THE UNIVERSITY *of* NEW ENGLAND

WRITING STYLE GUIDE

Last Updated:
08/03/2026

UNE UNIVERSITY OF NEW ENGLAND

INNOVATION FOR A HEALTHIER PLANET

Introduction

In most cases, UNE follows AP style. While press releases rarely deviate from AP style, text for other UNE platforms sometimes does. When a stylistic element is treated differently depending on which platform it is used for, those different treatments will be noted in the Writing Style Guide.

Platforms commonly referred to throughout this guide include:

- Press Releases – Externally issued press releases.
- Web News Stories – News stories published on the UNE website News page.
- Magazines – The UNE Magazine or other UNE-produced magazines; some print materials, such as ceremonial programs and others with dense text as found in biographical passages; and special web news projects.
- Marketing Materials
    - Print materials (brochures, flyers, posters, etc.) other than magazines (excludes dense text, as found in some academic print materials, such as Commencement programs and other programs featuring biographic passages).
    - Web pages (other than news pages).
    - Social media content.
    - Video captioning and lower-third supers.

Academic Majors/Minors, Programs, and Departments

Majors/Minors

When referring to a major or minor in general or a major/minor at another institution, the major/minor is never capitalized.

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

When referring to a UNE major/minor, there are different rules, depending on the platform for which one is writing.

- In external press releases, UNE majors/minors are never capitalized.
- In web news stories and in magazines, UNE majors/minors are never capitalized, except when appearing parenthetically.
- In marketing materials, UNE majors/minors are capitalized, and the capitalization applies even when the UNE major is implied rather than overtly stated.

Examples:
(Press Release)
Joe Smith, a history major in the Class of 2018, spent his junior year in Morocco.

(Web News Story or Magazine)
Joe Smith, a history major in the Class of ’18, spent his junior year in Morocco.
Joe Smith (History, ’18) spent his junior year in Morocco.

(Marketing Materials)
You will find that History majors at UNE participate in hands-on learning in many ways.
As a History student, you may travel abroad during any semester you choose.

Academic Programs

When referring to a UNE program, there are different rules depending on the platform for which one is writing.

- In external press releases and web news stories, programs are capitalized when specifically denoted as a “program” and when the official name of the program is used. If a program is not specifically denoted as a program, it is lowercased.
- In marketing materials, UNE programs are capitalized, and the capitalization applies even when the program is implied.

Examples:
(Press Release, Web News Story)
Several women's and gender studies students collected data.
Students in the Women's and Gender Studies program collected data.

(Webpage or Marketing Materials)
The courses in Women's and Gender Studies require a lot of reading.

Note: The word "program" is generally not capitalized, as it is usually not part of the official name of programs. Exceptions exist.

Academic Departments and Schools

When referring to a UNE department or school, there are different rules depending on the platform for which one is writing.

- In external press releases, web news stories, and magazines, departments and schools are only capitalized when the official name of the department/school is used. (Department of Primary Care). If the official department name is not being used, do not capitalize (primary care department).
- In marketing materials, UNE departments are capitalized even when their official names are not being used. The word "Department" is also capitalized.

Examples:
(Press Release, Web News Story, Magazine)
He is a professor in the Department of Dental Hygiene.
He is a professor in the dental hygiene department.
She is a student in the School of Arts and Humanities.

(Marketing Materials)
Our Dental Hygiene Department professors are highly skilled.
She is a student in the Arts and Humanities School.

Academic Degrees/Distinctions and Professional Certifications

Academic Degrees/Distinctions

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

Examples:
John Smith holds a Bachelor of Science in biology.
Mary Smith earned a Professional Science Master's at UNE.
Kevin Jones graduated with a Bachelor of Arts degree.

One may also refer to degrees as "bachelor's degree," "master's degree," "associate degree," or doctorate. Note that all of these terms are lowercase. Also note that "bachelor's degree" and "master's degree" include apostrophes, but "associate" and "doctorate" do not have apostrophes. Do not use the word "degree" with "doctorate." One may, however, write "doctoral degree." Remember that the field of study is still lowercased (unless it is a proper noun).

Examples:
Jane Doe earned a bachelor's degree in journalism.
John Doe earned a doctorate in 1998.

Use of 'Dr.'

Breaking away from AP Style, do not use "Dr." when referring to a medical doctor or veterinarian, instead place credentials at the end of the name on the first or second reference.

Degree and Distinction Abbreviations

Degree abbreviations include periods, with the exception of MBAs and Honorary Degrees (HON). When abbreviating degrees, the word "degree" should not follow the abbreviation. Degrees are always set off by commas when they are used as modifiers in a sentence. Distinction abbreviations of Honorary Alum (HA) and Deborah Morton Society (DMS) do not include periods. They are always set off by commas when they are used as modifiers in a sentence.

