

## About YFile and Ylife

YFile is published daily by York University and is distributed by e-mail to more than 5,000 faculty and staff of the University. The publication reports on institutional events, research, people and trends. Its Web address is [www.yorku.ca/yfile](http://www.yorku.ca/yfile).

Ylife is aimed at York students. It is published daily on the Web by York University and is distributed by RSS to York students via the my.yorku.ca student portal. A weekly e-mail teaser is also distributed to subscribers with key stories linked to the Web site. Much of the content appearing in Ylife is repurposed from YFile. Student-specific notices can be targeted exclusively to Ylife. The Web address for Ylife is [www.yorku.ca/ylife](http://www.yorku.ca/ylife). To learn more about the portal visit: [www.yorku.ca/yfile/archive/index.asp?Article=11281](http://www.yorku.ca/yfile/archive/index.asp?Article=11281).

Both YFile and Ylife are searchable on Google as well as with their own search engines. The material appearing in both publications is prepared by trained journalists on staff in Marketing & Communications.

## Sections

YFile has a number of regular sections, including: Headline News, More News, Today@York, York in the Media, Sports Update, Announcements, Passings and Appointments. Stories address a variety of topics and appeal to educated readers who take an active interest in the University.

There are also a number of special sections, including: York's 50th, United Way, From the President, York to the Power of 50, Convocation, Senate Synopsis, Board of Governors Synopsis and On the Move.

Ylife has its own sections, and in addition to a news section there are sections for Campus Notes, What's On and York in the Media, as well as a direct link to Sports news.

## Information Flow and Staff

Information published in YFile is repurposed for Ylife. Story requests should be sent to Jenny Pitt-Clark, editor of YFile. Jenny is responsible for coordinating the content. All information should be sent by e-mail to Jenny Pitt-Clark at [jpitt@yorku.ca](mailto:jpitt@yorku.ca). You may want to copy [yfile@yorku.ca](mailto:yfile@yorku.ca); this is a general mailbox and during busy times is sometimes not accessed until later in the day.

- Sandra McLean, [sandramc@yorku.ca](mailto:sandramc@yorku.ca) is the full-time writer on YFile.
- David Fuller, [dfuller@yorku.ca](mailto:dfuller@yorku.ca) repurposes YFile content for Ylife and updates Ylife on a daily basis. David also prepares the York in the Media synopsis.
- Martha Tancock, [mtancock@yorku.ca](mailto:mtancock@yorku.ca) contributes to YFile when our hair is on fire. She helps out during vacations and staff absences.
- Berton Woodward, [bertonw@yorku.ca](mailto:bertonw@yorku.ca) is the publications director and oversees YFile, Ylife and *YorkU* magazine. Berton is normally in his office after regular hours to do the final check on YFile, and can be reached at ext. 55058 or by e-mail for after-hours issues.

Keep in mind that while we're both daily, our staff resources are somewhat less than those of the Toronto Star!

There is also an events section in YFile known as Today@York. The events mirror the listings in the York Events page. When you are planning an event, be it a symposium, lecture, conference or round table, be sure to go to the York Events page at [www.yorku.ca/yuevents](http://www.yorku.ca/yuevents). Click on the Submit Listings link and fill out the form and submit it. Beth Zabloski, [zabloski@yorku.ca](mailto:zabloski@yorku.ca), manages the calendar and will edit and post your event to the central University page. It is fed to YFile, Ylife, and the student portal along with a number of Faculty events pages.

Any questions, contact Jenny at ext. 33167 or Sandra at ext. 22086. Questions about events should be directed to Beth at ext. 22016.

## Deadlines

Stories and story requests **should be sent as early as possible** to Jenny. YFile and Ylife publish material on behalf of the entire University community, and as such, every day is a busy day. Late arriving material is not guaranteed.

A rule of thumb to remember is our copy cut-off is **11am**, the day prior to publication, for **completed stories**. For stories requiring research and development, we require a **minimum** of seven business days. Simple one-line requests for coverage, sent the day prior or the day of publication, cannot be accommodated.

Our day is as follows, (please keep in mind we prepare the issue a day in advance, not the day of):

- The daily plan for the editorial line-up is established by 9am.
- Cut-off for material submission is 11am.
- Editorial copy-ready deadline (edited material into our publishing template) is 2pm.
- Fact-checking and proof-reading deadline is 4pm, corrections (including those from community members).
- A final review completed is by 4:30pm and then a test proof is sent for final review by Berton Woodward, publications director, and the chief marketing officer.
- YFile is distributed by e-mail at 7am on weekdays.

We do publish late-breaking news after hours, however, that directive must come from the chief marketing officer and the publications director and is exercised only in extreme cases.

## What should you include

YFile and Ylife content comes from leads, tips and prepared stories sent to us by University community members including faculty and foundation communications staff; external media relations staff who generate press releases; administration; professors; students; staff and alumni.

Publications staff write, research, photograph and cover stories including research findings, book reviews, pre-event stories and post-event coverage, profiles of students, faculty, staff and students, appointments, awards, enterprise reporting and news stories.

With a key staff of two, assisted by two contributing writers, we cannot cover all events in person. Such coverage is limited to key events, including pan-University events such as Convocation, kick-off events for pan-University initiatives, some receptions and special speakers. However, most events can be reported in YFile in advance, based on material the organizers provide; often this is the most important function, as it gets people out to the event.

