

# Pepperdine University Editorial Style Guide

## INTRODUCTION

### Editorial Stance

Pepperdine University has adopted a unified editorial style for both print and digital media, which principally follows the *Chicago Manual of Style* (18<sup>th</sup> edition) with certain exceptions noted in this guide. Pepperdine style is a “down” style, meaning that capitals are to be used sparingly and intentionally. References to the 18<sup>th</sup> edition (when applicable) are provided within entries where Pepperdine and Chicago coincide.

Ideal Pepperdine style is minimalist yet pragmatic, intended to provide clarity, consistent logic, and elegant structure to its communications, using the least amount of punctuation and type to most effectively and quickly deliver an author’s message to the intended audience.

### Editorial/Aesthetic License

Pepperdine style should give writers and designers a broad range of creative freedom in which to work. Deviations from standard practice in University-branded, flagship publications are permitted only by agreement with Integrated Marketing Communications. As a general rule, in all University publications using another company’s word mark and/or logo, we should make sure we have written permission to do so. All factual claims must be verifiable. Grammar and usage must follow standard current practices.

### Standard Reference Books

Consult the 18<sup>th</sup> edition of the *Chicago Manual of Style* for questions of style, punctuation, and grammar not treated in this guide. Consult the 11<sup>th</sup> edition of the *Merriam-Webster Collegiate Dictionary* to check correct and preferred spelling, syllable division, hyphenation, and abbreviated forms. The *American Heritage Dictionary*, any edition, is recommended for reference on how words are popularly understood in the United States.

### Pepperdine-Chicago vs. Associated Press (AP)

With the exception of scholarly writing, most Pepperdine authors and editors who are accustomed to writing in the AP style will need to become accustomed to three major differences:

1. use of the serial comma,
2. the italicization of major works, and
3. less tolerance for abbreviations.

Figures and numerals are treated more or less in the AP style.

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# 1 CAPITALIZATION

## ***Do capitalize:***

### 1.1 Proper nouns

Capitalize proper nouns, months, and days of the week, but not the seasons.

George Pepperdine, Nils Bohr, Angelina Jolie, etc.  
Acme Corporation, Walmart, Microsoft, McMann & Tate, etc.  
Griffith Park, the Getty Museum, Ford Motor Foundation, etc.  
the Hope Diamond, the Emmys, etc.  
the 27<sup>th</sup> Annual Roadkill Bar-B-Q and Souped-Up 4x4 Rally  
January, February, March, etc.  
Monday, Tuesday, Wednesday, etc.  
Jason went to Heidelberg during the fall of 2016.  
Brittany attended the Lyon campus for the fall 2019 semester.

### 1.2 Titles of works

#### **Rules for title capitalization**

Use regular (a.k.a. headline style) capitalization; the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (*if, because, as, that*, etc.) are capitalized. Articles (*a, an, the*), coordinating conjunctions (*and, but, or, for, nor*), and prepositions of fewer than five letters are lowercased unless they are the first or last word of the title or subtitle, or are used adverbially or adjectivally (*Look Up, the On Switch*). The *to* in infinitives is also lowercased.

For compound words in titles, capitalize the first element. Capitalize subsequent elements unless articles, conjunctions, prepositions, or modifiers (such as the word *flat* in a musical key, *E-flat*).

Pepperdine Clinches First-Ever NCAA Basketball Championship

Long titles of works published in earlier centuries may retain the original capitalization, except that any word in full capitals should carry only an initial capital.

When a title for a book or other work uses a capitalization that is different from the Pepperdine style, the preference is to apply Pepperdine style when referencing the title.

No word in a quoted title should ever be set in full capitals, regardless of how it appears on the title page of the book itself, unless it is an acronym, such as WAC, UNICEF, or FORTRAN.

### **Italics versus quotation marks**

Pepperdine style follows Chicago on the indication of works within running text. The general principle is that long or major works are italicized, while shorter or minor works are put in quotes.

### ***Examples:***

#### ***Italicize:***

#### **Print media:**

**Novels:** *The Sound and the Fury, Great Expectations, Lolita*

**Published memoirs/diaries:** *The Diary of Anne Frank*

**Nonfiction books:** *The Careful Writer: A Modern Guide to English Usage*

**Pamphlets, tracts, etc.:** *Have You Heard of the Four Spiritual Laws?, Lifestyles in Retirement*

**Comic books:** *Green Lantern No. 76*

**Book-length poems:** *The Iliad, The Divine Comedy, Nibelungenlied*

**Major speeches:** *Gettysburg Address, Washington's Farewell Address, George Pepperdine's Dedicatory Address*

**Published dissertations and theses:** *Cloning and Characterization of Genes Required for Osmoregulation in the Yeast Saccharomyces cerevisiae* (Note that the second part of a species name is not initial cap, even when the last word in a title.)

**Periodicals, journals, magazines:** *U.S. News & World Report, Harvard Business Review, Hot Rod*

**Newspapers:** *the Chicago Tribune, the Los Angeles Times*

When abbreviating newspaper and journal titles, e.g., *JAMA*, italicize the abbreviated form (Chicago 10.8)

When referring to the names of awards, prizes, buildings, and the like that include a periodical or newspaper title, do not italicize the title.

the Los Angeles Times Festival of Books

Time Person of the Year (Chicago 8.174)

#### ***Electronic media:***

**Web-based magazines and journals:** *the Graziadio Business Review, Salon.com, Slashdot, Forbes.com*

**Blogs (or web logs):** *Graziadio Voice, Golden Governance, TaxProf Blog*

**Video games:** *League of Legends, Journey* (Chicago 8.192)

**Podcasts:** *This American Life, Critics at Large* (Chicago 8.191)

Note: For general websites, do not use italics: Wikipedia, the Internet Movie Database. Do not use italics for urls: pepperdine.edu, Apple.com. (Chicago 8.193)

**Legal matters:**

**Legal cases and judicial decisions:** *Plessy v. Ferguson, Miranda v. Arizona*, the *Miranda* case, *In re Gault*, the *Dred Scott* decision

**Dramatic, broadcast, and musical works:**

**Films:** *Star Wars: Episode III, Revenge of the Sith; The Man Who Came to Dinner; Night and Fog; It's a Wonderful Life; 8½; Rashomon*

**Plays:** *Death of a Salesman, The Oresteia, Hedda Gabler*

**TV and radio series:** *Friends, Frontline, Zoey 101, I Love a Mystery, All Things Considered, Fresh Air*

**Orchestral compositions – lengthy:** *Pictures at an Exhibition, Swan Lake, Haydn's Surprise Symphony, L'Arlesienne Suite No. 2, Die Moldau*

**Operas and oratorios:** *Death of Klinghoffer, La Bohème, Messiah*

**Musical comedies and operettas:** *My Fair Lady, 42<sup>nd</sup> Street, The Fantasticks, The Pirates of Penzance*

**Musical tragedies:** *Evita, West Side Story, Miss Saigon*

**Albums and recordings:** the *White Album, Trumpet Evolution*, Miles Davis' album, *'Round About Midnight*, ... the DVD production, *Into the Woods*, features Bernadette Peters...

*Related to works of art:*

**Paintings, prints, and illustrations:** *Mona Lisa, Death of Marat*, ... *Femme couchee*, a lithograph signed and numbered in pencil by Pablo Picasso ..., *Daybreak* by Maxfield Parrish

**Photographs:** Ansel Adams' *North Dome, William Sherman* by Matthew Brady

**Comic strips:** *Dilbert, Doonesbury, Krazy Kat, Peanuts*

**Sculpture:** Rodin's *The Kiss, David* by Michelangelo  
*but the Venus de Milo, the Elgin Marbles* (see **Ancient Art** below)

**Art performances and installations:** Vito Acconci's *Seedbed, Nerve Bible* by Laurie Anderson, Christo's *Wrapped Reichstad*, Richard Serra's *TWU*

**Art exhibitions and exhibition catalogs:** *Altered Reality: Contemporary Paintings and Digital Images from the Frederick R. Weisman Art Foundation / Andy Warhol: Life &*

*Legends* (note that large-scale exhibitions, such as the Venice Biennale, are capitalized but not italicized.)

***Enclose in quotes:***

**Short or minor literary works:**

**Magazine and journal articles:** “Apple’s Core Problem,” “The Texan and the Belle”

**Unpublished works:** ... in his master’s thesis, “Modal Analysis of the Improvisations of John Coltrane,” ...

**Poems:** “The Village Blacksmith,” “Howl,” “The Waste Land”

*but*

“anybody lived in a pretty how town” (short poem by E. E. Cummings)

**Speeches, lectures, and sermons:** “Sinners in the Hands of an Angry God,”

“Microsoft and the Chicago School of Economics: Is Antitrust Obsolete?” “The I Am and the I Am Not”

**Short stories:** “The Tell-Tale Heart,” “The Gift of the Magi”

**Short and/or minor works of performing or photographic arts:**

**TV screenplays and episodes:** “Death on the Hill,” “The Monsters Are Due on Maple Street”

**Songs:** “O for a Thousand Tongues,” “Unchained Melody,” “Oh What a Beautiful Mornin’”

**Opera arias and choruses:** the “Jewel Song,” “Je dis que rien ne m’épouvante,” “Che gelida manina,” the “Humming Chorus,” “Canta, mendigo errante,” “Kommt ein schlanker Bursch gegangen”

Note: Aria titles in foreign languages are not italicized. French, Italian, and Spanish cap only the initial word (sentence style). German caps all nouns.

***Works Neither Italicized nor in Quotes:***

**Works that seem to need special treatment, but do not:**

**Ancient art:** the Venus de Milo, Winged Victory, Discobolus (Chicago 8.200)

**Generically named instrumental music:** B-flat Nocturne, Piano Sonata no. 2, Mass in B Minor, Symphony no. 6, Fantasy in C Minor, K. 475, Sonata in E-flat, op. 31, no. 3 *but* Beethoven’s *Pastoral* Symphony, the *Resurrection* Symphony by Gustav Mahler

**Software:** Microsoft Word, Lotus 1-2-3, Windows 10, Photoshop, Quark

### 1.3 Personal titles and offices

Capitalize traditional educational, military, and governmental titles when used specifically in front of the name and are thus used *as part of the name*; do not capitalize these titles when used descriptively in running text, when they follow the name, or are used generically. (Chicago 8.209–8.23)

Jim Gash, president of Pepperdine University/  
President Jim Gash

Ronald Reagan, president of the United States/  
President Ronald Reagan

Vernon Wormer, dean of Faber College/  
Dean Vernon Wormer  
The course was taught by Dean Wormer and Professor Kim.

General George Patton/General Patton

Professors Henry Jones, Sr., and Marcus Brody

Executive director Alison Thompkins contributed to the journal.

The therapist Jean Qualls retired in 2005.

The dean of the business school must approve all business research projects.

All exceptions must be cleared with the athletic director.

Contact the dean of students for further information.

Ruth Leavitt, director of micropathology, will speak at the symposium.

Roy Hinkley, Jr., chair of the Life Sciences Department, will present his paper on tropical island ferns in September.

Tim Cook is chief executive officer of Apple while Arthur Levinson serves as chair.

Notes:

The term ***chair*** rather than ***chairman*** is preferred usage within the University. Upon request, the University will defer to the preferred styling of an individual or organization using the chairman title.

Contrast treatment of unofficial or attributive titles in Section [1.22](#). For comprehensive example also see [Appendix 2, Table of Initial and Successive Reference: Pepperdine University Personnel](#).

## 1.4 Forces and troops

Full titles of armies, navies, air forces, fleets, regiments, battalions, companies, corps, and so forth are capitalized. The words *army*, *navy*, and so forth are lowercased when standing alone or used collectively in the plural, or when they are not part of an official title. (Chicago 8.113)

Fifth Army; the Fifth

United States Air Force; the air force

United States Army; the army; the American army; the armed forces

United States Coast Guard; the Coast Guard

United States Marine Corps; the Marine Corps; the US Marines; the marines

United States Navy; the navy

## 1.5 Pepperdine University and its schools (Pepperdine exception)

Capitalize the word *University* whenever referring to Pepperdine University, even though the word Pepperdine may not precede it.

**Note:** The same principle does not apply regarding the word *school* when referring to specific schools.

**Pepperdine University** is located on an oceanside bluff in Malibu. The **University** *[direct second reference]* typically enrolls around 10,000 students total in its five schools. Pepperdine is an independent, private Christian **university** *[direct but generic reference]* affiliated with Churches of Christ.

**Seaver College** is named for Frank Roger Seaver, the spouse of benefactor Blanche E. Seaver. The **college** first opened for classes in 1972.

**The Graduate School of Education and Psychology** consists of two eponymous divisions, Education and Psychology. Doctorates are offered in both divisions of

the **Graduate School** *[approved direct second reference, see [Appendix 1](#)]*. The **school** *[generic second reference]* offers several convenient evening- and weekend-study locations for mid-career adults.

Refer to the Table of Initial and Successive References in [Appendix 1](#) for comprehensive printed treatment of the University and its five schools.

## 1.6 Institutions, commercial and governmental entities, organizations, and the like (and their departments and subdivisions)

Capitalize the words *association, building, center, club, conference, school, department, division, hall, office, street*, etc., when used as part of a title; do not capitalize the words *association, building, school*, etc., when used alone to refer to that specific place or group. Short forms may be capitalized, especially to avoid ambiguity. (Chicago 8.67)

Waves Cafe/the caf  
Malibu Presbyterian Church/church  
the Bradbury Building/building  
Walt Disney Concert Hall/Disney/concert hall, hall  
L.A. and Ventura Counties (or counties—see [Section 1.9](#))/county, counties  
the Bighorn Golf Club/Bighorn/club  
Department of Health/department  
Office of Management and Budget/office  
the Senate Commerce, Science, and Transportation Committee/committee  
Gibson, Dunn & Crutcher/company, firm, etc.  
the (The) Boeing Corporation/Boeing/company, firm, etc.

*Note: Lowercase initial word the: do not treat as part of proper name; hence use lowercase and roman in running text. Refer to [Section 1.24](#).*

### **Departments, divisions, and the like:**

Capitalize specific and/or formal reference to departments and other company subgroups, but lowercase generic reference:

the Human Resources Department/Human Resources/the department  
the Corporate Communications Division/Corporate Communications/the division  
the Collections Unit/Collections/the unit  
the Office of Insurance and Risk/the office  
the Communications Team/the team

**Lowercase “department” and “office”** when preceded by an administrative function that makes generic reference to a presumed subentity within an organization.

The primary goal of the Payroll Office is to strive for completely accurate and timely processing of all payroll activities.

*but*

Al thought he’d give the payroll office a visit after finding a mistake in his withholding.

“So I asked for the complaint department and was told I needed to ‘conference’ with the senior executive director of the Center for Reconciliation and Total Client Satisfaction.”

## 1.7 Names of bodies and entities within Pepperdine University

Treat regularly as indicated in [1.6](#) above.

Board of Regents/the board, the regents  
Pepperdine University Alumni Association/the association  
the Communication Division, the Fine Arts Division/the division  
the Davenport Institute/the institute  
the Center for Sustainability/the center  
the Office of Financial Assistance/the office  
the Department of Public Safety/the department  
the *Graphic*  
the Caruso Family Chair in Constitutional Law  
the Pepperdine Libraries/the libraries

Usage note: In general, do not capitalize "the" when it precedes the name of any entity of Pepperdine University. Rationale: capping “the” causes over-analysis and disruption of flow in reading, and in practice, it is difficult to maintain consistency of styling and uniformity of appearance. Exception: *Aliento, The Center for Latinx Communities* at GSEP

## 1.8 Course names

A specific course or subject should be capitalized. (Chicago 8.87)

HIST 525 – Problems in 20<sup>th</sup>-Century German History  
LAW 1902 – Cross-Cultural Negotiation and Dispute Resolution

However, do *not* capitalize fields of study, curricula, specializations, major areas, or major subjects, except names of languages, unless referring to a specific course. (Chicago 8.86)

He is studying philosophy and English.

Brianna is a junior, majoring in business administration with an emphasis in finance.

Each student must meet core requirements in science and the humanities.

Seaver College offers a curriculum in sports medicine.

Kumar earned the certificate in dispute resolution from the Caruso School of Law.

The Caruso School of Law will offer Constitutional Law in the fall semester.

The Graduate School of Education and Psychology offers doctorates in organizational leadership and clinical psychology.

The Graziadio Business School offers a master of business administration.

## 1.9 Geographic names

Geographic terms commonly accepted as proper names are capitalized. Other descriptive or identifying geographic terms that either are not taken to apply to one geographic entity only or have not become commonly regarded as proper names for these entities are not capitalized. Cultural or climatic terms derived from geographic proper names are generally lowercased. The following examples illustrate these principles and their (not always logical) variations. (Chicago 8.48)

the Swiss Alps; the French Alps; an Alpine village (if in the Alps), *but* alpine pastures in the Rockies;

Antarctica; the Antarctic Circle; the Antarctic Continent;

the Arctic; the Arctic Circle; a mass of Arctic air (*but* lowercased when used metaphorically, as in “We are having arctic weather in Chicago”);

Central America, Central American; central Asia; central Illinois; central France; central Europe (*but* Central Europe when referring to the political division of World War I); Central California (when referring to the San Joaquin Valley area as a cultural entity);

the continental United States; the continent of Europe; the European continent, but on the Continent (meaning in continental Europe as opposed to Great Britain), continental Europe, Continental customs *but* continental breakfast;

the East, eastern, and easterner, the eastern seaboard, East Coast (referring to the eastern United States); the East, the Far East, Eastern (referring to the Orient and Asian culture); the Middle East (*or*, formerly more common, the Near East), Middle Eastern (referring to Iraq, Iran, etc.); the Eastern Hemisphere; eastern Europe (*but* Eastern Europe when referring to the post-World War II division of Europe); eastward, to turn east (direction);

the equator, equatorial climate; equatorial Africa; equatorial current; Equatorial Guinea; meridian, prime meridian; thirty-eighth parallel; international date line;

the Great Plains; the northern plains; the plains (*but* Plains Indians);

the Midwest, Midwestern, a Midwesterner;

the North, northern; Northern, Northerner (in American Civil War context); the Northwest, the Pacific Northwest, the Northwest Passage, northwestern; North Africa, North African countries, in northern Africa; North America, North American, the North American continent; the North Atlantic, a northern Atlantic route; the Northern Hemisphere; Northeast Brazil (a political division); the Far North; Northern California (when referring to the region as a cultural entity);

the poles; the North Pole, North Polar ice cap; the South Pole; polar regions, polar climate;

the South, southern (current reference to the former states of the Confederacy); Southern, a Southerner (in American Civil War contexts); the Deep South; the south of France; the Southeast, the Southwest, southeastern, southwestern (US); Southeast Asia; South Africa, South African (referring to the Republic of South Africa); southern Africa (referring to the southern part of the continent); Southern California (when referring to the region as a cultural entity);

Tropic of Cancer, Tropic of Capricorn; Neotropics, Neotropic(al); the Tropics; tropical, subtropical; the Torrid Zone;

Upper Michigan, the Upper Peninsula, northern Michigan; Upper Egypt; Upper Rhine; the upper reaches of the Thames;

the United States, the US, the States, the “lower 48,” the US mainland (when using US as a noun, try to use United States as a first reference when possible);

the West, Occident, occidental culture, Western world, western Europe (exception—political contexts), westerner; Western Hemisphere; the West, West Coast (of the US), the Northwest, the Pacific Northwest, the Far West, the Middle West, the Midwest (US); west, western, westerner, westward (direction);

**Los Angeles Place Names (some Pepperdine exceptions).** South Central Los Angeles, in South Central, South Los Angeles; West Los Angeles, West L.A., the Westside; East Los Angeles, East L.A. (when referring to these regions as regional and/or cultural entities); Greater Los Angeles, the Greater L.A. Basin; the San Fernando Valley, the Valley; the San Gabriel Valley; the various named districts of the City of Los Angeles (Larchmont, Venice, Hollywood, Mt. Washington, Brentwood, Mar Vista, Boyle Heights, Leimert Park, Thai Town, Reseda, Studio City, Tarzana, Encino, North Hollywood, Panorama City, Angelino Heights, Eagle Rock, the Miracle Mile, Downtown, Little Tokyo, Chinatown, etc.).

Note that L.A. is abbreviated with periods, but US is not.

## 1.10 Names of athletic clubs and teams

Capitalize names of athletic clubs and teams. Do not capitalize initial “the” preceding names.

the Pepperdine Waves, the Waves

the Los Angeles Dodgers, the Dodgers

the Los Angeles Lakers, the Lakers

the Los Angeles Kings, LA Kings (the LA Kings style their name without periods), the Kings

## 1.11 Names of all races, ethnicities, and nationalities

Capitalize names of all races, ethnicities, and nationalities. (Chicago 8.39–40)

Caucasian, Asian, Asian American, African American (for *Black*, see text below), American Indian, Hispanic, Latino, Latina, Latinx, Jew, Jewish, Mexican American, Native American, etc. (Traditional styling of compound nationalities is to not hyphenate. Accordingly, do not hyphenate *American* when it occurs in conjunction with an ethnic or racial term, regardless of whether it appears before or after the term and of whether used as an adjective or as a noun.)

African, Asian, Australian, Brit, British, Canadian, Central American, Croatian, European, Irish, Israeli, Kurd, Mexican, New Zealander, Nigerian, Pole, Scot, Trobriand Islander, Turk.

***Black*** is usually capitalized when referring to racial or ethnic identity (Chicago 8.39). ***African American*** means Americans who are descendants of African slaves in some specific policy contexts—in contrast to Americans who have emigrated from the African continent (and their American descendants).

***White***, as a racial term, should be lowercased.

Employ the same logic for descriptors of imaginary places and other planets and worlds:

Elysian, Atlantean, Stygian, Olympian, Martian, Venusian, Malacandran, Rigelian, Klingon, etc.

## 1.12 Numbered rooms and pages (Pepperdine exception)

Capitalize the word *room* when used to designate a particular room. Capitalize the word *page* when used with a numeral at the top or bottom of a page for page number (but lowercased when used in the body of text).

The committee met in Room 303 of the Thornton Administrative Center.

You will find the quotation on page 50, line 12, of your textbook.

### 1.13 Named, distinguished, and emeritus positions

Capitalize all named positions, such as chairs, professorships and directors, and distinguished professorships regardless of how used. Emeritus titles are capitalized when they precede an individual's name, but the title itself is not capitalized in running text, e.g., "She served as professor emerita until 2023." Note that visiting professorships that are neither named nor distinguished are not capitalized.

