

# 2011 JCI Style Guide

## Version 1.5

### About the JCI Stylebook

Welcome to the JCI Stylebook, a key tool for effective communication. A stylebook establishes consistent editing guidelines for an organization. Stylebooks are necessary and useful for several reasons:

1. Consistency  
Stylebooks allow for an organization to talk about itself the same at all levels. At The Wall Street Journal, for instance, all branches use the same Wall Street Journal Stylebook. If an editor is in California or Hong Kong, he or she still knows how to stay within the WSJ style. That's consistency.
2. Convenience  
The stylebook saves the trouble of reinventing new rules every time an issue comes up: "Should we capitalize 'President' or not?" It's in the JCI Stylebook.
3. Tone  
Adhering to the JCI Stylebook will help our publications maintain a particular tone that is consistent with the JCI Brand. Different publications differ greatly in tone because they are communicating with different audiences. JCI's Stylebook will help JCI to be clear, widely understood by an international audience and respectful of the organization while still communicating effectively with nonmembers.
4. Outside Entities  
The JCI Stylebook helps journalists and other outside entities writing about JCI to refer to our programs, events and people accurately.

Each entry provides all or part of the following information:

**the term** – a description of the term and whether it should be capitalized or lowercase on first reference.

*Example: an example of the term used properly*  
second reference: how to refer to the term when it's used a second time, if different than first reference  
español: the Spanish translation of the term  
français: the French translation of the term

The JCI Stylebook is revised every year to accommodate changes in JCI. Please send questions or suggestions to [sg@jci.cc](mailto:sg@jci.cc)

**Translation Note:** Different forms of English, French and Spanish are used in different areas of the world. When creating the JCI Style Guide, we took into consideration the history and tradition of the organization, the location of the JCI World Headquarters offices, trends and preferences of young people and the location of our members. If you have questions or comments, please direct them to [sg@jci.cc](mailto:sg@jci.cc)

# 2011 JCI Style Guide

## -A-

**Achieve** – See “JCI Achieve.”

**active citizen** – Lowercase.  
español: ciudadano activo  
français: citoyen actif

**Active Citizenship** –Capitalize when referring to the concept.  
español: Civismo Activo  
français: Citoyenneté Actif

**ADC** – See “American Development Council.”

**Admin** – See “JCI Admin.”

**AEP** – See “Association of European Presidents.”

**Africa and the Middle East Conference** – See “conference.”

**Africa and the Middle East Development Council** – Use full name instead of AMDEC.  
français: Conseil de Développement pour l’Afrique et Moyen Orient

**ALA** – See “American Leadership Academy.”

**AMDEC** – See “Africa and the Middle East Development Council.”

**American Development Council** – Use full name instead of ADC or CAD.  
español: Consejo Americano de Desarrollo

**American Leadership Academy** – Include “JCI” and year on first reference. Avoid using “ALA.”  
español: Academia de Liderazgo de las Américas JCI [año]

**annual report** – Lowercase unless referring to a specific annual report. *Example: 200x JCI Annual Report*  
español: informe anual  
français: rapport annuel

**Areas** – Refers to one of four specific JCI Areas. Always capitalize “Area Director,” “Area development,” etc. Always refer to full name instead of letter.

español: Área  
français: Zone  
-Africa and the Middle East.  
español: África y Medio Oriente  
français: l’Afrique et le Moyen Orient  
-Asia and the Pacific  
español: Asia y el Pacifico  
français: l’Asie-Pacifique  
-the Americas  
español: las Americas  
français: les Amériques  
-Europe  
español: Europa  
français: l’Europe

**Area Conference** – See “conference.”

**Area Director** – Capitalize titles. Include “JCI” on first reference.  
español: Director de Área  
français: Directeur du Zone

**Area newsletter** –  
español: boletín de Área  
français: bulletin du Zone

**Areas of Opportunity** –  
español: Campos de Oportunidades  
français: Domaines d’Opportunités

**APDC** – See “conference.”

**Asia-Pacific Conference** – See “conference.”

**Asia-Pacific Development Council** – Use full name instead of APDC.  
español: Consejo de Desarrollo del Asia y el Pacífico  
français: Conseil le Développement pour Asie-Pacifique

**ASPAC** – See Asia-Pacific Conference.

**awards ceremony** – Lowercase unless referring to specific ceremony. *Example: 2008 JCI World Congress Awards Ceremony*  
español: ceremonia de premios  
français: cérémonie des récompenses

**Awards Judging Committee** –  
español: Comité de Evaluación de Premios

français: Comité d'Évaluations des Récompenses

### **Awards Manual –**

español: Manual de Premios

français: Manuel des Récompenses

## **-B-**

**BBP** – See “Best Business Plan Competition.”

**Be Better** – JCI’s slogan. Do not translate, unless referring to the concept.

**Be Better E-newsletter** – Second reference for

“[month] 20xx JCI Be Better E-newsletter”

español: Boletín Electrónico JCI Be Better [mes] 20xx

français: Bulletin Électronique JCI Be Better [mois] 20xx

NOTE: the “E” is capitalized and “n” is lowercase in “E-newsletter”

**JCI Better World Framework –**

español: El Marco para un Mundo Mejor de la JCI

français: Un Cadre JCI pour un Monde Meilleur

**Best Business Plan Competition (JCI BBP) –**

Use “JCI” and year on first reference: “20xx JCI Best Business Plan Competition (JCI BBP)” including “(JCI BBP).”

