

# Yeshiva University Style Guide

Members of Yeshiva University's Office of Communications and Public Affairs produce multi-media materials for distribution to the employees, external media and multiple constituencies such as alumni, donors and community leaders.

Those producing these materials should adhere to journalistic style standards as outlined by The Associated Press (AP) in *The Associated Press Stylebook* with special attention given to the unique needs of universities - specifically those relating to our own Yeshiva University community. The following style guidelines specifically address branding consistency; quality; personality; tone; and key messages for Yeshiva University and may be exceptions to AP style that should be practiced in all mediums.

## Academic Degrees

Use the possessive ('s) for *bachelor's degree* and *master's degree* but not with *associate degree*. There is no possessive in *Bachelor of Arts* or *Master of Science* (note the use of upper case). When abbreviating degrees, do not use periods, e.g. BA, JD, PhD, LLM, but set multiples off by commas. Do not capitalize majors, programs, specializations or concentrations of study when they are not part of an official department name or title. (NOTE: the exception is for English and foreign languages). When referring to the conferral of a degree, do not include "doctoral" or the word "recipients" for multiple awards.

**Examples:** She received a bachelor's degree in history; She majored in economics; He is a French major; Governor Paterson received an honorary degree from Yeshiva University; Honorary degrees were awarded to Governor Paterson and Elliot Gibber.

## Academic Departments

Use lowercase except for words that are proper nouns or adjectives (as in part of an official or formal name).

**Examples:** the Department of History; the history department; the Department of English; the English department; Yeshiva University's Department of Finance.

## Addresses

Use abbreviations for *numbered* street addresses and compass points when used with a *number* address. Spell out in other uses. Lower case *streets* or *avenues*, etc., with more than one street name and spell out *First* through *Ninth* when used as street names; use figures for 10<sup>th</sup> and above:

**Examples:** Deliver to 1301 College Ave.; Parking is difficult on College Avenue.; The store is located at 310 N.W. Main St.; He is traveling northwest on Main Street.; The dinner will be at 222 E. 42<sup>nd</sup> St.; The restaurant is somewhere on East 42<sup>nd</sup> Street; It is between Massachusetts and Pennsylvania avenues; 7 Fifth Ave.; 100 21<sup>st</sup> St.  
**NOTE:** For invitations, use *New York, NY*, not *Manhattan*.

### Composition Titles

Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize articles – *the*, *a*, *an* – or words of fewer than four letters if it is the first or last word in a title. Italicize the names of books; periodicals; newspapers; plays; motion pictures; and works of art. Articles; poems; television and radio programs; and songs are placed in quotes. Exceptions are the Bible and books that are primarily catalogs of reference material such as: almanacs; directories; dictionaries; encyclopedias; gazetteers; handbooks; and similar publications.

#### Examples:

- Books, periodicals, newspapers: *The New York Times*
- Articles and parts of a book: “Chapter 2: Decline and Fall”
- Plays: *Death of a Salesman*
- Motion pictures: *Gone with the Wind*
- Television/radio shows: “The Price is Right”
- Paintings, statues, works of art: DaVinci’s *Mona Lisa*
- Songs (except for long musical compositions): “New York, New York,” *Symphony No. 31*, “Paris”
- Reference materials: Merriam-Webster’s Dictionary

### Dates

Capitalize the names of months in all uses. Spell out when using alone or with a year and abbreviate months with specific dates (except for March, April, May, June and July). When a phrase lists only a month and year, do not use commas, but place commas when a date and year is used.

**Examples:** Jan., Feb., Aug., Sept., Oct., Nov., Dec.; He was employed on Sept. 1, 1991, through the end of April 1999; January 1972 was a cold month; Jan. 2 was the coldest day of the month.

### Departments

Capitalize only as part of a formal title on first reference. See **academic departments**.

### Dollar Amounts

For amounts of more than \$1 million, use the \$ and numerals up to two decimal places. Do not link the numerals and the word by a hyphen when it is used as an adjective or modifier. For amounts less than \$1 million, use the entire numeral.

