

## 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 the 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.

## Academic Degrees

Academic degrees should be written without periods: BA, MA, MSW, PhD, EdD, PharmD

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.

BA	Bachelor of Arts
BFA	Bachelor of Fine Arts
BM	Bachelor of Music
BS	Bachelor of Science

MA	Master of Arts
MS	Master of Science
MAcc	Master of Accounting
MBA	Master of Business Administration ( <i>always abbreviated</i> )
MBT	Master of Business Taxation
ME	Master of Education
MFA	Master of Fine Arts ( <i>always abbreviated</i> )
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 ( <i>nearly always abbreviated</i> )
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

\* Typically, it is OK to substitute “master’s” for “master’s degree.” But when referring to the MAT@USC program, write it out: Master of Arts in Teaching.

## Advisers vs. Advisors

Advisers, not Advisors

## Board of Trustees

Capitalize “Board of Trustees” as well as other USC-affiliated boards

For official names of USC trustees, go to [about.usc.edu/administration/board-of-trustees/](http://about.usc.edu/administration/board-of-trustees/).

## 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.

## 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. See “Titles” entry.

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

USC capitalization rules:

- Health Sciences Campus (HSC) and University Park Campus (UPC)
- Trojan Family: T and F are always capitalized
- Commencement always has a lowercase c
- Capitalize prepositions that have four or more letters for headlines for the *USC Chronicle* and the *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)

## 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.

## 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.

## 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.

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. ... ”

## End Bugs

End bugs should appear at the end of every story and column in the *USC Trojan Family Magazine* except when there is a byline listed at the end.

## 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

## 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

## 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 newspapers, names of magazines, 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.

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.

## Keck Entities

“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.

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.

Do use the article “the” in front of the school name in a sentence.

Examples: Welcome to the Keck School of Medicine of USC. The 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.

First reference: **USC Norris Comprehensive Cancer Center**

Second and later references: Norris cancer center

Later reference option: the cancer center

Do use the article “the” in front of the cancer center name in a sentence.

Do reference that the USC Norris Comprehensive Cancer Center is a part of the Keck School of Medicine 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: 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.

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.

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.

First reference: **USC Norris Cancer Hospital**

Second and later references: 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.

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.

### **Marketing**

The primary brand for use in clinical marketing is the **Keck Medical Center of USC**. Any reference to either or both of the USC-owned hospitals — a service, an event or a physician — in promotional materials/communications for patients and referring physicians should use the Keck Medical Center of USC name instead of referencing one or both hospitals.

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

## **Names**

### **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, of course, such as "Albert Checcio" who likes 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.

Example: Michael L. Jackson

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, who prefers a space between his initials.

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

Example: Martin Luther King Jr.

### **USC 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

### **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.

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

Examples: NBC News Los Angeles affiliate KNBC-TV; CW News Utica, N.Y., affiliate WBU-TV; NPR San Diego affiliate KPBS-FM

Example of TV stations with no network affiliation: CLTV-TV

## 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 plain text with no quotation marks.

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

## 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

## Schools

*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
Ostrow School of Dentistry of USC	Ostrow School

USC Annenberg School for Communication and Journalism	USC Annenberg or USC Annenberg School
USC Davis School of Gerontology	USC Davis or USC 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 Fine Arts	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. 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; University of California, Los Angeles

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

## Special Characters

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

## Subheds

For the *USC Chronicle*, *USC Trojan Family Magazine* and press releases, lowercase subheds.

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

## Tense

For the *USC Chronicle*, 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

## Titles

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

Examples: USC Provost Elizabeth Garrett, but Elizabeth Garrett, 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; Elizabeth Garrett, 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

## Undocumented Immigrant

Undocumented immigrant, not illegal immigrant

## USC in the News

### USC short school names

These shortened names are used in ITN for brevity.

