noted that	but
lacked the ability to	couldn't
my personal opinion	my opinion

Instead of	Use
needless to say	(why say it?)
new innovation	innovation
Instead of	Use
on account of	because
on behalf of	for
on the basis of	by
on the grounds that	since, because
on the part of	by, among, for
owing to the fact that	since, because
perform	do
pooled together	pooled
quite unique	unique
rather interesting	interesting
reason is because	reason is
red in colour	red
relative to	about
revert back	revert to
smaller in size	smaller
subsequent to	after
take into consideration	consider
thank you in advance	thank you
the great majority of	most
the question as to whether	whether
the undersigned	me, I
uniformly consistent	consistent
utilize	use
was of the opinion that	believed
we wish to thank	we thank
whether or not	whether
will you be kind enough	please
with a view to	to
with reference to	about
with regard to	concerning, about
with respect to	about
with the possible exception of	except
without further delay	now, immediately

1.2 Writing in the active voice

Writing in the *active voice* simply means that sentences follow a subject−verb−object order. Writing sentences in this order will help make your writing persuasive, logical and clear. *Passive voice* sentences, on the other hand, follow an object−verb−subject order, and often the subject is missing altogether. The following guidelines are adapted from Tom McKeown's *Powerful Business Writing*.

Write sentences in subject-verb-object order

The sentence "The Chairman was elected by the committee" is in the passive voice; to rewrite it in the active voice, locate the subject of the sentence and put it before the verb.

> **How to locate the subject**
> 1. Find the action verb *(elected)* and put it in the present tense (elect).
> 2. Give the verb an *ing* ending (electing).
> 3. Ask yourself "Who or what does the electing?" (the committee).

The answer to the question in number three always gives you the subject of the sentence. Now simply put the subject before the verb: The *committee* (subject) *elected* (verb) the *Chairman* (object). You've eliminated two unnecessary words (*was* and *by*) and made the sentence more readable and direct.

Not all sentences are best — or even possible — in the active voice. So while it is valuable to change *most* occurrences of the passive voice, don't feel that you have to mechanically change *every* case of it.

1.3 Reading level (Readability)

There are several ways to measure how easy a sentence is to read. All tests have their flaws, and different tests yield different results. However, they can be useful, as long as you remember that the results are only estimates.

Many factors are used to measure readability, including sentence length, the number of syllables per word, the number of sentences in each paragraph, and so on.

Simple guideline for readability

Keep sentences within the range of 14–21 words. Short sentences and simple words make reading easier and will help you to keep the reading level down. Keep paragraphs between 75–150 words.

Grade 8 is considered the standard reading level (*Reader's Digest* is at a Grade 8 level); try to write all external WorkSafeBC documents to approximately this level. Most newspapers are written between a Grade 6 and Grade 8 level, so don't assume that we are underestimating our readers.

Write to a
Grade 8 level

What tests don't tell you

Like all tests, readability tests have their limitations, and to use them wisely you must know what they *do not* test:

- The quality of the writing
- The complexity of the ideas
- How logically material is organized
- Appropriateness of the vocabulary for the audience
- Accuracy of the grammar
- How well text has been laid out for ease of reading
- The relationship of information to material elsewhere in the publication
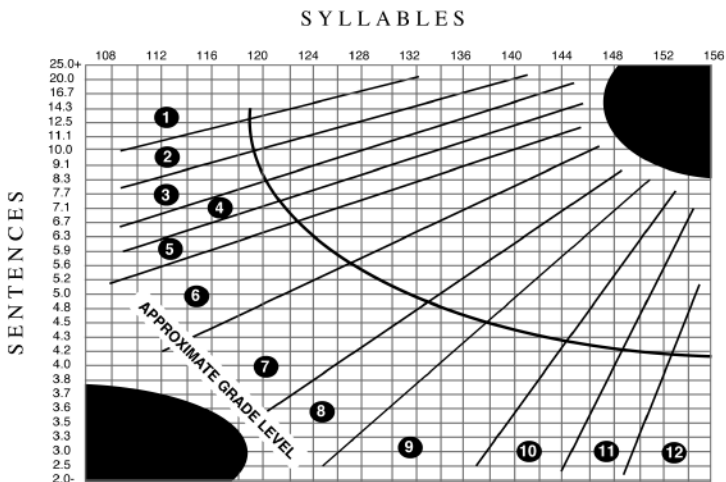
The Fry Readability Estimate

Following is a discussion of the Fry Readability Estimate; if you are interested in pursuing this subject further, the Flesch Reading Ease Score, the Flesch-Kincaid system, and the Gunning Fog index are other popular reading level tests.

The Fry Readability Estimate is one of the easiest readability tests to use. It is based upon the length of sentences and the number of syllables in a sample 100-word passage. For example, let's spot-check the first 100 words of this section of the guide (beginning with "There are several techniques").

1. Count out the first 100 words, then find out how many sentences there are in that section (7.1)
2. Count the number of syllables (152)
3. Look at the graph and see where the two numbers meet

The graph tells us that readers need approximately a Grade 10 education to comprehend the passage. To get an accurate count you should select at least three sample 100-word passages.

Graph for Estimating Readability - by Edward Fry,
Rutgers University Reading Center, New Brunswick, New Jersey 08904

Electronic reading level checkers

Most grammar checkers on personal computers also check the reading level of the text. Having a computer count the number of sentences, syllables, and paragraphs and assign a reading level is clearly preferable to doing it yourself. Reading level checkers on computers are no more or less accurate then doing it yourself; all reading level tests are mechanical and objective. The real advantage to using your computer is the speed and ease with which you can accomplish the same task.

Let your computer test the readability level

The grammar checker Grammatik was run on this chapter, and, like the Fry Readability Estimate used above, assigned the text a Grade 9 reading level (on the Flesch-Kincaid system). Grammatik provides statistical information on the reading level, including average word length, number of syllables per word, and the average number of sentences per paragraph.

1.4 Electronic grammar checkers

Grammar checkers on computers can be useful tools for improving writing, but they can never replace a human editor or proofreader. A person well versed in grammar, style, and usage is able to catch subtle distinctions of meaning and intention that a machine can never recognize. However, grammar checkers are able to alert you to many of the most common writing problems.

