people from Brazil, Guyana, French Guiana, Suriname, Guadalupe, or Haiti do not identify as Hispanic but may identify as Latinx/o/a.

- d. Avoid the term unless it is a reference to Latin America.
- e. is appropriate for individuals who identify as a woman/women, unless the person/people prefer Follow the preference of the person/people in all cases.
- f. Chicano/a is a term that refers to Americans of Mexican ancestry.
 - i. The Chicano movement includes a focus on being of Mexican ancestry and having indigenous roots. It's also important to note that Chicano/a isn't merely a term, it's a sociopolitical identity, so it shouldn't be placed on people without them claiming it first.
 - In all, you should practice extreme caution when using Chicano/a. A better term to refer to Americans of Mexican ancestry is simply Mexican-American.
- g. Be sure to ask the individual/group how they prefer to be identified. The individual may prefer, for example, a gender-inclusive and neutral term, like Latinx or Latin@, or the broader term, like (The person may identify as both African or African American or Black and Latino/a.)
- h. Also, be aware of gender when using and in your writing.
- Note that federal policy defines Hispanic as an ethnicity, not a race.
 Hispanics/Latinos can be of any race.

• Students with Undocumented Status

a. Entered the U.S without inspection or with valid nonimmigrant visas but those visas have expired. For instance, an individual issued a student F-1 visa can become undocumented if they do not fulfill the minimum course of study requirement or if they work without authorization.

i.

story. Immigration laws are complex. Do not state as a fact that someone has violated the law without sufficient attribution.

Students with DACA Status

a. DACA is an administrative relief that protects eligible immigrants who came to the United States when they were children from deportation. DACA gives undocumented immigrants: 1) protection from deportation, and 2) a work permit. The program requires that the DACA status and work permit be renewed every two years, and the fee to renew is \$495.

i.

 ii. The shorthand Igrammatically, and, like the other related terms, is dehumanizing and racially charged.

Other derogatory terminology to avoid

b. Anchor baby:

- Biracial, multiracial, and mixed
 - a. The terms and are acceptable, when clearly relevant, to describe people with more than one racial heritage, per AP Style. Avoid which can carry negative connotations, unless the subject prefers the term. Be sure to ask the individual/group who they prefer to be identified.
 - b. Be as specific as possible by describing a person's heritage.
 - c. Note that can encompass people of any combination of races.

International students

a. The university is proud of its international students, who have chosen to travel great distances to receive their education at UNC. Identifying a student as an international student should be done only when the designation is relevant to the content. If such identification is not relevant, the student should be identified in the

reviewed and approved by <u>News and Public Relations</u>. All press releases or proactive media contacts by university employees should be routed through, handled by and/or coordinated in advance with News and Public Relations.

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UNC's Exceptions to AP Style

Because writing for higher education is sometimes different than writing for the media, there are a few instances where UNC deviates from AP Style.

academic majors

Capitalize the names of academic majors, minors, emphases and concentrations in narrative Business Administration with an Accounting emphasis and minoring in Political Science.

acronyms

UNC style allows for including an abbreviation or acronym in parentheses following the first listing of the full name of an organization or company.

composition titles

Use italics for titles of books, magazines, journals, newspapers, newsletters, plays, operas, movies, television and radio shows, and gallery and museum exhibitions.

Use quotation marks for subsets of these major categories and short works. Examples: short stories, poems, a specific episode of a television show, magazine and newspaper articles, songs and individual works of art.

headlines

may have a doctorate or a doctoral degree, but not a doctorate degree:

- Example: He received his doctoral degree in English.
- Example: He holds a doctorate in English.

freshman, freshmen

First-year student and first-year students are the preferred terms.

grades

Use the capital letters, A, B, C, etc., with no quotation marks. Plurals are made by adding s, except in the case of A, which has an apostrophe to avoid confusion with the word as:

• Example: A's, Bs, Cs, etc.

GPA, grade-point average

Either is acceptable. GPAs normally have two numbers after the decimal, e.g., 3.00, 4.25.

international students

Not foreign students.

off campus, on campus

Hyphenate when using as an adjective, not as an adverb.

- Example: Off-campus housing is plentiful during the summer.
- Example: It's difficult to find housing off campus during the fall semester.

residence hall

This is preferred to dorm or dormitory when referring to housing units at UNC.

STEM

Acceptable on first reference for science, technology, engineering and mathematics. AP recommends spelling out the full phrase shortly thereafter.

• Example: Teacher preparation in the College of Education and Behavioral Sciences emphasizes the STEM fields science, technology, engineering and mathematics.

theater, theatre

Use theater unless theatre is part of the official name

Abbreviations

Acronyms

For the most part, always fully spell out the name of an organization or company before using an acronym. UNC style allows for putting an abbreviation or acronym in parentheses following the first listing of the full name of an organization or company., which is an exception to AP Style.