**Examples:** It is worth \$4.35 million; It is worth exactly \$4,351,242; He proposed a \$300 billion budget; \$4; \$25; \$500; \$1,000; \$650,000.

### Event Names and Titles

The first time an event is held, it should be referred to simply by its name or as an inaugural event – DO NOT refer to it as a “first annual” event. Numbered annual events only start with the second and consecutive years. Spell out the number in the year unless a specific graphic treatment is being used.

**Examples:** Second Annual Drasha; Forty-Third Annual Lecture.

### Hebrew Transliterations

See Addendum

### Italics

Use italics for Hebrew words and other foreign words if they are likely to be unfamiliar to readers. See more under **Translations**.

## Numbers and Percentages

Spell out numbers one to nine and use figures for 10 and up. Ages always use figures and are hyphenated when expressed as adjectives before a noun or as a substitute for a noun, but no hyphen is used when dollar figures appear as an adjective. Use figures with million or billion in all cases except casual uses.

**Examples:** A 5-year-old boy; the boy is 5 years old; the boy, 7, has a sister, 10; the woman, 21, has a daughter 2 months old; the law is 8 years old; the race is for 3-year-olds; the woman is in her 30s (no apostrophe); I'd like to win a billion dollars; The nation has 1 million citizens; I need \$7 million; The president approved a \$300 million budget.

**NOTE:** Use figures for percent and percentages and use decimals, not fractions.

**Examples:** 1 percent; 2.5 percent; 10 percent; between 12-15 percent; The cost of living rose 0.6 percent.

## Publications

The titles of University flagship publications are presented in content the same as they appear on their masthead, without spaces between YU and the publication name.

**Examples:** *YUReview*; *YUToday*; *YUTomorrow*; *InsideYU*

## Punctuation

**Bullets** - use for listings or as a graphic element where short statements or a single sentence is needed. There is NO period at the end of a bulleted item.

**Examples:** ▪ A special bond between generations

**Commas** - omit the comma in a series of three or more before “and” or “or” and before and after *Jr.* and *Sr.*:

**Examples:** The flag is red, white and blue; He would nominate Tom, Dick or Harry.

**NOTE:** If necessary to distinguish between father and son in second reference, use the “elder” Smith or the “younger” Smith.

**Em and En Dashes** - the em or “m” dash (—) often demarcates a parenthetical thought. There are no spaces between the em dash and the previous and consecutive words. The en or “n” dash (-) can be used to contrast values or illustrate a relationship between two things:

**Examples:** We will fly to Paris in June—if I get a raise; Smith offered a plan—it was unprecedented—to raise revenues; He listed the qualities—intelligence, humor, kindness, independence—that he liked in a woman; Mother–daughter relationship; Notre Dame beat Miami 31–30; The Supreme Court voted 5–4 to uphold the decision; The McCain–Feingold bill.

## Hyphens

Use a hyphen whenever ambiguity would result if it were omitted or when a compound modifier – two or more words that express a single concept – precedes a noun. Use hyphens to link all the words in the compound except the adverb *very*, all adverbs that end in *-ly* and when suspending a point:

**Examples:** *He re-covered the leaky roof; a first-quarter touchdown; a bluish-green dress; a full-time job; a know-it-all attitude; a very good time; an easily remembered rule; He received a 10- to 20-year sentence in prison.*

**NOTE:** When large numbers must be spelled out, use a hyphen to connect a word ending in -y to another word: twenty-one, fifty-five, etc.

### **Periods**

When a Web or e-mail address falls at the end of a sentence, or when the Web or e-mail address stands alone, do not use a period. Avoid breaking a Web address between lines but if this is not possible, split it directly before a slash or a dot. Do not use periods at the end of bulleted points.