-second reference: JCI BBP

español: Concurso de la JCI del Mejor Plan Empresarial (JCI BBP)

français: Concours JCI de Meilleur Plan d’Affaires (JCI BBP)

**BNE** – See “Business Networking Event.”

**Board of Directors** – Always capitalize when referring to JCI Board of Directors. Use year

when referring to a specific Board of Directors. Use “JCI” on first reference.

*Example: 2008 JCI Board of Directors*

-second reference: Board. Always capitalized. “Board member,” “Board Meeting”

español: Junta Directiva

français: Comité Directeur

**Board of Directors Meeting –**

español: Reunión de la Junta Directiva

français: Réunion du Comité Directeur

**Business Networking Event (JCI BNE)** – Use with “JCI” and (JCI BNE) in parentheses on first reference. *Example: JCI Business Networking Event*

-second reference: BNE

español: Evento de Rueda de Negocios de la JCI

français: L’Événement JCI du Réseau d’Affaires

## **-C-**

**Cámara Júnior** – Avoid this term. “JCI” is preferred. See “JCI.”

**Certified Local Trainer (CLT)** – Level of certification in JCI Training.

-second reference: CLT

español: Instructor Local Certificado (CLT)

français: Formateur local certifié (CLT)

**Certified National Trainer (CNT)** – Level of certification in JCI Training.

-second reference: CNT

español: Instructor Nacional Certificado (CNT)

français: Formateur National Certifié (CNT)

**chairperson (meeting)** – Capitalize when used as a title before a name.

español: presidente de la reunión

français: président de la séance, chairperson

**chapter** – See “Local Organization.”

**Chief Delegate** – Capitalize titles. Refers to the person who represents a National Organization at a JCI Event . Usually the National President, but not always.

español: Jefe de Delegación

français: Chef de Délégation

**Chief Executive Assistant to the President –**

Capitalize titles. Use with year and “JCI” on first reference. Avoid the abbreviation

“CEATTP.” *Example: 20xx JCI Chief Executive Assistant to the President John Smith.*

español: Asistente Ejecutivo del Presidente de la JCI 20xx John Smith

français: «Assistant Exécutif Principal du Président JCI 20xx John Smith» ou «Assistant Exécutif Principal du Président JCI 20xx»

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**Citizens' Initiative** – Capitalize concept, always place apostrophe after the “s” in Citizens.  
español: Iniciativa Ciudadana  
français: L'initiative Citoyenne

**Closing Ceremony** –  
español: Ceremonia de Clausura  
français: Cérémonie de Cloture

**CLT** – See “Certified Local Trainer”

**CNT** – See “Certified National Trainer”

**COC** – See “Congress Organizing Committee” or “Conference Organizing Committee.”

**Commitment to Action** – Capitalize for official document titles. Use year and “JCI” on first reference. Include subject matter on first reference. *Example: 2008 JCI Commitment to Action to Advance CSR Through the UN Global Compact. Example: 2009 JCI Commitment to Action on Climate Change*  
-second reference: Commitment to Action  
español: Compromiso a la Acción  
français: l'Engagement à l'Action

**committee** – Lowercase unless referring to specific committee. Specific committees are always capitalized. *Example: Finance Committee*  
español: comité  
français: comité

**conference** – Four per year, one in each Area. Always refer to full name, and use the correct listing. For example, in English, use “JCI Conference of the Americas” not “Americas Conference.” Use with year and city on first reference. Always capitalize “Area Conference” and “Area Conferences”  
*Example: 2008 JCI Conference of the Americas in Panama City, Panama.*  
-first reference (general Area Conference):  
20xx JCI Area Conference  
español: Conferencia de Área JCI 20xx  
français: Conférence de Zone JCI 20xx  
-first reference (specific Area Conferences):  
JCI Africa and Middle East Conference  
español: la Conferencia de África y Medio Oriente  
français: Conférence JCI Afrique et Moyen Orient  
JCI Asia-Pacific Conference. Avoid “ASPAC”  
español: la Conferencia de Asia y

Pacifico de la JCI [year]  
français: Conférence JCI Asie-Pacifique  
JCI Conference of the Americas  
español: Conferencia de las Américas JCI  
français: Conférence des Amériques JCI  
JCI European Conference  
français: Conférence Européenne JCI  
español: la Conferencia de Europa JCI  
-second reference: Conference  
español: Conferencia  
français: Conférence

