

## Abbreviations

Acronyms may be used on second reference but try to use “the center,” “the institute” or simply a shortened version of the center or institute’s name if possible.

- Example: Sandy made a donation to USC Shoah Foundation — The Institute for Visual History and Education. At the institute’s annual gala, she was honored with the Donor of the Year award.

Also see entry on “state names.”

## Academic degrees

Academic degrees should be written without periods: BA, MA, MSW, PhD, EdD, PharmD. Do not use “Dr.” before a name, even in a medical context. When denoting an alumnus’ degrees, include only the graduating year for a bachelor’s degree – no BA or BS.

- Examples: She received her BA from the USC Gould School of Law.
- Jane Doe MA ’12, PhD ’12 is currently serving as executive director of Alpha Academy.
- Sally Smith ’13 joined the Peace Corps.

For joint degrees, such as the ones at USC Gould School of Law, use a slash between the degrees.

- Example: Sam Jones JD/MA ’12

BA

Bachelor of Arts

BFA

Bachelor of Fine Arts

BM

Bachelor of Music

BS

Bachelor of Science

EML

Executive Master in Leadership

MA

Master of Arts

MAT

Master of Arts in Teaching

MS

Master of Science

MAcc

Master of Accounting

MBA

Master of Business Administration (always abbreviated)

MBT

Master of Business Taxation

MCG

Master of Communication Management

MCM

Master of Construction Management

ME  
Master of Education  
MFA  
Master of Fine Arts (always abbreviated)  
MFT  
Master of Marriage and Family Therapy  
MHA  
Master of Health Administration  
MHP  
Master of Historic Preservation  
MLA  
Master of Landscape Architecture  
MM  
Master of Music  
MMM  
Master of Medical Management  
MPA  
Master of Public Administration  
MPAS  
Master of Public Art Studies  
MPH  
Master of Public Health  
MPL  
Master of Planning  
MPP  
Master of Public Policy  
MPW  
Master of Professional Writing (nearly always abbreviated)  
MRED  
Master of Real Estate Development  
MCM  
Master of Communication Management  
MCM  
Master of Construction Management  
MSW  
Master of Social Work

DDS  
Doctor of Dental Surgery  
DMA  
Doctor of Musical Arts  
DPA  
Doctor of Public Administration  
DPPD  
Doctor of Policy, Planning, and Development  
DPT  
Doctor of Physical Therapy

EdD  
Doctor of Education

JD  
Juris Doctor

MD  
Doctor of Medicine  
PharmD  
Doctor of Pharmacy  
PhD  
Doctor of Philosophy

### **Adviser vs. advisor**

Adviser, not advisor

### **Also and already**

Also and already — For adverbs “also” and “already,” they should be placed like so: He has also been to France, not He also has been to France; She has already earned her degree, not She already has earned her degree.

### **Attribution**

Sherrie says, NOT says Sherrie — Use the latter only when a description of the individual follows the name.

- Example: ... says Sherrie, a fourth-year graduate student at the USC Roski School of Art and Design.

### **Board of Trustees**

Capitalize “Board of Trustees” as well as other USC-affiliated boards  
For official names of USC trustees, go to the [Trustees site](#).

### **Brackets and parentheses**

If there is a phrase or word inserted by the editor in someone’s direct quote, use brackets.

- Example: “My team [the Los Angeles Dodgers] might win the pennant.”

Otherwise, use parentheses.

- Example: He said his team (the Los Angeles Dodgers) might win the pennant.

### **Bridge Institute**

On first reference it is the **Bridge Institute at the USC Michelson Center for Convergent Bioscience** (or the USC Michelson Center for Convergent Bioscience Bridge Institute). See also [USC Michelson Center](#).

### **Capitalization**

Follow AP style.

In a sentence with a colon, capitalize the first word of the phrase that follows if it is a complete sentence. If it’s a fragment, the first word is lowercase.

- Example: The school said “thank you” by naming his old department after him: the Daniel J. Epstein Department of Industrial and Systems Engineering.

The word “the” is not capitalized because what follows is not a complete sentence.

In a sentence with a semicolon, the second clause is always a complete sentence and always begins with a lowercase letter.

