

# THE UNIVERSITY

WELCOME  
SVE CODE

12/09/24

## 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 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 posts.
- 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:*

*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 m*

*asÆ it*

*w*







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.





## 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:*

## **Emeritus and General Fellowships**

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

*Examples:*













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

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

*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









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, D.M.D., B.S.  
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, M.S.N.A., B.S.  
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, D.O. '18, B.A. '13 (English)  
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, M.P.H. '12, B.S.N. '08  
Health Program Coordinator, Horizon Health Services  
[Incorporates two UNE degrees that connote the fields of study and the includes current job title]

Frank Morris, M.S. '16 (Marine Biology), B.S. '14 (Marine Sciences)  
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 “Ca            “p    re   ace    e           pihe   eo   a   rd.







*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:*







*Examples:*

Clockwise from left:

Above, top to bottom:

Page 36:

Left page:

Below:

Opposite page, clockwise from left:

A lle: