YFile User Manual

YFile – Communications & Public Affairs

YORK U

YFile User Manual

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About the *YFile* User Manual

YFile is York University's journal of record and campus newsletter, reporting on institutional news, events, people and trends. All content is published to the *YFile* website and distributed through an email newsletter to more than 6,000 subscribers, including faculty, staff members, students and external stakeholders. The *YFile* team works together with the University's Faculties, schools, departments and units to share important news and announcements. The *YFile* User Manual is a resource for content creators across the University to offer guidance on submitting content to *YFile*.

YFile adheres to the York University Writing Style Guide (the Writing Style Guide), a document approved by the University Senate and the president. The Writing Style Guide closely follows the *Canadian Press Stylebook*, which can be found here.

In addition to the Writing Style Guide, *YFile* has its own unique set of rules and conventions for writing and publication, as outlined in alphabetical order below. For more information on *YFile*'s mandate and YFile contact information, visit the About page on *YFile*'s website.

Advertisements

The *YFile* email newsletter includes small ads and a large footer ad to help promote important events, announcements, and news at York University.

Deadlines: A request for an ad space in the *YFile* email newsletter should be submitted at minimum five (5) days in advance of the newsletter publication date.

Requirements for small square ad: An image in JPG format of at minimum 800 by 800 pixels.

Requirements for large footer ad: An image in JPG format of at minimum 1,200 pixels wide by 600 pixels high and an active hyperlink that the ad can redirect to.
Advertisements appearing in *YFile* must align with York University's Brand Standards. For assistance ensuring your advertisement meets Brand Standards, contact University Brand & Marketing and include your Faculty or division communications manager in your request. Information about Brand Standards can be found on the Brand Assets website.

Approvals

All content submitted to *YFile* should be pre-approved by the appropriate people (e.g. members of senior leadership, deans, directors, persons quoted directly) and submitted to *YFile* at least five (5) days in advance of the newsletter publication date. The submitted copy

will be reviewed by the *YFile* editorial team to ensure it aligns with editorial standards. If approvals are required after review by *YFile* editors, this must be stated at the time the content is submitted. In those instances, final approved copy must be returned to *YFile* two (2) days before publication.

Archives

YFile is the journal of record of York University. The publication has an established reputation for reliable reporting and is the source of trusted, relevant and authoritative news for the University. *YFile* stories are archived both online and in the digital archives of the Clara Thomas Archives and Special Collections to help *YFile* users search and locate previously published content.

Content: *YFile* stories are archived on the *YFile* website, and date back to 2002. Please use the search function on the website to access the archives.

Newsletters: *YFile*'s newsletter issues are archived on the *YFile* website, and date back to September 2021.

Revisions to archived content: A request to alter or remove an archived news story will only be considered if the story and/or image pose a threat to personal safety. Because *YFile* content is archived as official records for the University, requests to alter or remove an archived news story cannot be considered if the request changes the story in such a significant way that it alters the original news and/or if the requester wishes to update an image, include their current role or add a fact to reflect a current situation.

Search: *YFile* features an advanced search function that enables users to easily retrieve content dating back to 2002. Users can search by keyword and sort by category.

Awards/funding/grants

YFile aims to celebrate academic and research excellence at the University, which includes sharing news of awards, funding and grants. All achievements and recognitions are a point of pride for York University; however, coverage of such stories in *YFile* is limited to major announcements due to the high volume of requests. Stories on awards, funding and grants will be considered on a case-by-case basis, with the following criteria as guidelines for inclusion in *YFile*:

- Awards must be greater than $100,000.
- Major collaborative research projects awarded by government funding agencies will receive coverage; however, smaller Engage Grants (amounts not exceeding $25,000) will not be covered in a stand-alone story.

Bylines

Bylines are reserved for *YFile* staff members and freelance and special content contributors. Due to the detailed editing process, *YFile* does not offer bylines to York University Faculty/school/unit communications managers, faculty, other staff or students.

Exception: Bylines are accepted for content appearing in *YFile* special issues and special content as per previously agreed arrangements with the organizing unit/school/Faculty.