Titles preceding a full name should be capitalized. Titles following a full name should be lowercased. For specifics, see “**Titles**” entry in the style guide.

- Exceptions: President Emeritus, University Professor, University Archivist, Distinguished Professor, Provost Professor, Presidential Professor and named-chair titles are always capped — before and after a name.
- Examples: USC President Emeritus Steven B. Sample; Steven B. Sample, President Emeritus of USC; Chester A. Newland, the Duggan Distinguished Professor of Public Administration

Special uses:

- Health Sciences Campus (HSC) and University Park Campus (UPC)
- Trojan Family: T and F are always capitalized
- Capitalize “Class of xxxx” (as in Class of 2015)
- Commencement always has a lowercase c
- Capitalize prepositions that have four or more letters for headlines for USC Trojan Family Magazine: from, through, into. Do not cap “of, to, for” in heds (unless “to” is part of a verb, in which case it is capitalized)
- Capitalize “Move-in Day,” usually the Wednesday in August before classes begin.

## **Centuries**

Follow AP style, which is to lowercase and write out numbers one to nine.

- Example: fourth century

Use figures for 10 and up.

- Example: 12th century

When used as a modifier, there is a hyphen between the number and the word “century.” Example: 17th-century ballads

## **Chief executive officer**

CEO is acceptable on first reference. Spell out chief operating officer on first reference. Example: CEO Jane Smith met with Chief Operating Officer Frank Jones.

## **Coliseum and Sports Arena**

It’s Los Angeles Memorial Coliseum on first reference, the Coliseum thereafter. The Coliseum and adjacent Sports Arena are jointly owned by the state, the county and the city of Los Angeles, and are managed and operated by USC under a 98-year lease that extends through 2111.

(*Colosseum* is the correct spelling for the Roman amphitheater and for the concert venue at Caesars Palace in Las Vegas.)

## Commas

No serial commas. Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

- Example: There were green tents, blue tents and red tents on the lawn. Use a comma before the conjunction if it is necessary to prevent confusion.
- Example: There were green tents, blue tents, and red and white striped tents on the lawn. Use a comma after Washington, D.C.
- Example: The Washington, D.C., office of the California senator

Use commas to set off state and country names.

- Examples: They went to Ojai, Calif., to see friends. They visited Siuna, Nicaragua, with friends. Do not use commas to set off Jr.
- Examples: Edward P. Roski Jr., Martin Luther King Jr.

Do not use commas to set off Inc., Co., Ltd., LLC, PC or PLLC.

- Examples: Apple Inc., Widgets LLC

A nonessential phrase must be set off from the rest of a sentence by commas.

- Example: Jeff released his first book, *Twilight at USC*, to rave reviews.

The book title is nonessential because Jeff has only one first book — there is no confusion as to which book the sentence is referring.

- Example: Carla is survived by her brothers Randy and Jackson, niece, Lily, and nephew, Oliver.

“Lily” and “Oliver” have been set off by commas because they are nonessential to the sentences — Carla has only one niece and one nephew, therefore there is no confusion regarding which niece and which nephew the sentence is referring to. Carla has more than one brother, which is why “Randy” and “Jackson” are not set off by commas.

An essential phrase is not set off from the rest of a sentence by commas.

- Example: Jeff released his book *Twilight at UCLA* to rave reviews.

The book title is essential to this sentence because Jeff has written more than one book, so the title isn’t set off by commas.

- Example: Larry and his wife, Lorna, went to the theater.

Larry has only one wife, and therefore the name “Lorna” is nonessential in this sentence. If Larry had more than one wife, “Lorna” would become essential and would not be set off by commas.

## Contractions

Contractions are encouraged in web copy. For specific questions about contractions to avoid, consult AP Style.

## Dashes

Use em dashes rather than en dashes to set off phrases and indicate pauses. Always use a space on either side of an em dash.

1. Example: He went to Westfield Mall — a mall in the middle of the city — to buy a phone.

For ranges, use either en dashes or hyphens.

Example: The festival will be held April 12–24. The festival will be held April 12-24.

