

usc College
OF LETTERS, ARTS & SCIENCES

EDITORIAL STYLE GUIDE

Introduction

USC College of Letters, Arts & Sciences Mission Statement

The mission of USC College of Letters, Arts & Sciences is firmly grounded in the broader goals set forth in the Role and Mission of the University of Southern California. We are committed to the creation, preservation and communication of fundamental knowledge in all its forms. College faculty endeavor to awaken in each student an appreciation for critical thinking, and a profound understanding of the problems and aspirations of human societies, past and present, as well as a lifelong passion for learning and a commitment to the betterment of society.

Just like all of you — the faculty, staff and students of USC College of Letters, Arts & Sciences — the Office of Communication uses the College's mission statement as a daily operational guide. As we represent the College to its many audiences, we portray the principles of the College's mission not only by the images and words we use but also by the example we set.

The Office of Communication is responsible for the quality and consistency of the College's communications efforts, including but not limited to event publicity, media relations, news dissemination, publications, advertising, use of logos and the College's official Web site. We tell the world about USC College every day with accuracy and clarity, and we want this important message, whether in the form of a news release, brochure, magazine or newsletter, or ad, to be consistent in its content and style. Our ultimate goal, and one we all share as representatives of USC College, is to put a face on the College that is so strong and crystal clear that our audiences will immediately connect the USC College experience with *successful* students, faculty, staff and alumni.

The Communication staff recognizes that consistent, positive communications about the USC College experience can only be accomplished through the spirit of campus-wide cooperation. Because of the naturally wide scope of the College's communications and in an effort to serve you better, the Office of Communication has established certain procedures and policies, laid out in this guide, to facilitate this campus-wide cooperation.

Marketing, Publications and Advertising

The Office of Communication is a valuable resource for you. We can advise you on identifying your target audiences, how to get the most for your money, the many different routes available to promote your department or event, how to develop realistic project timelines, and much more.

Style

Generally, Associated Press (AP) style is used in most publications. The entries in this guidebook are based on the *The Associated Press Stylebook* and USC University Relations guidelines as well as on usage particular to USC College.

Photo Guidelines

The Office of Communication maintains an electronic archive of photos of people, buildings and events. We either take photos or help secure the services of a professional photographer for various events throughout the year. Please give us advance notice if you would like our office to take pictures of your event.

Photo resolution

All digital photos or scanned photos submitted or solicited for use in publications should be at least 300 dpi and 4" x 6" in size. Photos with a resolution of less than 300 dpi must be at least 9" x 11" in size. Actual printed photos may also be submitted to College Communication to be scanned in and promptly returned.

Photo captions

All photos should include captions when applicable, clearly identifying subject, date and place of photograph. Captions are optional only when photos are used for decorative flourish, such as detail shots of campus flora, etc. Photos of people or events may be used without captions to visually support thematic content.

Photo credits

Unless otherwise prearranged with contract photographers, photo credits are at the discretion of designers and editors. As a general rule, if photographs are taken of an event, etc. during your normal course of duties, the Office of Communication reserves the right to use those photos, with or without credit, as needed when they are submitted for publications. The design of certain pieces may sometimes necessitate the absence of credits.

Photo usage

Photos submitted for publications or for the photo repository managed and maintained by the Office of Communication are the property of USC College and cannot be used or reproduced without explicit permission from the College or its agents. Photos purchased or otherwise acquired from contract photographers become the property of USC College in perpetuity unless otherwise prearranged. The Office of Communication reserves the right to digitally manipulate images supplied for publications as is normal in the course of graphic design without compromising the photo's basic integrity. This includes manipulation of color, size and cropping. Every effort will be made to preserve the integrity of photos.

Text Preparation

All text submitted for publications should be composed in Microsoft Word using the font Times New Roman size 12. Text should not be composed in Excel or Publisher. Note that font choice, font size and other special formatting is determined by the designer or publication editor, so it is not necessary to assign any of these special design elements to the submitted copy. For example, do not indent paragraphs (instead place one return between paragraphs) or use tabs. And, as will be covered in the Editorial Style Guide section, be sure to insert only 1 space after a period in a sentence.

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USC COLLEGE OF LETTERS, ARTS & SCIENCES

EDITORIAL STYLE GUIDE

This guide is by no means an exhaustive collection of USC College’s editorial policies, but it does address the most common or problematic issues found in copy for publications and Web sites.