Common degree abbreviations include:

B.A. – Bachelor of Arts
B.S. – Bachelor of Science
M.S. – Master of Science
M.S.W. – Master of Social Work
MBA – Master of Business Administration

M.S.Ed. – Master of Science in Education
D.O. – Doctor of Osteopathic Medicine
D.P.T. – Doctor of Physical Therapy
D.N.P. – Doctor of Nurse Practice
Pharm.D. – Doctor of Pharmacy
D.M.D. – Doctor of Dental Medicine
Ph.D. – Doctor of Philosophy
P.S.M. – Professional Science Master's
HON – Honorary Degree

Distinction abbreviations include:

HA – Honorary Alum
DMS – Deborah Morton Society
P – Parent (of a UNE student/graduate)

Examples:
John Smith has a Ph.D. in history.
John Smith, Ph.D., attended Harvard University.
John Smith, HON '95, received his Ph.D. from Harvard University.
Mary Johnson, M.S.W., returned to campus for a reunion.
Bill Smith, HON '92, made a donation to UNE.

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 when forming the acronym for the college. UNE precursor abbreviations are not set off by commas when they are used as the sole modifiers in a sentence. However, when a degree is used before and/or after the precursor designation, (a) comma(s) is/are used.

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

Examples:
Tom Jones SFC '71 visited with the president.
Mary Johnson, B.S., SFC '71, returned to campus for a reunion.
Bill Smith, B.S., SFC '71, HON '17, made a donation to UNE.
Susan Stevens, B.S., SFC '71, D.M.S. '15, attended the lecture.

Professional Certifications

Professional licenses or certifications should be capitalized but not punctuated when abbreviated. Such as: PT, CRNA, etc.

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

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

This section does not pertain to external press releases. In external press releases, references to majors and class years should be incorporated into the text. “Class of 20XX” should be written with a capital “C,” and the year should be written as four digits.

Current Undergraduate Students

When writing about a current UNE student for a web news story or a magazine article, one may opt to parenthetically denote the major and class year upon first reference. Open the parentheses, write the major (capitalized), followed by a comma and a space. Then write the class year, using an apostrophe facing in the correct direction, in place of the first two digits. Close the parentheses.

Examples:
John Smith (English, ’22) recently presented a paper.
Mary Jones (Biology, ’18) recently presented a paper.

One may also write the class year parenthetically and incorporate the major into the sentence or vice versa.

Examples:
English major John Smith (’18) recently presented a paper.
Class of ’18 student John Smith (English) recently presented a paper.

Current Graduate Students

For current graduate students, use the degree (and program, if needed) being worked toward, in place of the major.

College of Osteopathic Medicine — D.O.
College of Dental Medicine— D.M.D.
Westbrook College of Health Professions — M.S.A.T., M.S.N.A., M.S.O.T., M.S.P.A., M.P.H., M.S.W., D.P.T., Pharm.D.
UNE Online — Use degree when it specifies the program (M.S.Ed., Ed.D., D.S.W.); use degree and program name when the degree alone does not specify the program (M.S. Applied Nutrition, M.S. Health Informatics)

College of Arts and Sciences — Use degree when it specifies the program (P.S.M.); use degree and program name when the degree alone does not specify the program (M.S. Biological Sciences, M.S. Marine Sciences)

Examples:
Robert Smith (Pharm.D., ’21) recently presented a paper.
Mary Jones (D.O., ’21) recently presented a paper.
John Doe (M.S. Biological Sciences, ’21) recently presented a paper.

One may also write the class year parenthetically and incorporate the degree into the sentence. This method is recommended when writing for an audience who might not necessarily be familiar with the degree abbreviations.

Example:
Master of Social Work student John Smith (’21) recently presented a paper.

Conversely, one may write the degree parenthetically but incorporate the class year into the sentence.

Example:
Class of ’21 student Mary Cooper (D.M.D.) recently presented a paper.*

**Master of Science in Education, or M.S.Ed. should be used for current students and alumni but can be abbreviated for M.Ed. if the person didn’t attend UNE and the M.A./M.S. status is unknown.*

Note: “Class of [year]” is written with a capital C for “Class.”

If the current graduate student already has a UNE undergraduate degree, indicate the degree and class year, insert a comma and space, and then parenthetically write the pursued graduate degree (and program, if needed) and class year.

Examples:
John Smith, B.A. ’18, (D.O., ’21), presented a paper.
Stacey Lee, B.S. ’18 (M.S. Biological Sciences, ’20)

Alumni — Undergraduate Degree

When writing about an alum, write the name, followed by a comma, a space, then the degree abbreviation, followed by a space, the class year, and then another comma. Use an apostrophe for the class year, making sure it faces in the correct direction. The major may be added parenthetically after the class year, in which case the second comma is placed after the closed parentheses.