### **Ellipses**

Use an ellipsis to indicate the deletion of one or more words in quotes, texts and documents.

In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces. Leave one regular space on both sides of an ellipsis.

- Example: I ... tried to do what was best.

When using an ellipsis at the beginning or end of a sentence, add one more period.

- Example: She said, “This is a brand new day for the company ... .”

When a complete sentence precedes an ellipsis, place a period at the end of the sentence, followed by a regular space and an ellipsis.

- Example: “I no longer have a strong enough political base. ... ”

### **Ellison Institute for Transformative Medicine of USC**

“Ellison Institute” on second reference. Separate from the Keck entities. Formally the “Lawrence J. Ellison Institute for Transformative Medicine of USC.”

### **Entitled vs. titled**

Do not use “entitled” to mean “titled.” Entitled means “a right to do or have something.”

### **Graduation dates**

When writing someone’s graduation year, make sure to use the proper backward-curling apostrophe (apostrophe and then hit the space bar) before the year.

Example: Caroline Smith EdD ’60 launched an educational program targeting at-risk youths.

### **Health care vs. healthcare**

Health care, not Healthcare. When using as an adjective, do not use a dash. Example: Health care plan

### **Hyphens**

Use hyphens in compound constructions when necessary to prevent confusion but not when the meaning is clear.

- Examples: stem cell research, smart-car charger, health care center, small-businessmen’s conference

Use a hyphen whenever ambiguity would result if it were omitted.

- Examples: He recovered his health. He re-covered the leaky roof.

Always use hyphens for African-American, Asian-American, etc.

- Examples: She taught African-American studies. Irish-Americans voted in large numbers. Exception per AP style: French Canadian

Use hyphens or en dashes for ranges.

- Example: 32-35 inches tall. 32–35 inches tall. (No space between the numbers and the hyphen)

For words that start with “co,” retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status.

- Examples: co-author, co-founder, co-signer

Do not use hyphens in other combinations.

- Examples: coed, coexist, coequal (See the AP style guide for more)

When a modifier that would be hyphenated before a noun occurs instead after a form of the verb “to be,” the hyphen usually must be retained to avoid confusion.

- Examples: The man is well-known. The woman is quick-witted. The children are soft-spoken. The play is second-rate.

Email is written with no hyphen, but all other e- constructions take a hyphen.

- Examples: e-book, e-commerce

### **Illegal immigration**

Entering or residing in a country in violation of civil or criminal law

Except in direct quotes essential to the story, use “illegal” only to refer to an action, not a person.

- Example: illegal immigration, but not illegal immigrant

See “Undocumented immigrant” entry

### **internet**

Lowercase in keeping with AP style change of June 1, 2016.

### **Italics**

Italicize stand-alone works such as book titles, movie titles, academic journal titles, play titles, radio and television show titles (when referring to the series itself and not an individual episode), names of exhibitions, names of video games, album titles.

(For other works, see “Quotation Marks” entry.)

Italicize foreign words and include the English translations in parentheses.

- Example: *l’Ordre national du Mérite* (National Order of Merit)

Do not italicize commonly used foreign words that have been adopted into the English language.

- Examples: summa cum laude, sushi, pro bono, alma mater, déjà vu, faux pas

Set conference names and festival names in plain text with no italics. Set newspaper, magazine, journal and website names in roman (plain) text with no quotation marks.

Generic musical forms such as titles are not italicized.

- Example: Mozart Symphony No. 32 in G major

If the title appears in a block of copy that’s already italicized (for example, in a listing giving directions to a venue), then the title is run in plain (roman) type to set it off.

### **Kathleen Leavey McCarthy ’57**

The USC Trustee is married to Frank Kostlan '56, MBA '62, but at USC we don't refer to her with his last name. See also [USC Village](#).

### **Keck entities**

In all uses of Keck related to the medical enterprise, "USC" never precedes the "Keck" name. "USC" is always referenced at the end of a name that includes "Keck." The preposition before USC is always "of" never "at."

- Example: Welcome to the Keck School of Medicine of USC.