**Conference Chairperson** – Capitalize titles. Include “JCI” on first reference. *Example : 200x JCI European Conference Chairperson Jane Smith.*  
español: Presidente de Conferencia  
français: Président de la conférence

**Conference Organizing Committee** – Avoid using “COC.” Include “JCI” on first reference.  
español: Comité Organizador de la Conferencia  
français: Comité d'Organisation de la Conférence

**Conference Organizing Committee Director** – Capitalize titles. Avoid using “COC Director.” Include “JCI” on first reference.  
español: Director de Comité Organizador de la Conferencia  
français: Directeur du Comité d'Organisation de la Conférence

**Congress** – Capitalized when referring to World Congress. Used as second reference for JCI World Congress. See “World Congress.”

**Congress kit** –  
español: carpeta del Congreso  
français: dossier, ou kit du Congrès

**Congress Chairperson** – Capitalize titles.  
español: Presidente de Congreso  
français: Président du Congrès

**Congress Director** – See “Congress Organizing Committee Director.”

**Congress Organizing Committee** – Avoid using “COC.” Include “JCI” on first reference.  
español: Comité Organizador del Congreso  
français: Comité d'Organisation du Congrès

**Congress Organizing Committee Director** – Capitalize titles. Avoid using “COC Director.” Include “JCI” on first reference.  
español: Director de Comité Organizador del Congreso  
français: Directeur du Comité d'Organisation du Congrès

**Constitution** – Capitalize when referring to JCI Constitution. Use “JCI” on first reference.  
*Example*: “20xx JCI Constitution and Policy Manual” or “20xx JCI Constitution.”  
español: “Constitución y Manual de Normas de la JCI 20xx” o “Constitución de la JCI 20xx”  
français: « Constitution JCI 20xx et Manuel des Règlements » ou « Constitution JCI 20xx »

**Constitutional Amendments Review Committee** – Do not use abbreviation “CARCOM.”  
español: Comité de Revisión de Enmiendas Constitucionales  
français: Comité de Révision des Amendements Constitutionnels

**convention** – Lowercase unless referring to a specific convention.  
español: convención  
français: convention

**coordinator** – Lowercase unless used as a title before someone’s name.  
español: coordinador  
français: coordonnateur

**Corporate Identity** –  
español: Identidad Corporativa  
français: Identité Corporatif

**Corporate Social Responsibility (CSR)** – Spelled out on first reference, including “(CSR).”  
-second reference: CSR  
español: la Responsabilidad Social Corporativa (RSC)  
français: la Responsabilité Sociale d’Entreprise (RSE)

**country name** – For official JCI documents, and when writing in English, use registered name of JCI country in English for every country regardless of language. When writing in native language, use native spelling of country name. *Example*: When writing in

English, write “JCI Cameroon.” When writing in French for unofficial document, write “JCI Cameroun.” When writing in English, write “JCI Brazil.” When writing in Portuguese for unofficial documents, write “JCI Brasil.” When writing in English, write “JCI Dominican Republic. In Spanish for unofficial documents, write “JCI Republica Dominicana.”

**Creative Young Entrepreneur Award (JCI CYEA)** – Use full name with year and abbreviation “(JCI CYEA)” on first reference. Also, include “sponsored by Flanders District of Creativity” on first reference. *Example*: 20xx JCI Creative Young Entrepreneur Award (JCI CYEA), sponsored by Flanders District of Creativity  
-second reference: JCI CYEA  
español: Premio al Joven Emprendedor Creativo de la JCI 20xx (JCI CYEA), patrocinado por Flanders District of Creativity  
français: Récompense JCI de Jeune Entrepreneur Créatif 20xx (JCI CYEA), sponsorisé par Flanders District of Creativity

**Creed** – Capitalized when referring to JCI Creed, including “JCI.”  
español: Credo de la JCI  
français: Credo JCI

**CYEA** – See “Creative Young Entrepreneur Award.”

### -D-

**Debating Championship** – See “World Debating Championship.”

**delinquent national organization** – See “nonfinancial national organization.”

**Designer** – See “JCI Designer.”

**Director** – Capitalize titles. See “Area Director.”

### -E-

**E-newsletter** – See “Be Better E-newsletter.”

**EPM** – See “European Presidents Meeting.”

**European Presidents Meeting** – Capitalize. Avoid using “EPM.”  
español: Reunión de Presidentes europeos  
français: Réunion des Présidents Européens

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**eWorld** – Lowercase “e,” capitalize “W.” This refers to a former online meeting place for JCI members.