Corrections

YFile staff make significant attempts to fact-check and verify the accuracy of all published content to uphold its reputation as the University's journal of record. All content is subject to review by two or more *YFile* and/or Communications & Public Affairs (C&PA) staff members. If there is a need for a correction, please direct requests to *YFile* staff outlining the error and the correct information, as well as the story's headline and publication date. It is important to note that errors do happen on occasion, and the *YFile* team appreciates alerts from the community when an error does occur. *YFile*'s goal is to respond to errors as quickly as possible. **Note:** Please read the "Revisions to archived content" notation in the "Archives" section above for *YFile*'s policy on revising archived content.

Deadlines

When submitting content to *YFile*, please remember that *YFile* staff need ample time for the editorial review process, which includes story evaluation, copy editing, fact-checking and proofreading.

Initial submission of content: Please submit content a minimum of five (5) days prior to preferred publication date.

Final, approved copy: Please return final, approved copy two (2) days prior to publication. Content submitted the day before publication will be deferred to a later issue.

Submissions to *YFile* should be made using the online story submission form.

Late-breaking news: *YFile* staff make every effort to accommodate requests for specific publishing dates; however, the arrival of late-breaking news and announcements may shift the editorial lineup with little notice.

YFile staff work 8:30 a.m. to 4:30 p.m., Monday to Friday. On occasion, and with advance warning, *YFile* can publish late-breaking institutional news after normal working hours. However, since overtime will be incurred, the Faculty/department/unit making the request must have approval from the Communications & Public Affairs Division's director of strategic and internal communications, **Jacqueline Janelle**, before *YFile* staff can proceed.

Embargoes

YFile adheres to all external and internal embargoes. Please clearly communicate any embargoes to the *YFile* team when the story is submitted or before the story is developed.

Events calendar

All events included in *YFile*'s Upcoming Events section are pulled directly from the University's central events calendar. Special requests can be made for events to be highlighted as **featured events** on the York University homepage to encourage attendance; however, not all featured event requests can be accommodated, as space is limited. To make a request, contact the *YFile* team. **Note:** Depending on the number of submissions being received and the time of year, it can take up to two (2) days for a submitted event listing to appear on the calendar.

Event coverage

YFile staff provide event coverage for high-profile, pan-University events such as major funding announcements, building dedications or presidential events. Requests for coverage should be made at least 10 days in advance to allow staff to plan. All other events can be submitted in advance to the York University central events calendar. Please see the "Events calendar" section above for more details. Key events for Faculties, such as special lectures, performances, conferences and symposia, can be promoted by *YFile* staff in advance.

Multi-campus event coverage: For coverage of high-profile, pan-University events taking place at the Glendon Campus and/or Markham Campus, please send a request at least 10 days in advance, and if applicable, copy the appropriate communications manager for the campus location.

Post-event coverage: Requests for/submissions of post-event coverage will be considered for inclusion in *YFile* if the event meets the following criteria:
- it is of interest to a wide or pan-University audience; and
- it has occurred within the past two (2) weeks.

Requests/submissions that do not meet these criteria should be included on the Faculty/school/unit website and co-ordinated with the Faculty/school/unit communications manager.

Images

AODA: All images must be compliant with the Accessibility for Ontarians with Disabilities Act (AODA). For more information, visit the AODA website or York's accessibility guidelines.

Captions (cutlines): All images submitted to *YFile* must include correct caption information, including the correct full names and titles of people in the order that they appear.

Credits: All images submitted to *YFile* must include image credit information (the photographer or the source of the image, along with permission to use the image in *YFile*). Images without source information will not be included in the publication.

Format: All images must be submitted in JPG format. *YFile* does not include PDF, PNG, TIFF, GIF or other formats in its publication. **PDFs:** Portable document files (PDFs) cannot be posted in *YFile* or in the events calendar, as they are not AODA compliant.

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Permissions: Externally sourced images may only be submitted to *YFile* with permission from the photographer or the source of the image. Images should be free from personal details such as family members, wedding or holiday backgrounds, or group settings where permission from other individuals shown in the image has not been secured.