On first reference, the complete name of the entity must be spelled out. The phrase "of USC" may be deleted on second reference. As an option, later references may use generic phrases as long as the reference is clear in the context.

The primary brand for use in clinical marketing is Keck Medicine of USC. Any reference to a service, an event or a physician in promotional materials/communications for patients and referring physicians should use Keck Medicine of USC.

### **Keck School of Medicine**

First reference: Keck School of Medicine of USC

Second and later references, externally: Keck School of Medicine

Second and later references, internally: Keck School

Later reference option: the medical school

Do not use the one-word name "Keck" to refer to the medical school.

You may use "the" in front of the name of the school.

Examples: Welcome to the Keck School of Medicine of USC. Keck School of Medicine was established in 1885. The medical school's total enrollment includes 701 medical students, 285 PhD students and 581 master's students.

### **USC Norris Comprehensive Cancer Center**

First reference: USC Norris Comprehensive Cancer Center

Second and later references: USC Norris cancer center

Later reference option: the cancer center

The USC Norris Comprehensive Cancer Center is a part of the Keck School of Medicine of USC.

Do not refer to "USC Norris" or simply "Norris" in writing as this may create confusion between the hospital and the cancer center.

Examples: The USC Norris Comprehensive Cancer Center is one of the country's original eight comprehensive cancer centers. The Norris cancer center is part of the Keck School of Medicine of USC, and it is affiliated with USC Norris Cancer Hospital.

### **Keck Medical Center of USC**

First reference: Keck Medical Center of USC

Second and later references: Keck Medical Center

Later reference option: the medical center

Do not use the one-word name "Keck" to refer to the medical center.

Do use the article "the" in front of the medical center name in a sentence.

Examples: The Keck Medical Center of USC is located on the university's Health Sciences Campus, just east of downtown Los Angeles. The Keck Medical Center is home to two university-owned hospitals and more than 500 physicians.

### **Keck Hospital of USC**

First reference: Keck Hospital of USC

Second and later references: Keck Hospital

Later reference option: the hospital (as long as the document concerns only Keck Hospital of USC, and there is no chance of confusion with USC Norris Cancer Hospital)

Do not use the article "the" before the name of the hospital.

Examples: Keck Hospital of USC, formerly known as USC University Hospital, is part of the Keck Medical Center of USC. Keck Hospital is located on the university's Health Sciences Campus.

Note: Any correspondence or communication related to each hospital's license or regulatory issues should refer to the specific hospital of concern.

### **USC Norris Cancer Hospital**

First reference: USC Norris Cancer Hospital

Second and later references: USC Norris Cancer Hospital.

Later reference option: the cancer hospital

Do reference that the USC Norris Cancer Hospital is a part of the Keck Medical Center of USC.

Do not refer to "USC Norris" or "Norris" in writing as this may create confusion between the hospital and the cancer center.

Examples: USC Norris Cancer Hospital, a part of the Keck Medical Center of USC, is affiliated with the USC Norris Comprehensive Cancer Center.

Note: Any correspondence or communication related to each hospital's license or regulatory issues should refer to the specific hospital of concern.

### **Keck Medicine of USC**

First reference: Keck Medicine of USC

Second and later references: Keck Medicine

Do not use the article "the" before the name "Keck Medicine of USC."

Examples: Keck Medicine of USC is the new name for the academic medical enterprise made up of the Keck School of Medicine of USC and the newly named Keck Medical Center of USC.

Note: Keck Medicine of USC is an organizational concept, not a physical place.

Examples: Patients are treated at the Keck Medical Center of USC, not at Keck Medicine of USC. Students enroll in the Keck School of Medicine of USC, not in Keck Medicine of USC.

### **Physicians practice group**

The private practice group of faculty physicians should be referred to as: "faculty physicians of the Keck School of Medicine of USC."

While the brand name "The Doctors of USC" will be visible in some applications, it will be retired in marketing activities

in order to focus on the primary “Keck Medical Center of USC” brand, which includes the physician practices as well as the two university-owned hospitals.

## **Los Angeles**

Abbreviation of Los Angeles as L.A. upon second reference or in headlines is acceptable.