## **University Designations and Abbreviations**

### **Yeshiva University**

Always spell out Yeshiva University in the first reference and either the same, “the University” or “YU” in second and subsequent uses, but YU must first appear in parenthesis after the initial full reference of the University’s name. The word “University” is always first-letter capitalized when standing alone and referencing Yeshiva University. Although “Yeshiva” is generally not used alone, it is permissible in certain instances such as sports writing. All University Boards take upper case when presented as a proper noun.

**Examples:** Yeshiva University (YU) will hold its graduation ceremonies March 14. YU students will celebrate at Madison Square Garden; The RIETS Board of Trustees; Henry Kressel, chairman of the Board of Trustees.

### **School Designations and Usage**

Yeshiva University abbreviates its many schools and colleges to identify alumni or for multiple references of schools, affiliates, programs and centers in content. Use the following references and abbreviations to represent undergraduate and graduate schools, programs and centers/institutes.

The possessive (’s) should be used with all names other than those identified in the [Branding Guidelines](#) that already have “Yeshiva University” as part of their name. In a logo or lockup, the name should be stacked according to the secondary and tertiary [Branding Guidelines](#).

**Examples:** Yeshiva University’s Center for Jewish Law; Yeshiva University’s Department of Finance; Yeshiva University’s Sy Syms School of Business; Yeshiva University Museum; Yeshiva University High Schools.

All second references are presented as lower case or with the appropriate acronym for the school.

**Examples:**  
Yeshiva College - the college; YC  
Stern College for Women - the college; Stern  
Sy Syms School of Business - the school; Syms; SSSB  
Albert Einstein College of Medicine – the college of medicine; Einstein  
Azrieli Graduate School of Jewish Education and Administration – the school; Azrieli  
Benjamin N. Cardozo School of Law – the school of law; law school; Cardozo  
Ferkau Graduate School of Psychology – the school; Ferkau  
Bernard Revel Graduate School – the school; Revel

Rabbi Isaac Elchanan Theological Seminary – the seminary;  
the yeshiva; RIETS  
Wurzweiler School of Social Work – the school; Wurzweiler;  
WSSW  
Yeshiva University High Schools - YUHS  
The Institute for Public Health Sciences or The Institute for  
University-School Partnership - the institute  
Center for the Jewish Future or Center for Israel Studies - the  
center  
Certificate in Jewish Communal Service Program - the program  
Presidential Fellowship - the fellowship  
Department of History - the department

### **Graduate and Professional Schools**

**E:** Albert Einstein College of Medicine (includes BGSS for Belfer  
Institute for Advanced Biomedical Sciences and SG for Sue Golding  
Graduate Division of Medical Sciences)

**A:** Azrieli Graduate School of Jewish Education and Administration

**BR:** Bernard Revel Graduate School

**BZ:** Philip and Sarah Belz School of Jewish Music (formerly CTI for  
Cantorial Training Institute)

**C:** Cardozo School of Law

**F:** Ferkauf Graduate School of Psychology

**W:** Wurzweiler School of Social Work

### **Undergraduate Schools**

**SBM:** Stone Beit Midrash Program

**IBC:** Isaac Breuer College of Hebraic Studies

**JS:** James Striar School of Jewish Studies

**MY:** Yeshiva Program/Mazer School of Talmudic Studies

**S:** Stern College for Women

**SB:** Sy Syms School of Business

**YC:** Yeshiva College

### **Affiliates**

**R:** Rabbi Isaac Elchanan Theological Seminary

**TI:** Teacher's Institute

**YUHS:** Yeshiva University High Schools (includes all location identities,  
like BGHS, MSTA, MTA and G)

**NOTE:** The graduation year is always listed first followed by the school  
abbreviation with no space in between. School and year come directly  
after the name and are NOT preceded by a comma.