Use your computer's grammar checker with caution
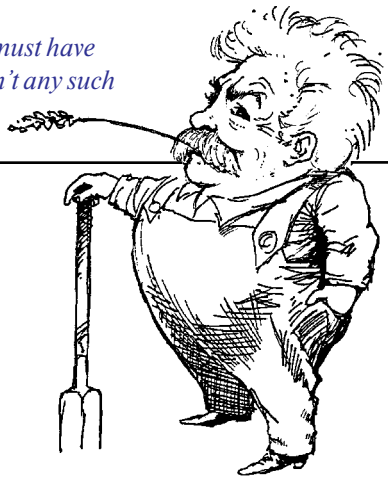
Chapter 2:

Getting the details right

W.O. Mitchell

Writing must grow, you must have false starts, and there ain't any such thing as genius.

2.1 Capitalization

In this section we outline the basic principles of capitalization for WorkSafeBC documents. Use them as a quick reference to help you answer most of the common questions. For capitalization questions not covered here, please refer to *The Canadian Style*.

General guidelines

Capitalize the first letter of all proper names, trade names, government departments and agencies of the government, names of associations, companies, languages, nations, races, places, and addresses. Otherwise, use lowercase where a reasonable option exists. A number of WorkSafeBC-specific words appear in the word list in 2.3, *Spelling*.

Capitals after a colon. Capitalize the first word after a colon only when it begins a complete sentence, introduces a distinct idea, or intended to have special emphasis.

Organized bodies

Capitalize the names of organized bodies, such as departments, and the names representing them.

> the Regulation Review Committee
> the Compensation Services Division
> the Department of Finance

But as soon as the term becomes non-specific, use lowercase.

> A committee was struck to study the matter.
> All divisions will receive the document.

Titles and offices

There are two possible treatments of titles and offices: "upstyle" and "downstyle."

Upstyle is a liberal use of capitals. In upstyle you capitalize all staff titles (even when they stand alone), departments, and divisions.

Downstyle, a more modern style, is used in most newspapers, magazines, and books. WorkSafeBC uses downstyle exclusively for its external and journalistic publications such as *Access* and *WorkSafe Magazine*.

Use *downstyle* for most communication at WorkSafeBC

> John Mills, the president and
>   chief executive officer
> Allison McAllister, file clerk in . . .

Following the downstyle pattern, titles are almost never capitalized. Only when the title directly precedes the name and becomes part of the person's name do you capitalize it. You would never say "Manager Smith" in the way you would say "Prime Minister Harper," so you should write "Accounting Department manager Bev Smith . . ." Note that even in downstyle, department and division names are still capitalized since they refer to a specific body.

Use *downstyle* for journalistic writing

> President Mills
> John Mills, the president and
>   chief executive officer
> the president, John Mills
> occupational safety officer David Singh
> David Singh, an occupational safety officer with the
> Occupational Safety and Health Division

All caps

Text that appears in *all caps* (all uppercase letters) is more difficult to read; reserve the use of all caps for single words that you want to jump off the page. All caps are best used for short commands such as:

WARNING
ATTENTION
NOTE

2.2 Punctuation

The Period

Spacing. Despite what most of us learned in typing class, the period is followed by a single space only. The double space is a relic of type-writers and is unnecessary with word processors and professional typesetting.

Ellipsis points. Use ellipsis points (. . .) to indicate hesitation or interruption in dialogue or omissions in quotations. Do not use them to imply hidden meanings or to separate groups of words for emphasis.

Ellipses are periods separated by a letter space between each point. To represent the omission of the last part of a quoted sentence, use four dots — the first is a period immediately following the preceding word, then three spaced dots.

> A sentence should contain no unnecessary words, a paragraph no unnecessary sentences. . . . This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word tell.

> —*The Elements of Style*

Abbreviations. See the word list in 2.3, *Spelling*, for WorkSafeBC style on the use of periods in particular abbreviations (such as in *B.C.*).

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The Comma

The comma is the most versatile (and most frequently used) unit of punctuation in the English language. Its main purpose is to indicate a brief pause in a sentence.

Serial comma. There are two camps regarding the use of a comma before the final element in a series. One suggests that the comma before the last element in a series is unnecessary; the other argues that it should be used to improve clarity. At WorkSafeBC we use the serial comma between all elements in a list to avoid ambiguity and possible misinterpretation. For example:

Separate all
elements in
a list with a
comma

> I'd like the leek soup, salmon fettucine, and a glass of wine please.
>
> The police arrested two thugs, a pimp, and a drug dealer.

In the second example, the comma after *pimp* is essential to the meaning of the sentence: without it you might assume only two people were arrested, but with it, you know that the police caught four people.

The Colon

A colon is used to introduce or relate one element to another.

Introducing a list. Most commonly the colon introduces a list.

> There are three kinds of lies: lies, damned lies, and statistics.

Colons in salutations, attention lines, and subject lines. Use colons in the salutations, attention lines, and subject lines of letters if you choose closed punctuation (see Chapter 3, *Business Letters*, for further details).

Colons in quotations. Use a colon to introduce a quote, but only when you want an abrupt break between your introduction of the quote and the quote itself.

> Nash warns against blind obedience to the rules in usage manuals: "They are often like superstitions, to be observed for fear of incurring the penalty of some nameless curse."

Do not use a colon to introduce a quote you are integrating into your own sentence.

> Nash points out that the rules found in usage manuals "are often like superstitions, to be observed for fear of incurring the penalty of some nameless curse."

Capitals after a colon. Capitalize the first word after a colon only when it begins a complete sentence, introduces a distinct idea, or is intended to have special emphasis.

The Semicolon

The semicolon indicates a more definite break than a comma and calls for a longer pause in reading; it is used wherever a comma would not be sufficient.

Compound sentences without a conjunction. When the parts of a compound sentence are not connected by a coordinating conjunction (*and, but, for, nor, yet, so*), a semicolon is the best punctuation, particularly if the parts express contrast.

> His goal was admirable; the way he achieved it was not.
> His goal was admirable, but the way he achieved it was not.

Compound sentences with a conjunction. When complete phrases in a compound sentence are long, involved, or internally punctuated, use a semicolon between them.

> Sandra, who had already decided that she would ask the question at the first opportunity, tried to catch the director's attention as he passed by her desk; but the noisy group of people accompanying the director prevented him from noticing her.

Complex lists. When items in a series are long or complex or involve internal punctuation, separate them by a semicolon for the sake of clarity.

> The seats in the house were divided as follows: Conservative, 28; Liberal, 33; Socialist, 16; Other, 3.

Transitional expressions. When the second part of a clause begins with an introductory or transitional expression — such as *so, therefore, hence, however, nevertheless, moreover, accordingly, besides, also, thus, still, or otherwise* — a semicolon between the clauses is usually better than a comma.

