

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.

Majors, Academic Degrees and Professional Certifications

Majors

UNE majors are capitalized (but only when the major specifically refers to a UNE major).

Examples: Kevin Jones graduated from UNE last year with a Biology major.
Amanda Peterson majored in Marine Sciences.

However, when referring to academic majors in general or specifically at another institution, they are lowercased.

Examples: I think that history majors are usually very smart.
She was a philosophy major at Harvard.

Note: Fields of study are lowercased. Since many majors share their name with their corresponding field of study, it is sometimes difficult to know when to capitalize. Specific context must be considered.

Examples: All Marine Sciences students study hard.
All marine sciences students study hard.
(In the first sentence, “Marine Sciences” refers to the UNE major. In the second sentence, “marine sciences” refers to the field of study)

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.

For more on academic degrees, see Alumni sections under Student References heading

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

Professional 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.

Student References (Class Year and Major/Program/College)

Current Undergraduate Student

When writing about a current UNE student (who has not yet graduated), parenthetically denote the major followed by a comma and then the class year upon first reference. Use an apostrophe for the class year, making sure it faces in the correct direction. Alternatively, either or both of the student's major and his/her class year may be written as part of the sentence (nonparenthetically).

Examples: John Smith (English, '18) recently presented a paper.
 Mary Jones (Biology, '18) recently presented a paper.

English major John Smith ('18) recently presented a paper.
 Class of '18 student John Smith (English) recently presented a paper.
 Class of '18 English major John Smith recently presented a paper.

Current Graduate Student

For current graduate students, use the following in the place of a major:

College of Pharmacy—COP
 College of Osteopathic Medicine—COM
 College of Dental Medicine—CDM
 WCHP and CGPS—Use department name (Social Work, Nurse Anesthesia, etc.)
 Master of Medical Education Leadership—MMEL

Examples: John Smith (COP, '19) recently presented a paper
 Mary Jones (Physician Assistant, '19) recently presented a paper.

Pharmacy student John Smith ('19) recently presented a paper.
 Class of '19 pharmacy student John Smith recently presented a paper.
 John Smith, a member of the College of Pharmacy's Class of '19, recently presented a paper.*

*Note: "Class of [year]" is written with a capital C for "Class."

Alumni--Undergraduate Degree

When writing about an alum, denote the degree (if known) followed by a comma and then the class year with no comma between the degree and class year. Use an apostrophe for the class year, making sure it faces in the correct direction. The major maybe added parenthetically after the class year.

Examples: John Smith, B.S. '14 (Biological Sciences) visited the Portland Campus.

Alumni--Graduate/Multiple Degree(s)

If the alum has more than one degree, the year should follow the degree that was earned at UNE. If multiple degrees were earned at UNE, use all appropriate class years.

Examples: John Smith, M.S., Pharm.D. '15 visited the Portland Campus.
 Mary Jones, B.A. '62, Ph.D., visited the Portland Campus**
 Jill Jenkins, B.S. '09, D.O. '13 visited the Portland Campus**

**Note that the final degree is followed by a comma in a sentence, but a class year is not.

If you wish to denote a UNE undergraduate major or UNE graduate program(s) for an alum who has multiple degrees, you may do so parenthetically after the UNE degree provided that, in the case of a graduate degree, the degree, itself, does not already connote the program.

Examples: Mary Jones, B.A. '13 (English), Ph.D., visited the Portland Campus.
 John Smith, M.S. '14 (Marine Sciences), Ph.D., visited the Portland Campus.
 James Peterson, B.S. '10 (Chemistry), Pharm.D. '15 visited the Portland Campus.
 Jill Jenkins, B.S., D.O. '11 visited the Portland Campus.
 Susan Williams, B.A., M.S. '14 (MMEL) visited the Portland Campus.

You would not write, "Jill Jenkins, B.S., D.O. '13 (COM)" because the D.O. degree indicates that the field of study was medicine. Likewise, you would not write, "James Peterson, B.S. '10

(Chemistry), Pharm.D. '15 (COP)" because the Pharm.D. degree indicates that the field of study was pharmacy.

Position Titles and Academic Professional Titles

Position Titles

It is preferable to include a person's job title after his/her 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 Professional Titles

When referencing a person's academic degree and title, indicate the degree immediately following the person's name. The name of the academic professional title follows the rules in the Position Titles section.

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.

Emeritus and General Fellowships

Note that references to emeritus status and general fellowship titles follow the rules in the Academic Professional Titles section.

