

## AP Stylebook priorities

The AP Stylebook (also online for a separate subscription fee) is the style bible for professional journalists, public relations practitioners, copywriters, editors and publishers. It's not perfect but it's as close as we can get to a continued evolution to that exalted state. You may create your own style guide to amplify what the stylebook recommends or to list your own preferred usages, but you can't get around most of what it says because it's based on a century of acceptance and continued scrutiny by journalists and language junkies everywhere. Here is an alpha list of 50 key entries for PR writers. You probably know a good number already, but they're all worth reviewing again and again until they become second nature as you write.

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|-------------------------------|------------------------------------|
| 1. abbreviations and acronyms | 26. months                         |
| 2. addresses                  | 27. newspaper names                |
| 3. African-American           | 29. noon                           |
| 4. ages                       | 30. numerals                       |
| 5. a.m., p.m.                 | 31. on                             |
| 6. arabic numerals            | 32. organizations and institutions |
| 7. bible                      | 33. over                           |
| 8. capitalization             | 34. percent                        |
| 9. cities and towns           | 35. plurals                        |
| 10. collective nouns          | 36. polls and surveys              |
| 11. company names             | 37. possessives                    |
| 12. composition titles        | 38. quotation in the news.         |
| 13. courtesy titles           | 38. quotation marks                |
| 14. dangling modifiers        | 39. roman numerals                 |
| 15. datelines                 | 40. sentences                      |
| 16. directions and regions    | 41. state                          |
| 17. essential phrases         | 42. state names                    |
| 18. follow-up                 | 43. that, which constructions      |
| 19. geographic names          | 44. time of day                    |
| 20. headlines                 | 45. times                          |
| 21. his/her                   | 46. titles                         |
| 22. internet                  | 47. -up                            |
| 23. it                        | 48. verbs                          |
| 24. italics                   | 49. women                          |
| 25. midnight                  | 50. years                          |

The AP Stylebook also has a concise punctuation guide and separate sections that cover social media, food, business and sports style.

Happy styling!

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