> I saw no reason for moving; therefore I stayed still.

The Apostrophe

The apostrophe can be confusing, but there are five places where it is correct to use it: possessives, contractions, omitted letters, gerunds, and plurals.

It's is always a contraction of *it is* or *it has*

Possessives. To form a possessive to show ownership, add an apostrophe s (*'s*). To check whether a word is possessive, ask yourself if you can use the word *of* in the sentence. For example, *Amanda's wig* means "The wig of Amanda," so the apostrophe is necessary. To form the possessive of a noun that ends in *s*, add only the apostrophe.

The car's headlights are burnt out.
Managers' meetings will be held on Tuesdays.
Workers' Advisers' Office

NOTE: *Its* and *it's*. There is no apostrophe in the possessive form of *yours, hers,* and *its*. *It's* is always a contraction of *it is* or *it has*.

Contractions. Use an apostrophe to indicate contractions.

it's [only for *it is*]	she'll [for *she will*]
I've [for *I have*]	don't [for *do not*]

Omitted letters. An apostrophe is also used to denote omitted letters or numbers.

'92 [for *1992*]

NOTE: Be sure to use an *apostrophe* ('), not the *opening single quote* symbol (').

Use an apostrophe (') for omitted letters

Gerunds. A *gerund* is a verb form that ends in *ing*. When a noun comes before a gerund, use an apostrophe.

Carly's dancing sent her spinning around the room.

Plural of letters, figures, and signs. To form the plural of letters, figures, and signs, usually just add *s*. Only add an apostrophe ('s) if an *s* alone would create confusion or ambiguity, as in the examples below. However, always use an apostrophe if you are forming the plural of letters followed by periods.

the 1990s	Decision No.'s 1 and 2
x's	mind your p's and q's
she knows her ABCs	six Boeing 747s

Quotation marks

Use double quotation marks ("like this") to set off the exact words of a speaker or written source from the main body of text. For quotes within quotes, use single quotation marks within double quotation marks.

> "She looked at me and said 'I hope you didn't pay for that thing'!"

Block quotations. For quotes that are more than 50 words or five lines long, set the quoted text off from the body text by indenting and reducing the line spacing.

> In his entry under quotations, Fowler comments with his usual pith:
>
>> A writer expresses himself in words that have been used before because they give his meaning better than he can give it himself, or because they are beautiful or witty, or because he expects them to touch a chord of association in his reader, or because he wishes to show that he is learned or well read. Quotations due to the last motive are invariably ill advised.

Use block quotes when quoting passages more than 50 words or five lines long

Block quotes do not need quotation marks. If you have a quote within a block quote, use double quotation marks for the internal quotation.

If the block quotation is more than one paragraph long, create paragraph indentations within the block. If the quotation begins with a complete sentence — whether or not it was the first sentence of the paragraph of the original — you may indent it to match the subsequent paragraphs in your block.

Run-in quotations. Unlike block quotes, run-in quotations are part of the main body of the text. If the quotation is interrupted by other text, the quotation marks are repeated before and after each part of the quotation.

If the quotation consists of more than one paragraph, begin the first and each new paragraph with open quotes ("). Use closing quotes (") on the last paragraph *only*.

Punctuation with quotation marks. Unless you are working in a legal context where absolute accuracy is required, you may change periods and commas to suit the needs of your sentence. Place commas and periods within closing quotation marks, regardless of whether they were included in the original material.

<div style="float:right; font-style:italic; color:blue;">You may add and remove commas and periods within run-in quotations</div>

Original

> I am bothered by my tendency to metaphor, decidedly excessive. I am devoured by comparisons as one is by lice, and I spend my time doing nothing but squashing them.

Run-in quotation

> "I am bothered," Flaubert writes, "by my tendency to metaphor. . . . I am devoured by comparisons as one is by lice, and I spend my time doing nothing but squashing them."

Note that:

- A comma was added after the word *bothered* that was not in the original.
- The lowercase *b* of "by" is retained when the quotation is split. However, if you were to insert a clause between two items that were originally separate sentences, you would capitalize the first word of the second sentence.
- The use of a period before the ellipsis points to indicate the omission of the last part of the sentence.

Closing semicolons or colons should be dropped and replaced with a period, comma, or ellipsis points. Aside from periods and commas, any punctuation you add to the quote must be placed outside the closing quotation marks.

2.3 Spelling

British or Canadian?

WorkSafeBC's standard dictionary is the *Canadian Oxford Dictionary*, which reflects common preferences in Canadian spelling (a hybrid of American and British English). For example, in Canadian English we would write:

> adviser (not *advisor*)
> centre (not center)
> colour (not *color*)
> defence (not *defense*)
> fibre (not *fiber*)
> manoeuvre (not *maneuver*)
> percent (not *per cent*)
> program (not *programme*)
> realize (not *realise*)

WorkSafeBC uses the *Canadian Oxford Dictionary*

When the *Canadian Oxford* lists two spellings of a word in the same entry, choose the one entered first — this is the preferred spelling. The important thing to strive for when the question of spelling patterns arises is not the pattern that you choose but that you use it consistently.

Preferred spelling and punctuation

The following list contains preferred spellings, frequently misused
or misspelled words, and trademarked words.

A   acknowledgment
       adviser
       AIRS
       a.m.
       analyze
       appendices
       arborist
       armour
       ASTD (activity-related soft tissue disorder)
       audiovisual

B   B.A. (*Bachelor of Arts* but *bachelor's degree*)
       B.C. (except BC in addresses; see page 43)
       backup (n./adj.)
       backward
       behaviour
       Board of Directors (the Board)
       bylaw
       bypass

C   caregiver
       caseload
       cellphone
       centre
       chainsaw
       cheque
       claim costs
       colour
       confined-space entry
       co-operation
       coordinate
       counsellor
       co-worker

D data (sing. or plural)
   decision-maker
   decision making (n. and v.)
   defence
   dependant (n.)
   dependent (adj.)
   downward

E E-File
   e-business (n.)
   e.g. (*exempli gratia*, meaning "for example")
   e-mail
   employers' adviser
   Employers' Advisers Office
   etc. (meaning "and so on")
   experience rating

F fall arrest
   fall protection
   firefighter
   first aid attendant
   first-hand
   fisher (not fisherman)
   focused, focuses, focusing
   follow-up (n., adj.)
   follow up (v.)
   forklift
   fulfill
   fundraising

