

## Associated Press Stylebook and Libel Manual Terms

Familiarize yourself with the *Associated Press Stylebook and Libel Manual*. The AP Stylebook is the bible of journalism and public relations. Learn terms thoroughly and use the stylebook as a reference whenever writing a news releases or other print document. Although you are not required to know *everything* in the manual for this class, you do need to learn the terms listed below for the exams. If you want to work in public relations for a living, you must learn the AP rules well.

**For the exam:** Look up each term. Be aware that *most of the time* (but not all) what you are learning is how the word is used and not what the word means. For example, you all know what the World Wide Web is. What matters is how the word gets written (capital Ws with spaces, etc.), not what the WWW is. Learn *all* of the basic rules (not *every* exception, but all rules that apply in *all* cases) and when to look up exceptions. Also, be able to use each term properly in a sentence. Be sure that your examples are from public relations and not what you might write in an e-mail to your mom. Not: “He said, ‘Dad, can I borrow a dollar?’” But rather, “The weak dollar has created difficulties for U.S. travelers in Europe”...“The cost of the event is \$20” etc. Create original examples when examples in the AP guide are not appropriate in public relations. If a word is not listed in the AP guide, then go to a dictionary—the key information to know in such cases is how the word itself is used (capitalization, possessive/plural, etc.). For exams, you must write all of the rules for each term and give an example of the terms proper use. **Items in bold you should know very well!**

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|-------------------------------|---|-------------------------------------|
| 1. abbreviations              | 31. fund raising/fund-raising/fund raiser | 60. polls                           |
| 2. academic degrees           | 32. governor                              | 61. possessives                     |
| 3. accept/except              | 33. government bodies                     | 62. pre                             |
| 4. affect/effect              | 34. high-tech                             | 63. principal/principle             |
| <b>5. a.m./p.m.</b>           | 35. historical periods                    | <b>64. quotations</b>               |
| 6. B.A., M.A., Ph.D.          | 36. holidays                              | 65. race                            |
| 7. because, since             | 37. hometown                              | 66. release times                   |
| 8. brand names                | 38. home page                             | 67. R.S.V.P.                        |
| 9. call letters               | 39. in/into                               | 68. seasons                         |
| 10. capitalization            | 40. initials                              | 69. semi                            |
| 11. co-                       | <b>41. its/it's</b>                       | 70. sentences                       |
| 12. compliment/complement     | 42. lay/laid/lie                          | 71. should/would                    |
| <b>13. composition titles</b> | 43. legislative titles                    | 72. south                           |
| 14. congress                  | 44. long-term                             | <b>73. state names</b>              |
| 15. corps                     | 45. majority/plurality                    | <b>74. telephone numbers</b>        |
| 16. county                    | 46. man/humanity                          | <b>75. their, there, they're</b>    |
| 17. couple                    | 47. Medicare/Medicaid                     | 76. time element                    |
| 18. courtesy titles           | 48. mid-                                  | 77. time zones                      |
| 19. dangling modifiers        | <b>49. months</b>                         | 78. titles                          |
| <b>20. dates</b>              | <b>50. Mr., Mrs., Ms.</b>                 | <b>79. to, two, too</b>             |
| 21. datelines                 | 51. music                                 | 80. TV/television                   |
| 22. distances                 | 52. newspaper names                       | 81. verbs                           |
| <b>23. Dr./doctor</b>         | 53. large numbers                         | <b>82. Web site, Web page, etc.</b> |
| <b>24. dollars</b>            | 54. part-time                             | 83. weekend                         |
| 25. either/neither            | 55. party affiliation                     | 84. Western Hemisphere              |
| 26. editor                    | 56. people/peoples/person/persons         | <b>85. who, whom, that, which</b>   |
| <b>27. e-mail</b>             | <b>57. Ph.D./Professor</b>                | <b>86. World Wide Web</b>           |
| 28. family names              | 58. phenomenon/phenomena                  | 87. years                           |
| 29. fewer/less                | 59. plurals                               |                                     |

**For those interested in sports or business public relations see the special sections on those topics**