Please submit all requests for coverage and for stories by e-mail to Jenny Pitt-Clark, [jpitt@yorku.ca](mailto:jpitt@yorku.ca), or call her at ext. 33167.

### For stories:

- Earlier is better, **please give us at least 7 days notice** for pre-event stories.
- Include the details: who, what, where, when, why and how details, can be in point form, or contained in a PDF of a poster.
- Contact details for faculty or staff member who can provide more information and approvals (if required).
- Include information on cost, if the event is open to the community etc.
- Photographs, with students identified (we will follow-up with you on permissions and FIPPA requirements).
- **DO NOT include photographs from other Web sites unless you have secured permission to use the photographs.**

## Editorial Practices

If we can't cover an event, we will work with you to help develop a story. Here are some things to remember when writing for YFile and Ylife:

- Write in simple, straightforward English.
- Short, pithy, fact-filled articles are much better than long, wordy pieces.
- Write tersely, in popular magazine style, not in verbose, academic prose.
- Begin the article with a paragraph or two to attract the reader's interest. Boring, background introductions are not appropriate.
- Stress the who, what, where, when, why and how details
- Use examples and quotes to enhance the text; gather comments from the speaker or event organizer when appropriate and include them.
- Provide photos and screen shots where appropriate, also diagrams, charts, tables, and graphs. Do not embed these in the text.
- Do not capitalize database names, or use boldface or italics; our staff will insert this formatting.
- While bylines are not always guaranteed, please include and include the author's full name, title, and affiliation.
- Some preferred terms are as follows: online, database, offline, Internet, Web, Web site, Web page, printout, update, logoff, menu-driven, disk, e-mail, logon, host, end-user, CD-ROM, hardcopy, user-friendly, in-house, multimedia, URLs, MB (4MB), KB (24KB), US, UK.

## Mechanical Requirements

- Please use a spell checker.
- All parts of an article must be submitted in electronic format, preferably via e-mail. Wordperfect or Microsoft Word ('97, 2007, XP). Discuss formats in advance with the editor.
- Length should be from 400 to 750 words, according to your discussions with the editor. Use the word count feature of your word processor to determine length.
- Use as little formatting as possible in the manuscript since it must be removed and revised to suit our production requirements. Do not use a word processor's "style sheets."
- Use carriage returns only at the end of paragraphs, not after every line.
- Do not indent at beginning of paragraphs; instead use a double linefeed between paragraphs.
- The edited manuscript will be sent to the author for proofing. (Necessary corrections can be made at this point, but not extensive revisions or rewrites.)

## Screenshots, Charts, Graphs, Tables, Printouts, Illustrations

- Submit all illustrations by e-mail if possible. Discuss file formats with the editor.
- When making screen captures for illustrations, be sure to open your capture screen to the maximum monitor size.
- Charts and tables should have tabs, not spaces, delineating the columns. Set the appropriate tabs on your word processor, using one tab per column. Do not use the Table feature in your word processor.
- Submit screen captures and other graphics each in a separate file. Acceptable file formats include: TIF, PICT, BMP, PCX, JPG, GIF.
- If you include search printouts or search examples, format them as separate figures.
- Each printout and figure must have a descriptive title, and a line or two of explanation since it is possible it will appear elsewhere than near the part of the article where it is mentioned.
- Good photographs or other illustrations are welcome and encouraged. Use 72 DPI resolution.
- If photographing students, please ensure you secure their permission. Refer to the FIPPA guidelines.

## Some things to keep in mind

- Story placement, including headline news, is based on news value and cannot be ordered or pre-booked.
- The earlier the better: We report on news that is generated by the entire University. Last minute requests, especially during the fall and spring are very difficult to accommodate. When you plan a conference, event or guest speaker, always remember to include YFile and Ylife in your planning.
- **A single line request for a story requires much more work and will be moved to the back of the editorial line-up, especially during our peak publishing periods. When you take the time to send links to reference material, a speaker bio and abstract, a conference program or a book synopsis, it really helps us when we compile a story.**
- We use the York Style Guide, which is based on the Canadian Press Style Guide. We edit to the style guide.
- We are human, sometimes mistakes happen and we will correct them immediately.
- We do not have an “evening” shift.
- York in the Media is a synopsis of stories published by the external media. We attribute the content to the original publication and summarize the key story points. We use an external sourcing agency and the daily collection is put together by Jeannine Flint in Media Relations. Please let us know if we missed anything and we will do our best to include the media mention in our next issue.

## Important Web Resources

YFile: [www.yorku.ca/yorku](http://www.yorku.ca/yorku)

Ylife: [www.yorku.ca/ylife](http://www.yorku.ca/ylife)

York Events Page: [www.yorku.ca/yuevents](http://www.yorku.ca/yuevents)

York Events Submit Listings Page: [www.yorku.ca/yuevents/OpenSubmit.asp](http://www.yorku.ca/yuevents/OpenSubmit.asp)

York’s Information & Privacy Office: [www.yorku.ca/univsec/infoprivacy](http://www.yorku.ca/univsec/infoprivacy)

Marketing & Communications: [www.yorku.ca/ycom](http://www.yorku.ca/ycom)

York’s Style Guide: [www.yorku.ca/ycom/style](http://www.yorku.ca/ycom/style)

Publications Staff Listing: [www.yorku.ca/ycom/contacts.html](http://www.yorku.ca/ycom/contacts.html)