Examples:
John Smith, B.S. ’14, visited the Biddeford Campus
John Smith, B.S. ’14 (History), visited the Biddeford Campus.

Alumni — Graduate/Multiple Degrees

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.

If one wishes to denote a UNE graduate program that is not specified by the degree, one may do so parenthetically after the degree abbreviation and year.

Examples:
James Peterson, B.S. ’10 (Chemistry), Pharm.D. ’15, visited the Portland Campus.
Jill Jenkins, D.O. ’11, visited the Portland Campus.
Susan Williams, M.S. ’14 (Biological Sciences), visited the Portland Campus.

One would not write, “Mary Smith, Pharm.D. ’11 (Pharmacy)” because the Pharm.D. degree already indicates that the field of study was pharmacy.

Position Titles and Academic Professional Titles

Position Titles

Position titles that follow a name should be lowercased, whereas titles that precede a name should be capitalized. When referring to a position title generally, without including a person's name, do not capitalize the title.

Examples:
Jane A. Doe, director of communications at Bowdoin College, 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.

Note: A position title is different from the general name of an occupation. One would not write, "Give it to the Teacher Kevin Jones," because "teacher" is not a title; it is an occupation.

Note: A position title, even when it comes after a name may contain the name of a UNE entity or office that is capitalized.

Examples:
Peter Hall, vice president of Student Affairs, read the memo.
Sue Smithers, director of Undergraduate Admissions, gave a talk.

Academic Professional Titles

Academic professional titles follow the same rules outlined in the Position Titles section. When referencing a person's academic degree along with the title, indicate the degree immediately following the person's name. It should be set off by commas.

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.

Note: For UNE board members, the title "Trustee" is used as if it were an academic professional title.

Examples:
UNE Trustee Cynthia Taylor spoke at the event.
Cynthia Taylor, a UNE trustee, spoke at the event.
Cynthia Taylor, a member of the UNE Board of Trustees, spoke at the event. (official name of a board is capitalized)

Emeritus and General Fellowships

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

Examples:
Professor Emeritus John Smith, 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. ’15, Ph.D., 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 a sentence.

Examples:
Henry L. & Grace Doherty Professor of Ocean Food Systems Barry Costa-Pierce will speak.
Barry Costa-Pierce, Ph.D., Henry L. & Grace Doherty Professor of Ocean Food Systems, 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.

UNE Entities: Campuses, Buildings, Colleges, Centers, Laboratories, and Offices

The names of UNE campuses, colleges, centers, laboratories, and professional/administrative offices should be capitalized.

Examples:
Contact the Office of Communications.
He worked for two years in the Stevenson Laboratory.
Faculty in the Center for Excellence in the Neurosciences received additional funds.
They met at the Danielle N. Ripich Commons.

Note: Only use an ampersand (&) in the name of an entity if it is part of its official title. Otherwise, use "and." Formal titles are always, "Office of X" and do not use the ampersand (&).

Acronyms, Generic Terms, and Nicknames

The names of UNE campuses, colleges, centers, departments, labs, and professional/ administrative offices should be spelled out on first reference. Immediately after the first reference, one may parenthetically insert a common UNE acronym and then refer to the entity subsequently by the acronym. One may also refer to it subsequently by a generic term. Generic terms, however, should NOT be capitalized. And finally, one may refer to it by a commonly accepted nickname that is derived from the formal name. Nicknames are 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. (acronym)

The Center for Excellence in the Neurosciences is involved in many projects. The center's staff members are very busy. (generic term)

Bird safe glass was used in the construction of the Danielle N. Ripich Commons. The Commons is an environmentally sound building. (nickname)

The Stevenson Laboratory published the findings last month. Students in the Stevenson Lab include Mary Jones, Larry Jones, and Barry Jones. (nickname)

The Office of Communications issues press releases. Please contact Communications if you have a story of interest. (nickname)

**Note: Academic departments do not follow these rules. Please see the section "Academic Departments" under the heading of "Academic Majors/Minors, Programs, and Departments."*

Common UNE Acronyms and Nicknames

Campuses

Biddeford Campus[1]
Portland Campus for the Health Sciences[2]
Tangier Campus[3]

Note: While the official name of a campus is capitalized, when using "campuses" to refer to multiple campuses, the word "campuses" is not capitalized. (Biddeford Campus. Biddeford and Portland campuses).

No acronym will be used to describe a campus on second reference with communications that include external audiences.

