**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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