

# UNE Writing Style Guide

In most cases, UNE follows AP style. While press releases rarely deviate from AP style, text for other UNE platforms sometimes do. When a stylistic element is treated differently depending on which platform it is used for, those different treatments will be noted in the 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.
- **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), advertisements, social media
  - Video captioning and supers, including lower-thirds

## 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 and 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, web news stories, programs are capitalized when specifically denoted as a “program.” If not specifically denoted as a program, they are lowercased.
- In magazines and 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**

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

- In external press releases, web news stories, and in magazines, departments are only capitalized when the official name of the department is used. (Department of Biological Sciences). If the official department name is not being used (biology department), do not capitalize.
- 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 Applied Mathematics.

He is a professor in the biology department.

(Marketing Materials)

Our Biology Department professors are highly skilled.

## **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.

Example: 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).

Example: Jane Doe earned a bachelor’s degree in journalism.  
 John Doe earned a doctorate in 1998.

### **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  
 D.O. – Doctor of Osteopathic Medicine  
 D.P.T. – Doctor of Physical Therapy  
 Pharm.D. – Doctor of Pharmacy  
 D.M.D. – Doctor of Dental Medicine  
 M.S. – Master of Science  
 M.S.W. – Master of Social Work  
 Ph.D. – Doctor of Philosophy  
 P.S.M. – Professional Science Master’s  
 MBA– Master of Business Administration  
 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, DMS '15, attended the lecture.

### **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.

### **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 Student**

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. 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, '18) 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 Student**

For current graduate students, use degree:

College of Pharmacy—Pharm.D.

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. \*

College of Graduate and Professional Studies—Use degree when it specifies the program (M.Ed., Ed.D.); 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.\*

\*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 then parenthetically write the pursued graduate degree and class year.

Example: John Smith, B.A. '18, (D.O., '21), presented a paper.

### **Alumni--Undergraduate Degree**

When writing about an alum, write the name, followed by a comma, then the degree abbreviation, followed by 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 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.

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, B.S., Pharm.D. '11, visited the Portland Campus.  
Susan Williams, B.A., M.S. '14 (Biological Sciences), visited the Portland Campus.

One would not write, "Jill Jenkins, B.S., 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, 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.

### **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, 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 a 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.

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

The names of UNE campuses, colleges, centers, laboratories, and 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 a UNE entity if it is part of its official title. Otherwise, use “and.”

## **Acronyms, Generic Terms, and Nicknames**

The names of UNE campuses, colleges, centers, departments, labs, and 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 (BC)

Portland Campus (PC)

Tangier Campus or Morocco Campus (no acronym)

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)

### Buildings

Danielle N. Ripich Commons (the Commons)  
 Pickus Center for Biomedical Research (Pickus Center or Pickus)  
 Harold Alfond Center for Health Sciences (HACHS)  
 Beverly Burpee Finley '44 Recreation Center (Finley)  
 Eleanor DeWolfe Ludcke '26 Auditorium (Ludcke)  
 George and Barbara Bush Center (Bush Center)  
 Jack S. Ketchum Library (Ketchum Library)  
 Josephine S. Abplanalp '45 Library (Abplanalp Library)  
 Peter and Cecile Morgane Hall (Morgane Hall)  
 Sanford F. Petts Center (Petts Center)  
 Coleman Dental Hygiene Building (Coleman)  
 UNE Gallery of Art (Art Gallery)

### 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)

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.

Example: The University of New England College of Osteopathic Medicine (UNE COM) has a top-notch reputation. For that reason, UNE COM attracts some of the best faculty in the country.

### 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)  
 Center for Excellence in Collaborative Education (do not use an acronym)  
 Center for Excellence in Marine Sciences (CEMS)  
 Center for the Enrichment of Teaching & Learning (CETL)  
 Center for Excellence in Public Health (CEPH)  
 Center for Excellence in Aging and Health (CEAH)  
 UNE NORTH: The Institute for North Atlantic Studies (UNE NORTH)

## **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.

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

In 1976 she moved to Maine. (preferred)

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

Grade levels in school should always be spelled out.

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

If one uses “from” to indicate a time span, one must 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.

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

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

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.

Examples: The exhibition ran from May 12 to 23.

The exhibition was on display January 2–17, 1989.

The exhibition was held in 1985. It ran from April 5 to May 12.  
The exhibition will run from December 10, 2018, to January 17, 2019.

A date range may also be written with an en-dash.

Example: The exhibition will run May 12–23.

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 mentioning the month, or without mentioning the month.

Examples: The event will take place on the 2<sup>nd</sup> of January.  
The reports are due on the 4<sup>th</sup>.

Another 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.

## 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  
Contact Mary Smith by phone (207-555-5555) or email (smith@email.com)

When referring to a UNE phone extension, use “ext.” before the number. For internal audiences, “x” is acceptable.

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-](https://www.apstylebook-)

[com.une.idm.oclc.org/une\\_edu/ap\\_stylebook/state-names](http://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 one 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 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 Campus  
 Portland, Maine

## **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, department, or publication's formal name; otherwise use "and."

#### **Apostrophes (')**

Use the curvy apostrophe rather than the straight one.

Example: '15

#### **Bulleted Lists**

Each bulleted entry should begin with a capital letter. 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 are always written in sentence case, consistent with AP guidelines.

When referencing UNE in a ranked list or guide, capitalize the title of the list. If the entity producing the ranking is a publication, italicize the name of the publication or put it in quotation marks (press releases and web news stories).

Examples:

(Marketing Materials, Magazine, and Web)

UNE was included in the 2015 *Forbes* list of America’s Top Colleges.

The Princeton Review named UNE in its *Best 384 Colleges* guide.

(Press Release, Web News Story)

“U.S. News & World Report” ranked UNE in the Best Regional University category for the North.

## 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 blue print, 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 be indicated by two hyphens, or type an em dash 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.  
The orca whale — really a type of dolphin — was explored extensively.

For Marketing materials, UNE has elected to use the second version (the solid em dash, formed by holding “control” and “alt” and hitting the minus key on the number pad.

### **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.

Examples: 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 hyphen 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

### 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 or not the punctuation mark applies specifically to the quoted material or to the sentence of which it is a part).

Example: 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, however, 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; lowercased
email address	All lowercase: <a href="mailto:jsmith@une.edu">jsmith@une.edu</a>
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	Do not capitalize: fall 2014 semester
U-Online	Use hyphen and capitalize both the “U” and the “O”
Downeast	Uppercase, one word
southern/northern Maine	lowercase the area indicator
test-optional	hyphenate

**Photo Captions**

For a single photo, a caption that is a complete sentence should have a period at the end (and, of course, 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.

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.

**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, the phrase is abbreviated to L-R, with capital letters, and is followed by a colon. 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.

Example: L-R: Mary Smith, Susan Clark, and Sarah Jones (one photo)  
*From Left:* President James Herbert; Nicole Trufant; Josh Hamilton (three Photos)  
 President James Herbert (standing) with (l-r) Sam Jones and Bill Smith. (one photo)  
 New members of the UNE Varsity Club Athletics Hall of Fame (l-r): Doug Biggs, Sarah Warner, Michael Ferrazzi, Gary Kuhn, Owen Lennon. (one photo)