**Example:** Rabbi Herbert C. Dobrinsky '50YUHS, '54YC, '57R,  
'80F

### **State Names and Abbreviations**

Spell out the names of the 50 states when they stand alone in editorial content,  
but use the two-letter capitalized abbreviation without periods when city and  
state are mentioned in text, invitations and tables. Eight states that are never  
abbreviated are: Alaska; Hawaii; Idaho; Iowa; Maine; Ohio; Texas; and Utah.  
Abbreviate D.C. when used with Washington. In other cases, spell out as  
District of Columbia.

**Examples:** They live in New Jersey; Judy Weiss of Teaneck, NJ, was  
the first speaker; The student wanted an internship in the District of  
Columbia; The group toured Washington, D.C., and Fredericksburg,  
VA, on their way to Florida.

### **United States**

Spell out United States when used as a noun. The abbreviation U.S. (with periods) should be used as an adjective.

NOTE: Use “New York state” to distinguish the state from New York City; use “state of Washington” or “Washington state” to distinguish the state from the District of Columbia (Washington State is the name of a university).

### **Telephone Numbers**

University style uses a period between the area code and the phone number, not parentheses or dashes. Always include the area code as even local phone numbers now require that you dial it before the number:

**Example:** 212.960.5285

### **Times**

Use figures except for midnight and noon. Do not capitalize midnight or noon unless it appears at the beginning of a sentence or alone in a graphic treatment. A colon separates hours from minutes, lower case a.m./p.m. with periods:

**Examples:** 11 a.m.; 1 p.m.; 3:30 p.m.

### **Titles**

Capitalize and spell out all titles when they precede a name; lowercase in other uses. However, President Richard M. Joel is always upper case when used before or after his name.

**Examples:** President Richard M. Joel; Richard M. Joel, the President of Yeshiva University; President Joel; John Jones, executive vice president and chief financial officer; Senior Vice President for University Development Tom Smith.

NOTE: Do not use the professional designations Esq. or CPA after people’s titles in editorial content.

### **Academic Titles**

Academic titles such as chancellor, chairman, dean, professor, etc. are lower case after the individual’s name except when the position is a named position.

**Examples:** Distinguished Professor of History and American Studies Anthony Farber; Anthony Farber, distinguished professor of history and American studies; Assistant Professor of Geology Joanne Smith; Joanne Smith, assistant professor of geology; The Marilyn and Stanley M. Katz Dean Allen M. Spiegel; Allen M. Spiegel, The Marilyn and Stanley M. Katz Dean Allen M. Spiegel.

NOTE: Lowercase modifiers such as “department” and “acting” when used as part of a title in all uses:

**Examples:** department Chair John Williams; John Williams, department chair; acting Dean John Smith.

### **Clergy**

The first reference to a clergy’s title should be capitalized before the individual’s name. Only the last name should be used on second reference with the exception of Roshei Yeshiva or a clergy who is known only by his/her religious title. Where an individual is both a Dr. and a Rabbi, use whichever title is most appropriate to their work. When in doubt, ask the individual which title he/she prefers.

**Examples:** Dr. Edward Reichman (who is an MD at Einstein but is also ordained); Rabbi Solevechik or the Rav; Pope Benedict XVI or the Pope.

### **Courtesy Titles**

Refer to both men and women by first and last name, without courtesy titles, on first reference and the last name only on subsequent references. Use a courtesy title (*Mr.*, *Mrs.*, *Miss* or *Ms*). only in direct quotations or after the first reference if a woman specifically requests it. To distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name without a courtesy title. Do not use a title on the first reference for anyone. Exceptions to this are members of the clergy and government.

**Examples:** James and Jane Jones attended the alumni event.  
“Mrs. Jones and I had a lovely time,” said James Jones;

### **Named Chairs**

The name of the chair can precede or succeed a faculty name, but all named deanships start with “The.” A named chair or professor should never be referred to as the “holder” of the chair or professorship.

**Examples:** Ephraim Kanarfogel, The E. Billi Ivry Professor of Jewish History; The E. Billi Ivry Professor of Jewish History Ephraim Kanarfogel.