#### **Seaver College**

the Fletcher-Jones Chair of Great Books  
the Frank R. Seaver Chair in Social Science  
the Howard A. White Professor Emeritus of History

#### **Caruso School of Law**

the James Wilson Endowed Professor of Law  
the Laure Sudreau Endowed Professor of Law  
the Judge Danny Weinstein Managing Director  
Dean Emeritus Ron F. Phillips

#### **Graziadio Business School**

the Corwin D. Denney Academic Chair  
the Julian Virtue Professorship

#### **Graduate School of Education and Psychology**

the Davidson Endowed Professor  
the M. Norvel and Helen Young Endowed Chair in Family Life

#### **School of Public Policy**

the William E. Simon Distinguished Visiting Professor  
the Braun Family Dean's Chair  
visiting professor of education policy and impact

### 1.14 Fellows

As with other named positions, a named fellowship is capitalized.

Thompson served as a John Lewis Fellow during the academic year.

Roberta Thompson, Radcliffe Institute Fellow, will be teaching a course on the history of women in film. (Chicago 8.32)

However, when used descriptively in running text, it is lowercased.

Ibram X. Kendi, an incoming fellow, will discuss his new picture book about how to start a conversation about racism with children.

### 1.15 Shared components of plural proper nouns

When a generic term is used in the plural either before or after more than one proper name, the term should be capitalized if, in the singular form and in the same position, it would be recognized as a part of each name. See next section for treatment of governmental entities.

The Communication and Business Divisions have hired new instructors.

The divisions have hired new instructors.

### 1.16 Governmental entities

When a place-name references a governmental entity rather than a location, words like *city*, *county*, *state*, etc., are usually capitalized. (Chicago 8.53)

She works for the City of Malibu.

Los Angeles and Ventura Counties have low crime rates.

The Counties of Los Angeles and Ventura have formed a joint task force to deal with high crime rates. (*County of Los Angeles* and *County of Ventura* are proper names of governmental bodies.)

Several counties in Southern California have high crime rates.

## 1.17 Themes, slogans, and special titles for campaigns, conferences, conventions, symposia, and other special events

Capitalize thematic titles of fundraising and other campaigns, conferences, conventions, symposia, galas, panel discussions, and the like. The preference is to put such titles in quotation marks. (see Chicago 8.88) However, such thematic titles *may* be italicized, otherwise visually emphasized as design intentions permit to achieve clarity. Use a consistent treatment throughout the document.

the Campaign for Pepperdine  
the Challenged to Lead campaign  
the Wave of Excellence campaign  
The US Vice Presidency: In History, Practice, and the Future  
Changing the Game  
The Power of Story  
Lifted Up: Great Themes from John 18–21

Note: Treatment of themes/titles with more than one subtitle:  
Such event names frequently have subtitles; treat by setting off with a colon as in the fourth and seventh examples above. Sometimes a second subtitle will be added; in those cases set off the additional subtitle(s) with a semicolon. (following the citation logic of Chicago 13.91–92)

Serendipity 2017!: Celebrating the Now; A Festival of Sharing

## 1.18 Awards, Prizes, and Scholarships

Capitalize the names of awards, prizes, and scholarships.

Pulitzer Prize in National Reporting  
Academy Award for Actress in a Leading Role  
Presidential Medal of Freedom  
Edwin and Joan Biggers Endowed Scholarship  
Theatre Arts Scholarship

## ***Do not capitalize:***

### **1.19 Terms such as *cum laude*, *magna cum laude*, *summa cum laude*, and *baccalaureate***

Lowercase all of the above terms as follows:

She graduated *summa cum laude* from Seaver College.

The *baccalaureate* ceremony will be held in Firestone Fieldhouse.

### **1.20 Organized groups or classes of students in a university or high school. The words first-year (freshman), sophomore, junior, senior, or graduate**

ENGL 101 should be taken as a first-year student.

John Smith is a junior business major.

The senior class will conduct its annual election tomorrow.

Usage note: The term “first-year” is preferred over “freshman” whenever possible.

### **1.21 Academic degrees**

Lowercase academic degrees when referred to in such general terms as *doctorate*, *doctor's*, *bachelor's*, or *master's*, etc..

Notes: The term *doctorate* should not be used in combination with *degree*, since *doctorate* means doctoral degree. The terms *masters' degree* and *bachelors' degree* are never correct. Avoid *doctor's* as an adjective; use *doctoral* instead.

Having completed her bachelor's and master's degrees at Pepperdine, eventually earning her doctorate at Vanderbilt, Edna thought that attaining her master's had been the easiest.

### **1.22 Unofficial or attributive titles preceding a name**

Lowercase unofficial or descriptive titles or personal attributes used as titles.

comedian Steve Martin  
founder George Pepperdine  
Seaver professor David Green

Contrast treatment of personal titles and offices in Section [1.3](#).

### 1.23 Officers of a class, social organization, etc.

Designations of officers of a class, social organization, etc., should be lowercased.

Helen Young is founding president of Associated Women for Pepperdine, now the Pepperdine Legacy Partners.  
Beverly was elected first-year class secretary.

### 1.24 The article “*the*” in proper names

When newspapers and other periodicals are mentioned in running text, an initial *The* that appears on the masthead or cover or is otherwise considered part of the official title is usually capitalized and italicized along with the title of the publication. If, however, the publication’s masthead or cover does not include an initial *the*, it should be lowercase and in Roman type in running text. (Chicago. 8.172)

the *Graphic*  
the *Los Angeles Times*  
*The Wall Street Journal*  
*The Nation* magazine

Note that for organizations and companies, an initial *the* is not capitalized in running text. (Chicago 8.69))

the Boeing Company\*  
the Walt Disney Company\*  
the Department of Motor Vehicles  
the Salvation Army\*  
the Church of Jesus Christ of Latter-day Saints\*  
the American Red Cross  
the NCAA  
the West Coast Conference  
the Beatles  
the Weeknd

\*These entities all style themselves with a preceding *the*.

## 1.25 Pronouns referring to God

Lowercase “he,” “his,” and “him” when referencing God. (Chicago 8.96)

## 1.26 Proper nouns in all caps

When a proper noun that uses a combination of capital and lowercase letters is written in all capital letters, Pepperdine uses a small cap in place of a capital letter for the article or preposition portion of the names.

LEBRON JAMES

ROBERT DEMAYO

## 2 ABBREVIATIONS

### ***General principle:***

When in doubt, spell the word out. Abbreviations may be more freely used in tabular material.

### ***Do abbreviate:***

#### 2.1 Honorific titles

Titles such as *Mr.*, *Ms.*, *Mrs.*, and *Dr.* should be abbreviated, but do not use them in combination with any other title or with abbreviations indicating scholastic or academic degrees. Note that on the web and in print, Pepperdine omits honorifics except for ceremonial purposes, e.g., commencement programs (see also Section [5.2](#)). The examples given below are reflective of formal writing where usage of honorifics would be appropriate.

Dr. Emily and Mr. Croesus Scratch were seated at the president's table.

Drs. Wren Byrd and Robyn Wing made a joint presentation to the society.

Hon. and Mrs. Saenz Dukommen hosted the reception honoring the newly appointed dean.

*but* The Honorable Justice Saenz Dukommen presided with the proverbial velveted iron fist.

**Note:** Refer to a dictionary for other proper forms of address and salutations for clergy, diplomats, foreign heads of state, government officials, military ranks, etc.

#### 2.2 Page or pages

Abbreviate using *p.* or *pp.* in footnotes or bibliographical material; spell out when used in text.

See pp. 143–150.

You will find an example on page 258.

## 2.3 Time and time zones

When spelled out, designations of time and time zones and abbreviations are capitalized. (Chicago 8.91)

Greenwich Mean Time (GMT)  
Pacific Standard Time (PST)  
Central Daylight Time (CDT)  
Eastern Standard Time (EST)

Broadly, standard time occurs in the winter, daylight saving time occurs in the summer. To confirm which time is accurate for a particular date: [timeanddate.com/time/zone/usa/los-angeles](http://timeanddate.com/time/zone/usa/los-angeles)

## 2.4 Company name components

In notes, bibliographies, lists, and so on, the abbreviations listed below may be freely (if consistently) used. (Chicago 10.28)

Assoc., Bro., Bros., Co., Corp., Inc., LLC, LLP, LP, Ltd., Mfg., PLC, RR, Ry., etc.

## 2.5 Academic degrees

Academic degrees may be abbreviated. **Do not punctuate academic degrees.** If punctuated (to effect a more formal or conservative style) keep treatment consistent throughout a document.

bachelor of arts – BA  
bachelor of science – BS  
doctor of business administration – DBA  
doctor of philosophy – PhD  
doctor of education – EdD  
doctor of psychology – PsyD  
juris doctor – JD  
juris doctor and master of business administration – JD/MBA  
master of laws – LLM  
master of arts – MA  
master of business administration – MBA  
master of dispute resolution – MDR  
master of divinity – MDiv  
master of fine arts – MFA  
master of science – MS

## 2.6 Course names

Abbreviate the department name of a course when it is followed by the course number. Be sure to use the official subject abbreviation used in the specific catalog or academic brochure pertaining to the course.

Besides an elective course in English, REL 110 should be selected by the student.

## 2.7 The word *versus*

The word *versus* may be abbreviated as *vs.* In legal material *v.* is used.

### ***Do not abbreviate:***

## 2.8 Place-names

***Fort, Mount, and the like*** - Prefixes of geographic names should not be abbreviated in text. Exception can be made when space is limited. (Chicago 10.35)

Fort Wayne	Mount Baldy	South Bend
Port Arthur	Greater Antilles	Lower California (Baja)
Eastern Ghats	North Korea	New Caledonia
West Virginia	Prince Edward Island	

***Saint*** - *Saint* may be freely abbreviated or spelled out in text. As always, maintain a consistent logic.

Saint (St.) Croix	Saint (St.) Louis	Saint (St.) Paul
Saint (St.) Lawrence	Mount St. (Saint) Helens	

Alumna Laura St. Cloud, a native of Fort Wayne, Indiana, has been appointed regional sales director for St. Vincent, St. Kitts, Port Watson, and Nevis. She recently received the St. Mother Teresa Award for Urban Compassion, which is annually awarded by All Sts. Anglican Church of San Leandro, California.

## 2.9 Names of months

Names of months should be spelled out in running text. Exception: offices using Associated Press style for press releases (and related formats) may abbreviate names of months (Jan., Feb., Mar., Apr., May, Jun., Jul., Aug., Sep., Oct., Nov., and Dec.).

December 25, 1999 (for text)

Dec. 25, 1999 (for tables, etc.)

## 2.10 Address components

With a few exceptions, abbreviations should not be used in addresses in running text. In letter writing, the two-letter state abbreviations are recommended as most efficient for both the recipient's address block, the return address, and indications of mailing address within the correspondence itself. (Chicago 10.38) The following terms should be spelled out:

Avenue, Boulevard, Building, Court, Drive, Lane, Parkway, Place, Road, Square, Street, Terrace; North, South, East, West (but do not capitalize directions when used in text).

Brock House is located on President Drive.

Before boarding a plane to Mexico, the informant first cut south to drop off a package to a person waiting in a vehicle parked outside of 553 South Alvarado Street near MacArthur Park.

Approved proofs were sent to T/O printing located at 31345 Agoura Road, Thousand Oaks, California, on July 27.

Please send response to:  
Pepperdine University  
24255 Pacific Coast Highway  
Malibu, CA 90263

## 2.11 US states, territories, possessions and the like

Names of states, territories, and possessions of the United States should always be given in full when standing alone. When they follow the name of a city or some other geographic term, it is preferable to spell them out *except* in lists, tabular matter, notes, bibliographies, indexes, and mailing addresses. (See treatment of states' names in letter

writing in Section [2.10](#) above.) In such instances, except in the case of mailing addresses, the first of the two forms of abbreviation listed is preferred; the two-letter form is specified by the United States government for use with zip code addresses in mailing and is often useful in other contexts:

AP-approved abbreviations

Ala. AL	La. LA	Oreg. <i>or</i> Ore. OR
Alaska AK	Maine ME	Pa. PA
Amer. Samoa AS	Md. MD	P.R. PR
Ariz. AZ	Mass. MA	R.I. RI
Calif. CA	Mich. MI	S.C. SC
Colo. CO	Minn. MN	S.Dak. SD
Conn. CT	Miss. MS	Tenn. TN
Del. DE	Mo. MO	Tex. TX
D.C. DC	Mont. MT	Utah UT
Fla. FL	Nebr. NE	Vt. VT
Ga. GA	Nev. NV	Va. VA

Guam	N.H.	V.I.
GU	NH	VI
Hawaii	N.J.	Wash.
HI	NJ	WA
Idaho	N.Mex.	W.Va.
ID	NM	WV
Ill.	N.Y.	Wis. <i>or</i>
IL	NY	Wisc.
		WI
Ind.	N.C.	Wyo.
IN	NC	WY
Iowa	N.Dak.	
IA	ND	
Kans.	Ohio	
KS	OH	
Ky.	Okla.	
KY	OK	

## 2.12 Country names

Names of countries are spelled out in text. In tabular and other tightly set matter they may be abbreviated as necessary. (Chicago 10.36–37) Abbreviate *United States* to *US* when used as an adjective or, if reference is clear, as a noun.

People’s Republic of China or China/PRC  
 United Kingdom/UK  
 US Department of Defense

## 2.13 Institutional names

Words such as *association*, *department*, *institute*, etc., should not be abbreviated in running text.

## 2.14 Acronyms and abbreviations as first reference

Abbreviations or acronyms are never used as a first reference either in titles or when the names are mentioned in text, although they may be employed in subsequent references. Exceptions: Nationally well-known abbreviations such as FBI, CIA, etc. are acceptable.

Avoid beginning a sentence with an acronym whenever possible, unless it is preceded by *The*.

The GSEP alumni held their annual meeting at the Century Plaza Hotel.

## 2.15 *Christmas*

Do not abbreviate the word *Christmas* to *Xmas*.

## 2.16 *Percent*

Do not abbreviate *percent* to *pct.* (see Section [4.6](#))

In general, use the word *percent*, but in scientific, technical, and statistical copy, use the symbol %.

## 2.17 Given names

Given names such as *George*, *William*, and *Charles* should not be abbreviated.

**Exception:** Wm. Matthew Byrne, Jr., Judicial Clerkship Institute

## 2.18 *Assistant and associate*

Do not abbreviate *assistant* and *associate* when used in a title:

assistant professor of sociology  
associate professor of history

## 2.19 Ampersand (&)

Do not use the ampersand in place of *and* in ordinary text.

***Exceptions:*** Designers may employ the ampersand in titles and headlines to aesthetic effect. Professional entities that style their name with an ampersand may also be written that way in Pepperdine materials. (Chicago 10.29)

AT&T

Ernst & Young

Merrill, Lynch, Pierce, Fenner & Smith

Young & Rubicam

## 3 PUNCTUATION

### ***Commas, series, and lists***

#### 3.1 Serial commas

Use a comma before the words *and* and *or* in a series. Do not include a serial comma following an ampersand. (Chicago 6.19, 6.21)

The annual Gala Week show will be presented by the Varsity Glee Club, the Showcase Singers, and the Pepperdine University Symphony Orchestra.

Do you want peas, carrots, or broccoli with your meal?

#### 3.2 Serial semicolons

When elements in a series are long and complex or involve internal punctuation, they should be separated by semicolons. (Chicago 6.64)

The three speakers were Mark Kleiman, University of California, Los Angeles; Harvey Mansfield, Harvard University; and Ted McAllister, Pepperdine University.

#### 3.3 Appositives

A word, phrase, or clause that is in descriptive apposition (i.e., additional, nonessential information) to a noun is set off by commas. It is often helpful to think of the words between the commas as a parenthetical aside. (Chicago 6.30–31)

My wife, Elizabeth, had written to our congressperson.  
(The writer has only one wife.)

James Joyce's most famous novel, *Ulysses*, has been translated into many languages.  
(In this case it is a given that *Ulysses* is Joyce's most famous novel, so the title is nonessential.)

But, if the appositive has a restrictive function (i.e., is essential information), it is not set off by commas.

My son Michael was the first one to answer. My son John answered later.  
(In the example above, the writer is differentiating between two sons, so the names are essential and take no commas.)

James Joyce's novel *Ulysses* has been translated into many languages.  
(In this instance the title of the novel is essential information, so it takes no commas.)

### 3.4 *Jr.* and *Sr.* and the like

Commas are no longer required around *Jr.* and *Sr.* If commas are used, however, they must appear both before and after the element. Commas never set off *II*, *III*, and such when used as part of a name. (Chicago 6.46)

Charles William DeLor Jr. ran for Congress.

Charles William DeLor III ran for Congress.

The speech by Malcolm S. Forbes, Jr., was very informative.

### 3.5 Short introductory adverbial phrases

Short introductory adverbial phrases, such as *currently*, *certainly*, *now*, and *happily*, are not set off by commas. (Exceptions: *therefore*, *thus*, and *indeed*) Those that show contrast, such as *however* and *nevertheless*, are set off by commas.

In 2018 he traveled to Europe.

Currently she is working as a temporary assistant.

Certainly we will be voting for the best candidate.

Grandmother is ill; therefore, we shall not be attending the party.

He failed the first exam. However, he passed the final with flying colors.

She did well in all her classes. Thus, she was allowed to go on vacation during spring break.

### 3.6 Figures

Place a comma after digits signifying thousands (1,500 students), except when reference is made to temperature (4600 degrees), military time (0800 hours), and to years (1933).

### 3.7 Dates

When writing a specific date in text, place a comma between the day and the year and after the year. (Chicago 6.41)

July 4, 1993, was a memorable day in Los Angeles.

**Do not** place a comma between the month and year when the day is not mentioned.

July 1983 is the hottest month on record for our town.

For inclusive dates in running text, use an en dash when the date is not introduced by the word *from*. (Chicago 6.83)

We blocked out June 5–July 8 to work on the project.

But when the date is preceded by *from*, use the word *to* between the dates.

She was in college from 2016 to 2019.

When a date is preceded by *between*, use the word *and* between the dates.

She worked for the state between 2016 and 2019.

When referencing a time period range, the months do not need to be repeated.

We blocked out June 5–8 to work on the project.  
(Preferred over “June 5–June 8”)

When referencing a span of years, the century need not be repeated if it doesn’t change.  
(Chicago 9.66)

This brochure features highlights of the 2023–24 academic year.

Many lives were lost during the war of 1914–18.

### 3.8 Cities with states—in series of names

When listing names in series with cities or states, punctuate as follows:

George Andrews, Frankfort, Kentucky, president; Carol Green, Lafayette, Indiana, vice president; etc.

### 3.9 Cities with states or countries—text

In text, when using city and state or city and country, place a comma before and after the state or country. (Chicago 6.42)

Dallas, Texas, is the home of the Cowboys football team.  
Kigali, Rwanda, is often called the most beautiful city in Africa.

### 3.10 *That is, namely, and the like*

A comma is usually used after such expressions as *that is*, *namely*, *i.e.*, and *e.g.* The punctuation preceding such expressions should be determined by the magnitude of the break in continuity. If the break is minor, a comma should be used. If the break is greater than that signaled by a comma, a semicolon or an em dash may be used, or the expression and the element it introduces may be enclosed in parentheses. (Chicago 6.54)

He had put the question to several of his friends, namely, Jones, Burdick, and Fauntleroy.

The committee—that is, several of its more influential members—seemed disposed to reject the Brower Plan.

Keesler maneuvered the speaker into changing the course of the discussion; that is, he introduced a secondary issue about which the speaker had particularly strong feelings.

Bones from a variety of small animals (e.g., a squirrel, a cat, a pigeon, a muskrat) were found in the doctor's cabinet.

Due to a dead car battery, Winslow was forced to find alternate means of getting to work, i.e., he hailed a cab.

**Note:** *i.e.* and *e.g.* are not interchangeable. The former means *in other words* (used when clarifying a previous statement), and the latter means *for example* (used when listing specific examples). See Section [7.27](#).

## ***Colons and semicolons***

### **3.11 General use of colons**

#### **Introducing statements, quotations, or lists**

A colon is used to introduce a formal statement, an extract, or a speech in dialogue. (Chicago 6.65, 6.67)

The rule may be stated thus: Always . . .

We quote from the address: “It now seems appropriate . . .

Michael: The incident has already been reported.

Timothy: Then, sir, all is lost!

A colon is commonly used to introduce a list or a series:

Shakespeare’s plays include: *Hamlet*, *Macbeth*, and *Romeo and Juliet*.

Binghamton’s study included the three most critical areas: McBurney Point, Rockland, and Effingham.

A colon is not normally used after *namely*, *for example*, and similar expressions, nor is it used before a series introduced by a verb or preposition. (Exception: series consisting of one or more grammatically complete clauses)

Binghamton’s study included the three most critical areas, *namely*, McBurney Point, Rockland, and Effingham.

John’s article focused on three major problems in the public schools, *namely*, overcrowding, underfunded programs, and disinterested parents.

For example: Morton had raised French poodles for many years; Gilbert disliked French poodles intensely; Gilbert and Morton seldom looked each other in the eye.

**A colon is also used to introduce a subtitle of a work.** Note: the first word of a subtitle is always capitalized. (Chicago 14.89)

*Forever Young: The Life and Times of M. Norvel Young and Helen M. Young*

### 3.12 Colons and semicolons used interchangeably

Between independent clauses, colons and semicolons may be used interchangeably. A colon should be used in this way sparingly, and only to emphasize that the second clause illustrates or amplifies the first. (Chicago 6.60)

Many of the policemen held additional jobs: thirteen of them, for example, doubled as cabdrivers.

In contemporary usage, however, such clauses are frequently separated by a semicolon, or, alternatively, are divided into two sentences.

The officials had been in conference most of the night; this may account for their surly treatment of the reporters the next morning.

Many of the policemen held additional jobs; 13 of them, for example, doubled as cabdrivers.

Many of the policemen held additional jobs. Thirteen of them, for example, doubled as cabdrivers.

### 3.13 Colons in conjunction with *as follows* or *the following*

The terms *as follows* or *the following* require a colon if followed directly by the illustrating or enumerated items, or if the introductory clause is incomplete without such items. (Chicago 6.68)

My point can be illustrated by the following:

(Quoted material would be indented from both

margins, single spaced, with no quotation marks.)

The procedures for registration are as follows:

1. Pick up your forms from the registrar . . .

If the introductory statement is complete, however, and is followed by other complete sentences, a period may be used.

An itemized list of the charges follows. Note that care was taken to ensure that all costs are shown.

1. Four tires were installed at a cost of . . .

### 3.14 Placement of colon outside quotation marks or parentheses

The colon and semicolon should be placed outside quotation marks or parentheses. (Chicago 6.10, 6.104)

The senator gave three reasons for changing the national anthem to “America”: it’s the favorite patriotic song of most Americans; the words are more appropriate; the music is easier to sing.

Christopher was concerned by one of the changes noted in the attitude of the fraternity members (Delta Iotas): all of the Deltas had become very surly.