Keck School of USC  
Ostrow School of USC (formerly USC School of Dentistry)  
USC Annenberg School  
USC Davis School  
USC Dornsife College (formerly USC College)  
USC Gould School (not USC Law School)  
USC Kaufman School  
USC Leventhal School (is within USC Marshall School, so generally cite the latter)  
USC Marshall School  
USC Price School (formerly USC School of Policy, Planning, and Development)  
USC Roski School  
USC Rossier School  
USC School of Architecture  
USC School of Cinematic Arts (formerly USC School of Cinema-Television)  
USC School of Dramatic Arts (formerly USC School of Theatre)  
USC School of Pharmacy  
USC School of Social Work  
USC Thornton School

USC Viterbi School

### **Tricky institute or center names**

Examples: USC Division of Occupational Science and Occupational Therapy, USC Division of Biokinesiology and Physical Therapy

If in doubt, refer to the institute or center's Web page.

### **Expert affiliations, titles and names**

In most cases, the expert should be identified according to the school he or she is with, not by the institute.

Exceptions include experts employed only by an institute or center, or by institutes that are joint projects evenly divided between two schools (e.g., the USC Lusk Center for Real Estate). If in doubt, check USC in the News online to see how we have identified that expert in the past.

When someone from USC public relations (either within our office or in an individual school's public relations office) is quoted in a story by name, attribute the quote only to "a USC spokesperson."

## **USC Usage**

*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 Fine Arts.

*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.

The name of USC's alumni magazine is *USC Trojan Family Magazine*, not *Trojan Family Magazine*.

When referring to *USC Trojan Family Magazine* issues, write Spring 2012 or Autumn 2012 (capitalize with no comma before the year).

Davidson Continuing Education Center, not Davidson Conference Center

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

For faculty awards, go to [Faculty Distinctions](#)

Town & Gown refers to the building; Town and 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."

## **Web Protocol**

Website is written as one word with a lowercase w.

Web is written with a capital W.

You do not always need to include “http://” 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 most Web addresses.

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For all questions not addressed here, refer to the AP style guide.

If the AP style guide doesn’t help, refer to the Oxford American Dictionaries — the main dictionary on Mac computers — or [Merriam-Webster](#).

\*\* The best way to learn how to write the Class Notes section is to study previous issues of the magazine and model everything off them. \*\*

The most important thing is consistency within the issue. Refer to the AP Stylebook for all style issues – punctuation, abbreviations (especially treatment of states' abbreviations), titles etc.

## Academic Degrees

Academic degrees should be written without periods: BA, MA, MSW, PhD, EdD, PharmD

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.

BA	Bachelor of Arts
BFA	Bachelor of Fine Arts
BM	Bachelor of Music
BS	Bachelor of Science

MA	Master of Arts
MS	Master of Science
MAcc	Master of Accounting
MBA	Master of Business Administration ( <i>always abbreviated</i> )
MBT	Master of Business Taxation
ME	Master of Education
MFA	Master of Fine Arts ( <i>always abbreviated</i> )
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 ( <i>nearly always abbreviated</i> )
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

\* Typically, it is OK to substitute “master’s” for “master’s degree.” But when referring to the MAT@USC program, write it out: Master of Arts in Teaching.

### School Abbreviations

The school should be written without periods: LAS, ARC, SCA, DEN, ENG, SFA and follows the appropriate graduation year and is contained in parenthesis. If the person received multiple degrees from the same school, then the school abbreviation follows the last degree and graduation year listed.

Examples:

**Marguerite Sadler** ’83 (LAS), JD ’86 (LAW) was recently promoted to senior vice president and corporate counsel at Club Holdings LLC.

Jane Doe MA ’12, PhD ’12 (LAS) is currently serving as executive director of Alpha Academy.

LAS	USC Dornsife College of Letters, Arts and Sciences
ACC	USC Leventhal School of Accounting
ARC	USC School of Architecture
BUS	USC Marshall School of Business
SCA	USC School of Cinematic Arts
SCJ	USC Annenberg School for Communication and Journalism
DNC	USC Kaufman School of Dance
DEN	Ostrow School of Dentistry of USC
DRA	USC School of Dramatic Arts
EDU	USC Rossier School of Education
ENG	USC Viterbi School of Engineering
ART	USC Roski School of Fine Arts
GRN	USC Davis School of Gerontology



LAW	USC Gould School of Law
LIB	USC Libraries
MED	Keck School of Medicine of USC
MUS	USC Thornton School of Music
OST	Division of Occupational Science and Occupational Therapy
PHM	USC School of Pharmacy
BPT	Division of Biokinesiology and Physical Therapy
SPP	USC Price School of Public Policy
SSW	USC School of Social Work

### Class Notes

Under the appropriate graduation decade, enter the person's name in bold, type of degree(s) only if it's anything other than a bachelor's, degree year(s), school affiliation in parenthesis, followed by the announcement.

