

Style Guide for UNE Print Publications

In almost all cases, we follow AP style. Here are some style and usage issues that commonly arise when writing about a university community.

Academic Degrees

On first reference, it is preferable to spell out academic degrees. You should capitalize the degree but lowercase the field of study.

Example: John Smith holds a Bachelor of Science in biology.

You may also refer to degrees as bachelor's degree, master's degree, associate or doctorate. Note that bachelor's degree and master's degree are lowercased and include apostrophes, but associate and doctorate do not have apostrophes and do not use the word "degree." Also note that the field of study is still lowercased.

Example: Jane Doe earned a bachelor's degree in journalism.

Degree abbreviations include periods, with the exception of honorary degrees. When abbreviating degrees, the word "degree" should not follow the abbreviation. Common degree abbreviations include:

B.A. – Bachelor of Arts
B.S. – Bachelor of Science
D.O. – Doctor of Osteopathic Medicine
D.P.T. – Doctor of Physical Therapy
M.S. – Master of Science
M.S.W. – Master of Social Work
Ph.D. – Doctor of Philosophy
HON – Honorary Degree
HA – Honorary Alum

Example: John Smith has a Ph.D. in history.

Degrees from UNE Precursors

When abbreviating the names of UNE precursors Saint Francis College, Westbrook College and Westbrook Junior college, do not use periods in forming the acronym for the college:

SFC – Saint Francis College
WC – Westbrook College
WJC – Westbrook Junior College

Certifications

Professional licenses or certifications should be capitalized but not punctuated when abbreviated.

Example: Jane Doe, LCSW, RN, recently received an award for her work.

Class Year

When writing about UNE students or alumni, denote their class year upon first reference. Use an apostrophe to do this, making sure it faces in the correct direction.

Examples: UNE was proud to welcome John Smith '96 to campus.
English major Jen Smith '18 hopes to pursue a career in marketing.

Position Titles

It is preferable to include a person's job title after their name. Titles that follow a name should be lowercased, whereas titles that precede a name should be capitalized. If you are referring to a position generally, without including a person's name, you do not capitalize the title.

Examples: Jane A. Doe, director of communications, will be available to answer questions.
Director of Communications Jane Doe attended the event.
The position includes other duties as assigned by the vice president.

Academic Degrees and Professional Titles

When referencing a person's academic degree and title, indicate the degree immediately following the person's name.

Examples: Jane A. Doe, Ph.D., professor of history, accompanied students on the trip.
Assistant Professor of Political Science John Doe, Ph.D., led the seminar.

Campuses, Colleges, Departments, Programs and Offices

The names of UNE campuses, colleges, departments, official programs and administrative offices should be capitalized. They should be spelled out on first reference. After the first reference, you may use a common UNE acronym after first including it in parentheses after the full reference.

Example: The Colleges of Arts and Sciences (CAS) is committed to the values of a liberal arts education. CAS faculty comprise some of today's leading scholars.

Campuses

Biddeford Campus (BC)
Portland Campus (PC)
Tangier Campus

Colleges

College of Arts and Sciences (CAS)
College of Dental Medicine (CDM)
College of Graduate and Professional Studies (CGPS)
College of Osteopathic Medicine (COM)
College of Pharmacy (COP)
Westbrook College of Health Professions (WCHP)

Numbers, Time, Dates, Phone Numbers and Addresses

Numbers

Spell out whole numbers one through nine and use figures for 10 and above. Spell out all numbers when they are used at the beginning of a sentence.

Use figures for all dimensions, percentages, distances and measurements.

Grade levels in school should always be spelled out.

Use figures for ages, including year and month.

Always use figures when referring to a year, such as 2014 or '14, or a decade, such as the 1980s.

Time

Time should be expressed as a figure followed by a.m. or p.m. You do not use the 00 when referring to an hour. Use a dash in between times when indicating a time span.

Examples: The launch will occur at 8:30 a.m.
The event will take place between 2-3 p.m.

Dates

Commas set off the sequence of the day, month and year.

Example: The presentation will take place Wednesday, September 24, 2014, sometime in the afternoon.

An exception is when the date forms a sentence's compound subject.

Example: The September 5, 2014 issue of the *Journal Tribune* featured an article on the Marine Science Center.

When using the word "from" to express a date range, only include the year in the final date.

Example: The exhibition ran from May 12 to May 23, 2006.

Letters such as "th" or "st" or "nd" do not follow the numerals in a date.

Example: The event will occur January 22.

An exception is when we are referring to the day prior to our mentioning the month, or without mentioning the month.

Example: The event will take place on the 2nd of January.