## **Los Angeles County + USC Medical Center**

Spelled out (with spaces around the +) on first reference; LAC+USC (without spaces) on subsequent references.

## **Los Angeles Trade-Technical College**

L.A. Trade-Tech or LATTC on second reference. The community college down the road is part of the Los Angeles Community College District.

## **Mascot**

[Traveler](#), the (live) noble white horse, is the official USC mascot.

Tommy and Traveler, the costumed characters, are “mascots” but not the official USC mascot.

Tommy and Traveler, the costumed characters, are “mascots” that appear primarily at basketball games but also selected other USC athletic events and other events outside of football. They are also used in certain sports media campaigns that these characters will appear in, i.e. ESPN Gameday commercials or the Capital One Mascot Challenge.

Tommy Trojan (officially The Trojan Shrine) is a statue next to Bovard and is not the USC mascot.

The person who rides Traveler at football games is a regal Trojan warrior. He is not Tommy Trojan.

The USC Trojan Marching Band drum major, also dressed as a Trojan warrior, is also not Tommy Trojan.

## **Ministers and priests**

In keeping with AP style, use *the Rev.* before a name on first reference; when referring to a Catholic priest, be sure the context makes it clear he is a Catholic priest.

## **Names**

### **Building names**

For residential colleges, use full name on first reference and shortened name on second reference.

Ray Irani Residential College (first reference)

Irani College (second reference)

### **Center and institute names**

Refer to the center’s web page for preferred wording. If USC is not part of the center’s preferred name, use the possessive.

- Examples: USC Lusk Center for Real Estate, USC’s LGBT Student Resource Center, USC Institute for Creative Technologies, USC’s Population Dynamics Research Group

Center/institute names that are often used incorrectly:

- Davidson Continuing Education Center, not Davidson Conference Center

- USC Jimmy Iovine and Andre Young Academy (first reference)  
USC Iovine and Young Academy (subsequent references)
- USC Mary and Mark Stevens Neuroimaging and Informatics Institute (first reference)  
USC Stevens Neuroimaging and Informatics Institute (second reference)
- USC Shoah Foundation — The Institute for Visual History and Education (first reference)  
USC Shoah Foundation (second reference)  
Note that “USC Shoah Foundation” is never preceded by “the”

Again, if in doubt, refer to the institute or center’s web page.

For names of schools and divisions, look in the **Schools and Divisions** section.

### **Company or group names**

In some cases, it’s uncertain if the company/group wants “the” capped in their name. Lowercase unless it is part of the company’s formal name. Refer to the company or group’s website for preferred wording.

- Examples: The Grammy Museum, Whitney Museum of American Art, AARP, The Beatles, Nine Inch Nails, The Wall Street Journal, Los Angeles Times

Do not use all caps in a name unless it’s an acronym.

- Example: RATT is the name of a band. AP stories spell it “Ratt.”

Do not use TM or R symbols in a company name.

### **People’s names**

For faculty and staff names, check how the name is written on the individual’s school profile page. If a profile page isn’t available, check how the name is listed in the USC directory.

There are exceptions, such as “Albert Checcio” who prefers to be referred to as “Al Checcio.”

Avoid using middle initials. Exceptions include senior administrators and trustees who prefer to use a middle initial; other individuals who express a strong preference for use of a middle initial; and cases in which omitting the initial would cause confusion.

Always include the full names of board members, senior administrators and deans.

Examples: USC President Emeritus Steven B. Sample; USC Senior Vice President for University Relations Thomas S. Sayles

Always include Nikias’ full name on first reference — C. L. Max Nikias. Do not break “C.” and “L.” on two lines.

Always include Niki C. Nikias’ middle initial on first reference. (Avoid referring to her as the “first lady.”)

When people have initials in their names, use periods with no spaces between the initials.

- Examples: E.F. Hutton, M.G. Lord

The sole exception is USC President C. L. Max Nikias. Use a space between his initials.

Do not use commas to set off Jr., Sr., etc.

- Example: Martin Luther King Jr.

USC Pacific Asia Museum Director Christina Yu Yu goes by the last name Yu on second reference.

## Schools and divisions

USC school names — On first reference, write out the school's full name.

