# MAC Matters
# Brand Quiz
July 2025

Earlier this year, the Brand Quiz looked at some unique Civil Air Patrol terms and abbreviations including airman and sUAS. This month's brand quiz examines more general terms and syntax.

You will find the answers to these questions in the Brand Portal Style & Terms Guide under General Terms, Abbreviations, and Syntax.

Similar to the CAP-specific terms, some guidelines on the Brand Portal deviate from standard practice, *Tongue & Quill*, or Associated Press style. Generally, this is either a purposeful change to improve brand recognition or consistency or is due to a request from one of our partners, such as the U.S. Air Force.

Test your knowledge on these common CAP terms and proper syntax.

Questions:

Q1: You are writing a story about a cadet who completed private pilot training in a corporate-owned Cessna 172. How do you refer to the aircraft?

A. A CAP aircraft
B. A Cessna 172
C. A single-engine, high-wing, four-seat aircraft
D. A or C

Q2: Civil Air Patrol was recognized as a 501(c)(3) educational organization by the IRS in 1947 for its aviation education programs. How do you refer to that status?

A. Not-for-profit
B. Non-profit
C. Nonprofit

Q3: The use of the Oxford or serial comma is a subject debated by writers and grammarians for years. This is a comma that separates the last two items in a list of three or more items. Do we use the Oxford comma when writing for CAP?

A. Yes, for clarity
B. No, because the Associated Press says we don't have to

Answers:

Q1: The answer is D. The guidance on the Brand Portal reminds us that we need to be careful about anything that could be considered a product or service endorsement. Using the more generic descriptor avoids that perception. In this instance, A is simpler and the longer description in C could come later in the story.

Q2: The answer is C. This tracks Associated Press style, which eliminates hyphen use in most circumstances.

Q3: The answer is A. CAP style calls for using the Oxford comma even though Associated Press style does not generally recommend its use to separate elements in a series. However, AP does say to include a final comma in a simple series if omitting it could make the meaning unclear.

Here's an example:

**"I love my parents, Abraham Lincoln, and Taylor Swift."**
With the Oxford comma, you love your parents as well as a former president and a pop star.

**"I love my parents, Abraham Lincoln and Taylor Swift."**
Without the Oxford comma, you love your very famous parents who are an unlikely couple since they come from two different eras.

Check the Brand Portal for more pointers on general terms, abbreviations, and syntax.