[1] When addressing an internal audience, "BC" may be used as a second reference of the Biddeford Campus.
[2] For the "Portland Campus for the Health Sciences," the full name will be used on the first reference, and "Portland Campus" will be used on the second reference.
For printed material, the same principles apply, but design best practices will be used with consideration for space and audience, meaning that in some cases, "Portland Campus" may be used as the first reference if space is limited, or internal audiences are being addressed.
[3] Tangier Campus in Morrocco, never Morrocco Campus.

Facilities and Properties by Campus Location

Biddeford Campus

Alfond Center for Arts and Sciences (ACAS)
Arthur P. Girard Marine Science Center (Girard Marine Science Center)
Danielle N. Ripich Commons (Ripich Commons)
George and Barbara Bush Center (Bush Center)
Harold Alfond Forum (Alfond Forum)
Honors College Cottage (formally the Alumni Cottage)
Jack S. Ketchum Library (Ketchum Library)
Peter and Cecile Morgane Hall (Morgane Hall)
Pickus Center for Biomedical Research (Pickus Center)
Sanford F. Petts Center (Petts Center)
UNE 363-Acre Forest

Portland Campus for the Health Sciences

Arthur P. Girard Innovation Hall (Girard Innovation Hall)
Beverly Burpee Finley '44 Recreation Center (Finley Recreation Center)

Coleman Dental Hygiene Building (Coleman Building)
Eleanor DeWolfe Ludcke ’26 Auditorium (Ludcke Auditorium)
Harold and Bibby Alfond Center for Health Sciences (HBACHS)
Josephine S. Abplanalp ’45 Library (Abplanalp Library)
UNE Art Gallery (Art Gallery)

Note: The endowed name will always remain with the reference to the building unless using a generic term for the type of building.

Colleges

College of Arts and Sciences (CAS)
College of Business (COB)
College of Dental Medicine (CDM)
College of Osteopathic Medicine (COM)
Westbrook College of Health Professions (WCHP)
UNE Online*

*UNE Online is used for all communication and marketing references to this college except for legal references. The legal, formal name is the College of Professional Studies (CPS), which is reserved for diplomas, transcripts, and the course catalog.

Note: When writing for an external audience, one may opt to use both the acronym for the University of New England (UNE) and the acronym for a college. When doing so, place a space between the university acronym and the college acronym.

Centers

Center for Cell Signaling Research (CCSR)[1]
Center for Healthy Aging (formally Center for Excellence in Aging and Health)
Center for Excellence in Digital Health (CEDH)
Center for Public Health Practice (formally Center for Excellence in Public Health)
Center for Excellence in the Neurosciences (CEN)
Center for Global Humanities (CGH)
Center for Pain Research (CPR)[1]
Center for the Enrichment of Teaching and Learning (CETL)
Center to Advance Interprofessional Education and Practice (CAIEP)2
David Evans Shaw Institute for Public and Planetary Health (Shaw Institute for Public and Planetary Health)
Interprofessional Simulation and Innovation Center (ISIC)
P.D. Merrill Makerspace
Sustainable Innovation Center (SIC)
UNE North: The Center for North Atlantic Studies (UNE North)

[1] *Both centers are Centers of Biomedical Research Excellence, or COBRE.*
[2] *CAIEP is formerly the Center for Excellence in Collaborative Education (CECE)*

UNE Core Research Facilities

Under the Office of Research and Innovation, UNE Core Research Facilities are shared research environments that provide students, faculty, staff, and external partners access to specialized equipment, lab space, training, and expertise across scientific and technological fields.

Capitalize "UNE Core Research Facilities" or "Core Research Facilities" when using the full institutional name. Lowercase "core" or "core facilities" when referring to the facilities in a general or collective sense. Capitalize the full name of each individual core facility on all references.

Current core research facilities include:

Behavior Core
Bioanalytical Core
Histology and Imaging Core
In Vitro Analytical Core

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, except for a calendar year. Try to avoid writing sentences that begin with a calendar year.

Use figures for all dimensions; percentages; distances; measurements; ages, including year and month; and years, such as 2014 or ’14, or a decade, such as the 1980s.

Examples:
1976 was the year she moved to Maine. (not preferred)
In 1976, she moved to Maine. (preferred)

Grade Levels

Grade levels in school should always be spelled out.
Do not use “freshman,” alternatively use first-year student or first year.

Time

Time should be expressed as a figure followed by a.m. or p.m. Do not use the 00 when referring to an hour, apart from designed/printed schedule where 00 may be used.

In a press release or web story, a time span should be indicated by using “from and “to.” Do not use an en dash to indicate a time span.

In marketing materials, one may use an en dash in between times when indicating a time span. Note that there are no spaces around the en dash.

If one uses “from” to indicate a time span, one must use “to.” Do not use “from” with an en dash

Examples:
The launch will occur at 8:30 a.m. (PR and Marketing)
The event will be held 2–3 p.m. (Marketing)
The concert takes place from 2:30 to 4:30 p.m. (PR and Marketing)
(Incorrect) The concert takes place from 2:30–4:30 p.m.