Sizes: Image size requirements for ads are outlined in the "Advertisements" section above; any other image submitted to *YFile* must be a minimum of 500 by 500 pixels.

Students/minors: Images that include students will only be published with the understanding that the person/unit submitting the photo has ensured proper permissions and media release forms have been secured. These records should be maintained by the submitting party; *YFile* does not maintain these records.

LCD screens

Select *YFile* stories and University events that are open to the community are highlighted in the York News section of the campus-wide LCD screens. To request LCD screen coverage for your upcoming event, it must first be submitted as an event listing to the York University central events calendar (see "Events calendar" section above). After your event is posted to the calendar, contact the [YFile team](#) with the link to your event listing and a suitable image (500 by 500 pixels). **Note:** Not all LCD screen requests can be accommodated, as space is limited to 15 news items on the network. Requests should be sent to yfile@yorku.ca with the subject line "LDC request."

Publication schedule

As of September 2021, the publication schedule for *YFile* is as follows:
September to June: *YFile* publishes three (3) times a week, on Monday, Wednesday and Thursday.
July and August: *YFile* publishes two (2) times a week, on Monday and Thursday.
Special issues: [Special issues](#) run on select Fridays, and occasionally on other days.
Note: The publication schedule is subject to change and will be kept up to date on *YFile*'s *[About YFile](#)* webpage.

Social media

For requests pertaining to social media, please contact the Communications & Public Affairs Division's digital marketing manager, **[Jason Miller](#)**.

Story content and common inquiries

This section answers frequently asked questions about writing style that *YFile* receives from content creators across the University.

Bold font: Names of those affiliated with York University will appear in bold on first reference.

Capitalization: Capitalization rules outlined in the [Writing Style Guide](#) will be followed. Some common capitalization rules include:

- **Job titles:** A person's job title is only capitalized if it precedes the person's name (exception: honorific titles such as Distinguished Research Professor).
  - **Note:** The title "Dr." is only used for certain health-care professionals, as outlined in the Writing Style Guide
- **Subjects:** Subjects (areas of study) are not capitalized unless in reference to a department, Faculty, unit or school (e.g. science versus Faculty of Science; anthropology versus Department of Anthropology).

Headlines: Headlines for *YFile* should be written in present tense using active verbs when possible. Headlines should be limited to 70 characters. For other style considerations on headlines, refer to the *Canadian Press Stylebook*.

Length: Stories submitted to *YFile* should be about 400 words and no more than 750 words. Long-format stories are occasionally published in *YFile*. These story ideas are developed in advance, and support the University's academic priorities, the University's core values and the four pillars that guide the University's vision. All stories and story ideas should be submitted to *YFile* through the online story submission form.

Possessive adjectives, subject and pronouns: The use of first- and second-person possessive adjectives, subjects and pronouns are generally avoided in *YFile* stories and will be subject to revision by *YFile* staff. Please avoid the use of the following: "I, we, you, mine, ours, yours, my, our, your."
Exception: These can be included in direct quotes.
Exception: If the story is presented as a statement or announcement that is attributed to a person or persons, these adjectives, subjects and pronouns can be included.

Quote attributions: A direct quote can *only* be attributed to one source/speaker. A direct quote cannot be attributed to a group of people or a group of authors. In an instance when a direct quote is taken from a published work, the title of the work will be attributed, or it will be referred to as "the paper" or "the study." Where a person is attributed in a direct quote, the attribution must include a full name (first and last) and cannot be anonymous.
Exception: If the person attributed has been identified with first and last name in the story before the quote appears, the direct quote can be attributed using the last name only.

Linking to sources: Wherever possible, link to a primary source for information (e.g. government, World Health Organization etc.). If a primary source is not available, link to a reputable secondary media source such as the *Globe and Mail*, CBC News or the *Toronto Star*. Links to blogs, Wikipedia or other unofficial sources will not be included. From a style perspective, links must be clearly identified and should be included in parenthesis at the end of the sentence. For example, "However, many hadn't predicted just how rapid the pace would be (see TVOntario July 8)."

