<table>
<thead>
<tr>
<th>Standard Names</th>
<th>1st Reference</th>
<th>2nd Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pepperdine University</td>
<td>f. 9/21/1937</td>
<td>Pepperdine (can be 2nd ref for all schools)</td>
</tr>
<tr>
<td>Pepperdine University School of Law</td>
<td>f. 9/9/1964</td>
<td>the School of Law</td>
</tr>
<tr>
<td>the Pepperdine School of Law</td>
<td></td>
<td>the School of Law</td>
</tr>
<tr>
<td>the Grazadio School of Business and</td>
<td>f. 4/29/1969</td>
<td>the Grazadio School / Grazadio</td>
</tr>
<tr>
<td>Management of Pepperdine University</td>
<td></td>
<td>the Grazadio School / Grazadio</td>
</tr>
<tr>
<td>the Grazadio School of Business and</td>
<td></td>
<td>the Grazadio Business School</td>
</tr>
<tr>
<td>Management*</td>
<td></td>
<td>the School of Business</td>
</tr>
<tr>
<td>Pepperdine University Graduate School</td>
<td>f. 4/1964</td>
<td>the Graduate School</td>
</tr>
<tr>
<td>of Education and Psychology</td>
<td></td>
<td>the School of Education and Psychology</td>
</tr>
<tr>
<td>the Pepperdine Graduate School of</td>
<td></td>
<td>GSBM / GB</td>
</tr>
<tr>
<td>Education and Psychology*</td>
<td></td>
<td>the School of Education and Psychology</td>
</tr>
<tr>
<td>Seaver College of Pepperdine</td>
<td>f. 9/1972</td>
<td>Seaver</td>
</tr>
<tr>
<td>University*</td>
<td></td>
<td>the college</td>
</tr>
<tr>
<td>Seaver College*</td>
<td></td>
<td>SC / SC</td>
</tr>
<tr>
<td>Pepperdine University School of</td>
<td>f. 9/2/1997</td>
<td>the school</td>
</tr>
<tr>
<td>Public Policy*</td>
<td></td>
<td>SPP / PP</td>
</tr>
<tr>
<td>Pepperdine School of Public Policy</td>
<td></td>
<td>the public policy school</td>
</tr>
<tr>
<td><strong>Notes:</strong></td>
<td></td>
<td>*1st ref OK if Pepperdine University is indicated by headline, title, or wordmark earlier in document.</td>
</tr>
<tr>
<td><strong>1st ref OK if Pepperdine University</strong></td>
<td></td>
<td>Avoid preceding school name with “Pepperdine’s” except in very informal uses.</td>
</tr>
<tr>
<td><strong>Above founding dates for schools are first day of classes, rather than trustee authorization dates.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>President Andrew Benton</td>
<td></td>
<td>President Benton / Benton / Andy</td>
</tr>
<tr>
<td>Provost Rick Marrs</td>
<td></td>
<td>Provost Marrs / Dr. Marrs / Marrs / Rick</td>
</tr>
<tr>
<td>Dean Helen Easterling Williams</td>
<td></td>
<td>Dean Williams / Dr. Williams / Williams / Helen</td>
</tr>
<tr>
<td>Senior Vice President Keith Hinkle</td>
<td></td>
<td>Senior Vice President Hinkle / Hinkle / Keith</td>
</tr>
<tr>
<td>Regent Chairperson Edwin Biggers</td>
<td></td>
<td>Chairperson Biggers / Biggers / Edwin</td>
</tr>
<tr>
<td>Regent Michelle R. Hipler</td>
<td></td>
<td>Regent Hipler / Hipler / Michelle</td>
</tr>
<tr>
<td>Professor Christine Goodman (incl.</td>
<td></td>
<td>Professor Goodman / Goodman / Christine</td>
</tr>
<tr>
<td>all teaching personnel)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nate Ethell (do not use position as</td>
<td></td>
<td>Ethell / Nate</td>
</tr>
<tr>
<td>personal title for University</td>
<td></td>
<td></td>
</tr>
<tr>
<td>personnel ranked lower than the above offices)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Capitalize:**