Dates

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

For press releases and web news stories, and magazines, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. when the month is being used with a specific date. Spell out all months when using alone or with a year.

Examples:
The presentation will take place Wednesday, Sept. 24, 2014, sometime in the afternoon.
According to Jones, January 2017 was one of the coldest months on record.

For marketing materials, the full month name or abbreviation is acceptable if there is consistency in a print item, web page, etc.

When expressing a date range in the current year, do not include the year. When referencing a date range from a single past or future year, only include the year in the final date. Do not repeat the month in the final date if it is the same as the month in the first date. A date range may also be written with an en-dash. Letters such as “th” or “st” or “nd” do not follow the numerals in a date.

Example:
The exhibition ran from May 12 to 23.
The exhibition was held in 1985. It ran from April 5 to May 12.
The exhibition will run May 12–23.

An exception exists for very formal invitations, in which case the entire date, including the ordinal number of the month is written out. Tuesday, the twenty-second of January, two thousand and nineteen. See section on Formal Invitations.

Phone Numbers

Use parentheses around the area code, rather than a hyphen or period following it. An exception is made when the phone number itself appears in parentheses. In that case, separate the area code with a hyphen.

Examples:
(207) 555-5555

Example:
For more information, call the Office of Communications at ext. 5555.
To obtain your faculty parking permit, call the Office of Safety and Security at x5555.

Street Addresses

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

Cities and States

Spell out states when they are referenced in text. When referring to a city and state within text, place a comma after the city and then write the state, which should also be followed by a comma. According to a 2014 AP Stylebook change, spell out all state names that follow city names in the text, rather than abbreviating longer state names as was standard AP practice previously. This link (https://www-apstylebook-com.une.idm.oclc.org/une_edu/ap_stylebook/state-names) provides further guidance and examples. Note that while most states are abbreviated in datelines, Maine is among those that are not.

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, be consistent within each document.

Formal Invitations

Abbreviations

Do not abbreviate street names or state names.
Abbreviate Jr. and Sr.
Abbreviate academic degrees, if using.

Date

Spell out the date in the format of “tenth of June”.
Precede date with day of the week (spelled out).
Day of the week and date should be separated by a comma.
Year is printed on a separate line (month and year are not separated by a comma).

Time

Spell out the time.
Do not capitalize the time.
If the time is on the hour, use “o’clock.”
If not on the hour, hyphenate the time (two-thirty) .
Follow the time with “in the morning,” “noon,” “in the afternoon,” “in the evening,” or “midnight.”

General Rules

No not use ampersands.
Do not use zip codes (those are only used on outer envelopes, outer RSVP envelopes).
Do not use commas or periods at the end of lines in a formal invitation (unless it is a period after an academic degree).

Example:

President James D. Herbert, Ph.D. cordially invites you
to the President’s Gala
[on] Saturday, the fifteenth of May two thousand twenty-one
at six o’clock in the evening Innovation Hall
University of New England
Portland, Maine

Lower-Third Supers for Video

This section specifically pertains to supers for the lower-third in videos that identify a subject. The goal of lower-third supers is to describe the subject as clearly and succinctly as possible while describing the subject's area of expertise or association.

The guidelines apply across media platforms and should be followed for all video projects, including those for web and social media. However, creative license is allowed in terms of how text is visually represented. For example, there may be occasions when text appears in all caps.

Note that all supers are written in title case, unless, for stylistic reasons, they appear in all caps.

The use of "UNE" is only required in lower-third videos when the University isn't implied or there are people from different entities included in the video.

Faculty and Administrators

When identifying a faculty member in a video super, the first line should contain the person's full name (as used professionally), followed by the academic degrees and/or professional certifications, according to the rules set forth in the Academic Degrees/Distinctions and Professional Certifications section.

There are options for the second line of the super. They are as follows:

- Faculty member's academic department, followed by a comma, a space, and then "UNE" (See first example)
- Faculty member/administrator's title, followed by a comma; a space; the academic department name, college name, or UNE entity; a comma; a space; then "UNE" (See second example.)
- Faculty member's title, followed by a comma; a space; then "UNE" followed by name of program(s) to which the faculty member belongs, then the word "Program" (third example)
- Faculty member's academic title and field of study, followed be a comma, a space, and then "UNE" (This method is particularly useful when the academic department or program does not adequately connote the faculty member's field of study or credentials.) (See fourth example)

Examples:
Mary Jones, D.O.
Department of Osteopathic Manipulative Medicine, UNE

Larry Sherman, Ph.D., Pharm.D.
Dean, College of Pharmacy, UNE

Amy Deveau, Ph.D.
Chair, UNE Chemistry Program

James Vesenka, Ph.D.
Professor of Physics, UNE

Professional Staff Member

When identifying a member of UNE's professional staff in a video super, the first line should contain the person's full name (as used professionally), followed by the academic degrees and/or professional certifications (when appropriate), according to the rules set forth in the Academic Degrees/Distinctions and Professional Certifications section. The second line should state the person's title. If the title does not make the office/department/UNE entity clear, the tile should be followed by a comma, a space, and then the name of the UNE entity.