Abbreviations

- For the News Service or external media, the first reference should be “USC College of Letters, Arts & Sciences” and in subsequent references it can be abbreviated as “USC College” or “the College.” In running text for the magazine the first reference should be “USC College,” and in following references in the same article “the College” is preferred. USC College of Letters, Arts & Sciences and USC College are used in sentences without the article, as in: “He is a graduate of USC College.”
- Use the complete title on first reference to various professional schools at USC: the USC Viterbi School of Engineering; the USC School of Policy, Planning, and Development; the Keck School of Medicine of USC; the USC Davis School of Gerontology. On second reference, you may refer to Keck School, Viterbi School, Annenberg School, etc.
- Abbreviations using only the initials of a name do not include periods: JFK, LBJ

Acronyms

- Acronyms should be included in the first reference to an organization or program. Thereafter the program may be referred to by its acronym: “Joint Educational Project (JEP) is one of the oldest and largest service-learning programs in the country. Each year, some 2,000 students from several courses receive academic credit for their participation in JEP.”

Academic Terms

- If mention of degrees is necessary to establish someone’s credentials, the preferred form is to avoid an abbreviation and instead use a phrase such as: “John Jones, who has a doctorate in psychology.” Full names of degrees are lowercased and periods are used in the abbreviated form.
 - bachelor of science degree in chemistry, bachelor’s degree in chemistry, B.S. in chemistry, Bachelor of Arts
 - master’s degree in music, master of arts in music, M.A. in music, holds two master’s degrees, Master of Science
 - master of business administration, MBA
 - doctorate in history, Ph.D. in history
- Three-letter degrees, such as MFA and MBA, do not have periods. For two-letter degrees, such as J.D., M.S., M.A., B.A., etc. use the periods EXCEPT when there is a graduation year as well, such as MA ’71. the same goes for Ph.D., Pharm.D., Ed.D., R.Ph. and others. Use the periods when written alone, but lose them if a graduation year is included.
- Terms denoting student status are lower-cased: first-year student, sophomore, junior, senior.
- After first reference, it’s OK to shorten postdoctoral fellow to postdoc; may also be called on first reference a postdoctoral researcher or even just researcher, scientist, scholar.
- In addition to graduate student, also consider using doctoral student or doctoral candidate.
- Use lowercase for academic departments except in the case of words that are proper nouns or adjectives: the department of history, the classics department, the department of English, the English department, or when department is part of the official and formal name: USC College Department of History. If “and” is used in the department name it should always be written “and” and not with “&.” Note that some departments have PLURAL titles: Slavic languageS and literatureS; East Asian languageS and cultureS.
- Use lowercase for a major or minor, even when it precedes a name (exceptions same as department): John Smith is pursuing a major in biological sciences and a minor in English. Health and humanity major Jeana Marinelli is not sure if she will attend medical school.

- Official names of courses are title-cased and should be placed in quotation marks. Rich enjoyed the class “Introduction to Sociology.”
- Commencement always has a capital “C.”
- In the case of faculty, if it is being used as a collective noun and represents individuals acting as a unit, the corresponding verb is singular. If the sentence indicates clearly that the individuals are acting separately, the corresponding verb is plural.

Academic Titles

Academic titles need to be referenced, but work on incorporating them without stopping the flow of the article. There is a list of all of the endowed chairs and professors and the “official” name on our Web site, use it to check titles. Many professors use derivations in their correspondence. Also, check for multiple department appointments for faculty. You may not always include it in the story, but (as in the case of stories on interdisciplinary scholarship) it may be relevant.

- Except in the case of University and Distinguished Professors, and Endowed Chairs and Professorships, use lowercase titles in clauses after names and set these titles off with commas. For example: “Donal Manahan, director of the USC Wrigley Institute, spoke at the event” and “University Professor Mike Waterman spoke at the event.”
- Capitalize an official title (Professor/Associate Professor/Assistant Professor but not chemist, historian, baseball player) only if it directly precedes a name. In cases of numerous titles, it’s *preferred* to use only one on first reference and add secondary titles in following paragraphs. Wrigley Institute Director Donal Manahan spoke at the event. Manahan, a professor of biological sciences in USC College, discussed ocean health.
- Once a professor or instructor’s title is mentioned, that professor or instructor can be referred to by his/her last name only without a Professor, Prof., Dr., or Instructor designation.
- Note that *emeritus* and *emerita* are honorary designations and do not simply indicate retired. You can confirm this designation by contacting the Dean’s Office. Professor Emeritus (masc.) and Professor Emerita (fem.) should always proceed the name (Professor Emerita Smith). In the case of plural Professors Emeriti (masc. and fem.) should be used.