G Grade 10 (11, 12 . . .)
   grey

H hard hat
   health care (n., adj.)
   high-risk industry

high-voltage line
historic (*a* historic . . ., not *an* historic . . .)
home page
honour
http:// (use only with URLs that do not begin with "www")
hyperlink

I i.e. (*id est,* meaning "that is")
indexes
in-house
inquire (not enquire)
Internet
inter-office
intranet
Ipsos-Reid

J jewellery
job-share
jobsite
judgment
kilometre
knee pad

L labelled
labour
left-hand
licence (n.)
license (v.)
lock out (v.)
lockout (n., adj.)
log on (v.)
log-on (n., adj.)
long-term disability
lost-time claim/injury
lunchtime

M M.A. (*Master of Arts* but *master's degree*)
manoeuvre
meter (measuring device)
metre (unit of length)
Ministry of Labour and Citizens' Services
misreport
modelling
mould
musculoskeletal injuries (MSIs)

N needle-stick injury

O Occupational Health and Safety Regulation
offence
one-half
one-third
online
onscreen
on-site

P paperwork
paycheque
payday
percent
Ph.D.
pleaded (not pled)
p.m.
power line
practice (n.)
practise (v.)
pre-injury
preventive
program
pro-rate

R rateable
rate-making
realize

reclassify
redesigned
repetitive strain injury
return-to-work program (but she "returns to work")
right-hand (adj.)
roll out (v.)
rollout (n.)
rollover (n.)

S safety belt
seat belt
site map
smoke-free
soft-tissue injury
start-up (n.)
steel-toe boots
storey (of a building)
Strategic Plan
subclass
subcontractor
subsection
surprise

T teamwork
tendinitis
timeline
time frame
time-loss claim/injury
toll-free (adj. and adv.)
tool belt
tool box
tool kit
totalled
toward
travelling
T-shirt
24-7 (hyphen, no spaces)

U under-report
underway
unfinalled
upward
User ID

V vice-president/VP
voice mail

W wage-loss benefits
web page
web server
web site
well-known
wilful
workday
Workers Compensation Act
workers' adviser
Workers' Advisers Office
Workers' Compensation Board
workflow
workforce
workplace
WorkSafe Magazine
WorkSafeBC
WorkSafeBC.com (don't precede with "www" or "http")
worksite
workstation
WSN (WorkSafe Network)

X X-ray (n. and v.)

Y year-end (n. and adj.)

2.4 Numbers

General guidelines

The primary rule for the use of numbers is simple: use words for one-digit numbers (one to nine) and use arabic numerals (12, 13, 14) for the rest.

    four pens   it took 10 years
    you have 21 days to pay   open 24 hours

The remainder of this section explains the exceptions to this rule.

Round numbers

Write out round numbers used in a general sense, as in

    He's always got a thousand excuses.

You may write very large numbers as a combination of numerals and words, but make sure that the entire number (numeral and word) appears on the same line.

    2.5 million Canadians

Initial numbers

Use words for numbers whenever they appear at the beginning of a sentence. For consistency, use words for any related numbers that follow. To avoid lengthy words for large numbers, consider re-writing the sentence.

    Three hundred people were expected to attend the
      rally, but only one hundred came.
    Officials expected 300 people to attend the rally,
      but only 100 came.

Numbers with abbreviations or symbols

Present number in figures rather than words when they appear with abbreviations or symbols that make their meaning more precise.

> a 2.36 m high jump
> nine miles
> 5.6 km
> 5 feet 11 inches tall (no commas)
> six feet tall

Numbers as nouns

Use figures whenever numbers are referred to as nouns.

> Highway 2
> Flight 203 is boarding at Gate 6
> Grade 6
> Channel 9

Dates

Do not use periods for metric abbreviations

Except for very formal circumstances, always present numbers in dates as numerals. (See Chapter 3, *Business Letters*, for more information on datelines.)

> April 29, 1992
> April 1992

Time

Write out times of day in words, particularly when they are approximate.

> I'll meet you at around ten o'clock.
> We didn't get to the beach until two-thirty.

When exact time is important, however, use numerals.

> The flight leaves at 7:45 a.m.
> The meeting began at 2:15 p.m.

When time is measured in a scientific or technical context, use internationally recognized symbols to express it (see section 2.5, *Measures*).

2.5 Measures

Metric measurements

Here is a list of metric measurements and accepted abbreviations. Do not use periods for metric abbreviations.

Quantity	Unit name	Symbol
length	metre	m
mass	kilogram	kg
time	second	s
	minute	min
	hour	h
	day	d
	year	a
area	hectare	ha
volume	litre	L
electric current	ampere	A

Numbers and units

Make numbers and units consistent: write out the figure and the unit in full, or abbreviate both of them.

> two metres
> 2 m
> 80 km/h

Imperial measurements

Abbreviations in the imperial system take periods. Do not add an *s* to imperial weights and measures to make them plural. Always leave a space between the abbreviations *sq.* and *cu.* and the abbreviation that follows.

> 8 in.
> 11.6 sq. in.
> 100 sq. ft.

Converting measurements

When one unit is converted to another (imperial to metric or vice versa), round off the converted number to within five percent of the initial figure. Be sure to alert your reader to the fact that the conversion is approximate:

> 5 lb. or about 2.3 kg

If you are translating imperial to metric and not using the imperial measurements in the new text, be sure the metric figure is a round number (unless the odd number is significant or exact). For example, if you are re-writing a manual that recommends that workers

Remain at least 75 ft. from the blast

the conversion should be rounded up to 25 m — not left as 22.5 m.

Remain at least 25 m from the blast.

Chapter 3:
Business letters

Alice Munro

You don't consciously learn to write. You just have to go on making the same mistakes until you get sick of making them.

Communication is (or should be) the purpose of all letters. Using a consistent format will help you communicate your message more clearly. We begin by describing standard letter formats you can use to set up a business letter. Then, we explain each element of a typical letter. The information in this section is modified from the *Canadian Secretary's Handbook*.

Bias-free writing

Ensure that all documents are free of sexual stereotyping. All of the problems of writing bias-free English are surmountable; people who refuse to attempt to write without a gender bias lose an important edge of credibility when they insist on *he* and *man*.

Parallel treatment. When the names of women and men are mentioned together, use a parallel construction in your sentence.