### **Professional Titles**

Use *Dr.* on second reference for faculty who hold doctorates but use ONLY the last name for both men and women for all other attributions:

**Examples:** John H. Doe is president of the University of ABC.  
Dr. Doe has been in this post for 15 years; Jack Jones teaches archaeology. “We are looking forward to a great year,” says Jones.; Lori Smith, associate professor of music, received a grant. “I’m thrilled,” says Smith.

### **Translations**

Italicize foreign languages and phrases if they are likely to be unfamiliar to readers. When the surrounding text is already italicized, set the title or word in regular type (no italics). At YU, words such as Torah, bar mitzvah and Torah Umadda are not italicized as they are considered familiar phrases (see addendum of “common transliterations”). For all foreign language words that are not common, use brackets to translate, i.e. *yadin yadin* [an advanced rabbinic ordination for judges]. Common Latin terms, such as *alma mater* and *emeritus*, should be italicized but do not require bracketed translations.

### **Web**

Use an initial capital when referring to the World Wide Web, the Web or the Internet, but “online” and “intranet” is lower case unless beginning a sentence.

**Examples:** Web site; the Web; Web page; They chat online; We are selling our products on the Internet.

### **Common Usage**

Adviser, not advisor.

**OK, OK’d, OK’ing, OKs** (Do not use *okay* in any form)

**E-mail, e-commerce, e-newsletter**

**Fewer, Less**

In general, use *fewer* for individual items, *less* for bulk or quantity.

**Examples:** *The trend is toward more machines and less people; Fewer than 10 applicants called; I had less than \$50 in my pocket; I had fewer than 50 \$1 bills in my pocket.*

**Fundraising, fundraiser**

## ADDENDUM

### Transliteration of Hebrew into English

Editorial consistency requires that we overcome multiplicity in the transliterations of common Hebrew expressions. Our solution lies in choosing one form of each word and following it rigorously in all University publications. Divergence may be necessary in special situations to reflect vernacular pronunciation, e.g. Yiddish.

Listed below are some frequently recurring words and phrases. As with Hebrew in general, they should be italicized (unless otherwise indicated).

Transliterations derive from systems developed by the Hebrew Language Academy of Israel, the Library of Congress, the Jewish Publication Society of America and the National Council for Jewish Education. For the transliteration of words not included below, consult the system of the Jewish Publication Society.

Plural forms are noted and the English translation should appear in brackets after the least common Hebrew words.

### Common Hebrew Transliterations

Unless otherwise specified, most of these commonly used transliterations do not take italics at first mention. The translation always goes in square brackets after the first mention of the word or phrase.

**beit midrash** - use italics and lowercase. Translated as *study hall*.

**Halacha, halachic** - uppercase for noun, lowercase for adjective.

Translated as *Jewish law, Jewish legal*.

**Hanukkah** - uppercase

**kollel** - lowercase. Translated as *institute of Talmudic study*.

**mashgiach (sing.), mashgichim (pl.)** – lowercase. Translated as *spiritual advisors*.

**musmach (sing.), musmachim (pl.)** - use italics and lowercase.

Translated as *ordained rabbi(s)*.

**rebbetzin(s)** - Translated as *rabbi's wife*.

**rosh yeshiva (sing.), roshei yeshiva (pl.)** – upper and lower case.

Translated as *professor(s) of Talmud*.

**rosh kollel** - lowercase. Translated as *head/director of the kollel*.

**semicha (Chag HaSemicha)**- use italics and lowercase. Translated as *rabbinical ordination*.

**Shabbat** – upper and lower case. Translated as *Sabbath*.

**Shabbaton (sing.), Shabbatonim (pl.)** – upper and lower case.

Translated as *Sabbath festivities*.

**shiur (sing.), shiurim (pl.)** - lowercase. Translated as *lectures(s)*.

**Talmud (n.), Talmudic (adj.)** – upper and lower case.

**Torah Umadda** – upper and lower case. Translation depends on context, but some suggested translations include the synthesis of Torah learning with secular knowledge, traditional Jewish learning combined with contemporary Western study of the sciences, humanities and business.