The senator was in favor of changing the national anthem to “America”; thus, the matter was brought to a vote.

### 3.15 Space(s) after colons and ending punctuation

Insert only one space after colons and between sentences within a paragraph; or space only once after periods at the ends of sentences. (Chicago 6.66)

### 3.16 Lowercase or capital letter after a colon

When a colon is used in a sentence, the first word following the colon is lowercased unless it is a proper noun or the text that follows is speech in dialogue, a quotation, or a question. (Chicago, 6.67)

## ***Apostrophes***

### 3.17 Forming plurals

#### **Figures**

In making the plural of figures, do not use apostrophes unless confusion may occur:

the 1880s and 1890s *not* the 1880s and '90s

the '70s (when referring to decades)

#### **Noun coinages, numbers, and abbreviations**

As far as it can be done without confusion, abbreviations, hyphenated coinages, and numbers used as nouns (whether spelled out or in numerals) form the plural by adding *s* alone. (Chicago 7.14–15)

all SOSs	several HBCUs and AYHs
thank-you-ma'ams	CODs and IOUs
in twos and threes	MAAs and PhDs

Note that the plural of MS (for manuscript) is MSS

#### **Use of apostrophe**

To avoid confusion, single letters form the plural with an apostrophe and an *s*. (Chicago 7.15)

x's and y's  
the three R's

Note the following exceptions:

p. (page), pp. (pages)  
n. (note), nn. (notes)

### 3.18 Class year abbreviations

Punctuate years of college classes with an apostrophe:

Class of '76

John White ('68)

### 3.19 Don't confuse apostrophe with single quote

Do not confuse an apostrophe ( ' ) with a single open-quote ( ‘ ). On a Google doc, a single *open* quote will automatically appear. If you immediately type another single quote, you will get an apostrophe. You must then delete the single open quote by hand. In InCopy, hold the shift + option + ] keys to create an apostrophe.

### 3.20 Adjectival plural nouns

If a plural noun is used as an adjective and not strictly as a possessive, it does not take an apostrophe.

Pepperdine Associates dinner

Benefactors Circle

Masters Forum

Church Leaders Council

Christian Scholars Conference

Gulls Way

Regents Scholarship

Princes Gate (see entry in “A Pepperdine Glossary”)

*but*

All regents' cars must be parked in the main parking lot

Chancellor's Circle (because only one chancellor serves at any one time)

Founder's Day (because only one founder exists)

***Pepperdine Associates.***

When referring to the annual gathering of the Pepperdine Associates, an apostrophe is not used after the qualifier and *dinner* is lowercase.

The 42<sup>nd</sup> annual Pepperdine Associates dinner was a success.

***Pepperdine Waves.***

When referring to the Pepperdine Waves, an apostrophe is not used when *Waves* is used as part of a name or as an adjective.

The Waves baseball team won the national championship in 1992.

The Waves golfers advanced to the NCAA tournament for the first time last year.

When Waves is used as a possessive, however, an apostrophe is used.

The Waves' success is due to good players and coaching.

### 3.21 Possessive of proper names ending in “s.”

Contrary to Chicago style, Pepperdine does not add a final “s” to the possessive form of a name ending in “s.” Thus, the possessive of such names would appear as:

Jesus' work

Dickens' era

Camus' writings

### 3.22 In conjunction with ending punctuation

If a word ending with an apostrophe ends a sentence, the period or other mark of closure goes outside the apostrophe.

. . . Bob Fosse's Tony-winning musical *Dancin'*.

## Hyphens

### 3.23 Word division

Word division at the end of a line should be done at syllable breaks. Two-letter divisions are permissible, but two-letter word endings should not be carried over to the next line if this can be avoided.

en-chant      di-pole      as-phalt  
*not:* loss-es    mon-ey      rest-ed      ful-ly

### 3.24 Division of proper nouns and personal names

Proper nouns of more than one element, especially personal names, should be broken, if possible, between the elements rather than within any of the elements. If a break within a name is needed, consult the dictionary. Those that cannot be found in a dictionary should be broken or left unbroken, according to the guidelines found in Chicago 7.36–42. If pronunciation is not known or easily guessed, the break should usually follow a vowel.

Alek-sis  
Jean- / Paul Sartre (or better, Jean-Paul / Sartre)  
Ana-stasia

When initials are used in place of given names, again try not to break at all, but if necessary break after the second (or last, if a name has more than two). A break before a number, Jr., or Sr. should be avoided. (unless Jr. or Sr. is enclosed in commas).

*if necessary* A. E. / Housman

*but not* A. / E. Housman

Frederick L. / Anderson

M. F. K. / Fischer

Elizabeth II (or, if necessary, Eliz- / abeth II)

Always try to keep titles with names. Note: In a Google doc, insert a “hard space” by going to “Insert” “Special Characters” and searching for “No-break space.”

### 3.25 Compound (hyphenated) words

#### **General stance on compounding words**

Unless a compound is specifically spelled with a hyphen *and* it is the only spelling offered in the current edition of the *Merriam-Webster Collegiate Dictionary*, do not hyphenate unless additional clarity can be obtained by doing so.

#### ***Vice* prefix**

Do not hyphenate vice president, vice chancellor, vice admiral, vice chair, etc.

#### ***Then* prefix**

Hyphenate *then* when used with a title, e.g., the then-secretary of state Hillary Clinton. (see Chicago 7.96)

#### **Prefixes *non-*, *multi-*, *anti-*, *pre-*, *semi-*, *sub-*, *re-*, *un-*, and *the like***

Check for a hyphenated form in the Pepperdine standard dictionary (current edition of *Merriam-Webster's Collegiate*). Give preference to unhyphenated forms if they are listed therein. If only a hyphenated form is listed, give that preference. If no form is listed, do not place a hyphen between the prefix and the combining word, except those compounds containing a proper noun. Exception is made when using a hyphen will result in greater clarity to readers (see note on readability below).

nonprofit	semiliquid
unattributed	anti-Semitic
nonadmission	multiethnic
pro-American	multifaceted
non-Christian	multicellular
anti-Western	preeminent
predentistry	substandard
reexamine	

### Hyphens and readability

A hyphen can make for easier reading by showing structure and, often, pronunciation. Words that might otherwise be misread, such as *re-creation* or *co-chair*, should be hyphenated. Hyphens can also eliminate ambiguity. For example, the hyphen in *much-needed clothing* shows that clothing is badly needed rather than abundant and needed. Where no ambiguity could result, as in *public welfare administration* or *graduate student housing*, hyphenation is not mandatory, though it is quite acceptable and preferred by many writers and editors. (Chicago 7.96)

### Forming hyphenated compounds not found in the dictionary

A comprehensive set of guidelines can be found in Chicago 7.96. Some of the most common formations are as follows:

**adjective + noun:** *blue-state senators, high-quality education, middle-class constituency, part-time program, full-time employment, the position is full time.* (Hyphenated before but not after a noun.)

**adjective + participle:** *red-tagged building, big-boned woman, open-ended question, ocean-going vessel, high-flying CEO, the zucchini was deep fried, the sophomore was slow witted.* (Hyphenated before but not after a noun.)

**adverb not ending in -ly + participle or adjective:** *much-beloved president, well-read woman, she was regarded as being quite well read, fast-talking Texan, most reviled characters, least popular genre.* (Hyphenated before but not after a noun; compounds with *most* and *least* usually open.)

**age terms:** *a 3-year-old, a 35-year-old drifter, for 75- to 85-year-olds.* (Hyphenated in noun and adjective forms, but *7 years old, 20 years of age.*)

**common fractions:** *one-half, one-third, one-quarter, one-eighth, one-sixteenth, two-thirds, three-quarters, seven-eighths, nine-sixteenths, etc., but seventeen thirty-seconds.* (Spell rather than using numerals. Hyphenate in all forms except when the second element is itself hyphenated.)

**compounds formed with fractions:** *a half hour, half-hour session, a two-thirds majority, a virtual one-third-minority veto, an eighth-note run, nine-sixteenths-inch plywood, one-sixteenth Seminole.* (Noun form open, adjective form hyphenated.)

**gerund + noun:** *running shoes, running-shoe department, writing implement, witching hour, firing-squad leader, climbing vine, rolling-stock inventory, ragin'-Cajun blues.* (Noun form open, adjective form hyphenated.)

**noun + adjective:** *a debt-free year, the judgment was intended to be value neutral, a flight-ready jet, a crash-prone hard drive, a target-rich environment, risk-averse strategy, management's style is risk tolerant.* (Hyphenated before a noun, usually open after a noun.)

**noun + gerund:** *decision-making authority, prize-winning author, leave taking, bookkeeping, caregiving, ". . . he can take his tax-hiking, government-expanding, latte-drinking, sushi-eating, Volvo-driving, body-piercing, Hollywood-loving, left-wing freak show back to Vermont . . ."* (Noun form usually open; adjective form hyphenated before a noun. Some permanent compounds closed. Note that *decision-making*, as a noun, is an exception, and is hyphenated.) (Chicago 7.96)

**noun + noun, single function:** *student nurse, apprentice plumber, tenure track, tenure-track position, home wrecker, box-lunch social, flag waver, action item, Bible-thumpers church, attitude-adjustment hour.* (Noun form open, adjective form hyphenated before noun.)

**noun + noun, two functions:** *nurse-practitioner, city-state, student-athlete, student-intern, yin-yang balance, student-intern performance, cost-benefit analysis, good-cop-bad-cop routine.* (Noun form and adjective form always hyphenated.)

**noun + participle:** *fun-filled event, action-packed weekend, bond-laden portfolio, Jason Alexander is height challenged, bear-baiting strategy, the lecture was thought provoking, the pipes were corroded and crud encrusted.* (Hyphenated before noun, otherwise open.)

**number + abbreviation/noun:** *10 ft. pole, 32 mi. commute, 500 pg. book, one in. depth.* (Always open with abbreviation.)

**number + noun (contrast above):** *10-foot pole, 32-mile commute, 500-page book, one-inch depth.* (Hyphenated before noun, otherwise open.)

**number + percentage:** *50 percent, 5 percent raise.* (Always open.)

**number, ordinal + noun:** *third-floor apartment, 103<sup>rd</sup>-floor view, first-place winner.* (Adjective form is hyphenated before noun.)

**number, ordinal + superlative:** *a second-best decision, America's fourth-largest city, the third-to-last contestant to finish the race, he finished third to last.* (Hyphenated before a noun, otherwise open.)

**participle + noun:** puffed-rice dessert, cutting-edge technology, the product line represented the cutting edge, stuffed-animal collectors convention, distressed-leather jacket, fallen-angel status. (Adjective form hyphenated before a noun; seldom used after a noun.)

For compound adjectives that include compound words, such as ice cream parlor–style décor, see [3.29](#) below.

### 3.26 Series of compounds

When a series of two or more compounds has a common word, omit it in all except the last term and retain all hyphens. (Chicago 7.95)

long- and short-term rates  
three-, four-, and five-foot lengths  
Pepperdine-owned and -operated facility

An exception arises, and no hyphens are used, when referencing something as “mid to late,” e.g., mid to late April.

### 3.27 Foreign phrases

Omit the hyphen in a foreign phrase modifier, unless a hyphen appears in the original language:

bona fide sale	ex officio member
per diem allowance	prima facie evidence
laissez-faire attitude	Sturm und Drang struggle

### 3.28 Other uses

Use hyphens to connect noninclusive numbers, such as ISBN numbers and social security numbers. (Chicago 6.81)

978-3-16-148410-0

Hyphens indicate vocalized spelling

Ol' MacDonald had a farm, e-i-e-i-o.

## Dashes

### 3.29 The en dash

An *en dash* is half the length of an em dash and is twice the length of a hyphen. To create an en dash in a Google doc, type option, caps lock, hyphen. An alternative in a Google doc is to go to Insert, then Special Characters, and then search en dash.

em dash: —                  en dash: –                  hyphen: -

The principal use of the en dash is to connect continuing, or inclusive, number—dates, time, or reference numbers. (Chicago 6.78)

1968–72	10 AM–5 PM
May–June 1967	pp. 38–45
John 4:3–6:2	the 1999–2000 academic year
the 2018–19 academic year	

In addition to the above examples in which the en dash is not enclosed by spaces, Pepperdine permits the enclosure of en dashes by spaces left and right.

The score at the end of the game was 36 – 22.

Note that the en dash should not be used to indicate a range with the word *from*.

Amy attended Seaver College from 2001 to 2004.  
*not* Amy attended Seaver College from 2001 – 2004.

Another use of the en dash is to form compound adjectives when one of the elements consists of an open compound, signaling a link across more than two words. (Chicago 6.86) For example:

Nobel Prize–winning scientist                  Cole Porter–style lyrics

### 3.30 The em dash

When two hyphens are used to indicate a long dash, known as an *em dash*, no space follows or precedes them. The principal use of the em dash is to offset an amplifying or explanatory element. **Note:** To create an em dash in a Google doc, type option, shift, hyphen, or type option hyphen twice or go to Insert, Special Characters, and search “em dash.” (See Chicago 6.91)

The panel—composed of faculty from all seven divisions—stayed to answer questions after the discussion.

## ***Quotation marks and quotations***

### 3.31 Quotes within quotes

Use single quotation marks for quotations printed within other quotations.

“I find the high notes in the ‘Star-Spangled Banner’ hard to sing,” Sheila remarked.

“We were shocked to hear him say ‘Put up your hands!’” Gina reported.

### 3.32 Quoting multiple paragraphs

If two or more paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only.

**Note:** Quotation marks are not used with indented, single-spaced (block) quotations. (Chicago 12.31)

### 3.33 Quotation marks in conjunction with other punctuation

Set quotation marks outside periods and commas and inside colons and semicolons. They should be set inside of exclamation points and question marks that are not part of the quotation; otherwise, they should be placed outside.

The reviewer had three criticisms of “The Open Boat”: the writing was pedestrian; the plot was boring; the details weren’t realistic.

“I’m afraid!” the child cried.

### 3.34 Question-and-answer formats

No quotation marks are necessary in printing interviews when the name of the speaker is given first or in reports of testimony when the words *question* and *answer* or *Q* and *A* are used, such as:

Q: Who will benefit from the plan?

A: Full-time staff, students . . .

Jones: How do you plan your curriculum?

Smith: A committee does that.

### 3.35 Quotations used as sentence element

When a quotation is used as a syntactical part of a sentence, it begins with a lowercase letter, even though the original is a complete sentence.

He reminds us that “experience keeps a dear school.”

But when the quotation is not syntactically dependent on the rest of the sentence, a comma is used and the initial letter of the quotation is capitalized.

As Franklin advised, “Plough deep while sluggards sleep.”

## ***Ellipsis dots***

### 3.36 Ellipses

Ellipses are used to indicate omissions from quoted material. Three dots, with a space before the first, after the last, and between each one, indicate an omission within a sentence.

The Senate shall [choose] their other officers . . . in the absence of the vice president, or when he shall exercise the office of president of the United States.

When the last part of a quoted sentence is omitted and what remains is still grammatically complete, four dots—a period followed by three ellipsis dots—are used to indicate the omission. If the sentence ends with a question mark or an exclamation point, that punctuation, of course, replaces the period or other terminal punctuation and the

preceding word, even though that word does not end the original sentence (Chicago 12.62–63, 12.68).

The spirit of our American radicalism is destructive and aimless. . . . The conservative party . . . is timid, and merely defensive of property.

Whether her criticism is valid or not, shall I capitulate to her? . . . And shall I be subject to her ridicule the rest of my life! . . . I would rather cut off my ears.

When what remains is not grammatically complete, the period is omitted:

Everybody knows that the Declaration begins with the sentence “When in the course of human events . . .” But how many people can recite more than the first few lines?

If the beginning of the opening sentence of a quotation is deleted, ellipsis dots are usually not necessary and are ordinarily omitted:

the conservative party . . . is timid, and merely defensive of property. . . .

## ***Exclamation point***

### **3.37 Exclamation point**

Avoid using exclamation points in running text. The occasional use of an exclamation point for marketing text such as “Save the Date!” is permissible.

## ***Brackets and parentheses***

### **3.38 Brackets**

Brackets are used to enclose editorial interpolations, corrections, explanations, or comments in quoted material.

F

“I worked for Bill Banowsky [the president of Pepperdine from 1971 to 1978] while I was a student.”

“His attitude [toward the defendant] is very detrimental to our case.”

Brackets are also used as parentheses within parentheses. (Chicago 6.107)

His latest book (reviewed in *Publishers Weekly* [see article on p. 10]) deals with the settlement of Australia.

### 3.39 Parentheses

A closing parenthesis should never be preceded by a comma, a semicolon, or a colon. A question mark, exclamation point, and closing quotation marks precede a closing parenthesis if they belong to the parenthetical matter; they follow it if they belong to the surrounding sentence. A period precedes a closing parenthesis if the entire sentence is in parentheses; otherwise, it follows the closing parenthesis. (Chicago 6.104)

## ***Slashes (solidus, virgule, slant, forward slash)***

### 3.40 Slashes

The slash has several uses. (Chicago 6.113–121)

**Use the slash to signal alternatives:**

he/she his/her and/or Margaret/Meg/Maggie

When one or more of the terms is an open compound, a space before and after the slash can be helpful:

First World War / World War I

**Sometimes the slash means “and”:**

the JD/MBA program                      a Jekyll/Hyde personality

**Use the slash to show a two-year span:**

Program enrollment spikes in academic years 2005/6 and 2009/10 were unusual.

**Use the slash for informal indications of the date:**

3/15/17 [meaning March 15, 2017 in the US]

**Use the slash in abbreviations:**

1,125 feet/second [*per*]                      c/o [*in care of*]                      w/o [*without*]

**Use the slash as a fraction bar:**

*5/7 [five sevenths or five divided by seven]*

**Use the slash for line breaks in quoted poetry. When two or more lines are indented, in running text, slashes with space on each side are used to show the line breaks:**

Under a spreading chestnut tree / The village smithy stands; / The smith,  
a mighty man is he, / With large and sinewy hands;

**Use the slash to indicate URLs and other paths:**

[pepperdine.edu/admission/international-students/new-students](http://pepperdine.edu/admission/international-students/new-students)

*Note:* Do not confuse the slash (/) with the backslash (\).

## ***Lists (numbered and bulleted)***

### **3.41 Vertical lists**

Omit periods after items in a vertical list unless one or more of the items are complete sentences. It is preferable to use either complete sentences for each item listed or incomplete sentences for each item listed. If the vertical list completes a sentence begun in an introductory element, the final period is also omitted unless the items in the list are separated by commas or semicolons. (Chicago 6.141–42)

The following metals were excluded from the regulation:

molybdenum  
mercury  
manganese  
magnesium

After careful investigation the committee was convinced that

1. the organization's lawyer, Watson, had consulted no one before making the decision;
2. the chair, Fitchau-Braun, had never spoken to Watson;
3. Fitchau-Braun was as surprised as anyone by what happened.

Note that when the items are separated by commas or, as above, semicolons, each item begins with a lowercase letter (unless a proper noun).

For long enumerations it is preferable to begin each item on a line by itself, in what is known as outline style. The numerals are aligned on the periods that follow them (using decimal tabs), and are either set flush with the text or indented. In either case runover lines are best aligned with the first word following the numeral (hanging indents). (Chicago 6.141–42)

The inadequacy of the methods proposed for the solution of both histological and mounting problems is emphasized by the number and variety of the published procedures, which fall into the following groups:

1. Slightly modified classical histological techniques
2. Sandwich technique with separate processing of tissue and photographic film after exposure
3. Protective coating of tissue to prevent leaching during application of stripping film or liquid emulsion
4. Freeze substitution of tissue with or without embedding followed by film application
5. Vacuum freeze-drying of tissue blocks followed by embedding
6. Mounting of frozen sections on emulsion, using heat or adhesive liquids

Note that in the example above, each item begins with a capital letter and ends without punctuation. If, as is also the case above, the enumerated items are syntactically part of the sentence, the items may also begin lowercase and carry appropriate end punctuation (see above, second example in this section).

**Bullets and dots.** The use of bullets or heavy dots in place of enumeration is sometimes resorted to, but these may be considered cumbersome, especially in a scholarly work. In marketing materials, on the other hand, bullets are quite commonly used. The text in bullets should be styled like that in numbered lists, with no period at the end of the bulleted text if it is not a complete sentence. The first word following the bullet may begin with a capital letter or a lowercase letter, as long as the list is styled consistently. (Chicago 6.141–42) Avoid using one-word bullet entries, if possible.

To be considered for admission to Seaver College, an applicant's file must include the following:

A completed application for admission

A \$45 application processing fee

A transcript from an accredited high school or equivalent

Scores from either the SAT or ACT test

An evaluation of the applicant's potential to do well at Seaver College from a teacher of the school most recently attended and from a personal acquaintance who is not related

## 4 FIGURES AND NUMBERS

**Definition:** For the purpose of this section, **number** is understood to mean the concept by which we define quantity, measurement, or sequence, and **numeral** is understood to be the typographical symbols (0-9, comma [,], point [.] , etc.) by which we represent specific numbers apart from spelling them out in words. For instance, the first positive whole **number** is represented by the word “one”, and by the Arabic **numeral** “1”.

### 4.1 Numerals or words

*The following are spelled out in ordinary text:*

**Numbers that occur at the beginning of a sentence.** Note: When spelled out, the numbers twenty-one through ninety-nine are hyphenated, whether used alone or as part of a larger number (e.g., one hundred eighty-six).

**Whole numbers from one through nine.** (Chicago 9.3)

**Any of the whole numbers above followed by *hundred, thousand, hundred thousand, million, and so on.*** (Chicago 9.4,) But note that large sums of money over one hundred dollars are generally expressed as numerals (e.g., \$2,000), or as numerals and words (e.g., \$5 million. (see Section [4.8](#)) (Chicago 9.26)

**The ordinal form of any of the whole numbers above, for example:**

He was the team’s MVP for the third year in a row.

*Use numerals for everything else:*

**Generally, numerals are used for all other numbers (exceptions noted in various sections below):**

Thirty leading Republicans from 11 states urged the governor to declare his candidacy.

The first edition ran to 2,670 pages in three volumes, with 160 copperplate engravings.

The entire length of 4,066 feet is divided into nine spans of paired parabolic ribs.

The three new parking lots will provide space for 540 more cars.

## 4.2 Punctuation of numbers

In numerals of 1,000 or more, commas are placed between groups of three digits, counting from the right. If writing for an international readership use half spaces instead. (Chicago 9.56, 9.58)

1,234,567 (standard style)

1 234 567 (international style)

Page numbers, addresses, and up-to-four-digit years, do not use commas. In scientific writing, four-digit numbers omit commas.