> Barney Fluvog and Joyce Knight
> Fluvog and Knight
> Barney Fluvog, the musician, and Joyce Knight,
>   the writer
>
> **not**
> Barney Fluvog and Mrs. Knight
> Barney Fluvog the musician, and Mrs. Knight

Also ensure the equal treatment of work associates:

> Steve Watts and his assistant Elizabeth Zetina
> **not**
> Steve Watts and his assistant Elizabeth

Pronouns. The English language lacks a singular pronoun that signifies the non-specific "he or she," so the masculine pronoun has traditionally been used. There are many ways to avoid this outdated usage:

- Eliminate the pronoun completely.

  not
  The manager is responsible for maintaining good relations with clients. He also ensures that deadlines are met.

  but
  The manager is responsible for maintaining good relations with clients and ensuring that deadlines are met.

- Repeat the noun.

  not
  An employee must file a grievance within the prescribed time limit. His union representative will already be involved at this stage.

  but
  An employee must file a grievance within the prescribed time limit. The employee's union representative will already be involved at this stage.

Punctuation

Follow normal patterns of punctuation in the body of the letter (see 2.2 *Punctuation*), but in the salutation and complimentary closing there are two possible patterns:

Closed punctuation uses a colon after the salutation and a comma after the complimentary closing. Use this pattern with full block, block, semiblock, and hanging indent styles.

Open punctuation uses no punctuation after the salutation or complimentary closing. This pattern can be used with full block, block, semiblock, and hanging indent style, and *must* be used in the simplified style.

Layout

Layout of business letters generally falls into one of five styles: full block, block, semiblock, simplified, and hanging indent. The preferred style for WorkSafeBC business letters is full block, below. Many departments use simplified style, however, and you may find that style useful for less formal letters where it is important to alert your reader to the subject of your letter.
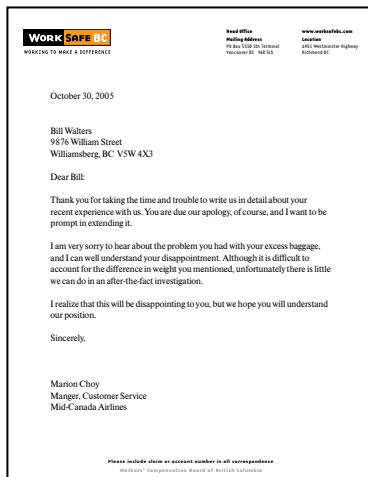
Use full block style for WorkSafeBC business letters

Full block style is popular and easy to set up. Every line begins at the left margin and nothing is indented except tables, lists, and so on. With this style, use closed punctuation (that is, colons and commas) in salutations and closings.
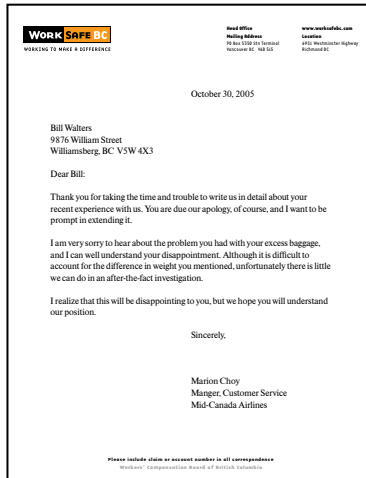
Block style sets the date line, complementary closing, and the writer's name at the centre of the page. All other lines begin at the left margin. Again, you may use open or closed punctuation.
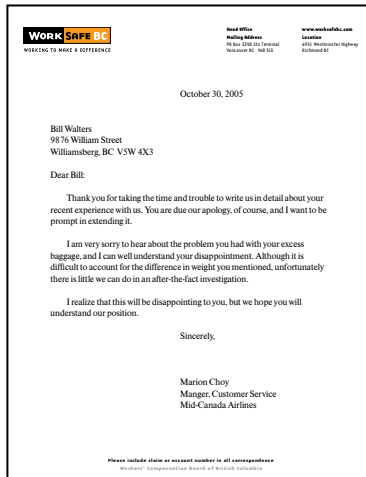
Semiblock style is the same as Block, except that paragraphs are indented (usually five spaces).
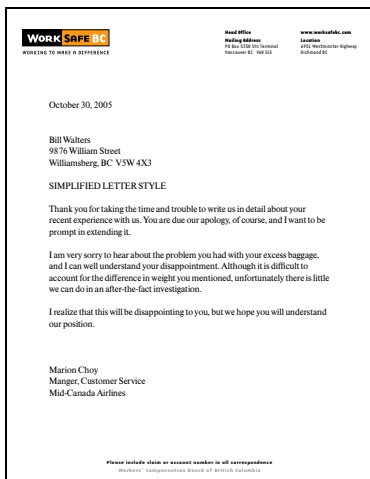
Simplified style is becoming increasingly popular. It is similar to full block, except that there is no salutation or complimentary closing. Instead, use a subject line. Always use open punctuation.
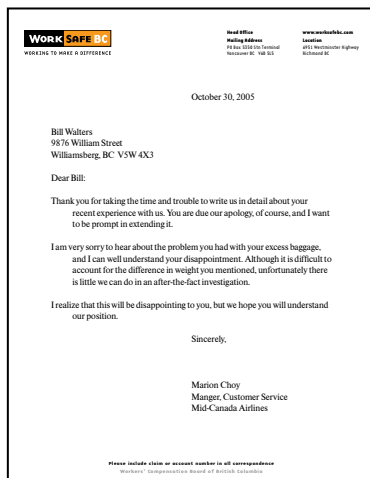
Hanging indent style is unusual, so it's useful if you want to grab the reader's attention. This style is a variation on the semiblock style: instead of indenting the first line of each paragraph, leave the first line flush left and indent all subsequent lines (usually five spaces). Open or closed punctuation may be used with hanging indent style.

Dates

WorkSafeBC style for dates in letters is:

> April 13, 1992

Spell out the month in full and the year in four numerals (*1992*, not *'92*). Never use *st, nd, rd*, or *th* (as in *1st, 2nd*).

There is no comma between month and year only (for example, *October 2006* not *October, 2006*).

Recipient's address

Type the recipient's address (also known as the inside address) at the left margin four to eight lines below the date. Omit any gender reference (*Mr., Mrs., Ms.*); use the recipient's full name (*Adrienne Sinclair*) or initials (*A.R. Sinclair*).

Address format. Canada Post prefers that postal codes come after the province, as in

Put the postal code on the same line as the city and province

> Ralph Tetrasini
> 1684 Homer Street
> Vancouver BC   V6B 2T2

Since the recipient's address should be identical on the letter and envelope, the inside address follows this pattern as well.