- NEVER put periods in between the letters if the degree comes directly after a person's name. For ex. "**Doris Smith** MA, Phd '05 (LAS) was promoted to president of XYZ Company."
- NEVER put periods in between the letters if the degree is listed alone, not next to a name (*see Academic Degrees*). For ex. "**Doris Smith** graduated with her MA in 2000 then decided to pursue a DDS.
- If a person has multiple degrees, separate by commas and type the degree followed by the year.

Examples:

1950s

**Mark Brauer** '50 (BUS), MA '53 (LAS) was elected president of Ackmecie Consultants, a business-consulting firm based in Corpus Christie, Texas.  
(This indicates he received his bachelor's in 1950 and master's in 1953.)

1970s

**Clyde Cronkhite** MPA '73, DPA '91 (SPP) published the book *Criminal Justice Administration: Strategies for the 21st Century*.  
(This indicates he received his MPA in 1973 and his DPA in 1991.)

- Include the school the person graduated from in parenthesis after the appropriate graduation year listed (*see School Abbreviation*).
- If a woman gives her maiden name, put it in parentheses between the first and last name, or middle initial/name (if provided) and last name.

Example:

Jennifer Ann (Smith) Brown

(Her maiden name is Smith, but now she goes by Jennifer Brown.)

- Nicknames (if given) go in quotes between the first and last name, or first name and middle initial/name (if provided).  
Examples: William “Skip” Johnson, Josephine M. “Jo” McGee
- Try to make each entry as concise but descriptive as possible. Give a brief description of the company/business the person works for if it’s not very well known. If a person is given an award, mention the organization that gave the award. Provide brief descriptions (genre, five-word summary, etc.) of any books people write.
- Whenever possible, include some kind of reference to where the person lives.  
Examples:
  - **Norman C. Bitter** DDS of Fresno, Calif., published ....
  - **Joseph Rivera** EdD was re-elected as a governing board member of the El Rancho Unified School District in Pico Rivera, Calif.
  - **Jeff Lenning** had an article on application servers published by the Journal of Accountancy. He lives in Irvine, Calif.
- Bold the name of all alumni that are mentioned in each class note and include their class year.

### Marriages

- Same format/method for listing names and degrees as Class Notes. Only put alumni names in bold; if their spouses did not go to USC, do not bold their names.
- General format:
  - Alumni Name [year/degree] [(school)] and Alumni Name [year/degree] [(school)] (This is if both people in the announcement are alumni)
  - Include the school the person graduated from in parenthesis after the appropriate graduation year listed (*see School Abbreviation*).
  - List chronologically – Whoever graduated first gets listed first. If both people in the announcement graduated in the same year, arrange their names alphabetically
- Alumni Name [year/degree] [(school)] and Spouse Name (This is if only one person is an alum)
  - Always list the alum’s name first
- Only put a period at the very end of the marriage announcement section—not after each individual announcement.

## Births and Adoptions

- Same format/method for listing names and degrees as Class Notes. Only put alumni names in bold; if their spouses did not go to USC, do not bold their names.