1 BC

2007

24255 Pacific Coast Highway

See page 1492

1000°C

*but* 10,372 BCE

Precede decimal fractions of less than one with a zero. The decimal point is indicated in the United States with a period; European and Canadian practice is to use a comma. (Chicago 9.21, 9.57)

12,345.67 (US and British)

12 345,67 (European and French-speaking Canadian)

First quarter ratings were 1.7 for January, 1.3 for February, and 0.8 for March.

Probabilities, correlation coefficients, firearms caliber, batting averages and the like omit the leading zero.

$p > .05$

$R = .10$

Ty Cobb's average was .367.

“But being as this is a .44 Magnum, the most powerful handgun in the world . . .”

### 4.3 Round numbers expressed in hundreds

Multiples of 100 between 1,100 and 1,900 inclusive should be styled in numerals. Because Pepperdine style preference is to spell only one through nine, a style clash occurs when referencing these numbers in terms of hundreds. Therefore:

In response to the question, he wrote an essay of 1,500 words.

*not*

In response to the question, he wrote an essay of fifteen hundred words.

### 4.4 Calendar terms

Use numerals for days of the month, omitting *rd*, *th*, *st*, *nd*, and years:

April 6            1988            400 BC

**Note:** Constructions such as *March 2<sup>nd</sup>* or the *11<sup>th</sup> of November* are avoided in written English. They can be used when making an accurate representation of a spoken rendering of these constructions (speeches, sermons, dialogue).

### 4.5 Ordinal numbers

The letters in ordinal numbers should appear as superscripts, for example, the 50<sup>th</sup> (not the 50th) anniversary of the Graziadio Business School. (Use of superscript for this purpose is contrary to Chicago 9.6)

### 4.6 Percent

Use numerals for percentages unless a percentage figure falls at the beginning of the sentence. Spell out the word *percent* in nonscientific copy. Use the % sign for statistical and scientific text. Percent should always be used with an Arabic numeral, even when the number is less than 10. Note that *less* rather than *fewer* may be used with percentages. Never hyphenate number + percent, even in adjectival form (see Section [3.25](#)). (Chicago 9.20)

Thirty percent of the class missed the pop quiz.

Less than 30 percent of the class missed the pop quiz.

Professor Black predicted that 5 percent of the class would drop out before the end of the semester.

By documenting several business losses in his side ventures, John was able to lower his adjusted gross income into the 10 percent tax bracket.

At this pH it is observed that around 70% of the adsorbed protein leaks into solution during 24 h, while a leakage of only 15% is observed at pH = 6.

Assuming a cost of capital of 12% for the original cash flow analysis presented, the IRR of the new product would be 14.35%.

#### 4.7 Series of numbers

Use numerals within a series to maintain consistency if more than half of the numbers are 10 or over; otherwise, spell out numbers within a series.

120 days, 5 hours, 50 minutes

Six hats, three purses, five umbrellas, nine sweaters, and fifteen pairs of shoes were sold yesterday.

#### 4.8 Millions, billions, etc.

Spell out numbers one through nine when followed by the words *million*, *billion*, *trillion*, etc. (see Section [4.1](#)), and when making a generic reference to a large quantity. Use numerals to express large fractions (decimals are preferable to fractions, and do not carry decimals beyond two decimal places) and use numerals to express large monetary amounts.

four million

That Jerry D. is one in a million.

5.75 million (pref.) or 5 <sup>3</sup>/<sub>4</sub> million

17.9 billion

\$233 million

## 4.9 Ranges of numbers

Do not leave out nouns such as *hundred*, *thousand*, or *million* in the first figure of a range.

He makes from \$20 million to \$25 million every year.

*Not:* “\$20 to \$25 million,” unless one means \$20.

## 4.10 Hours of the day

Use numerals to indicate hours of the day. (Contrary to Chicago 9.39, which recommends spelling out times of day in running text.)

7 PM or 7:30 PM (*never* “7:00 PM” unless used in lists of events, tabular material, etc., to preserve alignment of type)

### **Time of Day treatment (Pepperdine exception)**

When indicating times of day, use unpunctuated caps to indicate AM and PM. Use zeros for even hours *only* when an exact time is emphasized. Do not use numbers to express noon or midnight. (Chicago 9.40)

Reception: 5:15–6 PM

The first train leaves at 5:22 AM and the last at 11:00 PM.

The seminar began at 9:15 AM and broke for lunch at noon.

Rodriguez was born at midnight, August 21–22.

## 4.11 Amounts of money (Pepperdine exception to Chicago style)

Use numerals with the word *cents*, the cent sign (¢), the dollar sign (\$), or other currency symbol (e.g., £, ¥, €).

Whole-number dollar amounts less than \$10 may be spelled out if *dollars* is spelled out, but avoid mixing *dollars* with dollars indicated by \$.

Use numerals and dollar signs for round dollar amounts followed by *million*, *billion*, *trillion*, etc.

When indicating US currency to an international audience use **US\$** as the currency marker.

3¢/3 cents/\$0.03 (avoid *three cents*)

\$3 (or *three dollars*; avoid \$3.00 unless tabulated in columns)

\$33 (avoid *33 dollars* and *thirty-three dollars*)

\$33.03

\$300 (avoid *three hundred dollars*)

\$1,300 (avoid *thirteen hundred dollars*)

\$3,000 (avoid *three thousand dollars*, *never \$3 thousand*)

\$3 million

\$383 billion

\$383.6 trillion

\$3,333,333.33

“Six walnut clusters at 50 cents each, that’ll be \$3 please,” she said dryly. (mixing *50¢* or *three dollars* is OK)

*Avoid:* Tell you what, I’ll let you have the three pens for \$3 each, making it nine dollars altogether before tax.

The actual cost exceeded \$3.5 billion.

He almost fooled me with his \$2,000 Armani suit, but the giveaway was the \$19.95-for-two-pairs shoes from Payless.

The competition entry fee will be US\$30.

That “little” mistake just cost me three gazillion bucks!

#### 4.12 Academic units, GPAs, scores

Academic units, grade point averages (GPA), or scores from any type of organized competition or testing authority are generally expressed in numerals. (For more on rankings, see Section [7.38](#))

John was carrying a load of 16 units this semester.

Jane maintained a grade point average of no less than 3.88 throughout her college career.

Bob figured that by scoring a 5 on all of his advanced placement tests, it would save him approximately \$2,000 in tuition.

The Waves scored a 99-to-90 victory over Gonzaga last Friday. (or more conventionally: . . . *scored 99-90 over Gonzaga last Friday.*)

The Straus Institute took 1<sup>st</sup> Place among the Top 10 such programs.

Pepperdine was tied for number 46 among the Top 50 schools in the nation in the *U.S. News & World Report* annual rankings.

But: Pepperdine's golf team ended the season ranked number one by Golfstat.

#### 4.13 Ages

Ages of persons (and animals) are to be expressed in numerals in obituaries, short biographies, class notes, alumni listings, etc.

At that time Gerard, 58, had three grandchildren ages 5, 3, and 2.

An author or editor may opt to more conservatively spell out ages, but if elected, that styling must be carried out consistently throughout the document and/or the larger publication in which it resides.

#### 4.14 When to bend the rules: consistency and flexibility

Where many numbers occur within a paragraph or a series of paragraphs, maintain consistency in the immediate context. If according to the rule you must use numerals for one of the numbers in a given category, use them for all in that category. In the same sentence or paragraph, however, items in one category may be given as numerals and items in another spelled out. (Chicago 9.7)

A mixture of buildings—one of 103 stories, five of more than 50, and a dozen of only 3 or 4—has been suggested for the area.

The population grew from an initial 8,000 in 1960 to 21,000 by 1970 and 34,000 by 1980.

Between 1,950 and 2,000 persons attended the concert.

#### 4.15 Phone numbers

The preferred styling for phone numbers is to use a period separator.

310.506.7224 1.310.506.7224

The more traditional formats—(310) 506-7224 or 310-506-7224—may be used in alternative when a possibility of ambiguity using the period separator (e.g., a phone number with periods may be misread as a URL) exists.

##### **International phone numbers:**

When styling international phone numbers for an American readership use the following general pattern (periods separate significant elements from each other):

011.49.6221.90250

##### ***Deconstructed:***

011 = Code to dial out of the US

49 = Country code (in this case, Germany)

6221 = City/region/area code (in this case, Heidelberg)

90250 = phone number (in this case the Heidelberg campus)

When styling international numbers for an international readership use:

+49 6221 90250 (contrast to above example)

***Deconstructed:*** “+” is the stand-in for the initial calling code a reader may have to punch.

International styling of Pepperdine University’s main number would be:

+1 310 506 4000 (“1” is the country code for US/Canada)

## 5 PERSONAL NAMES, TITLES, AND ATTRIBUTES

### 5.1 Personal names—first and successive references

Always use the full name of a person the first time they appear in an article. Use a middle initial if appropriate. A single initial should never be used. If a person goes by initials only, use both. If a person does not have a middle initial, use full name.

**Note:** The space between initials should be the same as the space between initial and name.

Susan Anthony  
Susan B. Anthony  
Susan Brownell Anthony  
S. B. Anthony  
*not* S.B. Anthony *nor* S. Anthony

After referring to an individual by full name, in subsequent references use last name only.

Clive Staples will be lecturing tonight on the history of Christian hymns. Staples is a professor of religion and director of church relations at Pepperdine University.

### 5.2 Use of honorific titles

Pepperdine publications avoid the use of honorific titles, e.g., *Dr.*, *Mr.*, *Ms.* The use of honorifics is reserved for very formal writing and ceremonial purposes, such as commencement programs.

### 5.3 Meaning of the title *Dr.*

Use the title *Dr.* only when referring to a doctor of medicine, dentistry, veterinary medicine, or to persons holding an academic doctorate in an academic setting.

### 5.4 Academic Credentials

Do not follow a name with an academic degree. As an academic institution, it is expected that professors will have significant academic credentials and that a lawyer or law

professor will have a JD. When it is *critical* to employ a degree only doctoral-level degrees may appear, e.g., PhD, MD, EdD.

## 5.5 Pepperdine titles

When referring to senior Pepperdine faculty/staff members, the title or rank given to them by the University may be used as a personal title.

Only the following Pepperdine titles and ranks should be used as personal titles in running text. Avoid referencing lower titles and ranks.

### University Officers

President  
Vice President  
Chancellor  
Vice Chancellor  
Provost  
Dean  
Professor

Qualified iterations of the above (e.g. associate dean, executive vice chancellor, assistant chancellor, etc.) should be used sparingly, since to most readers, use of such beyond a first reference usually does not give more clarity. Long personal titles can be unwieldy, add visual clutter, and can seem pretentious. See Section [5.8](#).

Authors may want to use professional titles when they want to convey a tone of elevated respect and bring a greater focus upon the office rather than the officeholder.

### Department of Public Safety Uniformed Personnel

Commander/Cmdr.  
Captain/Capt.  
Sergeant/Sgt.  
Officer

### Examples

Professor Julius Kelp/Professor Kelp (2<sup>nd</sup> ref.)

Dean Letitia Martin/Dean Martin

Chancellor Finis Valorum/Chancellor Valorum

President Quincy Adams Wagstaff/President Wagstaff

Captain Bernabe Montoya/Capt. Montoya

Officer Francis Muldoon/Officer Muldoon

## 5.6 Use of the title *Professor*

Generally, apply the courtesy title *professor* before individuals with credit-hour teaching responsibility at Pepperdine, or individuals of professorial rank at other colleges or universities. See note in Section 5.7 below for exception. In running text, after an initial application of the courtesy title, refer to the professor by their last name only.

## 5.7 Use of the titles *Associate/Assistant/Adjunct Professor et al.*

Generally, do not qualify the title of *professor* with *associate* or *assistant* before a person's name, but do qualify it after the name.

Professor Cleopatra Skewton

Cleopatra Skewton, associate professor of English

**Exception:** In contexts where making distinctions of academic hierarchy would be necessary and proper, apply full name of position as courtesy title (e.g. Associate Professor Luz Nguyen, Lecturer Noah Tall). Such exceptions occur most frequently beneath or beside a name in formatted marketing materials.

## 5.8 Long titles

Avoid using long titles before the names of people:

Superintendent Eileen Dover

Eileen Dover, superintendent of public instruction

## 5.9 Titles for couples

In running text, the construction *Mr. and Mrs. [male name]* is generally to be avoided. On formal correspondence, however, that styling can be used in address blocks and formal

salutations, if the context is traditional and formal, and the husband and wife share the same surname, or it is unknown whether they share the same surname.

Mr. and Mrs. George Jefferson

Dear Mr. and Mrs. Jefferson: (formal)

Dear Louise and George, (informal)

**For correspondence to couples with different surnames:**

Ms. Beyoncé Knowles and Mr. Shawn Carter

(female first, male second)

Dear Ms. Knowles and Mr. Carter: (formal)

Dear Beyoncé and Jay-Z, (informal)

**For correspondence to different-surname couples where gender is ambiguous or not apparent:**

*Alphabetize by surname and use full names:*

Yi-ming Lao and Peacebird Whittaker

Dear Yi-ming Lao and Peacebird Whittaker: (formal)

Dear Yi-ming and Peacebird, (informal)

Chris Blanco and Pat Schwartz

Dear Chris Blanco and Pat Schwartz: (formal)

Dear Chris and Pat, (informal)

*Clumsy, but workable. Follow-up and find out who's what.*

**Special note:** Use alphabetic logic as above in ordering joint parties of a same-sex couple, but use the appropriate courtesy titles:

Mr. Chris Blanco and Mr. Pat Schwartz:

Dear Mr. Blanco and Mr. Schwartz,

An alternative, more individualist address block treatment would be to put each party on separate lines with no conjunctions:

Ms. Chris Blanco

Ms. Pat Schwartz

Dear Ms. Blanco and Ms. Schwartz

## 5.10 Academic couples

When referencing a couple where one or both members of a couple hold academic rank, always give locational precedence to spouse with higher academic position. If equal, give precedence to female. If equal and same-sex, give precedence alphabetically.

### **Couples of unequal position and common surname.**

Professor and Mrs. Rufus Musony  
(*never* Mr. and Mrs. Prof. Rufus Musony)  
Dr. and Mrs. Rufus Musony  
Professor Cataline and Mr. Rufus Musony  
Dr. Cataline and Mr. Rufus Musony  
Dr. Cataline and Prof. Rufus Musony  
Dean Letitia and Dr. Dean Martin

### **Couples of equal position and common surname.**

Professors Cataline and Rufus Musony  
Drs. Cataline and Rufus Musony

### **Couples of equal position and disparate surname.**

Professors Cataline Cicero and Leslie Saffeau  
Drs. Cataline Cicero and Leslie Saffeau

## 5.11 Use of the title *Ms.*

Use *Ms.* before a woman's name unless she is married and chooses to be called *Mrs.* If a woman is being referenced as part of a couple, refer to Sections [5.9](#) and [5.10](#) above.

Plural of *Ms.* is *Mss.* or *Mses.*

The title ***Miss***, rare these days, is to be used only when requested by the addressee. *Miss* can also be safely used when referencing a female adolescent or younger when the context requires editorial respect or distance. When in doubt, use *Ms.*; it is never incorrect. For subsequent references in a journalistic piece, use last name only.

## 5.12 Race, religion, and national origin

Do not identify individuals by race, religion, or national origin unless such identifications are essential to an understanding of the story.

## 5.13 Honor rolls

In general, titles are *not* used for ceremonial and honorary listings (e.g. donor lists, graduation listings, sponsors for an event, etc.). When styling a husband and wife by name, female has locational precedence:

Louise and George Jefferson

If the wife uses a different surname, list full names joined by *and*, female first, alphabetizing by the male's last name. Other single family members (and divorced or separated couples) are listed individually:

### *Sample Roll of Distinction*

Patty Lane-Harrison and Richard Harrison	[couple, two surnames]
Louise and George Jefferson	[couple, traditional]
Cathy Lane	[cousin to Patty]
Natalie and Martin Lane	[parents of Patty]
Abraham Simpson	[father of Homer]
Jessica Simpson	[unrelated Simpson]
Lisa Simpson	[daughter of Homer]
Marjorie and Homer Simpson	[couple, traditional]
Gloria Stivic	[divorced from Michael]
Michael Stivic	[divorced from Gloria]

**Exceptions:** The above style guidelines as to wife/husband name order are frequently excepted in University practice (in fact, most jointly named Pepperdine places are the reverse of standard). University offices may choose to alphabetize a couple with different surnames under the woman's surname in recognition of her connection with/support for the University. The rules above are provided as an editorial starting point to provide a logic for common practice. Deviate as necessary for political or donor-relations reasons, but keep a consistent internal logic to avoid potential overanalysis by readers.

Note also

### **Compound-surname considerations**

Many individuals have compound surnames, surnames that are composed of two separate names (both capitalized), which may or may not be connected with a hyphen.

In Latin America, standard cultural practices provide for deriving and forming an individual's compound surname from both a mother's and father's clan names. Consult the *Chicago Manual of Style* for further guidance on this topic.

In United States practice, no such rules exist. Because compound names are relatively rare, persons with them have usually made express wishes known per their treatment; check notes to file, database notes, and assigned University contact persons for verification.

For purposes of inclusion in honor rolls and other alphabetized lists, alphabetize compound names by the first letter of the first name of a hyphenated compound, but by the last name of an unhyphenated compound.

***Sample Honor Roll Listing***

Irma Wanner Coffey	[unhyphenated compound]
Cassiopeia Coffey	[single surname]
Andromeda Coffey-Barker	[hyphenated compound]
Vanna T. Wannamaker	[single surname]
David Wheeler-Diehler	[hyphenated compound]
Jasmine Wigglin	[single surname]

**Same-sex considerations**

If the listees are a same-sex couple and it is appropriate to list them as a couple, treat them like an opposite-sex couple with different surnames (see above), but alphabetize the couple by last name and then alphabetize within the listing by second last name.

Otherwise list individually:

Gabrielle Deveaux and Alice Pieszecki  
Gertrude Stein and Alice B. Toklas  
Jodie Dallas and Michael Tolliver  
Jack McFarland and Will Truman

## 6 GRAMMAR

### 6.1 Subject-object differentiation

Care should be taken to differentiate between the nominative and objective cases.

Correct: Thank you for inviting my wife and me to dinner.

Incorrect: Thank you for inviting my wife and I to dinner.

If you are unsure which is correct, try the following simple test: drop the other person from the sentence to see if it still makes sense.

Correct: Thank you for inviting me to dinner.

Incorrect: Thank you for inviting I to dinner.

Clearly the former is correct; hence, the correct compound would be *my wife and me*.

### 6.2 Multiple-subject/verb agreement

When using *or* between two singular subjects, the verb that follows should be singular.

When Johnny or Susie flunks a test, Dad gets upset.

When using *or* between two plural subjects, the verb that follows should be plural.

When the Earps or the Clantons ride into town, beware of flying bullets.

If a subject has both singular and plural elements, use a plural verb.

If Jennifer or her friends come by, please let me know.

**Note:** When a singular subject is qualified by a parenthetical statement that tends to convert the subject into a multiple (it is actually surrounded by parentheses or em dashes), use a singular verb.

Like clockwork, at 10 AM every Sunday, Derrinda Pugh (and her stair-step brood of seven youngsters) was always to be found in the 15<sup>th</sup> row, second from the back, epistle side, center-aisle seat, in St. Athanasius Episcopal Church.

Similarly, a singular subject requires a singular verb when phrases such as “as well as,” and “along with” follow the subject. (Chicago 5.147)

Suzanne O’Shea, along with many of her classmates, insists on texting during the lecture.

### 6.3 Mass (or noncount) nouns

Sometimes referred to as noncount nouns, mass nouns describe things uncountable and usually abstract (peace, cleanliness) or an aggregation of people or things (posse, faculty, senate). Such nouns usually take a singular verb, but they may take either a plural or singular verb, depending on whether the author wants to emphasize the individuals or the group.

When the electorate assumes a monopoly on violence, justice is possible.

The rescue fleet arrives tomorrow to deliver much-needed supplies and personal services.

By and large the “Alpha” fleet of 24 garbage trucks complete their scheduled rounds by 2 PM each day.

Historically the faculty always votes with the services union in opposing reductions in the number of teaching days.

Note that some mass nouns are always plural, but take a singular verb (Chicago 5.14), such as:

The news is good.

### 6.4 *Not only ... but also*

When using the correlative *not only*, it usually should be followed with *but also*. Each part of the phrase must precede the same part of speech. (Chicago 5.205, 5.251)

Correct: His behavior brought disgrace not only on himself but also on his family.

Incorrect: Not only did his behavior bring disgrace on himself, but also on his family.

## 6.5 Heading or subheading as text

The text beneath a heading or subheading should be able to stand alone, as though the heading or subheading did not exist. Do not refer syntactically to a heading in the first sentence beneath the heading. (Chicago 1.61)

Correct: **Relying on Instinct**

Consider the pros and cons of a problem's solution rather than simply rely on one's instinct.

Incorrect: **Relying on Instinct**

This is less prudent than considering the pros and cons of a problem's solution.

## 6.6 Prepositions: sentences ending with

For many, a well-established custom is to not (*ever!*) end a sentence with a preposition in written English. (Having a conversation without violating this custom, however, is nearly impossible, as it is so ingrained in our speech patterns.) The University takes no position on this, and leaves the tolerance level up to individual authors, editors, or departments.

Most such constructions can be recast without a loss of clarity, bowing of course to the famous exception of Winston Churchill: "That is something up with which I will not put."

## 6.7 Expletives: use of grammatical

The expletives *it* and *there*—with no linguistic meaning—are commonly used to serve a structural role in sentences. Pepperdine strongly discourages reliance on such pronouns.

It is better practice to pay your bills on time.

Preferred: To pay your bills on time is a better practice.

He doesn't like it when writers use expletive pronouns.

Preferred: He doesn't like writers to use expletive pronouns.

There are countless reasons for you to stay in school

Preferred: The reasons for you to stay in school are countless.

Also note that the use of the expletive *it* and the pronoun *it* in close proximity may result in a lack of clarity.

It was unwise to hold it up. (see Chicago 5.247)

On infrequent occasion, no concrete subject exists, and the use of an expletive is permissible.

It is raining.

## 7 WORD CHOICES AND COMMON STYLING ERRORS

### 7.1 *A and an*

Use ***a*** before any word beginning with a consonant sound. Use ***an*** before any word beginning with a vowel sound. Check the vocalization of words beginning with ***h*** carefully as they can be either.

*A euphonium* player will have no part in this arrangement.

Was it possible to imagine *a hell* more boring than this? she wondered.

Mark is *a HUD* attorney by day and a punk guitarist by night.

He is *an officer* in the Marine Corps.

Lee gave *an hourlong* talk at the conference.

The email was encoded in *an HTML* format.

This is *a historic* moment in the life of the University.