Ages

- Always use figures for designating the age of people and animals (but not for inanimates): The girl is 15 years old; the law is eight years old. When the context does not require “years” or “years old,” the figure is presumed to be “years.”
- Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. Examples: a 5-year-old boy, but the boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe). The program is for 5- to 7-year-olds.

Alphabetizing

- Use the letter-by-letter method, alphabetizing up to the first comma that is not part of a series. Spaces, hyphens, apostrophes, and slashes and the letters that follow them are considered part of one word.

Alumni

- Do not use “alum” or “alums”
 - Alumna - A female graduate of USC College
 - Alumnae - Female (plural) graduates of USC College
 - Alumnus - A male graduate of USC College
 - Alumni - Male (plural) graduates of USC College
 - Alumni - Male and female graduates of USC College
- Use of the word alumnus: The word alumnus, derived from the Latin, follows the gender rules in Latin — the female is an alumna or more than one alumnae. The male is an alumnus and more than one alumni.

The male takes precedence when the group is of mixed gender — thus, when three male and two female former USC College students convene it is a group of alumni. If you do not know the gender, then it is presumed to be male.

- Apostrophes indicating year of graduation should appear as '05. It is important to cite an individual's alumni status often and accurately. The alumni year follows the person's name and one space and consists of an apostrophe curving to the right and the last two digits of the class year (e.g., John Smith '00. In articles on alumni, the class year designation should be used in the first mention of the individual's name. It should also be used in every reference in a photo caption. In general, we will not use "John Smith, Class of 2000."
- All alumni are listed by their first and last name with their year at the end (the year notes the class they identify themselves with as opposed to the year they actually graduated). A middle name is used only when it's a woman's former name.

Examples: William Smith '79
Barbara Earle Johnson '78
James Robinson '91
Nancy Ross Klein '80

- If a person actually goes by their middle name, then their first name has been changed to reflect the name that people will know them by.
Example: Amy Melissa Smith '01 is noted as Melissa Smith '01 (instead of Amy Smith '01)
- First names have generally not been changed to reflect nicknames. For example, Tom Jones is still listed as "Thomas Jones '82" and Andy Brown is listed as "Andrew Brown '81. Exceptions to this rule include occasions when the person specifically told us that they want to be listed with a particular name (e.g. "Rob Taylor '88" as opposed to "Robert Taylor '88").

There are a couple of exceptions to the nickname rule. If someone has told us that they go by a name totally different from their first or middle names, that name is included in quotes.

Examples: Charles "Kip" Anderson '77
Sandor "Fred" Harris '91

Other exceptions would include women, in particular, who go by their first and middle names, in which case their first name file has been changed to include both names.

Example: Mary Kay Neal Walker '78
(as opposed to Mary Neal Walker '78)

Two alumni married to one another are listed according to their preference for last names.

Two alumni with different last names:
Elizabeth Clark '76 & Peter Campbell '75

Cases where the woman uses the husband's last name (but it's not hyphenated with her own):
Kenneth '78 & Betsey Scott '78 Adams

Cases where the woman has hyphenated the husband's last name to her own:
Stephen Baker '83 & Stephanie Nelson-Baker '85

Boards

- Capitalize formal titles (Board of Councilors, Board of Trustees), but lowercase otherwise (the board, the councilors, the trustees).

Brackets and Parentheses

- If there is a phrase or word inserted by the writer or editor in someone's direct quotation, use brackets: "My team [the Los Angeles Dodgers] might win the pennant." Otherwise, use parentheses. He said his team team (the Los Angeles Dodgers) might win the pennant.

Buildings

- Terms such as building, fountain, park, room or theatre are capitalized only when part of an official or formal name: Seeley G. Mudd Building, Stauffer Science Lecture Hall.

Capitalization

- Capitalize "College" when referring to USC College and follows "the" (the College).
- Lowercase university, except when writing the complete formal name of a university as in the University of Southern California. (But always capitalize acronym, USC)
- An individual's title that appears after a name should not be capitalized (e.g. Jane Doe, director of housing). Do, however, capitalize a title before a name (e.g. Director of Housing Jane Doe).
- When referring to a specific office of the College it should be capitalized; "The Office of Communication distributed an editorial guide."
- Names of national and international organizations, alliances, and political movements and parties are capitalized. For example, the Democratic Party and Democrat. However, when a term refers to a political philosophy it should be lowercased unless it is the derivative of a proper name. For example, socialism, fascism, but Marxism, Marxist.
- Capitalize official names of programs and initiatives, but unless it is part of the official name do not capitalize "program" or "initiative" following the name: Problems Without Passports program, Ph.D. in Literature and Creative Writing program.
- Lowercase magazine unless it is part of the publication's formal title: *Harper's Magazine*, *Time* magazine.