Examples:
Peter Smith
Staff Assistant, College of Dental Medicine, UNE

Stacey Johnson, M.A.
Director of Communications, UNE

Leslie Warren, MBA, Ph.D.
Vice President of Institutional Affairs, UNE

Undergraduate Student

When identifying an undergraduate student in a video super, the first line should contain the student's full name followed by a space, then a curvy apostrophe and the last two digits of the student's class year. The second line states the major(s) and any minor(s), using a slash to separate a major and a minor (see example). If a student has a double major and a minor, use the slash to separate the two majors and a semi-colon to separate the majors from the minor(s) (see example).

Examples:
Kathy Clarke ’22
Biological Sciences Major, UNE

Sarah Perkins ’21
Art Education Major/Women's and Gender Studies Minor, UNE

Jason Feldman ’22
Applied Mathematics/Data Science Double Major; History Minor, UNE

Graduate Student

When identifying a graduate student in a video super, the first line should contain the student's full name, followed by any academic degrees that the student has obtained, according to the rules set forth in the Internal UNE Student References/Current Graduate Student section of this guide. The second line states the name of the student's graduate program, followed by the word "Student." The class year is optional. If it is being used, put a space after "Student" and follow the space with a curvy apostrophe and the last two digits of the student's class year. A comma should be placed after the closing parenthesis (or after the word "Student" if the class year is not being used) followed by a space, and "UNE."

Examples:
James Johnson
Doctor of Pharmacy Student, UNE

Jason Peterson, B.S.
Master of Occupational Therapy Student ’23, UNE

Mary Peterson, B.S. ’18
Master of Nurse Anesthesia Student ’23, UNE

Alumni

There are several different ways to identify an alum of UNE or one of its precursor institutions in a super. At a minimum, the alum's name and class year should be represented. Whether or not the alum's major, UNE (or precursor) degree(s), degree(s) from other institutions, and current job title are relevant should be considered in the context of the video, its audience, and its objectives, and any number of these pieces of information should be incorporated into the super when it is determined that doing so brings value to the video. In all cases, the super should be kept to two lines and will, therefore, truncate information to an extent that is relational to how much information it provides.

The following examples of alumni supers provide a wide array of options, depending on which pieces of information are considered relevant.

Examples:
Ann Baker, B.S. (English)
UNE, Class of 2024
[Incorporates the undergrad degree and field of study]

Darren Parker, B.S. (Biological Sciences), Ph.D.
UNE, Class of 2012
[Incorporates the undergrad UNE degree and field of study as well as degree from other institution]

Sarah Stevens, B.A., UNE Class of 2023 (History)
Assistant Director, National Preservation Society
[Incorporates the undergrad UNE degree, the field of study, and the current job title]

Karen Jones, B.S., D.M.D.
UNE College of Dental Medicine, Class of 2015
[Incorporates the undergrad degree and UNE grad degree when grad degree is the only degree granted by the college]

John Mailman, B.S., M.S.N.A.
UNE Master of Science in Nurse Anesthesia, Class of 2019
[Incorporates the undergrad degree and UNE grad degree when grad degree is one of multiple degrees granted by the college]

Mary Valentine, B.A. ’13 (English), D.O. ’18
Primary Care Physician, Southern Maine Health Care
[Incorporates the undergrad UNE degree, the undergrad field of study, UNE grad degree, and current job title]

Carl Jacobs, B.S.N. ’08, M.P.H. ’12,
Health Program Coordinator, Horizon Health Services
[Incorporates two UNE degrees that connote the fields of study and the includes current job title]

Frank Morris, B.S. ’14 (Marine Sciences), M.S. ’16 (Marine Biology)
Director, Center for Marine Genetics
[Incorporates two UNE degrees that do not connote the fields of study and includes the current job title]

Edith Miller
Westbrook Junior College, Class of 1945
[Example of super for UNE precursor alum]

Race and Ethnicity

Racial and ethnic groups are considered proper nouns and, thus, should be capitalized.

UNE defers to the National Association of Black Journalists (NABJ) on the matter of capitalizing race. NABJ recommends that whenever a color is used to appropriately describe race, then it should be capitalized. Thus, when referring to race, the words “Black,” “White,” and “Brown” are capitalized. The phrase “people of color” is not capitalized.

