

# Resource Packet

# Associated Press

## A University Writing Center Workshop

The examples in this packet follow guidelines from both *The Associated Press Stylebook 2015* and the *Owl Purdue Online Writing Lab*

<https://owl.english.purdue.edu/owl/resource/735/02/>

*This publication is available in alternative formats upon request. Please contact the Accessibility Resource Center, DF Lowry Building, 910-521-6695.*

*What is Associated Press (AP)?*

The AP style is for those who are writing for a mass communications basis. AP methods of implementation include, but are not limited to:

- Newspaper writing
- Broadcasting
- Journalism
- Social media
- Advertising

The Associated Press Stylebook is formatted in alphabetical order and it includes stylization issues including: capitalization, abbreviation, punctuation, spelling, numerals and various other instances regarding appropriate word usage for AP style.

### **AP Stylebook General Guidelines**

#### *Sentence Structure*

- Get straight to the point – avoid wordiness
- Paragraphs in the journalism world can be anywhere from one to three sentences.
- Attributions at the end of the sentence/quote.

Example: “I speak for the trees,” the Lorax said.

**Leads** – The topic sentence(s) of your article that emphasize the main points: when, what, where, who, why, and how.

- AVOID: flowery language, excessive wordiness, do not begin with “It”
- Not all leads include a “why”
- Leads are usually only one to two sentences long.

#### *Abbreviations*

##### **Streets, roads, and highways**

- NEVER abbreviate:  
Road  
Drive  
Circle  
Alley
- If there is a number -> abbreviate the following:  
EX: 123 Maple St. → Street  
123 Maple Ave. → Avenue  
123 Maple Blvd. → Boulevard

## States

Ala.	Fla.	Md.	Neb.	N.D.	Tenn.
Ariz.	Ga.	Mass.	Nev.	Okla.	Vt.
Ark.	Ill.	Mich.	N.H.	Ore.	Va.
Calif.	Ind.	Minn.	N.J.	Pa.	Wash.
Colo.	Kan.	Miss.	N.M.	R.I.	W.Va.
Conn.	Ky.	Mo.	N.Y.	S.C.	Wis.
Del.	La.	Mont.	N.C.	S.D.	Wyo.

Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are always spelled out.

## Dates

Do not write the year if the event is present

Only abbreviate months when they are included with a date

EX:

David's birthday is in February.

David's birthday is Feb. 28.

## Time

Morning: a.m.

Night: p.m.

Specific times:

5 p.m. <- when the time does not include minutes do not write out (EX: 5:00)

5:30 p.m.

## Positions and Titles

DO NOT ABBREVIATE:

President

Vice president

Abbreviate before the name, not after.

Lt., Dr., Gov., Rep., Rev., Sen., ect.

NEVER USE Mr. and Mrs.

Do not capitalize after the name

Gov. Pat McCorry

Pat McCorry, **governor of North Carolina.**

President Barack Obama

Barack Obama, **president** of the US

### Capitalization


DO	DO NOT
<ul style="list-style-type: none"><li>• Proper nouns</li><li>• Geographic Regions</li><li>• Specific government units</li><li>• Formal names</li></ul>	<ul style="list-style-type: none"><li>• Seasons</li><li>• Points on the compass (north, south, east, and west)</li><li>• Fields of study, unless it is a proper noun</li><li>• The title “president” when a name is not affiliated.</li></ul>

### Numbers

- Spell out numbers one through nine
- Use numerals for 10 and above
- Exceptions:
  - **Age:** She is 6 years old.
  - **Percentage:** The stock prices went up 6 **percent**. (Never use the **percentage sign**)
  - **Dimensions:** She is 5 feet 2 inches tall.
  - **Money:** The candy bar cost \$2.
  - **Dates:** Today is Feb. 2.