- Example: USC Dornsife College of Letters, Arts and Sciences  
On second reference, use either USC Dornsife or USC Dornsife College.

Keck School of Medicine of USC  
Keck School

Herman Ostrow School of Dentistry of USC  
Ostrow School (Note: USC Division of Occupational Science and Occupational Therapy and USC Division of Biokinesiology and Physical Therapy are entities within the Herman Ostrow School of Dentistry of USC)

USC Annenberg School for Communication and Journalism  
USC Annenberg or USC Annenberg School

USC Mrs. T.H. Chan Division of Occupational Science and Occupational Therapy  
USC Chan or USC Chan Division

USC Leonard Davis School of Gerontology  
USC Leonard Davis or USC Leonard Davis School

USC Dornsife College of Letters, Arts and Sciences  
USC Dornsife or USC Dornsife College

USC Gould School of Law  
USC Gould or USC Gould School

USC Kaufman School of Dance  
USC Kaufman or USC Kaufman School

USC Leventhal School of Accounting  
USC Leventhal or USC Leventhal School

USC Libraries  
USC Libraries

USC Marshall School of Business  
USC Marshall or USC Marshall School

USC Price School of Public Policy  
USC Price or USC Price School

USC Roski School of Art and Design  
USC Roski or USC Roski School

USC Rossier School of Education  
USC Rossier or USC Rossier School

USC School of Architecture  
School of Architecture

USC School of Cinematic Arts  
School of Cinematic Arts

USC School of Pharmacy  
School of Pharmacy

USC School of Social Work  
School of Social Work

USC School of Dramatic Arts  
School of Dramatic Arts

USC Thornton School of Music  
USC Thornton or USC Thornton School

USC Viterbi School of Engineering  
USC Viterbi or USC Viterbi School

\*Keck entities have their own style. See “Keck Entities” entry

\*Short versions of school names are used in USC in the News, the email blast on external media hits sent out by the media relations team in USC University Communications. See “USC in the News” entry

Other school names — Make sure to use the full name on first reference.

- Examples: Harvard University; University of North Carolina at Chapel Hill; California Institute of Technology; University of California, Berkeley.

Exceptions:

- **Cal Poly Pomona** is acceptable on all references to California State Polytechnic University, Pomona.
- **Caltech** is acceptable on all references to California Institute of Technology.
- **UCLA** is acceptable on all references to the University of California, Los Angeles.

If in doubt, refer to the school’s website for preferred wording.

### **TV station and radio station names**

- Examples: NBC News Los Angeles affiliate KNBC-TV; CW Utica, N.Y., affiliate WBU-TV; NPR San Diego affiliate KPBS-FM
- Example of TV stations with no network affiliation: CLTV-TV

### **State names**

We follow the AP’s previous style of abbreviating most state names in text (as opposed to the AP’s current style of spelling them out):

- Examples: He was traveling from Nashville, Tenn., to Austin, Texas, en route to his home in Albuquerque, N.M. She said Cook County, Ill., was Mayor Daley’s stronghold.

The names of eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

### **Numbers**

Follow AP style, which is to write out the numbers one to nine and use figures for 10 and up.

Use figures when referring to age.

- Example: At age 5, she learned to read.

Use figures for percent and percentages.

- Examples: Nicole made 5 percent less than last year's total.  
The stock fell 15 percentage points over the course of three months.

Use figures for dollar amounts and measurements.

- Examples: \$3 million grant, 3-inch plywood

It's not "4 to 6 billion" but "4 billion to 6 billion."

### **Quotation marks**

Put quotation marks around smaller components within stand-alone works, such as book chapters, titles of articles in academic journals or magazines, individual television show/series episodes, song titles, classes, fairy tales, names of seminars, titles of works of art, poem titles, lecture and speech titles.

(For other works, see "Italics" entry.)

Set conference names and festival names in roman (plain) text with no quotation marks.

Set newspaper, magazine, journal and website names in roman (plain) text with no quotation marks.

Quotation marks go inside colons and semicolons. Quotation marks go outside commas, periods and exclamation marks.