**Executive Assistant** – Capitalize titles. Include year and “JCI” on first reference. *Example: 20xx JCI Executive Assistant to the President Jane Smith*  
español: Asistente Ejecutivo de la JCI 20xx  
français: Assistant Exécutif(ve) JCI 20xx

**Executive Committee** – Always capitalize. Consists of President, Immediate Past President, all four Executive Vice Presidents, General Legal Counsel, and Treasurer. Use year when referring to specific Executive Committee. *Example: 20xx JCI Executive Committee.*  
español: Comité Ejecutivo de la JCI 20xx  
français: Comité Exécutif JCI 20xx

**Executive Director** – Capitalize titles.  
español: Director Ejecutivo  
français: Directeur Exécutif

**Executive Session** – Capitalize. Occurs during Executive Committee and Board of Directors Meetings when Members discuss topics off the record.

**Executive Vice President** – Capitalize titles. Use year and “JCI” on first reference whenever using with specific person. *Example: 20xx JCI Executive Vice President Jane Smith.*  
español: Vicepresidente Ejecutivo de la JCI 20xx Jane Smith  
français: Vice-Président Exécutif JCI 20xx Jane Smith

**expense report** –  
español: informe de gastos  
français: rapport des dépenses

### -F-

**Finance Committee** –  
español: Comité de Finanzas  
français: Comité des Finances

### -G-

**General Assembly** – Always capitalize.  
español: Asamblea General  
français: Assemblée Générale

**General Legal Counsel** – Capitalize titles. Use with year and JCI on first reference. Avoid using “GLC.” *Example: 20xx JCI General Legal Counsel Jane Doe*  
español: Asesor Legal General de la JCI 20xx Jane Doe  
français: Conseiller Juridique Général JCI 20xx Jane Doe

**Go Impact the World!** – 2011 President Kentaro’s catch phrase.  
español: Vayan a Impactar el Mundo!  
français: Allez y Impacter le Monde!

**Growth and Development Commission** – Formerly “Growth and Development Council.” Use with year and “JCI” on first reference. Members are called “Commissioners.”

**Growth and Development Commissioner** – Formerly “Growth and Development Councillors.” Appointed by the JCI President each year. Use with year and “JCI” on first reference.

### -H-

**Headquarters** – See “World Headquarters” or “Secretariat.”

**Headquarters Hotel** –  
español: hotel sede  
français: Hôtel Siège du Congrès, de la Conférence

**Henry Giessenbier Patron** – Refers to a level of giving in the JCI Foundation.  
español: Donante Henry Giessenbier  
français: Donateur Henry Giessenbier

**human security** – Always lower case, except when referring to proper names, such as the United Nations Trust Fund for Human Security.  
español: seguridad humana  
français: securite humain

### -I-

**IG** – See “International Graduate”

**Immediate Past President** – Capitalize titles. Avoid using “IPP.” Use with year and “JCI.”  
español: Presidente Anterior de la JCI 20xx



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français: Président Sortant JCI 20xx, Past  
Président Immediate JCI 20xx

### **individual member –**

español: miembro individual

français: membre individual

### **International Graduate (IG) –** Level of certification in JCI Training.

-second reference: IG

español: Graduado Internacional (IG)

français: Diplômé International (IG)

### **International Training Fellow (ITF) –** Level of certification in JCI Training.

-second reference: ITF

español: Titular Internacional de  
Capacitación (ITF)

français: Membre de la Formation  
Internationale (ITF)

**ITF** – See “International Training Fellow”

## **-J-**

**January Board Meeting** – Occurs every year in  
January at the JCI World Headquarters,  
including the JCI Board of Directors. Never  
use “JBM.” Include year on first reference.

**Jaycees** – Avoid this term. “JCI” is preferred.  
See “JCI.”

**JBM** – Avoid using abbreviations. See “January  
Board Meeting.”

**JCI** – Preferred to “Junior Chamber  
International.” Avoid using alternate versions  
of official name, including “Jaycees” and  
“Cámara Júnior.”  
español: Cámara Júnior Internacional  
français: «Jeune Chambre Internationale» ou  
«Jeune Chambre Economique»

**JCI Achieve** – An official JCI Training Course  
focused on Local Organization development.  
Always write out “JCI Achieve.” Do not  
translate.

**JCI Admin** – The JCI Local Organization  
management course recommended for all  
new local JCI Board members or any  
member who wants to become a leader at  
any level in the Local Organization. Always  
write out “JCI Admin.” Do not translate.

**JCI Designer** – “JCI Designer” is an official JCI  
Training Course that will prepare individuals  
with proven talent in training presentation for  
a new dimension of training development.  
Always write out “JCI Designer.” Do not  
translate.

### **JCI Global Partnership Summit –**

español: Cumbre de Alianzas Globales de la  
JCI

français: Sommet JCI pour un Partenariat  
Mondial

**JCI Members** – Capitalize “Members” when  
preceded by JCI. Do not capitalize when  
members is alone.

### **JCI News –**

español: Noticias de la JCI

français: Nouvelles JCI

**JCI *Nothing But Nets* campaign** – Anti-malaria  
campaign founded in 2008 in partnership  
with the UN Foundation’s Nothing But Nets  
campaign. Capitalize all words except  
“campaign.” When speaking of the JCI-  
specific program, always precede with “JCI.”  
Do not translate. And italicize *Nothing But  
Nets*.