College Rankings

- The magazine's full name should be printed as *U.S. News & World Report*, using an ampersand, with no space between "U.S." and "News." If you refer to the magazine thereafter as *U.S. News*, a space is inserted between "U.S." and "News," per the magazine's instructions.

Photo Captions/Credits

- If a photo caption is comprised of complete sentences, a period should appear at the end of each sentence. If the caption is comprised of only names or phrases, periods should not be used.
- Photo credits should always begin "Photo by" or "Photo courtesy of" followed by the first and last name of the photographer or supplier of the photo.

College Name (use of)

- For the News Service or external media, the first reference should be "USC College of Letters, Arts & Sciences" and in subsequent references it can be abbreviated as "USC College" or "the College." Note that "&" rather than "and" should always be used with the College's full name. In running text for the magazine the first reference should be "USC College" and in following references in the same article "the College" is preferred.
- USC College of Letters, Arts & Sciences and USC College are used in sentences without the article, as in: "He is a graduate of USC College" NOT "He is a graduate of the USC College."

Colon (use of)

- A colon introduces an element or a series of elements illustrating or amplifying what has preceded the colon. The study involves three food types: cereals, fruits and vegetables, and fats.
- A colon may be used instead of a period to introduce a series of related sentences. Henrietta was faced with a hideous choice: Should she reveal what was in the letter and ruin her

reputation? Or should she remain silent and compromise the safety of her family?

- If a complete sentence or proper noun follows a colon, the first word should be capitalized.
- A colon is normally used after *as follows*, *the following*, and similar expressions:
I argue the following propositions: First, ... Second, ... Third, ...
- A colon often can be effective in giving emphasis: He had only one hobby: eating.

Comma (use of)

- The final comma in a series is not used — a, b, c and d — unless required for clarity in a series of complex elements. Note that when an ampersand (&) is used instead of the word *and*, the same rule applies. If the series involves internal punctuation, or is very long and complex, it should be separated by semicolons.
- Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word “and” without changing the sense, the adjectives are equal: a thoughtful, precise manner; a dear, dangerous street. Use no comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun: a cheap fur coat, a new, blue spring bonnet.
- A comma is used to separate an introductory clause or phrase from the main clause: When he had tired of the mad pace of New York, he moved to Dubuque. The comma may be omitted after short introductory phrases if no ambiguity would result: During the night he heard many noises. However, use the comma if its omission would slow comprehension: On the street below, the curious gathered.
- A comma rather than a colon is used after *said*, *replied*, *asked*, and similar verbs: Garrett replied, “I hope you are not referring to me.” Do not use a comma at the start of an indirect or partial quotation: He said that victory put him “firmly on the road to a first-ballot nomination.”
- Use a comma instead of a period at the end of a quotation that is followed by attribution: “Finish the assignment,” he instructed. Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point: “Why should I?” he asked.
- Commas always go inside quotation marks.
- Do not use a comma before or after a Zip Code: 1427 E. 60th St., Chicago, IL 60637
- Do not use a comma after a student name and his/her graduation year: John Doe ’00 ran the marathon.
- Use commas after LLC, PC or PLLC

Contractions

- Avoid contractions whenever possible.

Time, Date, and Calendar Designations

Time

- The hour of the day or night is followed by a.m. or p.m. Abbreviations may be omitted if the context is clear: The morning flight to Philadelphia leaves at 10:15.
- Avoid redundancies such as 10 a.m. this morning, 10 p.m. tonight.
- The letters are lower case and followed by periods. Leave a space after the number and omit “:00” (e.g. 10 a.m., not 10:00 A.M.). Exceptions can be made for purposes of graphic design in posters, etc.
- Use noon, not 12 p.m. Use midnight, not 12 a.m.
- For the sake of parallel construction the word “to,” never the en dash, should be used if the word “from” precedes the first element; similarly, and, the en dash, should not be used if “between” precedes the first element.
The art exhibition ran from December to January in the Fisher Gallery.
The band performed between 3 and 5 p.m.