- General format:

- Arrange all birth announcements chronologically by graduation year. If both people in the announcement graduated in the same year, put the woman's name first. Include the school the person graduated from in parenthesis after the appropriate graduation year listed (*see School Abbreviation*).
- If the baby joins siblings, say:  
    "[He/She] joins [brother(s)/sister(s)/siblings (if the baby joins a mix of brothers and sisters)] [name of sibling], [age, if provided]"

Examples:

- **Cristin Powitzky Murphy** '94 (ENG) and Derek Murphy, a daughter, Tessa Grace. She joins brothers Ryan, 5, and Troy, 2

- **Alli (Tapio) Gardea** '85 (LAS), MBA '87 (BUS) and **Rene Gardea** '90 (SFA), a son, Benjamin Jude. He joins sister, Anita, and brothers Emilio, Matthew and Tadeo

- Sometimes birth announcement submissions include names of family members who also graduated from USC. Put alumni names in bold and do the same format for listing their degrees as you do for Class Notes. Arrange in order according to generational status: great-grandparents, great-aunts/uncles, grandparents, aunts/uncles, nieces/nephews, cousins

    "[He/She] is the [relation] of [Alumni Name] [year/degree]"

Example:

**Matthew Tonkovich** '92 (SSW) and **Babe (Foster) Tonkovich** '04 (LAS), a daughter, Petra Jeanette. She joins brothers Ryder Dean and August James. She is the great-great-granddaughter of **Ruth (Dallman) Launer** '16 (LAS), the great-granddaughter of **Earl Harris** '39 (LAS) and **Eunice (Launer) Harris** '39 (LAS), the great-grandniece of **Ruthmarie (Launer) Gruber** '41 (MUS), the granddaughter of **Janet (Harris) Tonkovich** '65 (SED), the grandniece of **Kathleen (Harris) Windsor** '66 (SED), the niece of **Diane (Tonkovich) Miller** '92 (MUS), **Gregory Tonkovich** '94, MS '01 (LAS) and **Jaclyn (Talarico) Tonkovich** MA '01 (LAS), and the cousin of **Divita Elliott** '93 (SCJ)

- Only put a period at the very end of the birth announcement section—not after each individual announcement. Do, however, put a period at the end of each sentence within the

individual announcement; but don't put a period at the end of the last sentence in the individual announcement.

- Treat adoptions in the same way as you treat births. Don't specify anywhere in the announcement that it's an adoption.

### In Memoriam

- Same format/method for listing names and degrees as Class Notes

- Include the school the person graduated from in parenthesis after the appropriate graduation year listed (*see School Abbreviation*).

- Arrange chronologically by graduation year. If two people graduated in the same year, arrange alphabetically

- Non-alumni go at the end of the obit section under subhead "Faculty, Staff & Friends," and are listed in alphabetical order. Non-alumni are classified into three groups: those who attended USC, but did not graduate nor receive a degree; those who donated a monetary gift to the university; and those who served as a member of the Board of Trustees. Oftentimes, an alum also was a USC faculty/staff/friend. In those cases, place obituary under "Faculty, Staff & Friends" and include the graduation year(s), degree(s) and school affiliation.

(Print Version) Each obit should include:

- Alumni Name  
[year/degree], [City/Town, State]; [date of death]  
at the age of [age]

Examples:

**-Louis A. Hebert**

'35 (LAS), Northbrook, Ill.; July 20  
at the age of 96

**-Robert Pike Whitten**

'35 (ARC), Glendale, Calif.; Nov. 12  
at the age of 98

- Only put a period at the very end of the "In Memoriam" section – not after each individual announcement.

(Web Version) Each obit should include the above – Alumni Name [year/degree], of [City/Town, State]; [date of death], of [cause of death], at the age of [age].

- In the second sentence of the obit (after the first sentence with all the necessary biographical info), establish his/her connection to USC
- Generally, we try to stick to mentioning professional accomplishments, life achievements, professional affiliations and family info. We try to omit things like hobbies and sentimental remarks from family members (“He was a loving father” etc.)
- General Notes: It is extremely important that you type all names exactly as they were given to us – even if it breaks our normal style. This goes for the deceased and all names of the family members. This can be a very touchy subject among the family. Also, check, double-check and triple-check all information you’re including in the obits. It can be extremely upsetting to the family if any piece of information is wrong – especially things like misspellings of family names, omissions of certain relatives etc.

### Boxed Deaths

- We typically run two Boxed Deaths in each issue, but depending on the circumstances, we can run more or less.
- Condense to meet the word count, generally about 225 words. Try to fit in as much information about the person as you can. This often means taking out any quotes given by university officials or cutting back on prose.
- There needs to be an end bug after each boxed death.