Story submissions
YFile has an online story submission form available to assist with organizing requests.

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To better serve all Faculties and departments, story requests should be discussed with the Faculty or departmental communications managers before submitting to *YFile*.

YFile's mission is to support York University's goals and objectives by celebrating academic and research excellence, student success, community engagement, teaching and learning. To ensure York news is shared with the right audience, *YFile* works closely with C&PA's Media Relations team. Please remember to share your story ideas with Media Relations for news about upcoming studies, grants, funding and major announcements. If your story is selected for external amplification by Media Relations, *YFile* will respect any embargoes set by the Media Relations team. For more on embargoes, visit the "Embargoes" section above.

Is your story a good for for *YFile*? *YFile* is a small but mighty team that includes three professional journalists who use their editorial expertise to select stories that fit the publication's mandate as York University's official journal of record. Some of the criteria the team evaluates in the editorial review process include newsworthiness, timeliness, relevance to the York community, impact on the York community, balance in content and factors influencing reputation. As well, *YFile* encourages stories that support the University's academic priorities, the University's core values and the four pillars that guide the University's vision.

Subscriptions

YFile is published by York University's Communications & Public Affairs Division (C&PA) and distributed by email newsletter to more than 6,000 faculty, staff, students, alumni and friends of the University. A subscription includes regular issues of *YFile* as well as special issues. Subscribe to *YFile* here.

Tagging

YFile follows specific tagging conventions that align with the University's overall tagging strategy. For more about *YFile*'s tagging conventions, please refer to this document. There is an accepted and approved list of *YFile* master tags. York University communications staff and content creators are welcome to suggest up to five (5) additional tags to be assigned to a their *YFile* story and can do so using the online story submission form.

Videos

Videos can be included in *YFile* stories on the *YFile* website as embedded properties from YouTube that are shareable with an embed code. Videos cannot be included in the *YFile* email newsletter. Requests for video creation should be directed to the appropriate Faculty or departmental communications manager.

Website sections

The Scoop

The Scoop is a section in *YFile* that is used to highlight headlines about the people of York University. It features a headshot and a headline that links to an external website. The Scoop requires a high-resolution JPG headshot image (minimum 800 by 800 pixels) and an active link

to an external site that gives the reader additional information related to the headline. To submit an item to The Scoop, please use *YFile*'s online story form and specify your request.

Spotlight@York

Spotlight@York is a section that highlights content celebrating York University. It features a large photo and a headline that links to either a published *YFile* story or another website. Spotlight@York requires a high-resolution JPG image (1,800 by 600 pixels) and an active link to a previously published *YFile* story or other website that gives the reader additional information related to the headline. To submit content for consideration in the Spotlight@York section, please use *YFile*'s online story submission form and specify your request.

Special note: *YFile* is excited to launch this section beginning Sept. 15, 2021. Some examples of content *YFile* would suggest for this section are: the launch of the University Academic Plan 2020 website; the promotion of a special issue of *YFile*; a link to a photo gallery or story on convocation; a feature story highlighting York community members.

York In Focus

York In Focus is a section that highlights York content that continues to be relevant for some time (evergreen content), or news we would like to continue to celebrate. It features a large photo, a headline and an excerpt. The photo and headline both link to a published *YFile* story or external website. York In Focus requires a high-resolution JPG image (1,800 by 600 pixels). To submit an item for consideration in the York In Focus section, use *YFile*'s online story submission form and specify your request.

Special note: *YFile* is excited to launch this as a new section beginning Sept. 15, 2021. Some examples of content *YFile* would suggest for this section include: major funding announcements; the opening the of Markham Campus or building dedications; major awards granted to York people and projects; innovation in teaching and learning; and York success stories.

Important web resources

YFile: yfile.news.yorku.ca
YFile **online story submission form:** yfile.news.yorku.ca/story-ideas
YFile **subscribe page**: yfile.news.yorku.ca/subscribe
YFile **Tagging Conventions & Master Tag List:** link to document
York University central events calendar: events.yorku.ca
York University Writing Style Guide: link to document
Communications & Public Affairs Division: cpa.info.yorku.ca

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