Examples:
Black, White, Native American, Hispanic, Indigenous, Aboriginal

Do not use the term “Caucasian” to refer to White people.

Capitalize the word “people(s)” when referring to (a) specific group(s) of Indigenous People but lowercase when describing people who are Indigenous or Aboriginal.

Examples:
The authors were all Indigenous people but belonged to different nations.
There is multiple language spoken among the Indigenous Peoples of Canada.

Do not use a hyphen when expressing dual heritage.

Examples:
Asian American, African American, Irish American, Indian American, Korean American, Italian American

Grammar

Possessives

UNE follows AP guidelines for creation of possessives:

- Singular words not ending in s: add apostrophe s (boy's toy)
- Singular words ending in s (common nouns): Add apostrophe s (hostess's table) unless the following word begins with an s, in which case you just add the apostrophe (hostess' silverware)
- Singular words ending in s (proper nouns): Add apostrophe (Kansas' doctors, Achilles' heel)
- Plural words that don't end in s: Add apostrophe s (women's rights)
- Plural words that end in s: Add apostrophe (flowers' stems)
- Plural in form but singular in meaning: Add apostrophe (mathematics' rules)

Punctuation and Capitalization

Ampersand (&)

Only use an ampersand when it is part of a company or publication's formal name; otherwise, use "and." No UNE entity officially uses an ampersand.

Apostrophes (')

Use the curvy apostrophe rather than the straight one. Example: '15

Bulleted Lists

Each bulleted entry should begin with a capital letter. (A list of brief entries may be written in title case.) For lengthy bulleted phrases that are complete sentences, one may place a period after each entry, but it is not necessary.

Capitalization of Titles

In recognition of the fact that different academic disciplines often favor either title case or sentence case when titling papers/articles/research/studies, either type of case is acceptable. UNE acknowledges that even within title case, there are different stylistic approaches. However, when more than one title appears on a web page, or a print product, the Office of Communications may edit the titles for capitalization in order to achieve consistency. The default title case will be consistent with AP title case guidelines.

The titles of press releases and web stories are always written in sentence case, consistent with AP guidelines. Special news web projects, which include elements from marketing and social media may use Magazine title rules (IE: Top 10 news stories)

Comma

Serial (Oxford) Comma

In a series of three or more items (or actions), a comma should be used to separate the final two items. While AP Style only calls for the use of this Oxford comma in situations when a sentence is particularly complex or when omitting the comma could cause confusion, UNE chooses to use the Oxford comma in all sentences involving three or more items.

Examples:

The collaborative program allows students to gain marketable skills in biology, engineering, and business.
The plan involves scoping the site, drafting a blueprint, excavating the lot, and building the tower.

Other Comma Issues

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

Examples:

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

Em Dash

The em dash is used to indicate a break in thought or a parenthetical phrase. There is one space before and one space after the dash. The dash can created by holding “control” and “alt” and hitting the minus key on the number pad (on a PC) or by holding “shift” and “option” and hitting the minus key (on a Mac).

Example:

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

En Dash

The en dash is wider than the hyphen and is used between ranges of numbers or years, such as date or time ranges or ranges of page numbers. Type an en dash by holding “control” and hitting the minus key on the number pad (on a PC) or by holding “option” and hitting the minus key (on a Mac). Do not put spaces around the en dash.

Note that en dashes are not recognized by the Associated Press. Do not use them in press releases or web news stories.

Examples:
(Marketing Materials and Magazine)
The period of 2010–2014 was a good one in UNE's history.
Read pages 265–279.

Ellipsis

The ellipsis is used to indicate the deletion of one or more words when condensing quotes or text. It is formed with a space, three periods, and a space. An ellipsis may also be used to indicate a pause or hesitation in speech or a thought that is not completed.

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 a space and then four periods, (with the space after the third period eliminated).

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

Hyphen

Use the hyphen to break up words that must appear on two lines due to layout restrictions. Also use the hyphen within certain words for clarity (re-signed, co-op) and with compound adjectives that precede a noun (world-renowned painter). Do not use a hypen with "ly" compound adjectives (a beautifully drawn picture, a seriously considered idea).

Note: UNE hyphenates the phrase "test-optional."

Italics Versus Quotation Marks

When referring to the titles of various types of media, artwork, etc., there are different rules, depending on the platform for which one is writing.