### 7.2 *A lot*

Always two words. Meaning: “a considerable quantity or extent.”

*Never alot.*

This event is always *a lot* of fun and frequently sells out, so buy your tickets early!

### 7.3 *Alumni and emeriti*

#### *Alumni*

Former students and graduates of a school are known as its *alumni*. Various forms of the word follow.

Alumni: plural gender-neutral group

Alumnae: plural feminine group

Alumnus: singular gender-neutral individual, but may also be masculine singular when appropriate

Alumna: singular female

Alum: informal, singular male or female

***Distinguished Alumnus Award*** is the proper styling for both male and female recipients being awarded this distinction at Pepperdine commencements.

### ***Emeriti***

*Emeritus* is an honorary title given after retirement and follows the same rules as *alumnus*:

Emeritus: singular gender neutral or singular masculine when appropriate

Emerita: singular feminine

Emeriti: plural gender neutral

Emeritae: plural feminine

Note that emeritus titles are always capitalized when they appear before a name, e.g., Chancellor Emeritus Mary Langer

## **7.4 *Affect* vs. *effect***

*Affect* is almost always a verb meaning “to influence or to have an effect on.” *Effect* can be either a noun (meaning “an outcome, result”) or a verb (meaning “to make happen, produce”). *Affect* as a noun has specific meaning in psychological terminology; consult a dictionary.

The bad news *affected* everybody’s paycheck.

The bad news had the *effect* of putting everybody in a foul mood.

The bad news prompted administrators to *effect* a change in policy.

## 7.5 *Amid vs. amidst; among vs. amongst*

Avoid amidst and amongst in American English. (Chicago 5.253)

## 7.6 *And vs. & (ampersand)*

Do not use the ampersand symbol (&) to stand for *and* in ordinary running text.

The ampersand has three basic uses:

1. it is traditionally used in styling professional partnerships especially in law, finance, accounting, insurance, and advertising;
2. it is an abbreviation in listings and other applications where space is limited; and
3. it is an ornamental element in logos, mastheads, headlines, title pages, etc.

It should not be used as an abbreviation to avoid ambiguity. See Section [2.19](#).

## 7.7 *Anxious vs. eager*

Avoid using *anxious* as a synonym for *eager*. Standard meaning: “worried, distressed.”

Breanna was excited and anxious to be going to Disneyland. (use *eager*).

Breanna was apprehensive and anxious about getting her wisdom teeth pulled.

## 7.8 *Athlete vs. student-athlete vs. student athlete*

See hyphens (Section [3.25](#)). Refer to members of Pepperdine teams as athletes, students, or student-athletes, depending upon editorial emphasis desired. A *student athlete* (no hyphen) is someone studying to be an athlete (*compare student nurse*). A *student-athlete* is someone who has two roles, student *and* athlete (*compare nurse-practitioner*). *Scholar-athlete* can be used as a synonym for *student-athlete*.

## 7.9 *Athletic vs. athletics*

Use *athletic* as an adjective only. Use *athletics* to denote the discipline, the major, courses of study, the University department, and its personnel (both noun and adjective).

**Note:** Avoid unintended irony by not using the term *athletic supporter* for philanthropists and boosters of the athletics program.

John, 275 pounds and seven feet of solid, wedge-shaped brawn, cut an athletic figure even as he casually strolled the quad in loose-fitting khakis.

A physician's certification of medical fitness must be on file with the athletics department before an athlete may report to practice.

Coach McKenna "Mickey" Goldmill has served a dual role as defense coach and assistant athletics director for more than a decade.

### 7.10 *Backward vs. backwards*

In American English, *backward*, *forward*, *toward*, *upward*, *downward*, are preferred over the variants with an "s." (Chicago 5.253)

### 7.11 *Bi- vs. semi-*

*Bi* usually means "two." *Semi* usually means "half." So *biweekly* means every two weeks, and *semiweekly* means twice a week. Writers are sometimes unclear about the distinction and therefore readers are even less clear. If using these prefixes, give readers some context to help comprehension and clarity.

The *Bugle* is a semimonthly publication, hitting newsstands on the first and third Mondays of each month.

The committee meets on a regular bimonthly basis in even-numbered months.

**Exception:** *biannual* and *semiannual* both mean "twice a year," but *biennial* means "every other year."

The equinox, a *biannual* event on the solar calendar, figures heavily in superstition and mythology.

Due to budget constraints the view book is only produced biennially.

### 7.12 *Billion, trillion*

In the US one billion equals 1,000,000,000 and one trillion equals 1,000,000,000,000. Use figures for accuracy when writing for an international audience as billion and trillion can mean differing quantities in other English-literate countries.

### 7.13 *California State University* campuses

When referring to a member school of the California State University system, the following style is preferred:

California Maritime Academy  
California Polytechnic State University, San Luis Obispo  
California State Polytechnic University, Pomona  
California State University, Bakersfield  
California State University, Channel Islands  
California State University, Chico  
California State University, Dominguez Hills  
California State University, Fresno  
California State University, Fullerton  
California State University, Hayward  
California State University, Long Beach  
California State University, Los Angeles  
California State University, Monterey Bay  
California State University, Northridge  
California State University, Sacramento  
California State University, San Bernardino  
California State University, San Marcos  
California State University, Stanislaus  
Humboldt State University  
San Diego State University  
San Francisco State University  
San Jose State University  
Sonoma State University

### 7.14 *Carat, karat, caret*

*Carat* is a measure of weight for a gemstone. *Karat* is a measure of purity for gold. *Caret* is the typographical “rooftop” ( ^ ) symbol used in computer programming, proofreading, and digital messaging shorthand.

### 7.15 *Church(es) of Christ*

Noun references to “**Churches of Christ**” or to “**the Church of Christ fellowship**” will normally be treated in the plural sense. “Churches” and “Christ” are both capitalized. Do not precede with “the” in the plural sense. Names of individual churches are treated regularly as proper nouns.

Adjectival references will normally be treated in the singular sense.

Examples of preferred usage:

Churches of Christ represent a faith tradition deeply rooted in primitive Christian worship practice. **[noun-subject]**

The association recognized Churches of Christ, the Presbyterian Church USA, and the Assemblies of God as partner institutions. **[noun-direct object]**

John Doe is a Church of Christ elder. **[adjective]**

John Doe is an elder at the Silver Lake Church of Christ. **[individual church]**

John Doe is a member of Churches of Christ. **[typical biographical statement]**

Pepperdine University maintains a vital relationship with Churches of Christ. **[typical informal affiliation statement]**

### 7.16 *Complement vs. compliment*

A *complement* is something that completes or brings to perfection. A *compliment* is a remark intended to flatter or praise.

Louise’s patent leather clutch and matching pumps provided the perfect *complement* to her evening gown.

After making an absolutely stunning entrance at the after-party, Louise received *compliment* after *compliment* on her ensemble.

Note: the adjective *complimentary* generally means “*free of charge*”; avoid the redundant construction “*free complimentary*.”

Associates should contact the dean’s office to reserve *complimentary* tickets to the event.

### 7.17 *Comprise vs. compose*

The traditional distinction between these two words is that the parts *compose* the whole; the whole *comprises* the parts. However, many writers and editors now use *comprise* as a synonym of *compose* (but usually in the passive voice), but be aware that to do so may invite ambiguity at worst, as well as criticism from traditionalists.

Five schools *compose* what we know today as Pepperdine University.

Pepperdine University is *composed* of Seaver College, the Caruso School of Law, the Graziadio Business School, the Graduate School of Education and Psychology, and the School of Public Policy and the College of Health Science.

Pepperdine University *comprises* its flagship liberal arts undergraduate school, Seaver College, the College of Health Science, and four graduate schools.

***Progressive and widely unaccepted usage:*** Pepperdine University is *comprised* of five schools.

### 7.18 *Data*

*Data* was originally the plural of *datum*, meaning something used as the basis for measurement, calculation, reasoning, or inference. *Data* should be commonly treated as a mass noun and linked to a singular verb. In scholarly and scientific text, however, *data* should be used as a plural.

The panel’s *data indicates* that immediate changes in policy are warranted.

The *data indicate* that 50 percent of the sample experienced mortality with a 250 mg. Dose.

## 7.19 Day and date

When referring to an event that occurred in the past week or will occur in the next week, identify the day by using the day of the week and the month and date. When referring to an event that occurred or will occur more than seven days before or after the current day, use the month and a date. Include the year if the event occurred or will occur in a year different from the current year.

## 7.20 *Defamation vs. libel vs. slander*

Defamation is speech or communication that declares false information that damages a person's reputation. If *defamation* is recorded (print, tape, video, etc.) it is *libel*; otherwise, it is *slander*.

## 7.21 *Email*

Use unhyphenated form, following standard rules of capitalization. Works as noun, verb, or adjective. Short form for *electronic mail*. Only use hyphenated (e-mail) when needed to avoid ambiguity.

## 7.22 Email addresses

Email addresses should always be rendered in lowercase. Sparing exceptions may be made for promotional or marketing purposes. Treat website addresses likewise.

***Dividing email addresses:*** See Web addresses, Section [7.48](#)

## 7.23 *Ensure vs. insure vs. assure*

While these three words can be synonyms for each other, at least by dictionary definition, they each have some preferred uses. Use *ensure* as the general term meaning “to make sure that something will (or won’t) happen.” Use *insure* to refer to underwriting financial or asset-related risk. Use *assure* to mean securing safety, instilling confidence, to inform positively.

To Mimi, Tom’s word itself was enough to *ensure* the project would succeed.

After he left, however, she called her agent for a rider on the general policy to *insure* replacement value of the shipment.

Even then, Mimi pulled Tom’s completion record for review, just to *assure* herself that she had made the right decision.

For his part, Tom arranged for an armed military escort to *ensure* an intact delivery after crossing hostile territory.

The squad captain gave Tom his *assurances* that his crew was definitely battle-hardened and ready for all contingencies.

#### 7.24 *Et al.*

Abbreviation of *et alii* (“and others”)—the *others* being people, not things (see *etc.*). Because *al.* is an abbreviation, it requires a period.

#### 7.25 *Etc.*

Abbreviation of *et cetera* (“and other things”)—don’t use *etc.* to reference people (see *et al.*). *Etc.* is best used in casual writing and if possible avoid it. Note that *etc.* implies a list too extensive to fully cite, and should never be used when a writer merely runs out of ideas or details. Do not precede *etc.* with *and* (*et* means *and*).

#### 7.26 *Head coach*

A position in the athletics department. Also a verb, (hyphenated) meaning to perform the duties of a head coach. See Section [3.25](#).

Jim Ratz, the veteran head coach of the Pepperdine crew team...

Ratz has been head-coaching for the past 25 years.

Pepperdine enjoys tremendous depth in its head-coaching staff...

#### 7.27 *i.e.* vs. *e.g.*

Abbreviations for *id est* (“that is”) and *exempli gratia* (“for example”) respectively. Use *i.e.* to further identify or explain the person/concept/thing just referenced.

Use *e.g.* to introduce an example or a short list of examples explaining the person/concept thing just referenced. Resist the temptation to add *etc.* at the end of the list, as *e.g.* infers a short list at the very most.

The English phrases are preferable in formal prose, but these abbreviations are as acceptable as they are nimble and facile. These usually initiate parenthetical statements that are bracketed by parentheses, commas, or em dashes depending on editorial emphasis.

Requesters must submit the proper paperwork, *i.e.*, the “Green Req.,” to get anything done.

To expedite the application process, bring two forms of picture identification, *e.g.*, driver’s license, school ID card, certain credit cards, employee access badges, when reporting to your counseling session.  
(italics for emphasis)

### 7.28 *Infer vs. imply*

Use *infer* when indicating something is hinted at or suggested. Use *imply* when indicating that reasoned deductions can be drawn.

Because Tom has on the same shirt that he had on yesterday, I think I can safely infer that he never made it home last night and that he spent it you-know-where.

The taxi company records, the airline passenger manifest, and two eyewitness reports at the destination airport imply that Tom was not in town after 9:35 PM last night.

### 7.29 *Internet*

See *Web*, Section [7.47](#)

### 7.30 *Lady*

Avoid using *lady* except in the specific case “*Ladies and gentlemen, . . .*”

### 7.31 *Lay, lie*

When using these words to denote the act of putting something, someone, or one’s self at rest, generally in an understood horizontal position, most writers have no problem using *lay* (transitive, taking a direct object) or *lie* (intransitive, taking no direct object).

Lay is inflected lay, laid, laid. Lie is inflected lie, lay, lain.

I lay down the book on the nightstand and try to sleep.

Now I lay me down to sleep, I pray the Lord my soul to keep.

I lie awake nights worrying about my insomnia.

### 7.32 *Login/log in, logon/log on/log onto*

Per Webster's, *log in* is a verb only. Accordingly, use two words for the action, but one word is fine for the adjective or noun.

### 7.33 Nicknames

**Rule 1: Obvious nicknames.** When referencing someone who typically goes by a nickname that is obviously derived from the formal name, use the full formal name as first reference and last name as successive reference. In pieces of an informal or casual nature, the nickname may be used as successive reference.

Formal: Jonathan Quick/Quick

Casual: Jonathan Quick/Jonny

**Jonathan Quick** is founder and president of Quick Education Design, Inc. (QED). **Quick** previously worked for Elder Instructional Associates in Norwalk as senior creative director. (formal)

**Jonathan Quick** is founder and president of Quick Education Design, Inc. (QED). When not on the job, **Jonny** can be found playing trombone in his band or giving tennis lessons to inner-city youth. (casual/conversational)

**Rule 2: Less-than-obvious nicknames.** When referencing someone who typically goes by a nickname that is *not* obviously derived from the formal name, use the full formal name, following up the first name with the nickname in quotes or with a parenthetical explanation, as first reference and last name as successive reference. In pieces of an informal or casual nature, the nickname may be used as successive reference.

Formal: Earl "Bus" Jones/Jones

Casual: Earl "Bus" Jones/Bus

Earl (or Bus, as he is widely known) Jones graduated from . . .

***Caveat:*** The above two rules assume both the formal name and the nickname are known. If not the case, do not extrapolate a formal name from an apparent nickname. Some people have “nicknames” (Mike, Bill, Betty, etc.) as their given name. If referencing a man named Buzz Lambert, and **nobody** knows him otherwise, assume Buzz to be the given name (no quotes around it).

**Rule 3: Middle names as first names.** The default practice for those who go by their middle name should be to make first reference: first initial, middle name, last name. Successive reference should be last name (formal) or middle name (casual).

Formal: M. Norvel Young/Young

Casual: M. Norvel Young/Norvel

***Usage caveat:*** Occasionally, individuals who go by a middle name go to great pains to obscure their first name for personal reasons. Do not “out” them without express permission. The University may be privy to such an “obscured” first name in a file because we have participated in a legal transaction with them or upon their behalf. Err on the side of privacy.

**Rule 4: Plaques, certificates, honor rolls, and recognition lists.** Ask the individual how to style the name and comply with their wishes (insofar as it does not conflict with Pepperdine’s boundaries of propriety).

If an honoree is not available for advice, default to the appropriate rule above. If an author finds that they must make a choice sans advice, consider that since these types of media are all about public recognition, a good rule of thumb is to be sure names are styled such that the honorees’ family and acquaintances will recognize the name when they see it.

### 7.34 *On-campus, off-campus*

See hyphens, Sections [3.23–3.28](#). Hyphenate adjectival forms.

The Viticulture Club members decided it best to meet off campus for its inaugural “Flights of Fancy” event.

The September pajama parade is a gentle, on-campus hazing ritual not without its charms.

### 7.35 *Online*

One word, unhyphenated, adjective or adverb.

He went online to conduct his initial research.

an online database

online shopping

### 7.36 *Peak, peek, pique*

Compare the noun forms: A *peak* is a top or high point; a *peek* is a quick glance, usually done against prohibition; a fit of *pique* is an episode of wounded vanity.

The verb forms are frequently confused to unintended ironic effect. *To pique* is to annoy or arouse. *To peak* is to reach a climax.

*Contrast:*

Rick's interest is piqued. (He's interested.)

Rick's interest has peaked. (He's no longer interested.)

### 7.37 *Program vs. department* (Pepperdine exception)

The various courses of study listed under each academic division at Seaver College, the Caruso School of Law, and the Graziadio Business School, the Graduate School of Education and Psychology, the School of Public Policy, and the College of Health Science are called *programs*, rather than departments.

The Natural Science Division includes the biology program and the chemistry program, among others.

### 7.38 *Rankings* (*Top 10, 1<sup>st</sup> Place, number 2, etc.*)

Capitalization of rankings can vary according to context, rhetorical emphasis, and editorial tone. Here are some guidelines that may be helpful. Named awards, prizes, and honors are capitalized (e.g., Nobel Prize, Emmys, Stanley Cup). But generic references or rank are lowercase.

1. In running text, use “number + numeral,” or, if the ranking is under 10, use “number + number spelled out.”
2. In infographics and brochures where space is limited, it is permissible to use either “number + numeral” or “# + numeral.” If choosing the latter, run the number sign and the numeral together. Be consistent within a particular document.
3. Capitalize ranks when a specific place or rank is attributed (especially 1<sup>st</sup>-, 2<sup>nd</sup>-, and 3<sup>rd</sup>-Place wins).
4. Capitalize a tier of exclusive, highest honor when treated as if a named cohort (Top 10, Top 40, Top 50, Top 100).

Pepperdine ranked number 46 among national universities in the *U.S. News & World Report* Best Colleges rankings for 2019.

The Straus Institute for Dispute Resolution has often been ranked first among programs of comparable scope and caliber.

The Straus Institute for Dispute Resolution earned 1<sup>st</sup> Place among programs of comparable scope and caliber.

The basketball team attained a number seven national ranking of the Top 10 NCAA Division I schools.

Of the 10 highest-achieving NCAA Division I schools, the basketball team ranked seventh in the nation.

### 7.39 *RSVP, R.S.V.P., and R.s.v.p.*

**Traditionalist usage:** Since this is an abbreviation of the imperative sentence in French, “*Répondez s’il vous plaît*.” (meaning “please respond”) it should be treated as such. Any of the three forms styled above can stand as a complete sentence. If you add verbiage to the sentence, it comes afterward and is punctuated accordingly. And remember that the courtesy term *please* is already built into the abbreviation.

*[Basic invitation format]*

[X] requests your presence on [DATE] at [TIME] at [PLACE].  
R.s.v.p.

[X] requests your presence on [DATE<sub>1</sub>] at [TIME] at [PLACE].  
R.s.v.p. by [DATE<sub>2</sub>].

[ literal meaning: *Please respond by Date<sub>2</sub>.* ]

RSVP by phone, email, or via the card provided,  
to the president's office no later than [DATE<sub>2</sub>].

**“New School” usage:** According to merriam-webster.com, *RSVP* (*all caps, no periods*) is now an English verb meaning “to respond to an invitation” and can be conjugated as such (RSVP'd/RSVPed, RSVP'ing/RSVPing).

[X] requests your presence on [DATE] at [TIME] at [PLACE].  
Please RSVP.

[X] requests your presence on [DATE] at [TIME] at [PLACE].  
Please R.s.v.p. by [DATE<sub>2</sub>].

**Some alternative RSVP statements:**

Because space is limited we ask that you RSVP by phone,  
email, or via the card provided, to the president's office  
no later than [DATE<sub>2</sub>].

If you have not yet RSVP'd, please do so by [DATE<sub>2</sub>]  
to ensure a place.

**Usage note:** Because a significant portion of the population regard the new-school approach as incorrect and unsophisticated, writers should default to traditional unless a reason to do otherwise exists.

Drafters of invitations can also avoid the traditional vs. new-school dilemma by issuing the request in English. Some examples:

Please respond.  
Please respond by **Date<sub>2</sub>**.  
Reply by **Date<sub>2</sub>**.  
The courtesy of a reply is requested.  
Regrets only.  
etc.

#### 7.40 *Sight vs. site*

These words are frequently confused with one another. A *sight* is something worth seeing, an aiming device, among other things [the sights of L.A., a gun sight]. A *site* is a place [a work site, a website]. Occasionally confused with *cite*, short for citation, meaning “a reference to published work.”

#### 7.41 *That vs. which*

*That* is used to introduce a restrictive clause—one that refers to a specific type of the noun it modifies. As a result, it provides essential information and cannot be omitted:

The red lawnmower that is in the garage requires a new spark plug.  
(refers only to the red lawnmower in the garage)

The mittens that are on the table belong to Johnny.  
(refers only to the mittens on the table)

*Which* introduces a nonrestrictive or parenthetical clause—one that adds nonessential information that could be omitted without changing the meaning of the sentence. A nonrestrictive clause always requires commas.

Mount McKinley, which is in Alaska, is the highest mountain in the United States.

The red lawnmower, which hasn’t worked since 1995, needs a new spark plug.

*Who* applies to people, *which* applies to things, and *that* may apply to either.

The students in the theatre, who are all members of the Drama Club, are rehearsing for their next play.

The books on the floor, which were left by a student, are in danger of being stolen.

The group that came to dinner consisted of members of the Pepperdine Associates.

#### 7.42 *Theatre vs. theater (amphitheatre)*

Preferred spelling is *theatre*. This is reflected in Pepperdine place names (Smothers and Lindhurst Theatres) and in the names of the academic major, the course of study, and

individual courses at Seaver College. The derivative word *amphitheatre* is likewise treated. Observe the alternate spelling when used in self-styled proper names, such as the Apollo Theater or the American Conservatory Theater.

### 7.43 *They (singular)*

In contemporary communication, two disparate uses of *they* as a singular antecedent warrant discussion.

***They to refer to a specific person:*** When a person who does not identify with a gender-specific pronoun would like to be referenced as *they*, the individual's preference should be respected. Accordingly, *they* (and its forms, *them*, *their*, *theirs*) can be used to refer to one person.

***They as a substitute for the generic he/she:*** *They* and *their* are also employed as gender-neutral third-person pronouns as substitutes for the generic he or she when referring to someone whose gender is unknown or unspecified. Chicago accepts this use of singular *they* in speech and informal writing, but recommends avoiding it in formal writing, offering various other ways to achieve bias-free language. The University, however, accepts this practice in both formal and informal writing.

Like singular *you*, singular *they* is treated as a grammatical plural and takes a plural verb, e.g., they are studying chemistry. (see Chicago 5.51–52)

### 7.44 The *University of California* campuses

When referring to a University of California campus for the first time in text, the campus location is appended with a comma, per University of California administrators.

the University of California, Los Angeles  
*not*  
the University of California at Los Angeles

In subsequent references, the following abbreviations may be used. Note that a comma or hyphen is not used.