Date

- Abbreviate the following months (Jan., Feb., Aug., Sept., Oct., Nov. and Dec.) when used with the day of the month: Sept. 16. Months should be spelled out and uppercased when used alone or with a year alone.
- Oct. 8, 2008, use a comma after the year. Same is true when day and date are used: She testified that it was Friday, Dec. 3, when the accident occurred.
- No comma is used when only the month and year are used: She received her diploma in May 2004.

- When typing a month and a day (but not a year), do not use a “th,” “nd” or “rd” after the day. (e.g. Oct. 8 not Oct. 8th)
- Inclusive years take an en dash (–) and the second year should be abbreviated: the academic year 1998–99 or the academic year 2004–05.
- If you place the day of the week in front of a date, use a comma: Friday, April 29

Calendar

- Days of the week and months of the year are uppercased; the four seasons are lowercased except when used to denote an academic semester: She enrolled in four courses for Fall 2007.

Decade, Century, Etc.

- When referring to a specific decade (as long as the century is clear), use '60s not “the sixties” or “1960s” It should be: late '30s and early '40s. If you write “the mid-1940s,” a hyphen is needed.
- Lowercase century, spelling out numbers less than 10: the first century, the 20th century. For proper names follow the organization’s practice: 20th Century Fox, Twentieth Century Fund. If you are writing “17th-century ballads” there is a hyphen between the number and the word “century.”
- Use A.D. and B.C. not AD and BC

Distinctions

- In stories, note all professors who are members of the National Academy of Sciences (NAS). For a full list, visit: www.usc.edu/schools/college/faculty/honors_and_awards/national_academy_members.html
- Capitalize “prize” when linked to Nobel. Example: George Olah is a Nobel Prize winner. She is a Nobel Prize-winning novelist. Lowercase when used without Nobel. Example: She won the peace prize for her environmental work.
- If you mention an endowed chair / professor in a story, list his or her full title. Use the College Web page as a reference (not the title faculty use themselves):
www.usc.edu/schools/college/faculty/honors_and_awards/endowed.html

Ellipsis (...)

- In general, treat an ellipsis as a three-letter word, constructed with three periods (no spaces between) and one space before and after as shown here: (...)

Gender & Ethnic Terminology

- Chicano/a and Latino/a
- Do not use a hyphen with African American, Asian American, etc.
- Do not use coed to describe a woman. The term stands for coeducational, not for female. Persons who attend school are students.

Governmental Terms

- Capitalize the full proper names of government agencies, departments, and offices: the U.S. Department of State, the Georgia Department of Human Resources, the Boston City Council.
- First and last names of sitting U.S. presidents should be included on first reference.

Headlines

- Headlines should be in title case. Subheads should be sentence case and can be longer. Avoid individual’s names in headlines and there is no need to refer to USC College or College.

Hyphens and Dashes (use of)

Hyphen (-)

Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. The fewer the hyphens the better; use them only when not using them causes confusion (e.g. small-businessman; He recovered his health. He re-covered the leaky roof.)

- When a compound modifier — two or more words that express a single concept — precedes a noun, use hyphens to link all the words in the compound except the adverb “very” and all adverbs that end in “-ly”: a first-quarter touchdown, a bluish-green dress, a full-time job, a well-known man, a know-it-all attitude, a very good time, an easily remembered rule.
- When a modifier that would be hyphenated before a noun occurs instead after a form of the verb “to be,” the hyphen must be retained to avoid confusion: The man is well-known. The children are soft-spoken.
- Duplicate vowels and triple consonants should be avoided: anti-intellectual, pre-empt, shell-like.
- In the case of suspensive hyphenation the following form should be used: He received a 10- to 20- year sentence in prison.
- Commonly hyphenated terms include the following:
 - first-year student
 - four-year institution
 - question-and-answer
 - graduate-level, (when used as a compound adjective)
 - short- and long-term or just short-term, long-term
 - student-oriented, college-boundDo not use a hyphen in cases such as African American, Asian American, etc.
 - service learning contains no hyphen
 - postdoctoral contains no hyphen
 - well-being is hyphenated
 - cofounder (no hyphen)
 - coauthor (no hyphen)
 - nonprofit (no hyphen)
 - nonfiction (no hyphen)

En dash (–)

- The principal use of the en dash is to connect numbers and less often, words. In this use it signifies up to and including (or through). Her college years, 1998–2002, were the happiest in her life.
- No space immediately before and after an en dash.
- For the sake of parallel construction the word “to,” never the en dash, should be used if the word “from” precedes the first element; similarly, and, the en dash, should not be used if “between” precedes the first element. The art exhibition ran from December to January in the gallery. The band performed between 3 and 5 p.m.