Phone Numbers

Use parentheses around the area code, rather than a dash following it.

Example: (207) 555-5555

When referring to a UNE phone extension, use “ext.” before the number.

Example: For more information, call the Proofreading Office at ext. 5555.

Street Addresses

Whenever possible, spell out words like Street, Road, Lane and Avenue. When space does not allow for this, you should use periods after abbreviations.

Cities and States

Spell out “Maine” and other states when they are referenced in text.

When referring to a city and state, you should place a comma after the city and then indicate the state, which should also be followed by a comma. According to a 2014 *AP Stylebook* change, you should spell out **all** state names that follow city names in the body text of stories, rather than abbreviating longer state names as was standard AP practice previously. This [link](#) provides further guidance and examples.

Use the abbreviation ME for postal listings. For other state abbreviations, follow [AP style](#).

Zip Codes

While there isn’t specific guidance on whether to use five-digit or nine-digit zip codes, you should stay consistent within each document in using one style or the other.

Punctuation

Ampersand &

Only use an ampersand when it is part of a company or publication’s formal name, otherwise use “and.”

Apostrophes ’

Use the curvy apostrophe rather than the straight one.

Example: ’15

Bulleted Lists

According to AP style, writers should start each bulleted entry with a capital letter and should put a period after each entry. Because it looks kind of silly to use periods when only listing single-word items or short phrases, we have decided to only use periods for lengthier bulleted phrases and when bulleted entries form complete sentences.

Hyphen

We use the hyphen to break up words that must appear on two lines due to layout restrictions. We also use the hyphen within certain words for clarity.

Examples: Co-op, re-signed, re-admitted, etc.

En Dash

The en dash is wider than the hyphen and is used between ranges of numbers or years.

Examples: Pages 201–204
Read pages 265–279.

Em Dash

The em dash is used to indicate a break in thought or a parenthetical phrase: There are spaces before and after it. It can also be indicated by two hyphens.

Example: The orca whale — really a type of dolphin — was explored extensively.

Ellipsis

The ellipsis is used to indicate the deletion of one or more words in the condensing of quotes or text. It is used with a space after (but not before) the three periods. An ellipsis may also be used to indicate a pause or hesitation in speech, or a thought that is not completed. UNE style varies slightly from AP style on ellipses use. The UNE punctuation of ellipses is as follows:

Example: The weather forecasters predicted rain tomorrow... and a warm and sunny weekend.

When an ellipsis ends a sentence, the text should be followed by four periods.

Example: Notice there is no space between the third and fourth periods....

Italics

Although AP style does not use italics, we have made the decision at UNE to use them to represent the titles of books, catalogs, journals, magazines, newspapers and website names.

Example: An article in the *Portland Press Herald* cited UNE's record of community service.

We also use italics for the names of TV and radio stations.

Example: A recent program on the *Discovery Channel* featured UNE students exploring the Galapagos Islands.

When UNE is ranked in a guide or list, we do not italicize the title of the list.

Example: UNE was included in the 2015 *Forbes* list of America's Top Colleges.

Serial Commas

In a series of three or more items, no comma should be used to separate the final two items. However, when a sentence is complex and would be unclear without the additional comma, you should insert a comma.

Example: Our collaborative allows you to gain marketable skills in biology, engineering and business.

Other Comma Issues

A common comma error is the omission of a comma before “and” when what follows the “and” is a complete thought. Likewise, another comma error is putting a comma before an “and” when the phrase following the “and” is not a complete thought.

Examples: I went to the store, and I bought some milk.
I went to the store and bought some milk.

Periods

Use one space after periods, not two.

Quotation Marks

Use quotation marks for the titles of articles, lectures, papers, exhibits and presentations. Also use quotation marks for articles and chapters within periodicals. Likewise, the names of television shows and radio shows receive quotation marks.

Example: A program called “Maine Calling” airs on *MPBN*.

In almost all cases, closed-quotation marks go outside a comma or period.

Example: The Aquarium Club named John Smith its new president, citing his “Extraordinary knowledge of reefs.”

The Slash

AP style does not include the slash as a signifier of alternates/options/choices. You may use it, however, in UNE publications. If/when you use it, please do so without spaces following it.

UNE Style for Common Words, Terms and Punctuation

email	No hyphen; lowercased
email address	All lowercase: jsmith@une.edu
FMI	Acceptable to represent “For More Information”
health care	Two separate words
interprofessional	One word
myUNE	Lowercase followed by uppercase; one word
online	One word
website	One word
semester and year	Capitalize when followed by a specific year: Fall 2014 semester

U-Online

Use hyphen and capitalize both the “U” and the “O”