- In external press releases and in web news stories, follow AP style
- In magazine and marketing materials, follow UNE style

	AP Style (PR & Web News Stories)	UNE Style
Albums	quotes	Italics
Article	quotes	quotes
Artworks	quotes	quotes
Art exhibits	quotes	italics
Blogs	quotes	quotes
Boats	naked; Do not punctuate USS	italics, but do not italicize or punctuate USS
Books	quotes	italics
Book chapters	quotes	quotes
Lectures/Presentations	quotes	quotes
Movies	quotes	italics
Newspapers	naked	italics
Periodical/Journal/ Magazine	naked	italics
Plays	quotes	italics
Podcasts	quotes	quotes
Poems	quotes	quotes
Radio episode	quotes	quotes
Radio program/series	quotes	italics
Radio stations	naked, all caps	naked, all caps
Songs	quotes	quotes
TV episode	quotes	quotes
TV programs	quotes	italics
TV stations	naked, call caps	naked, all caps
Websites	naked	naked

Note: *Event titles used as poster headers or sub-headers may appear without quotes or italics. Use quotes or italics when referencing event titles within a paragraph of text.*

References to UNE's Rank

When referencing UNE in a ranked list or guide, capitalize the title of the list. If the entity producing the ranking is a publication, refer to the chart above to determine if the name of the publication should be naked, in italics, or quotation marks.

Examples:
Marketing Materials, Magazine, and Web
UNE was included in the 2015 *Forbes* list of America's Top Colleges.
(Forbes is a magazine, so it is italicized in marketing materials and the magazine)

The Princeton Review named UNE in its *Best 384 Colleges* guide.
(The Princeton Review is the name of a company. Best 384 Colleges is a book, so it is italicized in Marketing Materials and the Magazine.)

(Press Release, Web News Story)
U.S. News & World Report ranked UNE in the Best Regional University category for the North.
(U.S. News & World Report is the name of a magazine, so it is naked in a press release/web news story).

Other Quotation Mark Issues

Quotation marks are, of course, used for quotations. When indicating quotation marks around words that are part of a sentence or fragment that is already in quotation marks, use single quotation marks.

President Herbert said, "My favorite television show is 'Happy Days' because it is funny."

Note: Closing quotation marks go outside a comma or period. Closing quotation marks may go either inside or outside of a dash, semi-colon, question mark, or exclamation point, depending on context (whether the punctuation mark applies specifically to the quoted material or to the sentence of which it is a part.

Examples:
Tina Turner's best song is "What's Love Got to Do With It?"
Have you seen "The Brady Bunch"?

Periods

Use one space after periods, not two.

The Slash

AP style does not include the slash as a signifier of alternates/options/choices. UNE allows its use in UNE publications. If/when using it, do so without a space preceding it or following it.

UNE Style for Common Words and Terms

Email — No hyphen, lowercase: email
Email address — All lowercase: jsmith@une.edu
Healthcare — One word; all instances except for proper names
Interprofessional — One word
Online — One word
Website — One word
Semester name — Do not capitalize: fall 2027 semester
Downeast — Uppercase, one word southern/northern Maine lowercase the area indicator
Test-optional — hyphenate
Test-blind — hyphenate
University — capitalized when referring to UNE in all platforms
OB-GYN — All caps with hyphen
Coworking — One word
Nor'easters — A lowercase "e" and plural in all instances unless addressing an individual student.
U.S.A. — For stationary, use periods. For all other uses, follow AP style
No. 1 vs. #1 — Use "No. 1" for PR/Web Stories; use #1 for accolades and marketing material

Photo Captions

For a single photo, a caption that is a complete sentence should have a period at the end (and should 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. A period follows the final item, regardless of whether or not the final item is a complete sentence EXCEPT when all items consist only of people's names.

The first letter of the first word of each item in a series is capitalized, regardless of whether the item is a complete sentence.

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

Photo Placement Descriptions

Photo placement descriptions indicate where on a page or spread specific photos are located. They are italicized, and they begin with a capital letter. When a photo placement description includes both a location (opposite page) and a direction (clockwise from left), separate the two

sets of information with a comma.

Examples:
Clockwise from left:
Above, top to bottom:
Page 36:
Left page:
Below:
Opposite page, clockwise from left:
From left:

Left to Right

“Left to right” identifies people within a particular photograph by indicating their positions. The words “left” and “right” are spelled out and appear parenthetically when following a name.

Example:
Mary Smith (left) and Susan Clark cheer as Sarah Jones (right) takes the stage.

When “left to right” precedes the names and appears at the beginning of a caption. When it is used mid caption, it is contained within parentheses and is not capitalized. When introducing a list of names (three or more), it is followed by a colon.

Examples:
From Left: President James Herbert; Nicole Trufant; Josh Hamilton (three photos)
President James Herbert (standing) with (left to right) Sam Jones and Bill Smith (one photo)
New members of the UNE Varsity Club Athletics Hall of Fame (left to right): Doug Biggs, Sarah Warner, Michael Ferrazzi, Gary Kuhn, Owen Lennon (one photo)