**Seasons** (Lowercase. Do *not* italicize.)

stav (fall), horef (winter), aviv (spring), kayitz (summer)

**Months** (Do *not* italicize.)

|          |        |
|----------|--------|
| Tishrei  | Nisan  |
| Cheshvan | Iyyar  |
| Kislev   | Sivan  |
| Tevet    | Tammuz |
| Shvat    | Av     |
| Adar     | Elul   |

**Holidays** (Do *not* italicize.)

|                      |                                   |
|----------------------|-----------------------------------|
| Shabbat (Shabbatot)  | Tu BeShevat                       |
| Rosh Codesh          | Fast of Esther (or Taanit Esther) |
| Rosh Hashanah        | Purim                             |
| Fast of Gedaliah     | Passover (or Pesach)              |
| Yom Kippur           | Chol Hamoed                       |
| Sukkot               | Lag Baomer                        |
| Hoshannah Rabbah     | Shavuot                           |
| Shemini Atseret      | Fast of Tammuz                    |
| Simchat              | Torah Fast of Av (or Tisha B'Av)  |
| Hanukkah             | Yom Haatzmaut                     |
| Fast of Tevet        | Yom Hashoah                       |
| (or Asarah be'Tevet) |                                   |

**Talmudic**

Mishnah, Mishnayot, mishnaic, Gemara, Brachot, Erubin, Yoma, Sukkah, Baba Kamma, Baba Mezia, Baba Batra, Hullin, Gittin, Kiddushin, Ketuvot, Nedarim, Yevamot, Shavuot, Makkot, Pesachim, Avodah Zarah, Betsah

**General** (Asterisked words are *not* italicized)

aggadah, aggadic

aliyah\*

AnsheiKnesset Hagedolah ba'al tefillah

ba'al teshuvah

bar mitzvah\*

bat mitzvah\*

Birkat Hamazon

Brit

Beteavon

Chag HaSemikhah\*

chagiga\*

dinim

etrog (etrogim)

Geonic

haftarah

Haggadah

Halakhah\*, halakhic\*

Hamotzi

Chasid\* (capitalize when  
used as a proper noun)

Hasidism\*

hasidut

Haskalah

chavruta

chazzan, hazzanut

chessed

Hillcot Tsibbur

Chumash

Kabbalah\*

kashrut

ketubah (ketubot)

kinus

Knesset

kollel\*

kosher\*

lulav (lulavim)

Maariv

machzor (n hzorim)

meshgiah ruhani

masora

mazal tov\*

Megillah\* (Megillot\*)

melave malkah

menorah\* (menorot\*)

mezuzah\* (mezuzot\*)

Midrash\* (Midrashim),

midrashic\*

Minchah

minyan

Musaf

musar (capitalize when used as a proper noun)

musmakh (musmakhim)

nusach hatefillah

Pirkei Avot

ram (ramim)

rebbe\* (rebbeim\*)

rebbetzin\* (rebbetzins\*)

refuah shleima

rosh kollel\*

rosh yeshiva\*

Seder Moed

sefer Torah

semikhah

seudah

Shabbaton\* (Shabbatonim\*)

Shacharit

shaytl

Shema

shiur\*

shofar (shofrot)

shtetl

Shulhan Aruch

siddur

sukkah

(capitalize when  
used as title of the  
Talmudic tractate)

Taharat Hamishpahah tallit (tallitot)

talmid (talmidim, talmidot)

Talmud\*, Talmudic\*

Tanakh

Targum\* (Targumim\*) tefillah

tefillin

teshuvah

Torah\*

Torah Lishmah

Torah Umadda\*

Tosafot

Tosefta

tzitzit

yahrzeit

yarmulke\*

yeshiva ketana

(yeshivot ketanot)

yishuv

Yom Iyun

Yoreh Deah