**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.

1. abbreviations and acronyms
2. addresses
3. African-American
4. ages
5. a.m., p.m.
6. arabic numerals
7. bible
8. capitalization
9. cities and towns
10. collective nouns
11. company names
12. composition titles
13. courtesy titles
14. dangling modifiers
15. datelines
16. directions and regions
17. essential phrases
18. follow-up
19. geographic names
20. headlines
21. his/her
22. internet
23. it
24. italics
25. midnight
26. months
27. newspaper names
29. noon
30. numerals
31. on
32. organizations and institutions
33. over
34. percent
35. plurals
36. polls and surveys
37. possessives
38. quotation in the news.

38. quotation marks
39. roman numerals
40. sentences
41. state
42. state names
43. that, which constructions
44. time of day
45. times
46. titles
47. -up
48. verbs
49. women
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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