For USC News stories, use single quotation marks in headlines and <h3> subheads; use double quotation marks in decks (excerpts).

### **Race and ethnicity**

African-American, black, white, Latino and Hispanic are all acceptable. Respect an individual's preferred term if a preference is expressed.

Always use hyphens for African-American, Asian-American, etc.

- Examples: She taught African-American studies. Irish-Americans voted in large numbers.

Exception per AP style: French Canadian

### **Special characters**

Use smart (curly) quotation marks and smart (curly) apostrophes.

### **Subheds**

For USC News, USC Trojan Family Magazine and press releases, lowercase subheds.

- Examples: Health insurance or earthquake insurance, not Health Insurance or Earthquake Insurance

### **Tense**

For USC News, use present tense for heds and decks. Use past tense for text.

For the USC Trojan Family Magazine, use present tense throughout.

### **Theater vs. theatre**

Theater, not theatre. However, the formal names of all on-campus theater buildings are spelled *-tre* (Bing Theatre, Norris Cinema Theatre, etc.).

## **Titles**

Per AP style, titles are capitalized when they precede the name but not when they follow the name.

- Examples: USC Provost Michael Quick, but Michael Quick, USC provost; USC Trustee Jane Doe, but Jane Doe, USC trustee

When titles are long, avoid overcapitalization by placing the title after the name.

- Examples: Jack H. Knott, dean of the USC Price School of Public Policy; Michael Quick, provost and senior vice president for academic affairs

President Emeritus, University Professor, University Archivist, Distinguished Professor, Provost Professor, Presidential Professor and named-chair titles are always capped — before and after a name.

- Examples: USC President Emeritus Steven B. Sample; Steven B. Sample, President Emeritus of USC; Chester A. Newland, the Duggan Distinguished Professor of Public Administration

## **UCLA**

Acceptable on all references to the University of California, Los Angeles

## **Undocumented immigrant**

Undocumented immigrant, not illegal immigrant

## **USC**

Acceptable on all references to the university. Spell out “University of Southern California” only in the rarest, formal instances or when used in a direct quote.

## **USC Michelson Center for Convergent Bioscience**

The name of the overall effort; USC Michelson Center on second reference. It will be housed in the Michelson Hall for Convergent Bioscience (commonly called **Michelson Hall**); be sure to use the artist rendering that says just “Michelson Hall.”

See also [Bridge Institute](#).

## **USC Suzanne Dworak-Peck School of Social Work**

Either use the entire, full name, or call it “the school.” Never abbreviate it.

## **USC Tower at South Park Center**

The formal name of the 32-story building at 1150 S. Olive St. (briefly known as USC Center). Designed by noted architect [William Pereira](#) and completed in 1965, it was formerly known as the AT&T Center (and the Transamerica Building before that). It houses a variety of USC offices, along with other tenants.

## **USC usage**

The Seeley G. Mudd Estate is now referred to as the USC president’s home.

For faculty awards, go to Faculty Distinctions

Town and Gown refers to the building; Town & Gown refers to the organization

USC Government and Civic Engagement, not the USC Office of Government and Civic Engagement. When referring to the offices, it is “USC Civic Engagement” and “USC Government Relations.”

### **USC Village**

Never “the USC Village.” The \$700 million retail-residential complex is set to open in Fall 2017.

- The building with the spire on it is **Leavey Honors Hall** (formally the Thomas and Dorothy Leavey Foundation Honors Hall), which will contain the **McCarthy Honors College** (formally the Kathleen L. McCarthy Honors College) and the **Honors Residence Hall**. The Leavey and McCarthy names are thanks to a gift from the Thomas and Dorothy Leavey Foundation, chaired by USC Trustee Kathleen Leavey McCarthy (daughter of Thomas and Dorothy Leavey).
- Another building (name to come) at USC Village will contain the **Irani Residential College** (formally the Ray Irani Residential College).

### **web**

Lowercase in keeping with AP style change of June 1, 2016. The word **website** is written as one word with a lowercase w.

In most cases, do not include “https://” or “www.” However, there are some cases in which these are necessary, so it’s best to double-check the website addresses.

The last forward slash is not needed in web addresses.