

# Yeshiva University Style Guide

Members of Yeshiva University's office of Marketing & Communications produces multi-media materials for distribution to employees, external media and multiple constituencies such as alumni, donors and community leaders.

Marketing & Communications, and others in the University producing such 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.

The *Merriam-Webster Dictionary* is the preferred reference for English spelling and punctuation. It can be searched online (for free) at: [www.merriam-webster.com](http://www.merriam-webster.com).

## 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 Cuomo received an honorary degree from Yeshiva University; Honorary degrees were awarded to Governor Cuomo 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*.

**Adviser**

Adviser, not advisor

**Composition titles**

An exception to AP (Associated Press) style, follow *The Chicago Manual of Style*, as follows:

All composition titles should be Uppercase

Books and periodicals (magazines, newspapers): *Italic, No Quotes (War and Peace, The New York Times)*

Articles in journals or magazines = "Quotes, No Itals"

Poems = "Quotes, No Itals" (the title of a book of poetry is treated like any other book)

Plays = *Italic*

Movies, television programs, podcasts = *Italic*

Web sites = No quotes, roman (not italic), e.g., Google Maps, Wikipedia

Web publications/periodicals: italic, no quotes e.g., *The Huffington Post*

**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.

**E- prefix**

Email (no hyphen, per AP); in all other uses include hyphen: e-newsletter; e-commerce.

**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.

**Fewer vs. Less**

In general use *fewer* for individual items (number) and *less* for indefinite amounts (volume).

**Examples:** Less money, fewer dollars  
More machines, fewer workers, less effort  
Fewer donuts, less sugar

### **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. Always spell out *percent*, do not use symbol (%).

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

### **OK**

OK, OK'd, OK'ing, OKs, never Okay or okay.

### **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:** *YUNews*; *YUMagazine*

## 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.

**Example:**

- A special bond between generations
- A special message between nations

**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: twenty-one, fifty-five, etc.

### Periods

When a web or email address falls at the end of a sentence, or when the web or email 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. The word “University” is always uppercase 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 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 to schools, affiliates, programs and centers in content. Use the following references and abbreviations to represent undergraduate and graduate schools, programs and centers/institutes in copy. See Abbreviations at end of this section for use in identifying alumni graduating classes.

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 abbreviation 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  
Ferkauf Graduate School of Psychology – the school; Ferkauf  
Bernard Revel Graduate School – the school; Revel  
Katz School – the Katz school (**effective Dec 2017: do not use the  
Mordecai D. and Monique C. Katz School of Graduate and  
Professional Studies or The Katz School of Graduate and  
Professional Studies**)  
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

### **Abbreviations for Alumni Identification**

#### **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  
**K:** Mordecai D. and Monique C. Katz School of Graduate and  
Professional Studies  
**W:** Wurzweiler School of Social Work

#### **Undergraduate Schools**

**SBMP:** Stone Beit Midrash Program  
**IBC:** Isaac Breuer College of Hebraic Studies  
**JSS:** James Striar School of Jewish Studies  
**MYP:** 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

#### **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. President is always upper case when used before or after the name of the Yeshiva University President (SEE "REFERENCING RABBI DR. BERMAN, BELOW").

Examples: Rabbi Dr. Ari Berman, President of Yeshiva University; Joseph Sherman, executive vice president and chief financial officer; Senior Vice President for University Development Tom Smith.

**NOTE:** On second/subsequent reference use Dr. or Rabbi, accordingly.

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

## Referencing Rabbi Dr. Berman

Preference is for Dr. Berman. Rabbi (and if appropriate, President) should appear on first reference only (e.g. Rabbi Dr. Ari Berman, President of YU). All subsequent references should be "Dr." The only exception is if his name is appearing in a traditional Torah context, in which case all subsequent references should be Rabbi.

### Examples:

--Article on Jewish attitudes towards X, in a publication published by RIETS: "Rabbi Berman"

--Article on Jewish attitudes towards X, in a publication published by Azrieli: "Dr. Berman"

--Medical Ethics conference hosted by RIETS: "Rabbi Berman"

--Medical Ethics conference hosted by Einstein: "Dr. Berman."

## 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. Use Rabbi on second/subsequent reference. 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.

### **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.



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

**Talmudic**

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

mashgiah 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\*)  
rebbezin\* (rebbezins\*)  
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