-second reference : the campaign, or JCI  
*Nothing But Nets*

**JCI Officer** – Capitalize titles. Use with year on  
first reference.

español: Funcionario de la JCI

français: Officier JCI

**JCI Presenter** – An official one-day JCI Training  
Course designed to help those who want to  
enhance their skills as a presenter. Always  
write out “JCI Presenter.” Do not translate.

### **JCI Programs –**

español: Programas de la JCI

français: Programmes JCI

**JCI Trainer** – A two-day official JCI Training  
Course designed for those who want to begin  
a training career. Always write out “JCI  
Trainer.” Do not translate.

### **JCI-UNESCO cooperation agreement-**

español: convenio de cooperación entre la  
JCI y la UNESCO

français: Accord de coopération entre la JCI  
et l’UNESCO

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**JCI World Headquarters** – See “World Headquarters”

### -L-

**life member** –

español: miembro vitalicio

français: membre à vie

**Local Organization** – Never use “LOM”, never use “chapter.” Always write out and capitalize. Use “JCI” on first reference.

español: Organización Local

français: Organisation Locale

**Local Organization Member** – “Local Organization” is preferred. See “Local Organization.”

español: Organización Local Miembro

français: Organisation Locale Membre

**Local President** – Capitalize titles. Never use “LP.” On first reference, use year and JCI Local Organization’s name as well. *Example: 20xx JCI [Local Organization name] Local President John Smith*

español: Presidente Local

français: Président Local

**LOM** – see “Local Organization”

### -M-

**Members** – See JCI Members

**Membership Registration Review Committee**

– Capitalize specific committees.

español: Comité de Revisión de la

Inscripción de Miembros

français: Comité de Révision de l’Inscription des Membres

**Midyear Executive Meeting** – Occurs every year in late June. Never use “MYE.” Use year on first reference.

español: Reunión de Medios de Año del Ejecutivo

français: Réunion Exécutif Mi-annuelle

**Mission** – Capitalize when referring to JCI Mission. Use “JCI” on first reference. New JCI Mission was adopted at the 2008 JCI World Congress and reads as follows: “To provide development opportunities that empower young people to create positive

change.”

español: “Proveer oportunidades de desarrollo a los jóvenes que les capaciten a crear cambios positivos.”

français: « Offrir aux jeunes gens la possibilité de développer pour créer un changement positif. »

### -N-

**National Graduate (NG)** – Level of certification in JCI Training.

-second reference: NG

español: Graduado Nacional (NG)

français: Diplômé National (NG)

**National Organization** – Never use “NOM” or “chapter”. Always write out and capitalize. Use “JCI” on first reference.

español: Organización Nacional

français: Organization Nationale

**National Organization Member** – “National Organization” preferred.

español: Organización Nacional Miembro

français: Organisation Nationale Membre

**National President** – Capitalize titles. Never use “NP.” On first reference, use year and JCI country as well. *Example: 20xx JCI [country] National President John Smith*

español: el Presidente Nacional de la JCI [país] 200x

français: le Président National de la JCI [pays] 200x

**new members orientation** –

español: orientación de miembros nuevos

français: orientation des nouveaux membres

**NG** – “National Graduate”

**NOM** – See “National Organization.”

**Nominations Committee** – Capitalize specific committees.

español: Comité de Candidaturas

français: Comité des Candidatures

**Nominations Committee Meeting** –

español: Reunión del Comité de Candidaturas

français: Réunion du Comité des Candidatures



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### **nominee** –

español: candidato  
français: candidat

**nonfinancial National Organization** – Do not hyphenate. Use instead of “delinquent National Organization.”

español: Organización Nacional atrasada en pagos  
français: Organisation Nationale non à jour de ses cotisations  
*Source: Merriam-Webster Dictionary*

**nonmember** - Do not hyphenate.

español: no miembro/ no miembra  
français: non membre  
*Source: Merriam Webster Dictionary*

**nonprofit** – Preferred form is “nonprofit,” although “non-profit” may also be used. Most importantly, be consistent throughout your document.

