AP Stylebook

Get to know your new best friend.
What is AP style?

- AP style is a standardized way of writing
- Use it for both news writing and strategic comm
- What are some other style guides?
History of the AP Stylebook

- The first AP Stylebook was published in 1953

"Presentation of the printed word should be accurate, consistent, pleasing to the eye and should conform to grammatical rules."
How to use the AP Stylebook

There's a handy table of contents at the beginning of your book.

Most of the book is the actual Stylebook, which reads like a dictionary.

The latter part of the book is broken down into special interests.
Use Stylebook for: capitalization

- Say you're writing a story about Lake Mendota. Or maybe you're writing a story about lakes Mendota and Monona. The "lake" entry will help you use proper capitalization.
- Refer to the section titled "capitalization" for general rules and suggestions for other helpful sections.

Ladies' Home Journal

**lady** Do not use as a synonym for woman. *Lady* may be used when it is a courtesy title or when a specific reference to fine manners is appropriate without patronizing overtones.

See **nobility**.

**lake** Capitalize as part of a proper name: Lake Erie, Canandaigua Lake, the Finger Lakes.

Lowercase in plural uses: lakes Erie and Ontario; Canandaigua and Seneca lakes.
Use Stylebook for: spelling

- Towards is used in British English - the American English word is missing the "s" at the end.

- Other British English spellings: colour, centre, organise
Use Stylebook for: abbreviations

- Some titles can be abbreviated starting with first reference. Other titles are spelled out and then abbreviated on second reference. The "abbreviations and acronyms" entry provides some helpful hints.
The AP provides general guidance on how to refer to nationalities, races, religions and other identifiers. The "race" entry explains when you might use such terms.
Use Stylebook for: similar words

- Words can sound the same but have very different meanings.

**affect, effect**

Affect, as a verb, means to influence: The game will affect the standings.

Affect, as a noun, is best avoided. It occasionally is used in psychology to describe an emotion, but there is no need for it in everyday language.

Effect, as a verb, means to cause: He will effect many changes in the company.

Effect, as a noun, means result: The effect was overwhelming. He mis-calculated the effect of his actions. It

Oh-oh-oh, and by the way, Y-O-U-apostrophe-R-E means ‘you are,’ Y-O-U-R means ‘your!’
Use Stylebook for: word combinations

- Double-click, standard-bearer, hangover, crisscross, every day (adverb) but everyday (adjective).
- The "hyphen" entry in the punctuation guide is helpful.
News stories often refer to people who have jobs that come with a title. This is where you would find that it is Sen. Tammy Baldwin rather than Senator Tammy Baldwin.
In general, spell out numbers below 10 and use figures for 10 and above.

The "numerals" section is a good place to start. Notice it directs you to several other sections for specific questions.
State names are spelled out in stories and should be spelled out in headlines when possible. State names are sometimes abbreviated (such as in datelines or party affiliations). Use the “state names” entry to find the correct abbreviation.
The "times" entry lets you know how to format times such as noon, 11 a.m. and 3:30 p.m.

Close to the "times" entry you'll also find "time element" and "time of day." Both important.

"times" Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.

Avoid such redundancies as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night. Use 10 a.m. or 10 p.m. Monday, etc., as required by the norms in time element.

The construction 4 o’clock is acceptable, but time listings with a.m. or p.m. are preferred.

See midnight; noon; numerals and time zones.
Location names and datelines

- You need to know state abbreviations for what we call "datelines."
- Datelines let a reader know where the story came from, or where it was "filed."
- Most U.S. datelines require a city and state.

**Walker signs investment capital bill**

MADISON, Wis. (AP) -- Gov. Scott Walker on Thursday signed into law a bill that will provide $25 million to startup companies in Wisconsin, a move that won broad bipartisan legislative support and backing from the state's business community.

Walker, who signed the venture capital bill in Milwaukee, said the measure will help grow private sector jobs in the state.
Elite cities

- Some cities are so special that they don't need a state crowding their dateline. Check out the "dateline" entry in your Stylebook to find out who made the cut.

POLITICAL INDECISION WEIGHS ON ECONOMIC FORECASTS

WASHINGTON (AP) - Politicians and economists are straining to get a clear picture of what the economy will look like a year from now. And the economists aren't sure. "Our economy is in a state of limbo," House Speaker John Boehner, R-Ohio, said. "Quarter after quarter, the growth rate is stagnant."
The addresses section is fairly straightforward. The "directions and regions" entry is also useful for formatting locations.
The first special section after the general Stylebook entries is called the punctuation guide.

Focus on apostrophes, commas and quotation marks.

**quotation marks (" ")** The basic guidelines for open-quote marks ("") and close-quote marks (" "): 

**FOR DIRECT QUOTATIONS:** To surround the exact words of a speaker or writer when reported in a story:

“I have no intention of staying,” he replied.

“I do not object,” he said, “to the tenor of the report.”

Franklin said, “A penny saved is a penny earned.”

A speculator said the practice is “too conservative for inflationary times.”

**RUNNING QUOTATIONS:** If a full paragraph of quoted mate-
Bookmark roundup

- Abbreviations
- Capitalization
- Legislative Titles
- Titles
- Numerals
- State names
- Punctuation guide

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N
EDITING MARKS

ATLANTA (AP)—The organization said Thursday it was the first of the last attempts. With this the president tried to transpose the Jones Smith company is not over a period of sixty or more years there were 3 in the group. Ada, Oklahoma, is the hometown. The Gaul man was the guest of

prince edward said it was his as a result, this will be the accuser pointed to them In these times it is necessary the order for the later devices is The ruling a fine example according to theThis source

BF By DONALD AMES