



* UCF Writing Styles: Do's and Don'ts Workshop

May 20, 2011

- * Christine Dellert, UCF newswriter from News and Information, presented a workshop entitled, “UCF Writing Styles: Do’s and Don’ts” to SASI.
- * The workshop was on Friday, May 20 at 9 a.m. in the Student Union Cape Florida 316AB.
- * The presentation included the following topics:
 - * UCF writing style
 - * Letter writing
 - * Email writing
 - * How to write a news article
 - * Writing press releases to UCF News and Information
 - * Tips and common mistakes
- * **The PowerPoint presentation and event photos follow:**

Writing for UCF

- o News & Information, Marketing, Communications Offices, Publications Services...
- o **One** goal: *To tell the “UCF Story”*
- o UCF Style Guide
- o What makes a great story
- o How to get your story told
- o General writing in a university setting (e-mail, memos)

UCF has style.

- o The methods that UCF uses to communicate are **vital to our reputation**. Consistency in the presentation of our ideas is essential for **keeping our message clear and understandable**.
- o UCF's Style Guide combines standards from the **Associated Press Stylebook** and **Merriam-Webster's Collegiate Dictionary**.
- o We've also made some choices that are particular to our brand – **UCF**.

General Do's & Don'ts

- o **Do** capitalize degrees when spelled out. *Bachelor of Arts in English.*
- o **Do** lowercase titles in most cases. Capitalize only when preceding a person's name. *She is an associate dean. Dean Jane Doe spoke to the faculty.*
- o **Do not** capitalize words to emphasize their importance.
- o **Do not** call it the "Reflection Pond," "Reflecting Pool" or "the Fountain" – it's the "***Reflecting Pond.***"

More Writing Tips

- o Be **brief**. Be **bright**.
- o Choose **conversational words**. Avoid jargon.
- o Know your **audience**.
- o **Edit** and **proofread** – more than once.
 - o *Read your words out loud. If they don't sound right, they probably aren't.*
 - o *Subject-verb agreement or using "their" to refer to organizations or units. Always refer to a group or unit as an "it."*

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Today at UCF



TOP STORY



Students chat at Valencia West Campus.

Valencia West Campus Closed Through Saturday

Valencia's West Campus is closed through May 21 and will reopen Sunday, May 22.

MORE HEADLINES



'Frozen Smoke' Research Up for Global Award

A UCF scientist specializing in nanotechnology

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Community

Running UCF's Fleet Vehicles on Grains and Gas

Gasping up at the University of Central Florida has never been "greener."

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Health

Lake Claire Residents Learn How to Live Well

The revamped Healthy Lifestyles living-learning community at the Lake Claire Apartments provides first-year students the opportunity to live in a substance-free

Sports

Bottom Line: UCF 7, Stetson 6

UCF (34-19) used a six-run third inning and a tough save from closer Joe Rogers to knock off No. 21 Stetson, 7-6, in DeLand Tuesday.

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Dean Smith and a Civil Rights Legacy
This Tuesday marks the 57th anniversary of the landmark Supreme Court decision in Brown v. Board of Education of Topeka that led to the [Continue...](#)

UCF Wins Back-to-Back Track & Field Titles

Unlike last year, which came down to the final few events, UCF's outdoor track

Central Florida Future

What We Look For...

- o **Success over adversity:** Nursing student overcoming cancer
- o **Giving back to the community:** 1,000s of hours helping the homeless, local students
- o **Unique, unusual or quirky:** Lalita Booth, ChinaVine web project
- o **Groundbreaking:** New technology, innovative research
- o **Illustrative of larger trend, event:** Disney princess body image study tied to *The Princess and the Frog* release
- o **Distinguishing UCF**

What To Include...

- o “Who, What, Where, When & How?”
- o Characterize the event, accomplishment, activity
- o Who’s your audience, target publication/outlet
- o Contact information for those involved
- o Any important dates

E-mail & Memos

- o **Remember:** UCF e-mails, memos, documents or reports are subject to **PUBLIC RECORDS** laws.
- o Even with “emotives” 😊 - message can be ‘lost in translation.’
- o Be **professional**.
- o **Edit** and **proofread** – more than once.
- o When in doubt, **call**.