**Nothing But Nets** – see “JCI Nothing But Nets”

### **-O-**

**OMOIYARI** – Capitalize entire word.

**one year to lead** –

español: un año para dirigir  
français: une année pour diriger

### **-P-**

**Parliamentary Procedures** –

español: Procedimientos parlamentarios  
français: Procédures parlementaires

**Past President** — Capitalize titles. Include “JCI” and year he or she was President. *Example:*

*195x JCI President Peter Pan*  
-second reference: “JCI Past President Peter Pan” or “Past President Peter Pan”  
español: Presidente Anterior de la JCI 19xx  
français: Ancien Président JCI 19xx

**Phil Pugsley Patron** – Level of giving in the JCI Foundation.

español: Donante Phil Pugsley  
français: Donateur Phil Pugsley

**plan of action** – Lowercase unless referring to specific plan of action, such as JCI Plan of Action, or 20xx Plan of Action.

español: Plan de Acción de la JCI 20xx  
français: Plan d'Action JCI 20xx

**Presenter** – see “JCI Presenter”

**President** – Capitalize titles. Avoid using “World President.” On first reference, use year as well: [year] JCI President [full name].

*Example: 20xx JCI President Jane Doe.*

-Second reference: President Doe

español: Presidente de la JCI 20xx

français: Président JCI 20xx

NOTE: see “Local President” and “National President”

**President-elect** – Capitalize titles. Use “JCI” and year in which he or she will be President on first reference. *Example: 20xx JCI President-elect John Smith*

español: Presidente Electo de la JCI del 20xx

français: Président élu JCI 20xx

**Public Speaking Championship** – See “World Public Speaking Championship.”

**Publications Committee** – Capitalize specific committees.

español: Comité de Publicaciones

français: Comité des Publications

### **-R-**

**recommendation** –

español: recomendación  
français: recommandation

**Resident Legal Counsel** – Capitalize titles.

español: Asesor Legal Residente

français: Conseiller Juridique Résident

### **-S-**

**Secretariat** –

español: Secretaría  
français: Secrétariat

**Secretary General** –

-first reference: JCI Secretary General [full name]. *Example: Secretary General John Smith*

-second reference: Secretary General [last name].

español: Secretario General

français: Secrétaire Général

NOTE: UN Secretary-General is hyphenated.

**Senate Chairperson** – Capitalize titles. On first reference, use year and “JCI” as well.

*Example: 20xx JCI Senate Chairperson Jane Smith*

español: Director del Senado

français: Président du Sénat

**Senator** – Capitalize titles. Include “JCI” on first reference.

español: Senador de la JCI

français: Sénateur de la JCI

**Senatorship** –

español: Senaduría

français: titre de Sénateur/affiliation au Sénat

**small- and medium-sized enterprises (SMEs)**

– Spelled out on first reference, including “(SMEs).”

-second reference: SMEs

**Speaking Competition** – See “World Public Speaking Championship.”

**Special Assistants** – Capitalize titles. Use “JCI” and year on first reference.

español: Asistentes Especiales

français: Assistants Spéciaux

**Special Project Award** –

español: Premio por un Proyecto Especial

français: Récompense pour un projet spécial

**Staff Officer** – See “World Headquarters Staff.”

**Strategic Planning Committee** – Use with year on first reference when referring to specific Committee.

-second reference: “the committee” is preferred, but may also use “SPC”

español: Comité de Planes Estratégicos

français: Comité de Planification Stratégique

**Summit** – Second reference for the “JCI Leadership Summit at the United Nations”  
-first reference: [year] JCI Leadership Summit at the United Nations. *Example: 2009 JCI Leadership Summit at the United Nations in Geneva*

español: la Cumbre de Liderazgo de la JCI 2009 en las Naciones Unidas.

français: le Sommet du Leadership JCI 2009 aux Nations Unies

NOTE: If United Nations has previously been mentioned, then abbreviate “United Nations” to “UN” in English, “ONU” en español, and “ONU” en français.

### -T-

**Ten Outstanding Young Persons of the World (JCI TOYP)** – Annual contest. Include “JCI” and the abbreviation in first reference.

-first reference: The [year] JCI Ten

Outstanding Young Persons of the World (JCI TOYP) Program.

-second reference: JCI TOYP

español: Los Diez Jóvenes Sobresalientes del Mundo (JCI TOYP)

français: Les Dix Jeunes les Plus Remarquables du Monde (JCI TOYP)

**TOYP Awards Ceremony** – See previous entry.

español: Ceremonia de Premios del JCI TOYP

français: Cérémonie des Récompenses du JCI TOYP

**Trainer** – Refers to Official JCI Training Course. See “JCI Trainer.”

**Training** – “JCI Training” is the official name of JCI Training. Formerly called “JCI University” until 2008. See also “Training Course” and entries about the levels of trainer: Certified Local Trainer, Certified National Trainer, National Graduate, International Graduate and International Training Fellow.

**Training Course** – Describes and Official JCI Training

**Treasurer** – Capitalize titles. On first reference, use with year and “JCI.” *Example: 20xx JCI Treasurer John Doe*

español: Tesorero de la JCI 20xx

français: Trésorier JCI 20xx

**Twinning Agreement** – “Twin” preferred to “sister chapter”

español: Acuerdo de Hermandad

français: Accord de Jumelage

### -U-

## 2011 JCI Style Guide

**United States** – See “USA.”

**University** – See “Training.”

**USA** – Capitalize all letters and do not use spaces or periods to separate letters.

### -V-

**Vice President** – Capitalize titles. On first reference, use year and “JCI.” *Example: 20xx JCI Vice President John Doe*

español: Vicepresidente de la JCI 20xx

français: Vice-Président JCI 20xx

NOTE: Full name can include Area, but doesn't have to.