Em dash (—)

- The em dash is the most commonly used and most versatile of the dashes. To avoid confusion, no sentence should contain more than two em dashes; if more than two elements need to be set off, use parentheses. Some common uses include:
 - Amplifying/Explaining:* It was a revival of the most potent image of modern democracy — the revolutionary idea.
 - Separating subject from pronoun:* Broken promises, petty rivalries, and false rumors — such were the obstacles he encountered.
 - Indicating Sudden Breaks:* “Will he — can he — obtain the necessary signatures?” asked Mill.
- One space should be inserted before and after an em dash.

Initials

- No spaces should be inserted between initials to prevent them from being placed on two lines in typesetting: T.S. Eliot

Institute, Center, Program and Project Names

- Use complete capitalized title on first reference, and make sure it's identified as a USC or USC College unit or the relationship is explained.
Example: The USC Wrigley Institute for Environmental Studies; The Casden Institute for the Study of the Jewish Role in American Life at USC College; The Southern California Earthquake Center (SCEC), a consortium of 54 institutions headquartered at USC College.
- On second reference, use just acronym or the noun, lowercased. Example: the institute, the center
- On second reference to the Master of Professional Writing Program, use "MPW," not "the MPW program."
- It is "Joint Educational Project" NOT "Joint Education Project." Use "JEP" on second reference.
- Use "USC Shoah Foundation Institute for Visual History and Education" on first reference and "institute" thereafter. NEVER use "Shoah Institute" or "Shoah."

Internet Terms & Usage

- The World Wide Web is capitalized.
- Use Web site not website or Website.
- "Internet" is the proper name of the network most people connect to, and the word is capitalized. However "intranet," a network confined to a smaller group, is a generic term that should not be capitalized.
- Do not use http:// or www. unless necessary when including a url: *college.usc.edu*
- Be sure to check Internet links for accuracy and accessibility.
- Urls and e-mail addresses should appear in italics (not underlined) within publications.
- If a Web site address appears at the end of the sentence, it should be followed by a period:
You should be able to find an archived version of the article at *www.nytimes.com*.

Numbers

- In general, spell out numbers one through nine and use figures for numbers 10 on up. There are many exceptions that always take figures, however. Most, but not all, involve units of measurement. Common exceptions include:
 - Age (always numerals for people and animals)
 - Percent (always numerals — spell out "percent")
 - Time (always numerals — no extra zeroes needed after hours)
 - Dates (always numbers — don't use 1st, 3rd, and so on)
 - Temperatures (one exception: X degrees below zero)
 - Dimensions (height and weight are always written as numerals)
 - Money (The amount is always written in numerals. "Cents" is spelled out; dollars use the dollar sign.
- Always spell out numbers at the beginning of a sentence or reword the sentence to avoid spelling out a large number. The exception is a numeral that identifies a calendar year: 1963 was a very good year.
- Spell out ordinal numbers *first* through *ninth* when they indicate sequence in time or location: first base, the First Amendment, he was first in line. Starting with 10th use figures.
- For numbers of four digits or larger, use a comma: 1,500; 35,000. Very large numbers should be expressed with both a numeral and word: 450 million.
- For large amounts of money use figures with *million* or *billion*: \$16 million gift, not 16 million dollar gift. Note that a hyphen is not used to join the figures and the word *million* or *billion*. Do not drop the word *million* or *billion* in the first figure of a range: He is worth from \$2 million to \$4 million.
- Percentages are always given in numerals and the word percent is used: Students of color make up 31 percent of the class. However if the sentence begins with a percentage, the numeral should be spelled out: Fifty percent of USC College students receive financial assistance.
- Telephone numbers should always use hyphens with the area code in parentheses: (555) 821-4023. Periods should not be used.
- When referring to a specific decade (as long as the century is clear), use '60s not "the sixties" or "1960s" However, when denoting age, do not use an apostrophe: "He is an older gentleman in his 80s."

- Lowercase century, spelling out numbers less than 10: the first century, the 20th century. For proper names follow the organization's practice: 20th Century Fox, Twentieth Century Fund. If you are writing "17th-century ballads" there is a hyphen between the number and the word "century."
- Always use figures for designating the age of people and animals (but not for inanimates): The girl is 15 years old; the law is eight years old. When the context does not require "years" or "years old," the figure is presumed to be "years."

