



The Canadian Association of Broadcasters

GUIDELINES FOR NON-SEXIST LANGUAGE

1) Use Neutral Terminology.

NO

Deliveryboy/man
Fireman
Policeman
Foreman
Cameraman
Housewife
Mailman
Steward/stewardess
Maid
Man-made
Mankind
Forefathers
Manpower
Man-in-the-street

YES

Delivery driver/courier
Fire fighter
Police officer
Site Supervisor
Camera operator
Homemaker
Letter carrier
Flight attendant
Housekeeper
Manufactured, synthetic
Humanity
Ancestors
Labour, Human Resources
Citizen

2) Avoid Patronizing Terms or Descriptive Phrases.

Little lady, old lady
Girl (referring to adult female)
Women's libber
Coed
Better half

Wife, spouse
Woman
Feminist
Student
Partner

3) Avoid Stereotyping Jobs and Careers, or Using Terminology Which Calls Attention to the Gender of the Person Doing the Job.

Authoress
Lady doctor/lawyer
Girl Friday
Male nurse
Weatherman

Author
Doctor/lawyer
Secretary
Nurse
Meteorologist

4) **Be Careful With Pronouns.**

- Eliminate if possible
- Replace pronouns with articles
- Use both pronouns and vary the order
- Pluralize the noun and pronoun

NO

Each manager determines the best way he can increase production.

An experienced operator always has his lighting kit in his news car.

Each employee may bring his family along.

YES

Each manager determines the best way to increase production.

An experienced operator always has a lighting kit in the news car.

Each employee may bring his or her family along/Employees may bring their families along.

5) **Replace Stereotypical Adjectives and Expressions.**

Gentlemen's agreement

Fatherland

Mother nature/father time

Maiden voyage

Cleaning lady

Man-sized job

Informal agreement

Homeland

Nature/time

Premiere voyage, initial voyage

Housekeeper, cleaner

Big job, large task

6) **Employ Parallel Language and Titles.**

Men and ladies

Man and wife

Mr. & Mrs. Tom Smith

The Hon. John Crosbie and Madame

Flora MacDonald

Men and women

Husband and wife

Mr. & Mrs. Smith/Tom and Mary Smith

The Hon. John Crosbie and the Hon.

Flora MacDonald

7) **Refer to Women by the Name and Title They Prefer. Check the Following:**

- Preference for the term Miss, Ms. or Mrs.
- Continued use of family, rather than husband's name (e.g. Maureen McTeer, not Mrs. Joe Clark)
- Use of the suffix "man" or "woman" applied to titles (e.g. Some elected officials prefer to be known as Aldermen, even though they are women. The same applies to the use of Chairman vs. Chair, Chairperson, and Actor vs Actress.)