UC Berkeley  
*Never* UCB\* or UC, Berkeley

UC Riverside  
*Never* UCR\*

UC Davis or UCD

UC Santa Barbara

*Never UCSB\**

UCI or UC Irvine

UC Santa Cruz

UCLA

UCSD or UC San Diego

UC Merced

UC San Francisco

*Never UCM\**

\*Exception: schedules or tabular material

## 7.45 *Values-centered*

Avoid using this vague, undefined term *alone* if you are making a reference to Pepperdine's Christian orientation. If an author or editor is making a point about the Christian ethics and principles underlying the Pepperdine mission, a clear, unequivocal approach is best recommended.

See the Graziadio School mission statement, quoted in part, for a best use of this term:

*The mission of the George L. Graziadio Business School is to develop **values-centered** leaders and advance responsible business practice through education that is entrepreneurial in spirit, ethical in focus, and global in orientation. As a professional school growing out of the tradition of a Christian University, we seek to positively impact both society at large and the organizations and communities in which our students and graduates are members.*

Used within the first sentence to introduce the idea of a belief in moral standards and ethical practice, the next sentence then follows up with an unambiguous stance that it is Christian values that anchor the school.

## 7.46 *Verbal vs. oral*

Many writers misguidedly use *verbal* intending to specify spoken communication (*You need to state that verbally.*) However, *verbal* can mean something that is put into words both written and spoken. If you wish to specify spoken utterance only, use *oral*.

#### 7.47 *web, web page, website, World Wide Web, (the) internet*

Treat *web* (in reference to the World Wide Web), *web page*, *website*, *webmaster*, and other *web*-prefixed words as nonproper nouns. Treat *the internet* as a nonproper noun. (Chicago 7.85)

**Private webs:** Many companies, clubs, households, etc., have private, internal websites that are accessible only to members of a specific LAN/WAN, also known as intranets. These may or may not have their own proper internal names that may need to be capitalized based upon the context. When referencing these (and the WWW) in general, the lowercase *w* is correct. (Chicago 7.85).

#### 7.48 Web addresses

Generally style entirely lowercase. Sparing exceptions can be made for promotional or marketing purposes. Include prefixes *http://* or *www.* **only** when it adds clarity. Do not include the slash at the end of a Pepperdine web address.

seaver.pepperdine.edu  
pepperdine.edu

***Dividing URLs and email addresses:*** When breaking a URL or web address across two lines, make the break if possible between elements: after a colon (:), a slash (/), or double slash (//); or before or after an equals sign (=) or ampersand (&); or before a period (.) or other punctuation.

... doi:10.1073/  
pnsa.085417105

... youtube.com/watch?v= Vja83KLQXZs

***Never hyphenate a URL or an email address across a line break.*** If the URL or email address contains a hyphen, to avoid confusion, do *not* break at the hyphen. Break at elements as noted above, or at normal word-division points without using a hyphen.

... law.pepperdine.edu/  
student-life/academic-services

... law.pepperdine.edu/student-life/academic-services

... johnsmithgo-to-guy  
4translation@gmail.com

... johnsmithgo-toguy4trans  
lation@gmail.com

## 7.49 *Who* vs. *whom*

Use *who* for subject references, and *whom* for object references.

Correct: The pay should be adequate for whoever is doing the job.

Incorrect: The pay should be adequate for whomever is doing the job.

The pronoun *whoever* is not the object of the preposition *for*; the entire following clause is the object, and within that clause the pronoun is the subject.

If you are unsure which is correct, try the following simple test: Think of the pronoun *who* (or *whoever*) as being equivalent to *he* or *she*, and *whom* (or *whomever*) as equivalent to *him* or *her*. Then try a substitution to see which one makes sense:

Correct:       Who is doing the job . . .

Incorrect:     Whom is doing the job . . .

## 8 PEPPERDINE OFFICIAL STATEMENTS, HISTORICAL LANGUAGE, AND EDITORIAL PROTOCOLS

### 8.1 Equal Employment Opportunity Statement

Pepperdine is an Equal Employment Opportunity Employer and does not unlawfully discriminate on the basis of any status or condition protected by applicable federal, state, or local law. Pepperdine is committed to providing a work environment free from all forms of harassment and discrimination. Engaging in unlawful discrimination or harassment will result in appropriate disciplinary action, up to and including dismissal from the University.

Pepperdine is religiously affiliated with the Churches of Christ. It is the purpose of Pepperdine to pursue the very highest employment and academic standards within a context which celebrates and extends the spiritual and ethical ideals of the Christian faith. While students, faculty, staff and members of the Board of Regents represent many religious backgrounds, Pepperdine reserves the right to seek, hire and promote persons who support the goals and mission of the institution, including the right to prefer co-religionists.

It is the intent of the University to create and promote a diverse workforce consistent with its stated goals and mission.

(Source: Human Resources 01/2025:  
[pepperdine.edu/about/administration/provost/policies/eo-statement.htm](http://pepperdine.edu/about/administration/provost/policies/eo-statement.htm))

### 8.2 Equal Opportunity Statement – Variation for Advertisements for Positions

Ads—especially if they are brief—should include only the phrase "Equal Opportunity Employer." If ads are full length, they should contain the full paragraph above.

Brief advertisements shall include the phrase:

**"Equal Opportunity Employer" or "EOE."**

### 8.3 Statement of Church Affiliation—complete version

Pepperdine is religiously affiliated with Churches of Christ. It is the purpose of Pepperdine to pursue the very highest employment and academic standards within a context which celebrates and extends the spiritual and ethical ideals of the Christian faith. While students, faculty, staff, and members of the Board of Regents represent many religious backgrounds, Pepperdine reserves the right to seek, hire, and promote persons who support the goals and mission of the institution, including the right to prefer co-religionists.

### 8.4 Statement of Church Affiliation—abbreviated version

Pepperdine University is religiously affiliated with Churches of Christ.

### 8.5 Accreditation statement

Institutions granted the status of accreditation *must* use the following statement if they wish to describe the status publicly:

Pepperdine University is accredited by the WASC Senior College and University Commission, 1080 Marina Village Parkway, Suite 500, Alameda, CA 94501, (510) 748-9001.

WSCUC policy quoted in part:

The phrase “fully accredited” is to be avoided, since no partial accreditation is possible. The accredited status of a program should not be misrepresented. The accreditation granted by WASC refers to the quality of the institution as a whole. Since institutional accreditation does not imply specific accreditation of any particular program in the institution, statements like “this program is accredited” or “this degree is accredited” are incorrect and misleading.

Please note that it is a federal regulation [34 CFR 602.23(d)] that when disclosing their accreditation status institutions must also disclose the name, address, and telephone number of the accrediting agency.

## 8.6 The Mission of Pepperdine University

Pepperdine is a Christian university committed to the highest standards of academic excellence and Christian values, where students are strengthened for lives of purpose, service, and leadership.

Abbreviated marketing slogan:

Strengthening lives for purpose, service, and leadership.

## 8.7 Statement of Affirmation

Pepperdine University Affirms

That God is

That God is revealed uniquely in Christ

That the educational process may not, with impunity,  
be divorced from the divine process

That the student, as a person of infinite dignity,  
is the heart of the educational enterprise

That the quality of student life  
is a valid concern of the University

That truth, having nothing to fear from investigation,  
should be pursued relentlessly in every discipline

That spiritual commitment, tolerating no excuse for mediocrity,  
demands the highest standards of academic excellence

That freedom, whether spiritual, intellectual, or economic,  
is indivisible

That knowledge calls, ultimately, for a life of service.

## 8.8 Required listing of Pepperdine officers

All University catalogs and annual reports are to include a list of the University's Board of Regents, the University Board, and a list of the names of all Pepperdine executive leadership at the level of school dean or higher. Life members of the Board of Regents should always be indicated as such.

When listing the names of Pepperdine executive leadership in print, the following protocols should be observed:

### **Name should include:**

- First name (not nickname) and middle initial (if the individual has one) or
- First initial and middle name (if listee goes by middle name)
- Last name
- Abbreviation for highest level (terminal) of degree achieved
- Abbreviation for secondary degree if JD, MBA, or disparate doctorate

### **Ceremonial vs. nonceremonial reference:**

Note that President Gash prefers to be referenced by his nickname rather than his formal name. Accordingly outside of ceremonial programs such as commencement programs and formal listings of the University's administration, his name should be styled as:

First reference: President Jim Gash (personal title) or Jim Gash, president and CEO (title in apposition)

Successive reference: President Gash (personal title), Gash

Ceremonial reference: President James A. Gash; James A. Gash, president and CEO

Adjectival attribution: Pepperdine president Jim Gash

### **Order of Name Listing: (conventional listing)**

- President
- Chancellor
- Provost
- Other operational vice presidents (executive VP, senior VP, VP) in alphabetical order by last name
- Academic deans of the schools: sorted by ceremonial order of the schools

### **Short Listing (Academic)**

- President
- Chancellor
- Provost
- Appropriate academic dean

### **Short Listing (Administrative)**

President  
Chancellor  
Appropriate operational vice presidents

### **Ceremonial Listing and Order (University-wide events)**

President  
Chancellor  
Provost  
*(in order of seniority of school)*  
Seaver College, f. 1972  
(ceremonial heir to Pepperdine College, 1937–1970)  
Caruso School of Law, f. 1964 (acquired in 1969)  
Graziadio Business School, f. 1969  
Graduate School of Education and Psychology, f. 1971  
School of Public Policy, f. 1997  
College of Health Science, f. 2024  
Guest/Foreign School(s) in order of foundation

### **Ceremonial Listing and Order (school-hosted events)**

President  
Chancellor  
Provost  
Host School  
Sister School(s) in order of seniority  
Guest/Foreign School(s) in order of foundation

### **University Executive Leadership (as of January 23, 2025)**

James A. Gash	President and Chief Executive Officer
Sara Young Jackson	Chancellor
Jay L. Brewster	Provost and Chief Academic Officer
Sean Burnett	Senior Vice President for Integrated Marketing Communications and Chief Marketing Officer
Lila McDowell Carlsen	Interim Vice Provost
Lauren W. Cosentino	Vice President for Advancement and

Daniel J. DeWalt	Chief Development Officer
Connie Horton	Vice President and Chief of Staff
Thomas H. Knudsen	Vice President for Student Affairs
L. Timothy Perrin	General Counsel
	Senior Vice President for Strategic Implementation
Phil E. Phillips	Executive Vice President
Greg G. Ramirez	Chief Financial Officer
Jeffrey Rohde	Chief Investment Officer
J. Goosby Smith	Vice President for Community Belonging and Chief Diversity Officer
Tim Spivey	Vice President for Spiritual Life
Nicolle Taylor	Senior Vice President and Chief Operating Officer
Lee Kats	Interim Dean, Seaver College
Paul L. Caron	Duane and Kelly Roberts Dean, Caruso School of Law
Deborah Crown	Dean, Graziadio Business School
Farzin Madjidi	Dean, Graduate School of Education and Psychology
Pete N. Peterson	Dean and Braun Family Dean's Chair, School of Public Policy
Michael Feltner	Founding Dean, College of Health Science
Angel Coaston	Dean, School of Nursing
Leah Fullman	Dean, School of Speech-Language Pathology

Where space limitations dictate the necessity of an abbreviated list (school brochures, etc.) the following abbreviated list may be used:

James A. Gash, President  
 Sara Young Jackson, Chancellor  
 Jay L. Brewster, Provost  
 (Relevant dean)

For nonacademic publications, list the president and relevant vice president.

## 8.9 George Pepperdine's Dedicatory Address of September 21, 1937

This text is printed and delivered each year at the Founder's Day ceremony.

What we say here today in the dedication of these buildings is of very little importance, but the work which will be done through the days and years and generations to come will be of very great importance if that work is guided by the hand of God.

What I mean by the statement, "Guided by the hand of God," is that God's spirit working through his holy word, the Bible, shall influence and control the lives of each and every member of the faculty to such an extent that he will spread Christian influence among the students.

America and the world need Christianity. Yes, they need knowledge, culture, education, but they need Christ even more. The heart of man usually grows to be perverse unless trained by the influence of God's word. If we educate a man's mind and improve his intellect with all the scientific knowledge men have discovered and do not educate the heart by bringing it under the influence of God's word, the man is dangerous. An educated man without religion is like a ship without a rudder or a powerful automobile without a steering gear. There is no life so much worthwhile in this world as the Christian life because it promotes the most happiness and contentment and the greatest promise of life hereafter.

Therefore, as my contribution to the well-being and happiness of this generation and those to follow, I am endowing this institution to help young men and women to prepare themselves for a life of usefulness in this competitive world and help them build a foundation of Christian character and faith which will survive the storms of life. Young men and young women in this institution will be given educational privileges equal to the best in the liberal arts, business administration, Bible training, and later, we hope, in preparing for various professions. All instruction is to be under conservative, fundamental Christian supervision with stress upon the importance of strict Christian living.

To the faculty members, each and every one of you, I am giving this solemn charge before this great company of our fellow citizens and before God-that you shall conduct your lives in such a manner as to be noble examples of Christian living in the presence of the students who are likely to be influenced more by what you do than by what you say.

Let us this day dedicate these buildings and this institution, the George Pepperdine College, to the cause of higher learning under the influence of fundamental Christian leadership. And at the same time let us, the members of the faculty and the board of trustees, dedicate ourselves anew to the great cause of beautiful Christian living. In this way we shall do our small bit to glorify the name of God in the earth and extend His kingdom among the children of men.

This version of the Founder's Address was approved and printed in 2005 Founder's Day program. Preserve punctuation and capitalization as above in future printings. One editorial change from the archival copy was made in paragraph 6; "higher learning" was substituted for "high learning."

## 8.10 The *Alma Mater*

### [“We Will Climb”](#)

Music and Lyrics by Jimmy Dunne

In front of me, the most amazing vista  
All I see—the richest college memories  
Looking back, I realize  
I'm right where I should be  
Will I climb  
Will I dare to dream  
The light of the lantern  
Will it shine through me  
Will I catch  
A wondrous wave  
Will I ride on a crest  
That shapes my days  
And when the storms out on the sea  
Test all I'm born to be  
I will draw from my days here  
You'll always be, always be with me

We will climb  
We will dare to dream  
The light of the lantern  
It will shine through me  
We will climb  
We will reach for more  
We'll hold this light together  
We'll share these days forever  
We will climb  
Pepperdine  
Pepperdine

## 8.11 The *Fight Song*

Up on the hill in Malibu  
We are the Waves of orange and blue,  
Waves will  
Waves will crush you!

We're gonna fight! Fight! Fight! For Pepperdine  
We're gonna win for the Orange and the Blue  
The mountains and the sea inspire victory  
In the waves of Malibu!

We're gonna fight! Fight! Fight! For Pepperdine  
And show our pride for everyone to see  
Come on and raise your voice  
to show the world your choice  
And cheer our team to victory-  
VICTORY!

## 8.12 Oft-quoted sayings of M. Norvel Young

The past is prologue.

There is no competition between lighthouses.

The future is as bright as the promises of God.

It's a great day to be alive. (frequent addendum: "in Malibu")

Eight hundred thirty acres—smog-free, sun kissed, ocean washed, island girded, and mountain guarded.

If you discover a turtle balanced on top of a fence post, you can assume he did not get there all by himself.

## 8.13 Alumni designations and attributions

**Standard designation:** When an alumnus is first referenced in a University publication, a designation of his/her advanced degree (unpunctuated, if any) and class (last two digits

of the year preceded by an apostrophe) shall be made as appropriate. Multiple designations are separated by a comma and a space. A year-only designation is understood to designate a baccalaureate degree. However, the designation BSM 'xx is used to reflect a bachelor of science in management from the Graziadio Business School and BSN 'xx represents a bachelor of science in nursing from the College of Health Science.

This designation is best enclosed within parentheses. Other “enclosing” formats, such as brackets or braces are permitted, or the designation may be in a typeface differing from the proper name as deemed appropriate. The designation typeface treatment should be consistent within itself.

John Katch ('60)	John Katch '60
Jonathan Kemp ('94, MBA '07)	Jonathan Kemp '94, MBA '07
Cathy Kort (MA '96)	Cathy Kort MA '96
Nicole Hall [MBA '05]	Nicole Hall <i>MBA</i> '05

Note that an alumnus holding a joint degree is designated as follows:

Myron Taylor (JD '11, MPP '11)

When this standard designation is used, no legend or table of abbreviations is required.

**Designating non-degreed alumni:** Two groups of non-degreed attendees of Pepperdine will be written about fairly often: 1) former competitive athletes, and 2) women who attended from 1937 to about the 1970s. The best practice is to include dates of attendance in the running-text narrative and leave the person undesignated. If this is not possible or practical (e.g., a list of Pepperdine attendees most of whom have alumni designations), follow with a parenthetical with years of attendance indicated.

Jane Roe (attended 1940–41)

Use these standard abbreviations for long-form designations:

**Degrees:**

BA/BS	Bachelor of Arts/Bachelor of Science
BSN	Bachelor of Science in Nursing
BSM	Bachelor of Science in Management
ELM-CNL	Entry-Level Master of Science in Nursing, Clinical Nurse Leader
MA	Master of Arts

MBA	Master of Business Administration
MDiv	Master of Divinity
MDR	Master of Dispute Resolution
MFA	Master of Fine Arts
MLS	Master of Legal Studies
MPP	Master of Public Policy
MS	Master of Science
JD	Juris Doctor
LLM	Master of Laws
DBA	Doctor of Business Administration
EdD	Doctor of Education
PsyD	Doctor of Psychology
PhD	Doctor of Philosophy

Note that except for MBA PKE graduates, we do not include abbreviations for specific degrees other than those listed above; degrees from one of the Graziadio master of science programs are designated as MS and not, e.g., MSOD.

#### 8.14 Student designations

When a current student is first referenced in a University publication, the student's name may be followed by the student's current year, such as "Joe Jones (junior)" or as "Joe Jones (current student)." It is permissible to describe a student's major or field of study, and to indicate that they are working toward a particular degree, but a student's name should not be followed with a prospective degree and/or graduation year.

#### 8.15 *Pepp* as abbreviated form of *Pepperdine*

When abbreviating the name "Pepperdine" to its first syllable in titles, slogans, special event themes, club and organization names, advertising, campaign rhetoric, or any other University usage, always use "Pepp." Avoid usage of "Pep."

the Pepp Band  
PEPP Talk  
Pepp Today

## 9 ACRONYMS AND DEGREES

### 9.1 Letter grades

Scholastic letter grades should be capitalized and take 's when pluralized. (Chicago 7.68)

A's, B's, and C's

### 9.2 Broadcast call letters and acronymic names

Call letters of radio stations and alphabetical abbreviations (acronyms) of groups or organizations such as AACSB, AALS, ABA, AEG, APA, MLA, YMCA, AWP, KIIS-FM, NAFTA, NASA, WSCUC, ROTC, USDA, GSEP, UCLA, etc., should be capitalized and written without periods or spaces. (Chicago 10.66)

### 9.3 Academic degrees and professional designations

Letter symbols of academic degrees should be capitalized and are written *without* periods. Periods may be used for formal and traditional treatments. The following list includes frequently used abbreviations for academic degrees and professional and honorary designations. (Chicago 10.23)

AB	Artium Baccalaureus (Bachelor of Arts)
AM	Artium Magister (Master of Arts)
BA	Bachelor of Arts
BD	Bachelor of Divinity
BFA	Bachelor of Fine Arts
BM	Bachelor of Music
BS	Bachelor of Science
BSN	Bachelor of Science in Nursing
DB	Divinitatis Baccalaureus (Bachelor of Divinity)
DBA	Doctor of Business Administration
DD	Divinitatis Doctor (Doctor of Divinity)
DDS	Doctor of Dental Surgery
DHL	Doctor of Humane Letters (also LDH, see below)
DMD	Doctor of Dental Medicine

DMin	Doctor of Ministry
DO	Doctor of Osteopathy
DVM	Doctor of Veterinary Medicine
EdD	Doctor of Education
FAIA	Fellow of the American Institute of Architects
FRS	Fellow of the Royal Society
JD	Juris Doctor (Doctor of Law)
JP	Justice of the Peace
LHD	Litterarum Humanarum Doctor (Doctor of Humanities)
LittD	Litterarum Doctor (Doctor of Letters)
LLB	Legum Baccalaureus (Bachelor of Laws)
LLD	Legum Doctor (Doctor of Laws)
LLM	Legum Magister (Master of Laws)
MA	Master of Arts
MD	Medicinae Doctor (Doctor of Medicine)
MFA	Master of Fine Arts
MLS	Master of Legal Studies
MLS	Master of Library Science
MP	Member of Parliament
MS	Master of Science
MSN	Master of Science in Nursing
PhB	Philosophiae Baccalaureus (Bachelor of Philosophy)
PhD	Philosophiae Doctor (Doctor of Philosophy)
PhG	Graduate in Pharmacy
RN	Registered Nurse
SB	Scientiae Baccalaureus (Bachelor of Science)
SJ	Society of Jesus
SM	Scientiae Magister (Master of Science)
STB	Sacrae Theologiae Baccalaureus (Bachelor of Sacred Theology)

**MBA** - The master of business administration is to be normally styled without periods. Authors and editors may add the periods in the rare context where their absence may be misconstrued as a typo.

**Joint degrees** - Periods are never used in cases of joint degrees (e.g., JD/MBA). When referencing joint degree programs in Pepperdine communications, the degree from the school under discussion is generally listed first. Thus material from the Graziadio School would reference the aforementioned degree as an MBA/JD.

**Adjectival forms of degrees: bachelor's, master's, doctoral.**

Bachelor's, master's, and doctor's degrees should always be written with an 's. Never write masters' degrees. Use the term *doctoral degree* rather than *doctorate degree*. (see [Appendix 4](#) for additional guidance) (Chicago 8.30)

**Specializations** - Do not initial cap specializations in running text.

Sean earned an LLM in international commercial arbitration.

## 10 LETTERS, MEMORANDA, AND REPORTS

The University as a whole has no specific requirements on formatting business letters, memoranda, and or reports. Please see your direct supervisor for direction on formatting issues that may be required in your department.

Resources abound both in print (reference books) and on the web that advise on the elements of good business writing form. The *Merriam Webster's Secretarial Handbook* and the *Gregg Reference Manual* remain perennial favorites.

### 10.1 Basic components of the business letter

**Typestyle/fonts:** No prescribed typestyles or fonts must be used in University word processing, but if writers or editors wish to match the appearance of text used in Pepperdine's flagship publications, they can download the Google fonts “**Source Sans Pro**” for sans serif uses, and “**Lora**” for a serif face. These are open source fonts that are freely available at no cost.

University publications typically use sans serif typefaces for body copy, but as stated, no typestyle requirement in day-to-day business correspondence has been established. Avoid point sizes smaller than 11 to maintain readability for readership of all ages.

Persons seeking specific font/typestyle guidance for projects should consult Integrated Marketing Communications creative director Keith Lungwitz for consultation.