Period (use of)

- Place a period after a quotation, and the source that appears in parenthesis. "There are simply no . . . into the light" (*Arctic Dreams*).
- Insert only one space between sentences.
- Periods precede closing quotation marks, whether double or single.

Personal Names

- An individual's first and last name should appear the first time he/she is introduced. In subsequent references, use only the individual's last name. An exception to this rule is if employing a casual tone and you wish to convey a friendlier air (i.e. Class Notes section of the alumni magazine).
- President Steven B. Sample (always capital "P"). You can simply use "Sample" for second reference.
- Maiden names precede married names and are not placed in parentheses or quotation marks: Elizabeth Smith Brown '90.
- Commas should not be used before or after Jr. and Sr. or to set off II, III, etc. George W. Wilson Jr. has eclipsed his father's fame. John A. Doe III is the son of John A. Doe Jr.
- Use diacritics for proper names whenever possible.

Place Names (Cities, States, Regions, Countries, etc.)

- When referring to the United States, use U.S. not US. Use "United States" on first reference and "U.S." thereafter.
- In regular text, the names of U.S. states should always be spelled out when standing alone. The names of the eight states that are never abbreviated are: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. All other state abbreviations should be used in conjunction with the name of a city, town, village or military base. Consult the AP Stylebook for state abbreviations. Use a comma after the city and state name (She has resided in Glendale, Calif., all her life.)
- Use commas after country names, such as "They visited Siuna, Nicaragua, with friends."
- Washington, D.C.; "She has lived in Washington, D.C., all her life."
- After first reference, abbreviate Los Angeles as L.A.
- In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize these words when they designate regions.
 - Central America; Central American countries; central Europe (unless referring to the political division); central New York; upstate New York
 - the East; the East Coast; eastern; the Middle East; eastern Europe (unless referring to the political division)
 - the Midwest, midwestern, a midwesterner
 - the North/the South; northern/southern; the Northwest; northwestern; Southern California
 - the West; West Coast; western United States; the Western world (considered as a cultural entity)
 - the state of California
 - the Bay Area; the Old World; the Third World (the economically developing nations of Africa, Asia and Latin America)

Quotations

- Quoted words, phrases, and sentences run into the text are enclosed in double quotation marks. Single quotation marks enclose quotations within quotations.

- Periods and commas precede closing quotation marks, whether double or single.
- A comma rather than a colon is used after said, replied, asked, and similar verbs: Garrett replied, “I hope you are not referring to me.”
- Use a comma instead of a period at the end of a quotation that is followed by attribution: “Finish the assignment,” he instructed. Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point: “Why should I?” he asked.

Scientific (Latin) Names

- When referring to organisms by their Latin names, use italics and capitalize name of genus but not of species. On second reference, may use first initial of genus and complete species name.
Example: Ken Nealson studies the bacterium *Shewanella putrefaciens*. His studies show that *S. putrefaciens* metabolizes iron and manganese.

Semicolon (use of)

- The semicolon, stronger than a comma but weaker than a period, can assume either role, though its function is usually closer to that of a period. Its most common use is between two independent clauses not joined by a conjunction: Mildred intends to go to Europe; her plans, however, are still quite vague.
- When items in a series involve internal punctuation, they should be separated by semicolons.

Spacing

- Use only one space between sentences.

Slash

- Do not use a space before or after a slash (/) (environmental/environmental justice)

Stylistic Preferences

- Prefer academe to academia when referring to the larger academic community.
- postdoctoral (no hyphen)
- advisER not advisor
- Use Web site not website or Website
- “John Doe ’85 speaks” and not “John Doe ’85, speaks”
- titled not entitled: Richard Dekmejian wrote a book titled *Spectrum of Terror*.
- Use after, not following
- Flyer not flier when referring to an advertising circular
- RSVP: use all caps and no periods
- Use exhibition and not exhibit for an art show
- afterward, not afterwards
- toward, not towards
- e-mail not email
- theatre not theater
- per Merriam-Webster: health care, not healthcare. When used attributively, it is usually hyphenated.
- socio-economic not socioeconomic
- transfer students or transfer student, not transfers or transfer
- well-being is hyphenated
- co-founder (with hyphen)
- co-author (with hyphen)
- nonprofit (no hyphen)
- nonfiction (no hyphen)
- Fundraising and fundraiser (no hyphens)