*Examples: Vice President for Africa and the Middle East*

español: Vicepresidente asignado/a a Africa y el Medio Oriente

français: Vice-Président pour l'Afrique et le Moyen Orient

*Vice President for Asia and the Pacific*

español: Vicepresidente asignado/a Asia y el Pacífico

français: Vice-Président pour l'Asie et Pacifique

*Vice President for the Americas*

español: Vicepresidente asignado/a a las Américas

français: Vice-Président pour les Amériques

*Vice President for Europe*

español: Vicepresidente asignado/a a Europa

français: Vice-Président pour l'Europe

**Vision** – Capitalize when referring to JCI Vision. Use “JCI” on first reference. New Vision adopted at 2008 JCI World Congress reads as follows: “To be the leading global network of young active citizens.”

español: “Ser la principal red mundial de jóvenes ciudadanos activos.”

français: « Etre le premier réseau mondial de citoyens actifs. »

### -W-

**website** – Preferred form. Also may use “Web site.” Most importantly, choose one spelling and remain consistent throughout a document.

*Source: Merriam Webster Dictionar, Oxford Dictionary, Associated Press Stylebook*

**World Congress** – Annual event.

-first reference: [year] JCI World Congress in [city, country]. *Example: 2007 JCI World Congress in Antalya, Turkey*

español: Congreso Mundial JCI 20xx en [ciudad, país]

français: Congrès Mondial JCI 20xx à [ville, pays]

**World Debating Championship** – Use with year and “JCI” on first reference. Also, must include “sponsored by 1963 JCI President Eric H. Stevenson” on first reference.

*Example: 20xx JCI World Debating Championship sponsored by 1963 JCI President Eric H. Stevenson*

-second reference: “Debating” or “World Debating Championship”

español: Campeonato Mundial de Debate, patrocinado por el Presidente de la JCI de 1963 Eric H. Stevenson

français: Championnat Mondial de Débat, sponsorisé par le Président JCI 1963 Eric H. Stevenson

**World Headquarters** – Refers to the JCI World Headquarters, located at 15645 Olive Boulevard, Chesterfield, (St. Louis), MO 63017 [phone +1-636-449-3107]. Always use “JCI” on first reference.

-second reference: World Headquarters

español: Sede Mundial de la JCI

français: Siège Mondiale de la JCI

**World Headquarters Staff** – Use “JCI” on first reference. Refers to the staff of the JCI World Headquarters in the St. Louis office, as well as Area Directors and their assistants based abroad and other employees located elsewhere.

español: Funcionario de la Sede Mundial de la JCI

français: Le staff du Siège Mondiale de la JCI

**World President** – See “President.”

**World Public Speaking Championship** – Use year and “JCI” on first reference.

-second reference: Public Speaking

español: Campeonato Mundial de Oratoria de la JCI

français: Championnat Mondial JCI d'Art Oratoire

### -Y-

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**YMPCA** – See “Young Men’s Progressive Civic Association.”

**Young Men’s Progressive Civic Association (YMPCA)** – Refers to JCI’s first Local Organization founded in St. Louis, Missouri, USA in 1915 by Henry Giessenbier with 32 other men. Written out on first reference, including (YMPCA).  
-second reference: YMPCA

# JCI Partners Style Guide

## -A-

**AIESEC**- an acronym translated from French for “International Association of Students in Economics and Management Administration”  
-all references: AIESEC  
español: AIESEC. Originally: Asociación Internacional de Estudiantes de Economía y Administración  
français: AIESEC. Originally: Association internationale des Étudiants en Sciences économiques et commerciales  
*Source: www.aiesec.org*

## -C-

**Conference of Non-Governmental Organizations** –

-Second reference: CONGO  
*Source: www.ngocongo.org*

## -F-

**FDC** – incorrect abbreviation for Flanders District of Creativity. See “Flanders District of Creativity”

**Flanders District of Creative** – sponsor of JCI Creative Young Entrepreneur (JCI CYEA) Award. Do not abbreviate.

## -I-

**International Chamber of Commerce** –

-Second reference: ICC  
español: Cámara Internacional de Comercio (CIC)  
français: Chambre de commerce internationale (CCI)  
*Source: www.iccwbo.org*

## -M-

**Millennium Development Goals (MDGs)** – goals that UN Members States have pledged to meet by 2015. JCI committed to advance the MDGs at the 2004 World Congress in Fukuoka, Japan.