**Margins:** The generic Pepperdine University letterhead has no fixed margins implied in its design, so you may elect margins that you deem appropriate.

The Pepperdine wordmark occupies the top one-inch of an 8.5"x11" sheet, so the date line will need to sit at one inch below the wordmark. Some departmental letterhead has a left-flush design at 1"; therefore a 1" margin is necessary in those cases.

A one-inch margin on all four sides is standard for most report uses.

**Date:** Insert date of correspondence; use unabbreviated Month/Day/Year format

March 15, 2017

**Address block:** Addressee, title, company, department, street address, city/state/ZIP

Tamara O'Brien, Director, Operations  
Pepperdine University  
Integrated Marketing Communications  
26750 Agoura Road  
Calabasas, CA 91302

Or:

Pepperdine University  
Integrated Marketing Communications  
26750 Agoura Road  
Calabasas, CA 91302  
ATTN: Tamara O'Brien, Director, Operations

The second type of address block [ATTN version] is employed when the recipient is serving as a functionary of the organization, and not specifically engaged as an individual with whom the correspondent has a relationship. Using the ATTN address signals that the correspondence is to be regarded at a further professional distance than the first example.

**Caption:** Brief statement of the issue of the correspondence

RE: Approval of project #170215323

**Salutation:** Greeting to the recipient, formal or informal according to the relationship; different forms given in descending order of formal to familiar:

Dear Ms. O'Brien:  
Dear Tamara:  
Dear Tamara,

Used when addressee's name is unknown:

Greetings:  
To whom it may concern:

Use of first name or courtesy titles (Mr./Ms./Dr.): Use according to correspondent's level of familiarity to the addressee.

**Body copy:** content of the letter

**Closing:** signal to end the correspondence; phrases in order of distant to friendly tone:

Cordially,  
Sincerely,  
Regards,  
Faithfully, [common in the UK]  
Yours truly,  
Truly yours,  
Best regards,  
Very truly yours,  
Best (or Kindest) personal regards,

**Space for signature, full name and title of sender:** identification and title of the correspondent; company name is not required since correspondence is on letterhead

Tim Perrin, Senior Vice President for Strategic Implementation

**cc:/bcc: line:** indication of who is getting a copy of the correspondence; include as much information as necessary to identify the cc: recipients to the addressee [historical note: cc stands for “carbon copy” from when copies were made simultaneously with the use of carbon paper as a letter was produced on a typewriter]

cc: S. Burnett

**Attach. or Encl. line:** indication that other documents are stapled to the letter (Attach.) or placed in the envelope (Encl.), with or without quantity number; spell out or abbreviate

Enclosures (2)  
Encl. (2)

**2<sup>nd</sup> sheet info:** For multipage letters, indicate address, page #, and date

### Three-line header format

Mr. Nate Ethell  
Page 2  
March 15, 2017

### One-line footer format

Mr. Nate Ethell                      2                      March 15, 2017

Note: Except for the address block, all components have been styled here in sentence (initial) caps for simplicity and consistency.

## 10.2 Memoranda (AKA email)

Business memos, generally meaning internal communications among personnel in the same company/organization, have been replaced with email.

As such, best use of email is to keep the messages short, to the point, to document that work has been done, and, if needed, to clearly move the burden of decision or action in advancing a project to the next person so that the addressee knows what to do and in what time frame. Email/memos go to people you work with all the time, so they don't need courtesies like "Dear X," or "Sincerely yours,"—they expect to get right to work with you, so just start with their name and put the action call right up front.

Caption:  
*Request for approval - Project Alpha*

*Ed:*  
Please review and approve the attached PDF at your earliest convenience. I need it no later than end of business Friday to meet your production schedule. Call or slack me if you have questions or if that deadline is problematic. FYI: I'm out of the office Wednesday.

 $VW$

If you are starting an email thread, think carefully how you style the caption and how it will serve you as you imagine it sitting in your addressees' email inboxes as they scan for your name and your project from a potentially long list several screenloads long.

If you find yourself needing to actually write a paper memo, this is the classic format, usually put on a company 2<sup>nd</sup> sheet [*you can see how the email is the evolution of this form rather than the business letter*]:

**MEMO**

**Date:** *March 15, 2023*  
**To:** *Tamara O'Brien, Director, Operations*  
**From:** *John Doe, Associate Vice Chancellor*  
**Subject:** *Brochure reprint*

Body copy.

*JD* [author's initials]

**cc:**

**Enclosure** or **Attachment**

## 11 CAMPUS ADDRESSES

The Pepperdine campuses, in the preferred order of listing, follows.

**Malibu Campus** 310.506.4000

24255 Pacific Coast Highway

Malibu, CA 90263

**West Los Angeles Graduate Campus**

Howard Hughes Center

6100 Center Drive

Los Angeles, CA 90045

Graziadio Business School 310.568.5500

Graduate School of Education and 310.568.5600

Psychology

**Calabasas Campus** 818.702.1000

26750 Agoura Road

Calabasas, CA 91302

**Irvine Graduate Campus** 949.223.2500

18111 Von Karman Avenue

Lakeshore Towers III

Irvine, CA 92612

**Washington, DC, Campus** 202.776.5321

2011 Pennsylvania Avenue, NW

Washington, DC 20006

### *INTERNATIONAL CAMPUSES*

International programs should be listed using the preferred order as follows:

**Heidelberg Program** 011.49.6221.90250

**London Program** (Seaver College/Caruso School of Law) 011.44.20.7581.1506

<b>Florence Program</b>	011.39.055.47.41.20
<b>Buenos Aires Program</b>	011.54.11.4772.5969
<b>Switzerland Program</b>	011.41.21.3210909

***Special Note to Authors and Editors:***

For purposes of security and student and staff safety, street addresses and outside photographs of international campus buildings fronting public streets should not be included in any printed materials intended for the general public.

Correspondence bound for any international campus of Seaver College can be forwarded through the Seaver College International Programs office.

## *Appendix 1*

***Table of Initial and Successive References (descending order of preference)***  
**Pepperdine University and Its Schools**

First Reference(s)*	Successive Reference(s)	Ceremonial Reference(s)	Abbreviations	
			Standard	2-Ltr
Pepperdine University	the University  Pepperdine	Same as first reference	N/A	N/A
Seaver College of Pepperdine University  Seaver College†	Seaver  the college  Pepperdine§	Pepperdine University (1 <sup>st</sup> line) Seaver College of Letters, Arts, and Sciences (2 <sup>nd</sup> line)  Pepperdine University (1 <sup>st</sup> line) The Frank R. Seaver College of Letters, Arts, and Sciences (2 <sup>nd</sup> line)	SC	SC
Pepperdine University Caruso School of Law  the Caruso School of Law†  Pepperdine Caruso School of Law	Pepperdine Caruso Law Caruso Law the Caruso School the law school the school Pepperdine§	Pepperdine University (1 <sup>st</sup> line) The Rick J. Caruso School of Law (2 <sup>nd</sup> line)	CSOL**	CL
Pepperdine Graziadio Business School  Pepperdine University Graziadio Business School  the Graziadio Business School of Pepperdine University  the Graziadio Business School†  Pepperdine Graziadio School	Pepperdine Graziadio the Graziadio School  Graziadio the school the business school Pepperdine§	Pepperdine University (1 <sup>st</sup> line) The George L. Graziadio Business School (2 <sup>nd</sup> line)	PGBS**	GB

Pepperdine University Graduate School of Education and Psychology  the Graduate School of Education and Psychology of Pepperdine University  the Graduate School of Education and Psychology†	the Graduate School  GSEP (when indicated parenthetically with 1 <sup>st</sup> reference)††  the school  Pepperdine§	Pepperdine University (1 <sup>st</sup> line) Graduate School of Education and Psychology (2 <sup>nd</sup> line)	GSEP	EP
Pepperdine University School of Public Policy  the School of Public Policy†  Pepperdine School of Public Policy	the school  the public policy school  Pepperdine§	Pepperdine University (1 <sup>st</sup> line) School of Public Policy (2 <sup>nd</sup> Line)	SPP	PP
Pepperdine University College of Health Science  the College of Health Science†  Pepperdine College of Health Science	Pepperdine Health Science  Health Science  the college  Pepperdine§	Pepperdine University (1 <sup>st</sup> line) College of Health Science (2 <sup>nd</sup> Line)	CHS	HS
<b>Pepperdine Historical Schools</b>				
First Reference(s)	Successive Reference(s)	Ceremonial Reference(s)	Abbreviations	
			Standard	2-Ltr
George Pepperdine College (1930s-1940s)  Pepperdine College‡‡ (1950s-1970s)	Pepperdine College  the college  GPC (when indicated parenthetically with 1 <sup>st</sup> reference) ††  Pepperdine§	N/A	GPC	PC
Pepperdine University School of Professional Studies	the school  Pepperdine*	N/A	SPS	PS

Orange University College of Law	Orange University  Orange  the law school  the college	N/A	N/A	N/A
Pepperdine University Military Locations	Military Locations  Pepperdine§	N/A	Military	PM
Pepperdine University School of Education	School of Education  the school  Pepperdine§	N/A	SE	SE

**Note:** In running text, the use of the article “the” prior to a school, center, or institute’s name should always be included, except when linguistically awkward, e.g., *not* “the Seaver College,” “the Pepperdine University Seaver College.”

\*Letterhead, masthead, title page, and headline references can serve as first reference, but if so employed, great care must be taken to avoid unclear reference. The use of the possessive in headlines or as a first reference, e.g., Pepperdine’s, Pepperdine University’s, Seaver’s, and the like, is to be avoided.

†A school’s first reference can omit *Pepperdine* or *Pepperdine University* or *of Pepperdine University* if sufficient context to identify the parent University is provided.

Example: an article on the Caruso School of Law nested within the alumni magazine *Pepperdine Magazine*. However authors and editors should use the full-form first reference if any likelihood that a document may be excerpted or reprinted as a stand-alone piece exists.

§*Pepperdine* can be used as successive reference for a school as long as it can be done without ambiguous reference to the University or a sister school.

††Acronyms signifying the University and its schools (SC, CSOL, GBS, SPS, etc.) **are to be avoided** in any text that is not solely intended for “internal” audiences. **Exceptions are GSEP, SPP, and CHS, schools that do not bear the name of a donor.** Note that the acronymic 2<sup>nd</sup> reference should be parenthetically noted at first reference. Generally, acronyms are confusing and meaningless to anyone but “insiders” such as faculty, staff, students, and alumni. Similarly, centers and institutes bearing the name of a donor, such as the Sudreau Global Justice Institute and the Starr Institute for Faith, Law, and Public Service should not be referenced in any public materials by an acronym.

‡‡Historical note: Alumni and personnel of the Los Angeles campus from the 1950s and onward, refer to their school as Pepperdine College. Alumni and personnel previous to that time tend to refer to their school as George Pepperdine College.

## Appendix 2

### ***Table of Initial and Successive References (descending order of preference)*** **Pepperdine University Personnel**

Please note that Pepperdine strongly recommends the use of titles in apposition over personal titles. This is in keeping with contemporary style rules. As set forth in the *Chicago Manual of Style* §8.20: Civil, military, religious, and professional titles are capitalized when they immediately precede a personal name and are thus used as part of the name (traditionally replacing the title holder's first name). In formal prose and other generic text, titles are normally lowercased when following a name or used in place of a name.

Although a full name may be used with a capitalized title—and though it is perfectly correct to do so—some writers choose to avoid using the title before a full name in formal prose, especially with civil, corporate, and professional titles. Note that once a title has been given, it need not be repeated each time a person's name is mentioned.

<b>MODEL A – University Officers</b> <b>First Reference(s)</b>	<b>Successive Reference(s)</b>
<b><i>University title as personal title:</i></b> President Jim Gash Dean Farzin Madjidi Dean Mark Roosa Senior Vice President Tim Perrin Assistant Dean Sheryl Covey	<b><i>University title as personal title:</i></b> President Gash Dean Madjidi Dean Roosa Senior Vice President Perrin/Mr. Perrin Assistant Dean Covey/Ms. Covey

<p><b><i>University title as an apposition:</i></b>  Jim Gash, president  Farzin Madjidi, dean of Graduate School of Education and Psychology  Mark Roosa, dean of libraries  Tim Perrin, senior vice president for strategic implementation  Sheryl Covey, assistant dean</p> <p><b><i>University title as an adjectival attribution:</i></b>  president Jim Gash  dean Farzin Madjidi  dean Mark Roosa  senior vice president Tim Perrin  assistant dean Sheryl Covey</p>	<p><b><i>Name or title:</i></b>  Gash  Madjidi    Roosa  Perrin    Covey    the president  the dean  the dean  the senior vice president  the assistant dean    Jim  Farzin  Mark  Tim  Sheryl</p>
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<b>MODEL B – University Regents</b>	
<b>First Reference(s)</b>	<b>Successive Reference(s)</b>
<p><b><i>University title as personal title:</i></b>  Regents Chair Dee Anna Smith</p> <p>Regent Virginia F. Milstead</p>	<p><b><i>University title as personal title:</i></b>  Chair Smith</p> <p>Regent Milstead</p>

<p><b><i>University title as an apposition:</i></b> Dee Anna Smith, chair of the Board of Regents</p> <p>Virginia F. Milstead, member of the Board of Regents</p> <p><b><i>University title as an adjectival attribution:</i></b> Board of Regents chair Dee Anna Smith regents chair Dee Anna Smith</p> <p>member of the Board of Regents Virginia F. Milstead regent Virginia F. Milstead</p>	<p><b><i>Name or title:</i></b> Smith/Brown</p> <p>the chair/the regent</p> <p>Dee Anna/ Dale</p>
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Qualify with Pepperdine University, Pepperdine, or University as needed for clarity.

<b>MODEL C – University Professors</b>	
<b>First Reference(s)</b>	<b>Successive Reference(s)</b>
<p><b><i>University title as personal title:</i></b> Professor R. B. Coons (<i>assume Ph.D., full prof.</i>)</p> <p>Professor Pat Malone (<i>assume doctorate, asst./assoc. prof.</i>)</p> <p>Professor Lela Schrader (<i>assume master's-level terminal degree, non-prof. rank</i>)</p> <p>Professor Grant Nelson (<i>assume law degree, full prof.</i>)</p>	<p><b><i>University title as personal title:</i></b> Professor Coons</p> <p>Professor Malone</p> <p>Professor Schrader</p> <p>Professor Nelson</p>

<p><b><i>University title as an apposition:</i></b>  R. B. Coons, professor of natural science</p> <p>Pat Malone, assistant professor of music</p> <p>Lela Schrader, lecturer in art</p> <p>Grant Nelson, professor of law  Mr. Grant Nelson, professor of law  **</p> <p><b><i>University title as an adjectival attribution:</i></b>  professor R. B. Coons</p> <p>assistant professor Pat Malone</p> <p>lecturer Lela Schrader</p> <p>professor Grant Nelson</p>	<p><b><i>Name or title:</i></b>  Coons / Malone / Schrader / Nelson</p> <p>Professor Coons / Professor Malone /  Professor Schrader / Professor Nelson</p> <p>Dr. Coons / Dr. Malone / Ms. Schrader /  Mr. Nelson</p> <p>the professor (good for all)</p> <p>R. B. / Pat / Lela / Grant</p>
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<b>MODEL D – University Employees</b>	
<b>First Reference(s)</b>	<b>Successive Reference(s)</b>
<p><b><i>University title as personal title:</i></b>  Unless an individual is an officer as defined in Model A, do not use job title as personal title.</p>	<p><b><i>University title as personal title:</i></b>  Unless an individual is an officer as defined in Model A, do not use job title as personal title.</p>

<p><b><i>University title as an apposition:</i></b>  Guy Vetter, human resources generalist  Seta Wright, director of internal affairs  Wilma B. Billings, accounts payable coordinator  Rex Greene, purchasing agent</p> <p><b><i>University title as an adjectival attribution:</i></b>  human resources generalist Guy Vetter  director of internal affairs Seta Wright  accounts payable coordinator Wilma B. Billings  purchasing agent Rex Greene</p>	<p><b><i>Name or title:</i></b>  Vetter / Wright / Billings / Greene</p> <p>the generalist* / the director / the coordinator* / the agent*</p> <p>Guy / Seta / Wilma / Rex</p>
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<b>MODEL E – Department of Public Safety Uniformed Personnel First Reference(s)</b>	<b>Successive Reference(s)</b>
<p><b><i>University title as personal title:</i></b>  Officer Flim Flanagan  Sergeant Vincent Carter</p>	<p><b><i>University title as personal title:</i></b>  Officer Flanagan  Sgt. Carter</p>
<p><b><i>University title as an apposition:</i></b>  Flim Flanagan, Department of Public Safety officer  Vincent Carter, Department of Public Safety sergeant</p> <p><b><i>University title as an adjectival attribution:</i></b>  Department of Public Safety officer Flim Flanagan  Department of Public Safety sergeant Vincent Carter</p>	<p><b><i>Name or title:</i></b>  Officer Flanagan / Sgt. Carter (always use title and surname)</p> <p>the officer / the sergeant</p>

\*Though technically correct, avoid these constructions; low- to mid-level titles tend to be less than informative in their essential form.

## *Appendix 3*

### *Guidelines for Commencement Program Writing*

Following are guidelines for standardized formats and styling conventions for commencement programs at Pepperdine University. These guidelines are provided primarily by example. If you have any questions please contact Integrated Marketing Communications.

#### I. Listing of Platform Participant Names:

*Names are in all caps, roman face. Titles, functions, and organizations are on a separate line(s), headline caps, italics face. If participant possesses a middle name, default to employing middle initial unless otherwise instructed by the participant. Do not restate participant titles in subsequent program references.*

Faculty or staff of the hosting school:

**JOHN B. DOE**

*Professor*

**JANE C. ROE**

*Dean*

**J. COURTNEY FOXWORTH**

*Director of Alumni Services*

Faculty or staff of a sister school:

**JOHN B. DOE**

*Professor, Graziadio Business School*

**J. COURTNEY FOXWORTH**

*Director of Alumni Services, Seaver College*

University-level personnel:

**JAMES A. GASH**

*President*

*Class of 1993, Caruso School of Law (if a non-law school commencement)*

*(if a law school commencement, omit the school)*

**JAY L. BREWSTER**

*Provost*

**J. COURTNEY FOXWORTH**

*Associate Vice President, Marketing Strategy*

Graduating students:

Of hosting school:

**KAISSA M. DENIS**

*Class of 20\_\_*

Seaver College undergraduates in the Seaver College Program:

**TIMOTHY J. CAMPBELL**

*Economics Major*

GSEP doctoral candidates in the GSEP Program:

**BOBBI R. McDANIEL**

*20\_\_ Candidate, Doctor of Education*

Of sister school:

**KAISSA M. DENIS**

*Class of 20\_\_, Graduate School of Education and Psychology*

Continuing students:

Of hosting school:

**KAISSA M. DENIS**

*Current Student*

Of sister school:

**TIMOTHY J. CAMPBELL**

*Current Student, Seaver College*

Alumni:

Of hosting school:

**NATHANIEL ADAMS**

*Class of 2001*

Of sister school:

**IRMA P. MURILLO**

*Class of 1999, School of Law*

**WALTER S. PEABODY**

*Class of 1965, George Pepperdine College and  
Class of 1975, School of Professional Studies*

Guest participants:

**SARAH B. WACHOWIAK**

*Member, Board of Visitors*

*Founder and Chair, Wachowiak and Associates*

Listing of Honorees:

Honorary degree recipient:

**MICHAEL C. KUAN**

*Doctor of Laws*

Commencement Address

**MICHAEL C. KUAN**

*Founder, SIG Capital Partners Limited*

**GAIL E. WYATT**

*Doctor of Humane Letters*

Commencement Address

**GAIL E. WYATT**

*Professor of Psychiatry and Behavioral Sciences  
University of California, Los Angeles*

Distinguished Alumnus Award recipient:

**MONICA GRACE RIVERA MINDT**

*Assistant Professor, Fordham University  
Class of 1994*

II. Components of the Commencement Program of Events:

Title page:

Set day, date, time, and location of the ceremony without numerals as per this example:

**Friday, April Twentieth, Two Thousand Twenty-Two  
Ten Thirty in the Morning  
Malibu, California**

Use ordinal numbers for dates with this hyphenation and capitalization:

**First through Ninth**  
**Tenth, Eleventh, Twelfth**  
**Thirteenth through Nineteenth**  
**Twentieth**  
**Twenty-First through Twenty-Ninth**  
**Thirtieth, Thirty-First**

Time: **Two in the Afternoon**  
**Seven Thirty in the Evening** (we had evening commencements on the old L.A. campus)

The following circumstances are extremely unlikely, but if they ever occur, this is the structure:

**Twelve Noon**  
**Twelve Thirty in the Afternoon** (“afternoon” begins at 12:01 PM)  
**Four Seven in the Afternoon** (not spelled “Zero” or “Oh”)  
**Five in the Evening** (“evening” starts at 5 PM)  
**Six Forty-Seven in the Evening** (hyphenate compound-number minutes)  
**Twelve Midnight**  
**Twelve Thirty at Night** (indicate the hour of midnight with “at Night”)  
**One in the Morning** (morning starts at 1 AM )

Program Components:

**Marshal**  
**Processional**  
**Invocation**  
**Pledge of Allegiance**  
**National Anthem**  
**Presiding**  
**Student Speaker**  
**Presentation of the Distinguished Alumnus Award**  
**Presentation of Candidate for Honorary Degree (Honoris Causa)**  
**Conferring of Degree**  
**Investiture of Candidate**  
**Commencement Address**  
**Presentation of Candidates**

[GSEP]

**Presentation of Candidates**

**Doctor of Education/Psychology Degrees**

**Master's Degrees in \_\_\_\_\_**

[Graziadio]

**Presentation of Candidates for Baccalaureate Degrees**

**Presentation of Candidates for Graduate Degrees**

[Caruso]

**Conferring of Degrees**

**Benediction**

Statement regarding rising for benediction

**Recessional**

[Seaver]

**Faculty Ushers**

Reception invitation statement (if applicable)

Processional, Recessional, and other musical numbers: Set title headline caps, italic face. Set composer last name in parentheses, roman face. If program features musical numbers, treat likewise.

***Pomp and Circumstance* (Elgar)**

***Pictures at an Exhibition* (Mussorgsky)**

***Green Hills and When the Battle's Over* (Scottish Standards)**

**Distinguished Alumnus Award:** The name of the award does not change when presented to a female alumnus. Alumnus is understood to be genderless. The word “alumna,” a female alumnus, may be used as appropriate in all written text and spoken words at commencement.