- Proper nouns
- Titles of works (see below)
- Forces and troops
- Geographic names
- Institutions, organizations, corporations (also depts. & divisions)
- Named professorships and chairs
- Course names
- Awards, and honors (see under A below)
- Clubs and teams
- Race (but black & white), ethnicity, nationality (don’t hyphenate)
- Rooms and pages
- AM/PM (unpunctuated caps, small caps OK, avoid a.m./p.m.)
- Governmental entities
- Events with names (current, historical, etc.)
- Named social movements (artistic, aesthetic, and the like)
- Headlines (lowercase articles/preps./conjunctions both internally and as subsequent components in hyphenated compounds )
- Shared components of proper names (Social Science and Business Divisions)

**Do not capitalize:**

- first-year, freshman, sophomore, junior, senior, graduate
- bachelor’s, master’s, doctoral, doctorate
- cum laude, magna cum laude, summa cum laude (NOT ital.)
- “the” in proper names (running text)
- job titles (X is senior executive assistant coordinator with…)
- unofficial titles (founder George Pepperdine)
- restrictive appositives (Pepperdine president Andrew Benton; see under R below)
- web, website/web site, web page, etc. (but capitalize Internet)
- 2nd reference, generic terms (Smothers Theatre / the theatre)

**Official References:**

- For spelling, syllabication, hyphenation: Merriam-Webster Collegiate Dictionary, 11th ed.
- For style not addressed by the Pepperdine Literary Style Guide: Chicago Manual of Style, 16th ed.
- For legal citations and conventions: Harvard Bluebook and Texas Law Review Manual on Usage and Style
<table>
<thead>
<tr>
<th>Works: Cap and italicize</th>
<th>Works: Cap and enclose in quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novels [The Sound and the Fury]</td>
<td>Magazine and journal articles (“The Texan and the Belle”)</td>
</tr>
<tr>
<td>Published memoirs [Diary of Anne Frank]</td>
<td>Unpublished works (theses, dissertations)</td>
</tr>
<tr>
<td>Nonfiction books [An Empire of Ice]</td>
<td>Poems (“The Village Blacksmith”)</td>
</tr>
<tr>
<td>Pamphlets, tracts [The Warning Signs of Cancer]</td>
<td>Speeches, lectures, sermons (“Issues in Modern Thinking”)</td>
</tr>
<tr>
<td>Book-length poems [The Iliad]</td>
<td>Short stories (“The Gift of the Magi”)</td>
</tr>
<tr>
<td>Dissertations and theses (published)</td>
<td>TV screenplays and episodes (“Death on the Hill”)</td>
</tr>
<tr>
<td>Periodicals, journals, magazines, print and online [Fortune]</td>
<td>Songs (“What’ll I Do?”)</td>
</tr>
<tr>
<td>Newspapers [the Los Angeles Times]</td>
<td>Opera arias and choruses (“Un bel di”)</td>
</tr>
<tr>
<td>Blogs (weblogs) [Daily Kos]</td>
<td>Reports and white papers “Boundless Horizons”</td>
</tr>
<tr>
<td>Legal cases [Marbury v. Madison]</td>
<td></td>
</tr>
<tr>
<td>Films [Titanic]</td>
<td></td>
</tr>
<tr>
<td>Plays [The Glass Menagerie]</td>
<td></td>
</tr>
<tr>
<td>TV and radio series [Zoe 101, All Things Considered]</td>
<td></td>
</tr>
<tr>
<td>Named/lengthy musical works [Swan Lake, Alpine Symphony, BUT Symphony no. 5; Sonata in E-flat, op. 31, no. 3]</td>
<td></td>
</tr>
<tr>
<td>Operas and oratorios [Aida, Messiah]</td>
<td></td>
</tr>
<tr>
<td>Musical comedies, tragedies, and operettas [Wicked]</td>
<td></td>
</tr>
<tr>
<td>Albums and recordings [Round About Midnight]</td>
<td></td>
</tr>
<tr>
<td>Paintings, prints, illustrations, photographs [Death of Marat]</td>
<td></td>
</tr>
<tr>
<td>Sculpture [David]</td>
<td></td>
</tr>
<tr>
<td>Art performances and installations [Wrapped Reichstad]</td>
<td></td>
</tr>
<tr>
<td>Art Exhibitions [Chihuly: Los Angeles]</td>
<td></td>
</tr>
</tbody>
</table>
### Address line #1 correspondence to couples