-first reference: UN Millennium Development Goals (MDGs)

-second reference: MDGs

español: Objetivos de Desarrollo del Milenio de las Naciones Unidas (ODMs)

français: Objectifs du Millénaire pour le développement

The MDGs are as follows:

english: end poverty and hunger, universal education, gender equality, child health, material health, combat HIV/AIDS, environmental sustainability and global partnership

español: erradicar la pobreza extrema y el hambre, educación universal, igualdad entre los géneros, reducir la mortalidad de los niños, mejorar la salud materna, combatir el VIH/SIDA, sostenibilidad del medio ambiente, y fomentar una asociación mundial

français: réduire l’extrême pauvreté et la faim; assurer l’éducation primaire pour tous; promouvoir l’égalité des sexes et l’autonomisation des femmes; réduire la mortalité infantile; améliorer la santé maternelle; combattre la VIH/sida, la paludisme et d’autres maladies; préserver l’environnement; mettre en place un partenariat mondial pour le développement  
*Source: www.un.org/millenniumgoals/*

## -N-

**non-governmental organization (NGO)** –

hyphenate

-second reference: NGO

español: organización no gubernamental (ONG)

français: organisation non gouvernementale (ONG)

*Source: United Nations*

**Nothing But Nets** – Anti-malaria campaign run by the United Nations Foundation to purchase and distribute insecticide-treated bed nets in Africa. In 2008, JCI partnered with the UN Foundation to form JCI Nothing But Nets. See “JCI *Nothing But Nets*”

## -P-

### **Pan American Health Organization (PAHO)-**

español: Organización Panamericana de la Salud (OPS)

français: Organisation panaméricaine de la santé (OPS)

Source: [www.paho.org](http://www.paho.org)

### **-S-**

**Secretary-General** – how the United Nations refers to its Secretary-General. Hyphenate in English. The eighth UN Secretary-General is Ban Ki-moon.

español: Secretario General

français: Secrétaire général

NOTE: JCI's Secretary General is not hyphenated

### **-T-**

### **Ten Principles of the UN Global Compact -**

the UN Global Compact asks companies to embrace, support and enact, within their sphere of influence, these core values in the areas of human rights, labor standards, the environment, and anti-corruption. See "United Nations Global Compact"

-second reference: Ten Principles

español: los Diez Principios

français: les Dix Principes du Pacte Mondial

Source: [www.unglobalcompact.org](http://www.unglobalcompact.org)

### **-U-**

**United Nations** – first reference noun: United Nations.

-Second reference noun: UN.

español: las Naciones Unidas (ONU)

français: las Nations Unies (ONU)

-When used as an adjective, always: UN.

-Example adjective: *UN Global Compact*.

-UN Secretary-General is hyphenated

Source: [www.un.org](http://www.un.org)

### **United Nations Conference on Trade and Development (UNCTAD)-**

español: Conferencia de las Naciones Unidas sobre Comercio y Desarrollo (UNCTAD)

français: Conférence des Nations Unies sur le commerce et le développement (CNUCED)

Source: [www.unctad.org](http://www.unctad.org)

### **United Nations Educational, Scientific and Cultural Organization (UNESCO)-**

español: Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura (UNESCO)

français: Organisation des Nations Unies pour l'Éducation, la Science et la Culture (UNESCO)

Source: [www.unesco.org](http://www.unesco.org)

### **United Nations Economic and Social Council (ECOSOC)-**

español: Consejo Económico y Social (ONU) (ECOSOC)

français: Conseil Économique et Social (ONU) (ECOSOC)

Source: [www.un.org/ecosoc/](http://www.un.org/ecosoc/)

### **United Nations Foundation -**

The UN Foundation, a public charity, is an advocate for the UN and a platform for connecting people, ideas and resources to help the United Nations solve global problems.

-second reference: "UN Foundation" or "UNF"

Source: [www.unfoundation.org](http://www.unfoundation.org)

### **United Nations Global Compact –**

The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles (see "Ten Principles of the UN Global Compact")

-first reference: "United Nations Global Compact" or "UN Global Compact"

-second reference: "UN Global Compact" or "Global Compact"

español: el Pacto Mundial

français: le Pacte Mondial

Source: [www.unglobalcompact.org](http://www.unglobalcompact.org)

### **-W-**

### **The World Chambers Federation (WCF) –**

ICC's specialized division for its chamber of commerce members worldwide. Always use English on first reference. If writing in Spanish or French, include the French or Spanish translation in parentheses after the first reference, but on subsequent references, continue in English.

-Second reference: WCF or ICC-WCF

español: Federación Mundial de Cámaras de Comercio e Industria

français: Fédération Mondiale des Chambres



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de Commerce et d'Industrie  
Source: [www.iccwbo.org/wcf](http://www.iccwbo.org/wcf)

### **World Health Organization (WHO)-**

español: Organización Mundial de la Salud  
(OMS)

français: Organisation mondiale de la santé  
(OMS)

Source: *www.who.int*