Note that in plaques created for Distinguished Alumnus Award recipients, the recipient's degree(s) should appear beneath their name as they would in the program, e.g.,

Alan Beard  
Class of 1999

III. Additional Components of the Printed Program:

[Graziadio]

**MISSION OF THE GRAZIADIO BUSINESS SCHOOL** – boilerplate

[Graziadio]

**GEORGE L. GRAZIADIO, JR.** – boilerplate biographical text

Biography of Student Speaker – 150 words

Biography of Distinguished Alumnus – 300 words

Biography of Honorary Degree Recipient – 300 words

**THE ACADEMIC REGALIA** – boilerplate essay

[Graziadio]

**RECOGNITION OF HONOR STUDENTS** – boilerplate essay

[Seaver]

**HONORING OUR PEPPERDINE DONORS**

[Caruso]

**CARUSO SCHOOL OF LAW ADMINISTRATION AND FACULTY** – listing of titles and credentials

[Graziadio and GSEP]

**DOCTORAL CANDIDATES BY HOODING FACULTY**

Candidates for degrees listing

**SERVICES** – boilerplate, mostly

For outdoor commencements, components and directions will vary by school and seating setup.

**Accessible Seating**

**Drinking Water**

**First Aid**

**Lost and Found**

**Reception**

**Restrooms**

**Sun-Sensitive Seating**

## *Appendix 4*

### **How to Write About Academic Degrees: Tips for University Writers**

#### **When writing generically about degrees, treat them in lowercase.**

*John Smith received a*      *bachelor's degree.*  
   *bachelor of arts.\**  
   *bachelor of science.\**  
   *bachelor of science in management.\**  
   *master's degree.*  
   *master of arts.\**  
   *master of business administration.\**  
   *master of science.\**  
   *juris doctor.\**  
   *doctoral degree.*  
   *doctorate.\**

\*Do not put the word “degree” after these terms when used as singular nouns. They are degrees in and of themselves; just as one would not say “I have a Honda Accord car.” or “My daughter attends Santa Monica High School school.” Such usage is not wrong, but it’s redundant and not best practice.

#### **When writing generically about degrees using abbreviations, use caps and no periods.**

*John Smith received a*      *BSM/BA/BS/PhD/PsyD/JD/DBA/JSD.*  
*Mary Lee received an\**      *MA/MBA/MS/LLM/MPP/MDR/MDiv/EdD/AB /LLB.*  
   *. . . etc.*

\*“An” used because those degree abbreviations are vocalized using an initial vowel sound.

#### **Treatment of generic plurals:**

*They offer five*      *bachelor's degrees.*  
   *master's degrees.*  
   *doctorates.*  
   *doctoral degrees.*  
   *BSs/MSs/PhDs.* [apostrophe OK but not preferred; e.g. BS's MS's PhD's]

#### **Adjectival use – Generic degree terms can be used as adjectives:**

*In general, **bachelor's degree programs** require completion of at least 120 units.*

*Their **master of science in taxation adjunct faculty** includes noted industry leaders.*

***Bachelor of science degrees** require more units than **bachelor of arts degrees**.*

***PhD program prerequisites** require completion of a master's degree or **master's degree-equivalent work**.*

**Avoid informal constructions (unless you have a purpose).**

In conversation it is OK to drop the word “degree” and say:

*“He got his bachelor's from Cal State Long Beach.”*

*“I earned my master's from Claremont.”*

Use this construction only if you are adopting a highly conversational or informal tone.

## **Writing About Degrees and Degree Programs**

**Degree vs. degree program:** Pepperdine degree programs are commonly referred to as proper nouns in marketing copy. A “degree program” is the specifically designed academic “package” in which a degree may be offered. For instance, the MBA is offered by the Graziadio School in a number of different programs, each designed for and targeted to different demographics and constituencies, but all receive the same degree, e.g.,

- the Part-Time MBA program,
- the Full-Time MBA program,
- the Executive MBA program, and
- the Presidents and Key Executives (PKE) MBA program.

Keep the degree-program distinction clear in your mind; otherwise your writing about either will not be clear, and your readers will be confused. Best marketing practice is to keep full-name references to degree programs proper (capitalized) to signal the program for which you are promoting recruitment. Use first and second references per the table below. After the abbreviated form is introduced in parentheses alongside the first reference, it can be used repeatedly by itself thereafter in the document.

*Example:*

*The **Master of Science in Global Business** prepares students to enter the world of international business with a deep understanding of the global economy and its markets.*

*The **MS in Global Business** is designed to provide students. . . . Our **MS in Global Business** will . . .*

First reference forms can be reiterated at any time, but do not repeat the abbreviation designation. A rule of thumb for sales copy: restate the full name at least once on every subsequent page. Always make sure all first full-name references match up in the academic catalog, program brochures, primary web page, viewbook, and other collateral materials.

### **Some Pepperdine Degrees and Degree Programs: Table of References**

<b>First proper-name reference</b>	<b>Second references</b>
Bachelor of Arts in Communication	BA, bachelor of arts, bachelor's degree, degree
Juris Doctor JD	JD, law degree, degree
Master of Science in Applied Finance MS in Applied Finance	MS, master of science, master's degree, degree
Master of Arts in Teaching English to Speakers of Other Languages (TESOL) MA in Teaching English to Speakers of Other Languages (TESOL)	TESOL, MA, master of arts, master's degree, degree
Master of Public Policy (MPP)	MPP, master of public policy, master's degree, master's degree program, public policy degree, degree
Executive MBA (MBA)	MBA, MBA, Executive MBA program, MBA program, degree
Doctor of Psychology in Clinical Psychology (PsyD) PsyD in Clinical Psychology (PsyD)	PsyD, PsyD program, doctor of psychology, doctorate, doctoral program, degree
Nutritional Science Certificate program Nutritional Science Certificate	certificate program, certificate

Master of Fine Arts in Writing for Screen and Television (MFA)	MFA, master of fine arts, master's degree, degree
Master of Dispute Resolution (MDR)	MDR, master of dispute resolution, master's degree, master's degree program, degree
Bachelor of Science in Management (BSM)	BSM, bachelor's degree, bachelor's degree completion program, degree
Juris Doctor/Master of Public Policy (JD/MPP) joint degree	JD/MPP, joint-degree program, joint program, program, degrees

This table is not exhaustive in listing all degrees/degree programs or in the number of ways that one can creatively refer to an educational program in second reference. Use common sense and always aim for clarity.

For offerings that are in person (versus online), the phrase "in person" rather than "on ground," "on campus," or face to face" is preferred. As an adjective preceding a noun, "in person" is hyphenated. Virtual offerings are referenced as "online," and classes or programs that are offered in both formats are referenced as "hybrid."

*Example: All Seaver College classes were held in person in the 2022–2023 academic year.*

*In-person classes are a feature of the Graziadio School's Full-Time MBA program.*

## Adjectival Usage of Degrees and Programs

Proper-name first- and second-reference forms can be used as adjectives. Do not capitalize the nouns that the adjectival forms qualify:

*Our MA in American Studies program offers . . .*

*The Master of Science in Organization Development curriculum is rigorous . . .*

*The MS in Applied Finance faculty comprises experienced working professionals . . .*

## Generic Reference of Degrees and Programs

References to our own degrees and programs in a generic way and to degrees in general, often occur in objective report writing, not persuasive copy. Make all references in lowercase. Such generic references are usually signaled by the use of the article "a" rather than "the" preceding.

*Example:*

*Mark Kipper earned a bachelor of arts at Seaver College before returning to Tennessee.*

*The Graziadio School offers five full-time residency degree programs—a full-time MBA, a master of science in business, a master of science in global business, a master of science in applied finance, and a master of science in real estate.*

The immediately preceding example could just as easily be cast in proper-noun reference, but it would have a proprietary tone rather than a dispassionate one. Choose your reference style to reinforce your purpose for the piece.

Caveat: The difference in treatment of generic vs. proper-noun form can be subtle. If you are unsure, clarify your premises. Generic reference will likely occur in prose that is drawing comparisons with one degree program to another and/or with one institution to another.

## *Appendix 5*

### **A Pepperdine Glossary**

Writers for the University will find that certain terms occur with some regularity that have a particular institutional history or styling, and that some of them have unique treatment apart from *Merriam-Webster's Collegiate Dictionary*. We have collected and continue to collect these for reference.

**al-Qaeda** Cap at beginning of a line. Do not italicize. Various transliterations exist; we stick with this one.

*Al-Qaeda is a terrorist organization.*

*Osama bin Laden was one of al-Qaeda's original founders.*

**Aliento, The Center for Latinx Communities** at GSEP. "The" is always capitalized.

**[artist] in residence** Regular noun, not proper. Never hyphenated. Same treatment for other nouns: executive, director, scholar, city manager, etc.

**Ascend Together** Proper noun. The title for the **2030 strategic plan** outlining the vision and objectives of President Gash and the University's administration.

**best seller** Regular noun, two words.

**best-selling** Adjective, always hyphenated.

**birth date** Regular noun, two words.

**board** Advisory board reference for the Graziadio Business School. Proper noun when paired with school (e.g., Graziadio Business School Board).

**board of advisors** Advisory board reference for the Caruso School of Law and the School of Public Policy. Proper noun when paired with school (e.g., **Caruso School of Law Board of Advisors**).

**Board of Regents** The governing board of the University. Not to be confused with “University Board,” which is an advisory board.

**board of visitors** Advisory board reference for Seaver College and the Graduate School of Education and Psychology. Proper noun when paired with school (e.g., **Seaver College Board of Visitors, GSEP Board of Visitors**).

**café** An eatery. Do not use the accent mark on the “e.”

**Caruso Law** Proper noun. A successive reference to the Pepperdine University Caruso School of Law permitting speakers and writers to specifically and succinctly identify the law school only after the full name of the school has been stated.

**Chapel** Proper noun. Required spiritual development and resilience-training course for residential first- and second-year Seaver College students.

**child care** Regular noun, two words.

**CGA** Abbreviation of **charitable gift annuity**, a planned giving technique.

**City Manager in Residence program** Outreach program of SPP. Capitalize as name of program, but do not capitalize the named participant. *Kurt Wilson of Stockton, California, was the 2016 city manager in residence.*

**[city name] as adjective** Adjectival usage. Structure frequently used in alumni notes. When using a city name as adjective, try to reference the state earlier so that you do not have to clumsily include the state name (with comma) in a city-name first ref.  
Example: *Sally is an attorney in their Denver office.* vs. *Sally is an attorney in their Denver, Colorado, office.* In that case, better to cast as: *Sally is an attorney based in their office in Denver, Colorado.*

**class** Initial cap **Class** when referring to a class year in running text. Example: *Members of the Class of 2020 finished their senior year remotely.*

**co- prefix words** The words **cochair, cochairperson, cofounder, coteacher, and copresident** are designated as unhyphenated words in *Merriam-Webster Collegiate Dictionary* but may be hyphenated as long as consistency is maintained throughout the document.

**conflict resolution** Unhyphenated in regular noun and adjectival forms. Unique jargon to Straus Institute referring to a specific approach to their discipline; more or less synonymous with ADR

(alternative dispute resolution). When treated as a historical movement in rhetoric, render in caps as proper noun **Conflict Resolution**.

**Convocation** Proper noun. Former chapel program at the undergraduate school. Abbreviated to “Convo.”

**counterterrorism** Regular noun, no space, no hyphen.

**coursework** Regular noun, one word. Student work done throughout a course.

**CRAT** Abbreviation of **charitable remainder annuity trust**, a planned giving technique.

**cross country** Always unhyphenated; a Pepperdine exception. Men’s and women’s sport. Most dictionaries hyphenate noun and adjectival forms (*cross-country*).

**CRUT** Abbreviation of **charitable remainder unitrust**, a planned giving technique.

**Dance in Flight** Proper noun. Special program of the Fine Arts Division at Seaver.

**daylong** Adjective, no hyphen.

**deMayo, Robert** GSEP administrator with unique typographical treatment; appears frequently in print. Avoid placing “deMayo” at start of a sentence or line, but capitalize “DeMayo” when it occurs.

**Dolores** Proper name. Name of cherub fountain statue on the South Los Angeles campus, later relocated to the Malibu campus. Image is that of a naked little girl holding a blanket. Many versions of this statue have appeared on the Pepperdine grounds, as it was commonly the object of theft pranks; it is a beloved mascot for George Pepperdine College and Los Angeles Campus alumni.

**donor-advised fund (DAF)** A planned giving technique.

**editor in chief** No hyphens.

**entrepreneurship** vs. **entrepreneurialism** “Entrepreneurship” is the practice of being an entrepreneur, one who organizes, manages, and assumes the risks of a business or enterprise. In recent writing, the qualities of nurturing innovation, proactivity, autonomy, and being finely attuned to perceive customer needs are also attributed to entrepreneurship.

To be “entrepreneurial” then, is for those who may *not* be entrepreneurs (like corporate officers or managers or line workers in a company—people who are more typically constrained by committees, supervisors, past successful behaviors, and articulated policies) to act at work as if they were an entrepreneur, and “entrepreneurialism” is the practice or belief in allowing employees or corporate agents to act as entrepreneurs, as if they owned the enterprise themselves.

**esports** A noun. Unhyphenated. The *s* is not capitalized.

**Ethernet** Proper noun. A proprietary IT term.

**first grader, second grader, 10<sup>th</sup> grader**, etc. Person in grade school. Unhyphenated.

**(the) Founders** Capitalize as proper when referencing the US founding fathers (and “mothers”). Frequently used in SPP materials.

**Generation X** Proper noun, always initial cap. Age cohort of persons born in the 1960s and 1970s.

**Generation Y** Proper noun, always initial cap. Age cohort of persons born roughly between 1980 and 1995. See **Millennials**, below.

**Generation Z** Proper noun, always initial cap. Age cohort of persons born roughly between 1996 and mid-2000.

**George L. Graziadio, Jr.** Namesake of the business school, standard full-name styling.

**George Pepperdine** Namesake of the University, standard full-name styling.

**Graziadio Board** Advisory board reference for the Graziadio Business School.

**hand in hand** Adjective or adverb. Unhyphenated.

**healthcare** Regular noun. One word, no space. Contrast “child care” above. Used to be two words until Graziadio started hosting its annual healthcare symposium, which then regularized the single-word styling.

**hors d’oeuvres** Regular noun, plural, not italicized. Snacks served at an event. Frequently used in event collateral.

**hourlong** Adjective, no hyphen. Similarly, **daylong**, **monthlong**, **yearlong**, **lifelong**. Frequently used in conference and symposium marketing.

**Hub for Spiritual Life** Proper noun. A University office that offers spiritual care and organizes worship events for the Pepperdine community.

**Huntsinger Academic Complex** Proper noun. Proper name of the building that houses Payson Library (PAY), Pendleton Learning Center (PLC), and Huntsinger Academic Center. Rarely used other than as a grouping term on campus maps. At one time in Malibu campus history the three components were more parallel and equal. The bottom floor was PLC, the middle floor was the library, and the top floor was called “Huntsinger Academic Center” and functioned as the primary administrative area before Thornton Administrative Center was built. Payson has since taken over the third floor.

**Johnson Family Light House** Proper noun. A gathering place for students on the second floor of the Tyler Campus Center.

**L.A.** Use periods in short form unless a specific organization, such as LA Kings, does not.

**L.A. LIVE** Entertainment venue in Downtown Los Angeles. Always punctuated, always in caps.

**land use** Regular noun, unhyphenated all forms.

**LA Kings** or **Los Angeles Kings** Professional hockey team. Never punctuated in short form.

**lifelong** Adjective, one word.

**long-standing** Adjective meaning enduring. Always hyphenated.

**longtime** Adjective meaning enduring. Never hyphenated, one word.

**Lindhurst Theatre** Small black-box theatre on the Malibu campus. Name is misspelled on the exterior wall with –er instead of –re, so watch out for those who point to the wall as canon.

**Lisa Smith Wengler Center for the Arts** Name of the program of arts and entertainment presented to the public through the University and collectively to the venues on the Malibu campus in which presentations and events of the program are staged. Venues include Smothers Theatre, Lindhurst Theatre, Raitt Recital Hall, Juarez Palm Courtyard, and the Weisman Museum of Art.

**Los Angeles** One of the University's home cities. Writers need not indicate the state of California in first reference.

**Malibu** One of the University's home cities. Writers need not indicate the state of California in first reference.

**Malibu campus** vs. **Malibu Campus** vs. **Seaver College** Proper and regular nouns. Before Seaver College was named for Frank Roger Seaver, the undergraduate program in Malibu was called "**the Malibu Campus**" ["Campus" capitalized] and the undergraduate program in Los Angeles was called "**the Los Angeles Campus**" [which was eventually discontinued] to differentiate the two programs. When the Malibu Campus became **Seaver College**, the old name fell into history. Though the distinction today may be less than subtle to some, current practice is to use "Malibu campus" to refer generally to the University's location in Malibu. Note that the upper portion of the Malibu campus is the **Drescher Graduate Campus**.

**McMillen, Michael C.** Artist whose work is in the Pepperdine permanent collection. Do not confuse him with **Michael McMillan** who is also an artist of similar age. **McMillen's** name will appear from time to time as his work is rotated into exhibition.

**member-at-large** Regular noun, always hyphenated. Representative on a board without a specific constituency. Do not confuse with treatment of unhyphenated *[title]* in residence terms.

**Michelle Obama** Former first lady of the United States; spells her name with two "l's".

**Millennials** Proper noun. Age cohort of persons born roughly between 1980 and 1995.

**(the) Mountain at Mullin Park** Proper noun. In the design phase, a complex including a large sports arena, a fitness center, and lounge areas to serve as a central gathering place for social and sports activities.

**multimedia** Regular noun. Meaning including various communication technologies.

**New York City** Major American city. When styled unambiguously this way, writers need not include the state of New York at first reference.

**Nootbaar Institute on Law, Religion, and Ethics** Proper name. Research institute at the Caruso School of Law. Name styling is notable because it is the *only* institute that takes the preposition "**on**" in its name. All other institutes take "for," e.g.:

Straus Institute for Dispute Resolution

Davenport Institute for Public Engagement and Civic Leadership

Parris Institute for Professional Excellence  
Institute for Entertainment, Media, and Sports

**Pepperdine Associates** Fundraising program of the University with entry level of a \$1,000 annual gift. Treat as collective noun preceded by “the” that takes a singular verb. *The Pepperdine Associates provides ongoing scholarship support.* Second reference “the Associates” [capitalized] may take a plural verb if the writer is emphasizing the many members versus the organization, so pay close attention to your meaning.

**Pepperdine Legacy Partners** Formerly Associated Women for Pepperdine. Fundraising auxiliary of the University founded by Helen M. Young. Treat as collective noun, takes singular verb. Abbreviate as **PLP** (does not take “the”).

**56 Princes Gate** vs. **56 Prince’s Gate** The “legal” street address of the London campus has no apostrophe, but traditionally and ceremonially, an apostrophe (i.e., “Prince’s Gate”) is used, and it is so styled and painted over the front door and columns of the campus façade, and on the website because this is how the address is supposed to look. According to London staff, councils ban the use of punctuation on official street signage to avoid confusion, esp. by emergency services. Both stylings are correct per particular contexts.

The “Prince” implied in the address is the Prince of Wales (Edward VII specifically). The first “Prince’s Gate” houses actually faced Hyde Park and they were opposite a new entrance to the park called the Prince of Wales Gate. So they named the houses after that. The Pepperdine house is on Exhibition Road, so round the corner from the originals. It still causes confusion today!

The Prince of Wales is the title given to the heir to the throne, so in this case referred to the eldest son of Queen Victoria and Prince Albert. He was called Albert too, but when he became king he went by his middle name and so was King Edward VII. This is where the term “Edwardian” comes from, which describes the houses etc. built during his reign.

It’s often incorrectly assumed the “Prince’s” part of the name refers to Prince Albert, as a lot of the streets nearby are named after him or Victoria.

**private sector** Regular noun, unhyphenated all forms.

**PTSD** or **post-traumatic stress disorder** Regular noun, hyphenated as indicated. A psychological reaction ... (see dictionary). Term appears frequently in GSEP writing. PTSD needs no antecedent if space is tight.

**public sector** Regular noun, unhyphenated all forms.

**Raitt Recital Hall** Proper noun. Venue on the Malibu campus.

**real estate** Noun or adjective, never hyphenated.

**real property** Noun or adjective, never hyphenated.

**Rick J. Caruso (JD '83)** Namesake of the law school, standard full-name styling with Pepperdine credential.

**role-play** Always hyphenated.

**scholar in residence** Regular noun, never hyphenated. Same as **artist in residence**.

**scholar-practitioner** Noun or adjective, always hyphenated. Standard term used in GSEP materials.

**smartphone** Regular noun. Mobile phone with advanced digital technology able to access the internet.

**Smothers Theatre** Proper noun. Venue on the Malibu campus. Namesake is Frances Smothers, *not* the Smothers Brothers.

**socioeconomic** Adjective, unhyphenated. Term frequently used in social sciences.

**South Los Angeles** or **South-Central Los Angeles** Proper noun. Neighborhood of Los Angeles south of Downtown in which the original Pepperdine campus was located. South Los Angeles is the current preferred styling promoted by the city. “South-Central” was historically used but is avoided now because of pejorative connotations.

**stand-alone** Noun or adjective, always hyphenated. Meaning independent or self-contained.

**startup** Noun or adjective, hyphenated per Merriam-Webster but most contemporary writers style as one word. A new company or enterprise.

**Trademarks** No legal requirement to use trademark symbols such as “®” or “™” exists, and they should be omitted wherever possible. (Chicago 8.153)

**United States** and **US** (abbreviation, unpunctuated) Proper name. Spell out name in first reference always. Abbreviation “US” can be used as subsequent reference or as an adjective.  
*US Marine Corps / US senator Kamala Harris / US Supreme Court*

**(the) University Board** Proper noun. Advisory board of the University comprising some alumni, but mostly prominent citizens who have high interest in Pepperdine. Formed by late Chancellor Emeritus Charles Runnels.

**(the) Villa Graziadio** Proper noun. The full name is the Villa Graziadio Executive Center. A conference and education center and a hotel on the Drescher Graduate Campus.

**Washington, DC** Proper name. Capital city of the United States. Style DC without periods. Use a comma after DC in both noun and adjectival usages. DC may stand alone as the name of the city [colloquial use] only if it is clear in context.

*the Washington, DC, campus*

*the Washington, DC, internship program*

*Pepperdine has a domestic campus in Washington, DC, and several campuses in Southern California.*

*Public Policy and International Relations Seminars Offered in DC*

**Washington State** Proper name. Use to reference the state when context does not clearly differentiate it from the US capital.

**(the) Weisman Museum** Proper name. Museum on the Malibu campus. Full-name reference is Frederick R. Weisman Museum of Art. Short forms: **Weisman Museum of Art**, **the Weisman Museum**, and **the Weisman**.

**Wi-Fi** Proper noun. Short for “Wireless Fidelity.” Proprietary term for wireless networking technology.

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