 NOTE: Some entities are widely known by their acronym and may not need to be spelled out on first reference (i.e., FBI, CIA, NSA); let context guide you.

Avoid overuse of abbreviations and acronyms.

Don't use periods for large acronyms. [USPS, NASA, FEMA]

Dates

When a month is used with a specific date, only abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. In most cases, the year is not necessary if the date is within the current year.

DMD, DDSor DVM).

• EXCEPTION: When a quote references a person.

state names

Always spell state names whether on their own or in conjunction with a city, town, village, etc.

The only time a state is abbreviated is when used in a dateline. Eight states are never abbreviated (Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah)

UNC

UNC follows the AP style for acronyms. The proper acronym for the University of Northern Colorado is UNC.

- UNC is acceptable upon second reference.
- UNCO is not an acceptable reference.

Note: National and state media started referring to UNCs intercollegiate athletics teams as Northern Colorado teams to avoid confusion when referring to University of North Carolina teams. UNCs Athletics program has adopted the practice to be consistent. Use of Northern Colorado as a shortened form of the university's full name by those outside of Athletics is discouraged.

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Punctuation

ampersand

Do not use an ampersand (&) in running text unless it is part of a trademarked or registered business name. Proctor & Gamble; College of Humanities and Social Sciences. An ampersand may be used in specific instances such as campus banners where space for text on a single line is very limited.

commas AP Style does not subscribe to the use serial commas, also referred to the Oxford comma. Do not use a comma before the final conjunction in a simple series:

Example: The color choices for the car were red, green and blue.

EXCEPTION: A serial comma can be used when an integral element of the series requires a conjunction -

commencement. Commencement

Uppercase the formal ceremony; lowercase for generic usage:

- This
- The university holds commencements in December and May every year.

courses

Capitalize specific course titles and put in quotes

 Bob Smith, professor of Communication, teaches the graduate-level Relations in Ethical

federal

Use a capital letter for corporate or governmental bodies that use the word as part of their formal names: the Federal Trade Commission.

(See separate entries for governmental agencies.)

Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities: federal assistance, federal court, the federal government, a federal judge.

Northern Colorado, northern Colorado

National and state media started referring to UNCs intercollegiate athletics teams as Northern Colorado teams to avoid confusion when referring to University of North Carolina teams. Using this as a shortened form of the university's full name by those outside of Athletics is discouraged

The term northern Colorado refers to the geographic area of the state that includes Weld and Larimer counties. Do not capitalize northern in this geographic reference as it is not yet generally considered a proper noun.

seasons

Always lowercase, even when naming an issue of a publication:

- Example: The fall 2003 issue of Northern Vision.
- Example: He graduated in spring 2022.

semesters

Academic semesters are lowercase with no comma preceding a year.

Example: He graduated in fall 2006.

state

Lowercase in all state of constructions: the state of Colorado, the states of Colorado and Wyoming.

Do not capitalize state when used simply as an adjective to specify a level of jurisdiction:

•

titles

In general, capitalize formal or courtesy titles- president, dean, professor, senator, coach-before names of individuals and lowercase when they follow names.

- Example:
- Example: She is the president of the university.

Lowercase descriptive or occupational titles except for professor:

- editor John Doe
- Professor Sue Smith

university

Capitalize only when used

Range of time:

- The event will take place from 2 3 p.m. (use an en dash with a space in between the number and the dash)
- The event will take place from 11 a.m. to 3 p.m.

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Common Mistakes

annual events

it has been held at least two

that the sponsors plan to hold the event annually.

Why should I care?" If your copy this test, very effective with your target audience. If you show the audience how they will benefit from your program, event, etc., it will be effective.

- Write compelling copy that is to the point. We live in a time when audiences are
 overwhelmed with the amount of information they receive. Writing shorter copy increases
 the possibility that audiences will read and retain messages. Use bullet points rather than
 long narrative text for key messages. Break long blocks of copy into several shorter
 paragraphs.
- Consider all of the media you can use to communicate and use them. For example, all of the
 information about a program or activity
 publication. Additional information can be incorporated on a website.
- Use headlines to get the attention and deliver information. Use action words; don't settle for a label. Instead of writing a headline reading "A Message from the Dean" (label), use verbs to highlight a point from the dean's message: "New Program to Meet Needs of Working Law Enforcement Personnel."
- Include a call to action. It's what moves your audience from being passive prospects to taking the next step to becoming a customer. Tell them exactly how they can obtain more information, sign up for a class, or purchase a service.

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UNC's Tone and Voice Coming Soon...