Abbreviations for the provinces. Canada Post now prefers that the two-letter abbreviation for the province or territory be used.

Only use the two-letter abbreviations for the provinces and territories in addresses. In the body of the letter (and in any other writing) spell the name of the province or territory in full or use traditional abbreviations (as in *B.C., Man., Ont.*, and so on).

The two-letter abbreviations for provinces are for postal purposes only

For	Canada Post	Traditional
Alberta	AB	Alta.
British Columbia	BC	B.C.
Manitoba	MB	Man.
New Brunswick	NB	N.B.
Newfoundland and Labrador	NL	Nfld.
Northwest Territories	NT	N.W.T.
Nova Scotia	NS	N.S.
Nunavut	NU	—
Ontario	ON	Ont.
Prince Edward Island	PE	P.E.I.
Quebec	QC	Que.
Saskatchewan	SK	Sask.
Yukon	YT	Y.T.

Attention lines

Use an attention lines when a letter is addressed to a company but directed specifically to an individual or department. The attention line is part of the recipient's address and should follow it after a single-spaced line. The word *Attention* is written in upper- and lowercase letters followed by a colon. As in the recipient's address, avoid gender references.

> Attention: Paulo Tomaselli
> Attention: Shipping Department

Salutations

Type salutations at the left margin a double space below the recipient's address. The use of a comma depends on whether you are using open or mixed punctuation (see *Punctuation*, above). Always use *Dear*, then a space, then *Mr., Mrs.,* or *Ms.* (based on the preference shown by the recipient in previous written material), then the last name.

Ms. or Miss? If the recipient is a woman and there is no information indicating how she prefers to be addressed, always use Ms. If the recipient's gender is unclear from the name, use either their first and last names or their initials.

> Dear Pat Sloan
> Dear A.F. Miles

Don't use *Miss* unless you have a clear indication that your recipient prefers it

Avoid using the first name of a woman's husband, as in *Mrs. Bill Hiatt*. Although this title was acceptable in the past, today it will offend many women and should not be used.

Dear Sir or Madam. People disagree about whether this is an acceptable form or not, but none of the existing literature positively rules it out. (The salutation *Gentlemen:*, however, is certainly no longer in use.) If you would like to avoid *Dear Sir or Madam* you might consider

> Dear Acme Company:
> Ladies and Gentlemen:

or use the Simplified letter style (see *Layout*, above) and leave out the salutation altogether.

Subject line

Subject lines refer to the topic of the letter. They are typed a double space below the salutation and a double space before the body. The words *Subject*: or *Regarding*: may be either upper- and lowercase or in all uppercase.

NOTE: Do not use *Re*: as an abbreviation for the word *Regarding*. Studies show that people unfamiliar with business practice (potentially, many of our clients) do not know what this abbreviation means. Since our primary goal is communication, we should avoid anything that could interfere with our reader's understanding.

Always spell out the word *Regarding*

Body

The body is the main text of the letter; the actual message you are conveying to your reader.

Use the first person. Never refer to yourself in the third person, as in *the undersigned* or *the writer*. These constructions have the effect of distancing yourself, the real person engaged in communication, from your reader. Write, to a certain extent, the way you speak: *Please give me a call* or *I will contact you in two weeks* are more clear, direct, and personal. Using first person will have at least two positive effects: it will make your message more easily understood, and it will improve the way our clients perceive us.

Complimentary closing

The complimentary closing is typed a double space below the last line of the body. *Yours truly* or *Yours sincerely* are preferred closings, but any business-like closing is acceptable. Use of a comma will depend on whether you are using open or closed punctuation (see *Punctuation*, above).

Signature line

Leave three or four blank lines for the signature of the sender, followed by his or her typed name. It is often desirable to include the sender's title and department after the name so that readers know exactly who they are dealing with.

> Louise Robertson
> Manager
> Advertising Department

Reference initials

Reference initials identify the sender and typist of a letter. Type the initials at the left margin a double space below the last line of the signature block. Use the sender's initials in uppercase letters, then an oblique (/), then the typist's initials in uppercase letters as well.

> CMC/JWD

The old practice of setting the typist's initials in lowercase letters is now archaic; it will be understood that the writer comes before the oblique and the typist after it. It is not necessary to use periods or spaces between the initials.

Enclosures

If you are enclosing forms or materials with the letter, type the word *Enclosure* or *Enclosures* at the left margin, one or two spaces below the reference initials. It is often useful to itemize the enclosures or indicate the number of enclosures for the reader's convenience.

> Enclosure: Approval Form
> Enclosures: 2

NOTE: Do not use the abbreviations *Enc., Encl., Encs.,* or *Encls.* Although these abbreviations are familiar to those of us who work in office environments, they are gibberish to many of our clients. In the interests of clear communication, avoid abbreviations whenever you can.

Copy notation

When you want to let your reader know that copies of the correspondence have been sent to others, type a copy notation at the left margin a double space below the last reference line.

Write out *Copies to:* rather than using the abbreviation

    Copies to: Sylvie Ponte
                    Tom Stevenson
                    Alan Lee

It may also be helpful to your reader to add the title of the person (or people) receiving copies of the correspondence.

    Copies to: Sylvie Ponte
                    Rehabilitation Physician

NOTE: Avoid using both *CC:* or *cc:* as abbreviations for carbon copies. The use of carbon copies has almost completely vanished from the office, and many people will not understand the abbreviation.

Chapter 4:
Making it look good
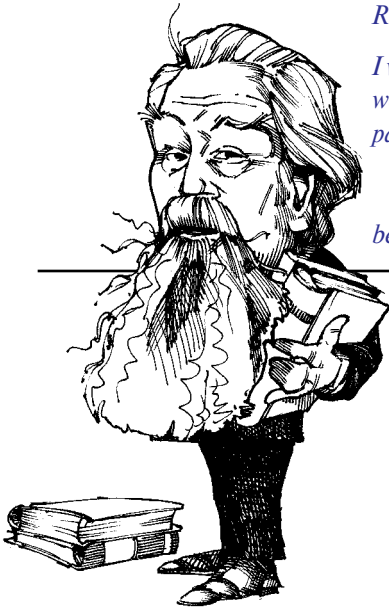
Robertson Davies

I was once asked what my novels were about. I said I was recording the passionate inner life of a Canadian. Well, the laughter at that nearly brought down the house. No one believes Canadians have an inner life.

4.1 The basics of type

This section is a glossary of basic typographic terms, adapted from *The Chicago Manual of Style* and *Design for Desktop Publishing*, along with some guidelines on usage.

Alignment

Text can be *left-aligned, right-aligned, centred,* or *justified.*

Left-aligned text

This is an example of left-aligned text. It has a straight left margin and a ragged right margin. Left-aligned is also know as *ragged right* (or even *rag right*) since the lines break on the right wherever necessary.

Right-aligned text

This is an example of right-aligned text. It has a straight right margin and a ragged left margin. It is sometimes called *ragged left*. It is used mainly for decorative purposes since it is difficult for readers to pick up the beginning of new lines.

Centred text

Centred text, like right-aligned text,
is used mainly for decorative purposes
— most commonly for titles and headings —
since it gives the text a balanced look.

Justified text

This is an example of justified text. When you justify type, you space out the words in a line so that all lines are the same length. Note that there is no such thing as "right" or "left justified."

Ampersand

The name for the character "&." The ampersand should only be used in corporate names and in specific, in-house circumstances, such as in *Deloitte & Touche.*

Boldface (bold)

A heavier version of the typeface (**like this**) used for emphasis.

Blueline

Before making printing plates from film, the printer or stripper usually makes a photographic print called a *blueline* for final proofreading. Changes are prohibitively expensive at this point, and this proof is used mainly to check for spots and light or dark patches.

Brackets

These are devices for enclosing material [like this]. They are also known as *square brackets*, but the distinction is unnecessary since "round" (or "curved") brackets are called *parentheses*. Brackets are used to enclose an interpolation of someone other than the original author (usually an editor), or to clarify the use of "nesting brackets" (by alternating brackets with parentheses).

Dashes

Three dashes are employed in typography

Em	—
En	–
Hyphen	-

Em dash. The em dash, which is the width of three hyphens, is used for a variety of effects, such as enumeration, interruptions, clarification, and summarizing. It generally indicates a more emphatic or abrupt break in a sentence, or a less formal style, than that indicated by colons, semicolons, or commas. WorkSafeBC style is to surround em dashes with a space on either side.

En dash. The en dash, which is the width of two hyphens, has two main functions: to join inclusive numbers

>   pages 9–12

and to join the names of two or more places

>   the Thompson–Okanagan

Hyphen. The hyphen is used to join compound words and in word division (i.e. hyphenation).

Ellipsis points

Ellipsis points indicate that text is missing. See *Punctuation* in Chapter 2: Getting the details right.

Font

A complete assortment of type (letters, numbers, symbols) of one size and face. The word has grown to mean *typeface* (see *Typeface*, below), and in most software the word *font* refers to a style of type, rather than a *size*.

Italics

Italics are a sloped version of a typeface (*like this*). They imitate script and therefore have the effect of personalizing type. Their primary function is to provide a contrast to *roman* type (see *Roman*, below). Italics are used to indicate a difference in stress, for foreign words and phrases, for titles of works of art and publications, for legal and other types of references, and for letters and words referred to as such. When you want a piece of text set in italics, underline it.

Justification

When you justify type, you space out the words in a line so that all lines are the same length.

Leading

Leading (pronounced *ledding*) is the space between lines of type.

Letter space

A horizontal space approximately the width of a lowercase x in any given typeface. In the context of proofreading or editing, it is marked by the crosshatch symbol (#).

Orphan

When the last line of a paragraph, be it long or short, won't fit at the bottom of a column and must end itself at the top of the next column, it is an *orphan*. Avoided whenever possible by changes in wording or spacing.

Roman

Ordinary, upright type (like this), distinguished from *italic*.

Sans serif

Plain type, usually of uniform thickness and always without serifs (see *Serif*, below). Pronounced as though you had never heard the French language before.

Serif

A *serif* is the small terminal stroke at the end of the main stroke of a letter. The term also refers more generally to any typeface with these terminal strokes. The main text in this guide is set in a serif typeface.(See also *Sans serif*, above)

Small caps

Capital letters that are smaller than the regular caps of a typeface (LIKE THIS as opposed to THIS).

Typeface

The complete set of letters, numbers, and symbols that make up a particular named type design. Examples of typefaces are Times Roman or Baskerville. Now called *font* in word processing and desktop publishing packages (see *Font,* above).

Typesetting

When instructions indicate that you should set something (as in *set in lowercase*), it means *typeset*. Although the skills and knowledge of professional typesetters should never be underestimated, today anyone who uses a word processor with the capability of changing the size and style of type is actually typesetting (i.e. setting words into type).

Underline (or Underscore)

In the context of proofreading or editing, underlining a piece of text indicates that you want it set in italics above. In the days before word processors and desktop publishing packages, underlining was often used to create emphasis on headlines and key words, but today we have more sophisticated ways — such as increasing the size of type, changing the typeface, and setting type in bold — to make text stand out for the reader. Underlining can still be effective when used sparingly and in association with other techniques of emphasizing.

Widow

When a paragraph ends and leaves less than seven characters on the last line, that last line is called a *widow*. These should be avoided when possible by changes in wording or spacing.

4.2 Using bulleted lists effectively

Use an absolute minimum of punctuation in bulleted lists. Omit periods after items in a list unless one or more of the items are complete sentences. Items in a list should be parallel in construction — that is, all phrases or all sentences — but if one item in the list is a complete sentence and therefore requires a period, then all items should end with a period. If the list completes a sentence begun in an introductory element, omit the final period.

Omit most
punctuation in
bulleted lists

Since bullets act as a replacement for punctuation, you should avoid the use of commas and semicolons between items. Use a colon after an introductory element only if it contains such words as "follows" or "following." The first word of each item in the list should begin with a capital.

54

The following metals were excluded from the regulation:
- Molybdenum
- Mercury
- Manganese
- Magnesium

Two types of psychotherapy are
- Client-centered therapy
- Rational-emotive therapy

Avoid over-using the bulleted list format. Remember that they are lists, and should not be used as a way of organizing large pieces of information. Five or six items are about the upper limit of what a reader will pay attention to; a whole typeset page of bullets is definitely too many.

Numbered lists

If the list describes sequential steps, use a numbered list.

Make the cuts in the following sequence:
1. Cut the wood on the downhill or far side ─ Dog at A
2 Saw top cut next with Dog at B
3. Turn the saw with bar tip down and Dog at C

In numbered lists use a period after the number; don't surround the number with parentheses.