Mr. and Mrs. George Jefferson (formal, shared surname)  
Mr. and Ms. George Jefferson (formal, shared surname, use of Ms. pref. by female)  
Louise and George Jefferson (informal, shared surname – most egalitarian)  
Ms. Angelina Jolie and Mr. Brad Pitt (formal, different surname, female first)  
Messrs. Jack McFarland and Will Truman (formal, same sex, different surname, male, alpha order)  
Mss. Gertrude Stein and Alice B. Toklas (formal, same sex, different surname, female, alpha order)

### Academic Couples:

**Couples of unequal rank and common surname (higher rank first)**

- Prof. (or Dr.) and Mrs. Rufus Musonius
- Dean Letitia and Dr. Dean Martin

**Couples of equal rank and common surname (female first)**

- Profs. (or Drs.) Catalina and Rufus Musonius

**Couples of equal rank, different surname, same-sex (alpha order)**

- Profs. (or Drs.) Catalina Maro and J. Leslie Saffick

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### A

addresses: in running text, set off address components with commas

Dallas, Texas, is the home of the Cowboys football team.

**Affirmation statement:** 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.

**alumni:** alumnus (s. ungendered) alumna (s. female) alumni (pl. ungendered) alumnae (pl. female) alumn/s (informal) similar; use “Distinguished Alumnus Award” for male and female; similar declension for emeritus/-i/-a/-ae

**awards and rankings:** capitalize awards and rankings intended to be honors

- Top 10, No. 1 team, Horatio Alger Award, Gold Medalist, BUT 17th place (descriptive rather than honorary info), Most Improved Player award (lowercase “award” when title of honor contains a noun)

### B

**Bible:** uppercase, variations lowercase: holy scripture, God’s word, scripture, biblical (adj.)

**books and articles, attribution and documentation:** attribute publishers, year of publication to the extent necessary for your audience; use the following formats (see appropriate style guides for scholarly writing):

- (Bantam Books, 1988, 2nd ed.) or (Bantam Books, 1988) or just (1988)

**for articles use the following:**

- (BusinessWeek, January 2, 2006) or (Pepperdine Law Review, vol. 33, no. 4)

### C

**collective or mass or noncount nouns:** usu. take a singular verb except when the sense is plural.

- The faculty votes as a block.  The faculty have diverse points of view on that issue.

**Churches of Christ:** cap as noted; use plural when noun, omitting “the”; use singular form when modifier “Church of Christ member”

### D

dates: in running text set off date components with commas

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

**degrees (abbreviated):** degrees are styled without periods.

### E-G

**email:** spell unhyphenated, normal capitalization; hyphenate only to avoid ambiguity

**email addresses:** lowercase with exception for marketing purposes (dolores.fountaingrrl@pepperdine.edu)

**foreign words:** italicize foreign and phrases not found in Merriam-Webster; alterkocher, jook sing, pocho

**God:** avoid 2nd reference usage of “he,” but when used, lowercase

### H

**hyphenated Americans:** do not hyphenate terms of race, ethnicity, or national origin

- African American, Asian American, Native American, Irish American, etc.
**hyphenated words (compound words):** check dictionary for permanent forms first; use hyphens to form the following most common compounds:

- **adjective + noun**
  - blue-state senator
- **adjective + participle**
  - big-boned woman
- **adverb+participle/adjective**
  - well-read scholar, too-easy answer, BUT highly paid boss, best loved movies
  - (-ly and superlative usu. take no hyphen)
- **age terms**
  - 7-year-old boy
- **common fractions**
  - one-half, two-thirds majority
- **gerund + noun**
  - running-shoe department
- **noun + adjective**
  - risk-averse strategy
- **noun + gerund**
  - decision-making authority
- **noun + noun (two function)**
  - student-athlete (both a student AND an athlete)
- **noun + participle**
  - fun-filled evening
- **number + noun**
  - nine-inch nails
- **ordinal + noun**
  - first-place winner
- **ordinal + superlative**
  - fourth-largest city
- **participle + noun**
  - cutting-edge technology

**M**

**Mission statement:** Pepperdine University 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.

**O**

**officers, listing of:** when listing Pepperdine officers use the following order:
- president, chancellor, provost, executive VP, senior VP, VP, deans (alpha order within ranks)

**P**

**Pepperdine place names:** generally do not use “the” preceding named places at Pepperdine – Raitt Recital Hall, Tyler Campus Center, Firestone Fieldhouse, Burnett Heroes Garden, Brock House (exception: the Weisman Museum and its galleries)

**prepositions, sentences ending with:** ending a sentence with a preposition is to be avoided when desired, but this formation can be used where it will achieve greater clarity, facilitate conversational tone, or decrease awkwardness in syntax.

**plural nouns (used as adjectives):** plural nouns used as adjective and not strictly as a possessive, do not take an apostrophe

- Benefactors Circle / Regents Scholarship / BUT All employees’ cars must be moved to the main lot.

**Q-R**

**quotation marks:** commas and periods are placed inside closing quotations marks, colons and semicolons are placed outside

**restrictive appositive:** lowercase non-proper elements; the most vexing u.c./l.c. issue for writers; typically a job title or occupation preceding a person’s name, a required introduction to reader rather than giving honorable address.

- *Solo bow was taken by bassoonist (descriptive) Caine Bender. Mr. (honorific) Bender is acclaimed for...* (parallel structures follow)
- *The team was afforded psychological assessment support by Pepperdine associate professor of psychology Fillinda Daghtz. Dr. Daghtz is best.*
- *The meeting was called to order by Pepperdine president Andrew K. Benton. President Andrew Benton assumed his position*....

**S-T**

**space (after ending punctuation):** put only one character space (NOT two) after ending punctuation; EXCEPTION: use two spaces in contexts imitating typewriter copy (Courier-type fonts)

**theatre:** preferred spelling indicating Pepperdine structures, major, course of study, and generically; also “amphitheatre.” Style institutions with “theater” in their names according to their preference [Apollo Theater].

**U**

**United States:** United States (1st ref.), US (2nd ref. and adj.) US Army; also uppercase “the States,” or “Stateside”

**US Constitution:** uppercase U.S. Constitution, the Constitution; lowercase other constitutions, however

**US Supreme Court:** capitalize 2nd references “the Supreme Court” “ the Court” “the High Court”

**W**

**Wars (recent):** use the Gulf War, the Iraq War, the Afghanistan War (rel. style 9/11 or the September 11 Attacks)

**web addresses:** style URLs sites with no prefixes and no trailing slashes; use lowercase with except when an entity’s proper name is styled like a URL: pepperdine.edu; law.pepperdine.edu; secure URLs must use https:// prefix

Punctuation for a web call to action: *Visit pepperdine.edu, or Visit: pepperdine.edu*

**which vs. that (opt.):** “which” introduces unrestricted clauses (addl. info, comma), “that” restricted clauses (req. info, no comma)

**who, whom, whose:** who (subject), whom (object, w/preps.), whose (possessive)

For suggestions, questions, or a .PDF copy of the complete Pepperdine Literary Style Guide contact Vincent Way, manager of editorial services, at 818-702-1447 or vincent.way@pepperdine.edu.