Examples: Professor Emeritus John Smith, M.A., Ph.D., will speak at the ceremony.

John Smith, professor emeritus, will speak at the ceremony.

Give your papers to Postdoctoral Fellow Mary Jones.

Mary Jones, M.A., postdoctoral fellow, will collect your papers.

Endowed Chairs and Endowed Fellowships

Formal endowed chair titles and endowed fellowship titles are always capitalized no matter where they fall in the sentence.

Examples: Henry L. & Grace Doherty Professor of Marine Sciences Barry Costa-Pierce will speak.

Barry Costa-Pierce, Ph.D., Henry L. & Grace Doherty Professor of Marine Sciences, will speak.

Eisenhower Fellow in the Department of Biology Karen Stevens, M.S., delivered the speech.

Karen Stevens, Eisenhower Fellow in the Department of Biology, gave a speech.

Campuses, Colleges, Centers, Departments, Programs, Labs and Offices

The names of UNE campuses, colleges, centers, departments, official programs, labs and administrative offices should be capitalized.

Examples: Contact the Office of Communications.

He worked for two years in the Stevenson Lab.

Professors in the Health, Wellness and Occupational Studies program work hard.

Note: Only use an ampersand (&) in the name of a center, department or program if it is part of its official title. Otherwise, use “and.”

Acronyms and Generic Terms

The names of UNE campuses, colleges, centers, departments, official programs, labs and administrative offices should be spelled out on first reference. Immediately after the first reference you may parenthetically insert a common UNE acronym and then refer to the entity subsequently by the acronym. You may also refer to it subsequently by a generic term. Generic terms, however, should NOT be capitalized.

Examples: 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.

The Center for Excellence in the Neurosciences is involved in many projects. The center’s staff members are very busy.

Common UNE Acronyms

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)

Centers

Center for Excellence in the Neurosciences (CEN)

Center for Global Humanities (CGH)

Center for Biomedical Research Excellence for the Study of Pain and Sensory Function
(COBRE)

Human Nature Project (HNP)

Interprofessional Education Collaborative (IPEC)

Center for Excellence in Marine Sciences (CEMS)
 Center for the Enrichment of Teaching & Learning (CETL)
 Center for Excellence in Health Innovation (CEHI)

Departments and Programs

Note that the word “Department” is only capitalized when it is used as part of the official name.

Example: He works in the Department of Biology.

He works in the biology department.

Note that the word “program” is generally not capitalized, as it is usually not part of the official name of programs.

Example: You should apply to the Master of Social Work program.

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 an en dash in between times when indicating a time span.

If you use “from” to indicate a time span, use “to.” Do not use “from” with a dash

Examples: The launch will occur at 8:30 a.m.

The event will be held 2–3 p.m.

The concert takes place from 2:30 to 4:30 p.m.

(Incorrect) The concert takes place from 2:30–4:30 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 (unless the time frame spans multiple years).

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, department 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. Type an en dash by holding "control" and hitting the minus key on the number pad.

Examples: The period of 2010–2014 was a good one in UNE's history.
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. Type an em dash by holding "control" and "alt" and hitting the minus key on the number pad.

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, boats, podcasts websites, and TV and radio stations.

Examples: An article in the *Portland Press Herald* cited UNE's record of community service.
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; the name of the list is capitalized.

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 when writing for a press release or a web story. However, when a sentence is complex and would be unclear without the additional comma, you should insert a comma. When writing for anything other than a press release or a web story (for print material, such as a brochure; website, other than a web story; UNE Magazine; etc.), always insert a comma to separate the final two items.

Examples:

(For press release) Our collaborative allows you to gain marketable skills in biology, engineering and business.

(For flyer) 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" could be a complete sentence. Likewise, another comma error is putting a comma before an "and" when the phrase following the "and" could not form a complete sentence.

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 a space 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 name	Capitalize when followed by a specific year: Fall 2014 semester
U-Online	Use hyphen and capitalize both the “U” and the “O”

Photo Captions

For a single photo, a caption that is a complete sentence should get a period at the end (and, of course, start with a capital letter).

Captions that are only identifying names or are sentence fragments do not get a period, but the first word is capitalized.

Items in a series are separated by semicolons with a period following the final item, regardless of whether or not the final item is a complete sentence.

The first letter of the first word of each item in a series is capitalized, regardless of whether or not the item is a complete sentence.

Examples: Mary Smith looks on as Sarah Jones scores a goal.

Mary Smith

Mary Smith looks on as Sarah Jones scores a goal; Students gather in celebration;
Sarah Jones on the podium.