Proofreaders' marks

Using your own individual circles, x's, and dashes to mark up a piece of text is like creating your own language: you know what it means, but to everyone else it's either faintly amusing or genuinely annoying. Knowing standard proofreaders' marks can make your relationship with your secretary, boss, typesetter, editor, or proofreader more efficient and pleasant. When you first see these marks they'll look as messy as any other squiggle on the page, but in fact they are a standard language that most people who work with words understand.

Since most proofreading is done on single-spaced text, there is seldom room to write instructions above or within the text. Whenever you wish to make an insertion, draw a caret ($\bigwedge$) at the point of insertion and indicate the desired change in the margin. If there is more than one change on a line of text, separate proofreaders' marks with a slash ($\diagup$). See the following example for clarification.

Symbol (use in margin)	What it means	What to do in text
ℒ	Delete	Use symbol through text
⌒	Close up	Use symbol to join words or letters
#	Insert space	Use symbol at insertion point
¶	Begin new paragraph	Use symbol at insertion point
no ¶	No new paragraph	Join paragraphs with line
⌐	Move right	Use symbol to left of word

Symbol (use in margin)	What it means	What to do in text
⊏	Move left	Use symbol to right of word
⊐⊏	Centre	Use symbol around word
⊓	Move up	Use symbol below word
⊔	Move down	Use symbol above word
∿	Transpose	Use symbol around words
(sp)	Spell out	Circle word to be spelled-out
(fig)	Set as a numeral	Circle number to be changed
stet	Let it stand	Use dots under indicated text
lc	Set in lowercase letters	Diagonal stroke through letter
uc	Set in uppercase letters	Triple underline text
sc	Set in small capitals	Double under line text
ital	Set in italics	Underline text
Rom	Set in roman type	Circle text to be changed
bf	Set in boldface type	Use wavy line under text

Symbol (use in margin)	What it means	What to do in text
wf	Wrong font	Circle text to be changed
	Insert comma	Insert caret into text
	Insert apostrophe	Insert caret into text
	Insert quotation marks	Insert caret into text
	Insert a period	Insert caret into text
	Insert a colon	Insert caret into text
	Insert a semicolon	Insert caret into text
	Insert a hyphen	Insert caret into text
M	Insert an em dash	Insert caret into text
N	Insert an en dash	Insert caret into text

Example of marked proof

⌐/ℓ/#/⌐
to
rom
∿/ℳℭ
ℓℭ/↑;
e
stet

⌐ When publishers and and printers speak of style, they do not mean literary style, but are referring on spelling, punctuation, capitalization, the use of abbreviations and *italics* the expression of numbers, and many of details typographical form and practice. printed matter should conform to recognized standards inconsistencies annoy the reader or arouse the suspicion that and author inaccurate in details may be inaccurate also in his thought.

— *Words into Type*

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General reference works

Canadian Oxford Dictionary.
Toronto: Oxford University Press, 2004.
> This dictionary gives spellings preferred by WorkSafeBC.

Canadian Press Stylebook: A Guide for Writers and Editors.
Toronto: The Canadian Press, 2004.
> The stylebook for the reporters and editors of Canada's national news service. Comprehensive and authoritative, it covers such topics as abbreviations, capitalization, punctuation. Oriented towards newspapers.

The Canadian Style: A Guide to Writing and Editing.
Toronto: Dundurn Press Limited in cooperation with the Department of the Secretary of State of Canada, 1997.
> The companion document to the *WorkSafeBC Editorial Style Guide*. Where the *WorkSafeBC Editorial Style Guide* concentrates on WorkSafeBC-specific circumstances and concerns, *The Canadian Style* is a general guide that covers most questions of style. If you have specific questions that aren't answered in the *Editorial Style Guide*, look them up here. Available from our library.

Chicago Manual of Style. Chicago: The University of Chicago Press, 2003.
> *Chicago* is the true giant of style guides for book and magazine publishing, but *Words into Type* (see below) runs a close second and is favoured by many editors. Both are excellent, authoritative guides to the entire publishing process, including preparing manuscripts, proofreading, copy-editing, typography, printing, and thorough guidelines on style. Available from our library.

The Gregg Reference Manual. Toronto: McGraw-Hill Ryerson Limited, 1985.
> Detailed, easy-to-use reference on style, usage, grammar, punctuation, spelling, and the general mechanics of writing, including business letters. Available from our library.

Words into Type. New Jersey: Prentice-Hall Inc., 1974.
> While *The Chicago Manual of Style* (see above) is the giant of style guides for book and magazine publishing *Words into Type* runs a close second and is favoured by many editors. Both are excellent, authoritative guides to the entire publishing process, including preparing manuscripts, proofreading, copy-editing, typography, printing, and thorough guidelines on style. *Words into Type* also includes a useful section on grammar, and its index is easier to use than *Chicago*'s. Available from our library.

Specialized topics

Canadian Secretary's Handbook. Don Mills: Collier Macmillan Canada, Inc., 1983.
> A well-organized reference book for the office. It covers general issues of style and also has sections on business letters, reports, tables, business math, filing systems, and a substantial word list. Available from our library.

Communicating without Bias. Victoria: Crown Publications, 1992.
> A concise and useful handbook on using non-sexist language. Available from our library.

Editing Canadian English. Toronto: Macfarlane Walter & Ross: 2000.

> Style manual prepared with input from the Editors' Association of Canada (EAC). Surveys the problems and concerns of Canadian editors and describes their solutions to filling the void between British and American style guides. Covers the essentials of all style guides (such as spelling, capitalization, punctuation) as well as dealing with French in an English context, Canadianization, avoiding bias, and metric usage.

Powerful Business Writing. Whitby: McGraw-Hill Ryerson Limited, 1992.

> A concise and readable guide to improving your business writing. Focuses on three topics: grammar, understanding the reader, and organization.

The Canadian Writer's Handbook. Scarborough: Prentice-Hall Canada Inc., 1986.

> A thick little handbook on improving writing. Covers the conventions of grammar and syntax, punctuation, mechanics, spelling, and usage that prevails in Canada. Includes exercises and a section on writing research papers. Available from our library.

The Elements of Style. New York: Macmillan, 1979.

> Classic little book on good writing. Contains specific rules on usage and composition as well as general guidelines on style. Available from our library.

Writing for the Web. North Vancouver: Self-Counsel Press, 2000.

> A good basic guide to writing effective copy for the Internet. Available from our library.

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WORK SAFE BC

WORKING TO MAKE A DIFFERENCE
worksafebc.com