- On campus, off campus (adv.), on-campus, off-campus (adj.): The master class takes place on campus. She lives in an off-campus apartment.
- Hyphenate best-seller in all uses
- Data is considered a plural noun, it normally takes plural verbs and pronouns. When data is regarded as a unit it takes a singular verb. The data have been carefully collected. (individual items) The data is sound. (a unit)
- Use *said* instead of *says*.
- Do not hyphenate interdisciplinary, multimedia or multidisciplinary
- The convention in scholarship is to use the adjective “Maya” and not “Mayan,” except when referring to a language or writing. In reference to people, neither “the Mayas” nor “the Mayans” is ever used, just “the Maya,” “the ancient Maya,” or whatever group is being described.

“The”

- Capitalize *the* in a newspaper’s title if that is the way the publication prefers to be known. Lowercase *the* before newspaper names if a story mentions several papers, some of which use the as part of the name and some which do not.

Titles (Book, Magazine, Film, etc.)

- Italicize stand-alone works including book titles, movie titles, academic journal titles, play titles, television show titles (when referring to the show itself, not an individual episode), names of newspapers, names of magazine, works of art, and musical compositions. Place the publisher name and year in parentheses after a book. *Case of Hidden Gender* (Routledge Press, 1999)
- Titles of book chapters, articles in academic journals or magazines, individual television show episodes, songs, etc. should be placed in quotation marks.

Trojan Family

- Always capitalize the “f” in “Trojan Family.”

Word Choice

■ Affect/Effect

Affect, as the verb, means to influence: The game will affect the standings. *Affect*, as a noun, is best avoided. It occasionally is used in psychology to describe an emotion, but there is no need for it in everyday language. *Effect*, as a verb, means to cause: He will effect many changes in the company. *Effect*, as a noun, means result: The effect was overwhelming. He miscalculated the effect of his actions.

■ Aid/Aide

Aid is assistance. An *aide* is someone who serves as an assistant.

■ All ready/Already

All ready (everyone is prepared; all are ready) and *already* (completed action).

■ Below/Less than

Use *less than*, not *below*, when something is quantifiable. For example: The total cost was less than \$5,000, not below \$5,000.

■ Compose, Comprise, Constitute

Compose means to create or put together. It commonly is used in active and passive voices: She composed a song. The U.S. is composed of 50 states.

Comprise means to contain, to include all or to embrace. It is best used only in the active voice, followed by a direct object: The U.S. comprises 50 states. The jury comprises seven women and five men.

Constitute, in the sense of form or make up, may be the best word if neither compose nor comprise seems to fit: Fifty states constitute the U.S.

■ Dived/Dove

Both *dived* and *dove* are used as past tense for *dive*, although *dived* is more immediate past tense and *dove* is further in the past.

■ Every day/Everyday

Every day is an adverb, *Everyday* is an adjective: She goes to work every day. He wears everyday shoes.

■ **Like/Such as**

As a general rule, *such as* is preferred. *Such as* precedes an example that represents a larger subject, whereas *like* indicates that two subjects are comparable: Steve has recordings of many great jazz musicians such as Thelonious Monk and Miles Davis. Steve wants to be a great jazz musician like Ben Webster and Lee Konitz. Keep in mind that *like* excludes; *such as*, includes.

■ **Over/More than**

Use *more than*, not *over*, when writing about something that is quantifiable (such as numbers and percentages).

■ **Principle/Principal**

Principal is a noun and adjective meaning someone or something first in authority, rank, importance or degree. *Principle* is a noun that means a fundamental truth, law, doctrine or motivating force.

■ **Who/Whom**

Who is the pronoun used for references to human beings and to animals with a name. It is grammatically the subject (never the object) of a sentence, clause or phrase: The woman who rented the room left the window open. *Whom* is used when someone is the object of a verb or preposition: The woman to whom the room was rented left the window open.

■ **Who/That or Which**

Who refers to people. *That* and *which* refer to groups or things. Anya is the one *who* rescued the bird. Lucas is on the team *that* won first place.

TERMINOLOGY SPECIFIC TO OFFICES

Office of Admission Terminology

- On official college documents, use Office of Admission, not Office of Admissions.

Overseas Studies Terminology

- Overseas Studies not Study Abroad

Office of Advancement Terminology

- Fundraising and fundraiser are one word and are not hyphenated. Fundraise should not be used as a verb.
- Annual Fund is always capitalized.