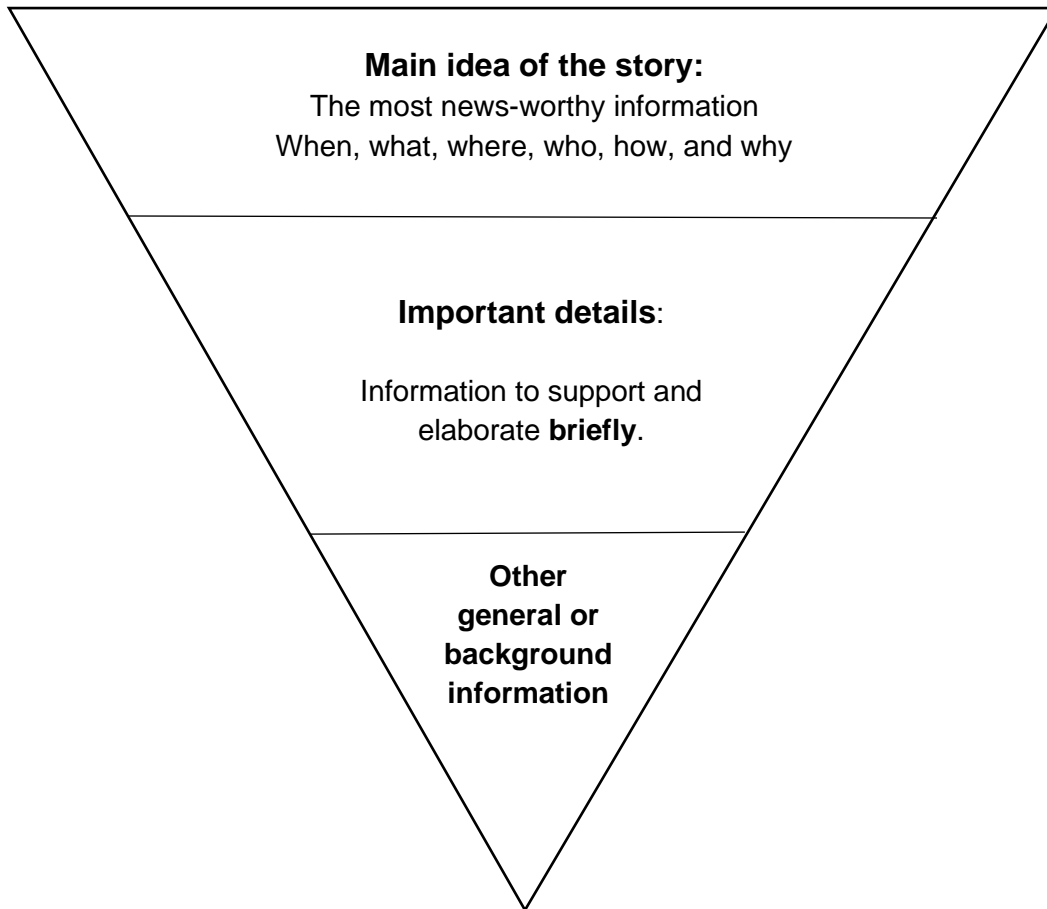
### Other information

#### Weather

- Spell out minus and below
- Spell out zero
- Be sure to check terminology.
  - EX: We can expect for the temperature to **reach** the mid **90's**.
  - EX: Temperatures are **expected to fall 15 degrees** by midnight.
  - EX: A **blizzard/snow** is headed towards the piedmont.  Which one is it? Be sure to know the difference

## AP General Formatting Guidelines

AP style differs from academic writing. Instead of leading up to the most important part of a story, AP format follows the inverted pyramid model, exhibited below:



## AP Inverted Pyramid Brainstorming Sheet

**Main idea of the story:**  
The most news-worthy information

When:  
What:  
Where:  
Who:  
How:  
**Not always included-> Why:**

**Most Important details to least important:**

The pages preceding include articles from the campus newspaper, *The Pine Needle*. These articles were provided with the permission of UNC Pembroke 2016 graduate, Ashley Allen. Within the articles, there are notations in comments and suggestions regards to AP formatting and style.

When turning in work to an editor, be sure to present the word count at the top right corner of the page

### Biology Club Helps the Environment

**When**

**Who**

**\*\*Note:**  
Not all stories have a "why".

Sunday November 8, 2015

The University of North Carolina at Pembroke Biology

Club students participated in a wiregrass seed collection at

the Calloway Forest

**Where**

Preserve in Southern Pines, N.C.

**What**

Number rule:  
Less than 10 = spell it out

The club, along with the help of other volunteers, collected almost 30 bags of wiregrass seed. Thanks to UNC Pembroke Biology club and others, the seed collected will be used for ground restoration among several nature conservancy preserves.

Important details

The Calloway Forest Preserve conducts controlled burning fires in order to improve the health and safety for the ecosystem for specific species of plants and animals. Without these controlled burnings, the environment will not be sufficient for wiregrass reproduction.

Information that is of lesser importance.

The controlled burnings are carefully planned and they take place at specific times of the year. Once the burnings are complete, the environment is regenerated and it provides the appropriate ecosystem for wiregrass seed dispersal.

Information that is of lesser importance.

Months without dates = spell them out

Wiregrass seed collection takes place from late October until early December. If you are interested in volunteering or learning more about the Calloway Forest Preserve, visit [www.nature.org](http://www.nature.org) or reach them by phone at 910-246-0300. You can also visit the Sandhills location in Southern Pines: PO Box 206, 140 SW Broad St, Southern Pines,

Information of least importance.

N.C., 28388.

When turning in work to an editor, be sure to use the following symbols at the end of the page. If there is more than one page then write the page number on the pages leading up to the last.

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When writing out a mailing address or street address NEVER abbreviate:

- Road
- Drive
- Circle
- Alley

If there is a number being used for the road or street name, be sure to take note if there numeral or spelling-out of the number is presented on the sign or directory.

**When**

When months are presented with a date, then they are abbreviated. There are five months to never abbreviate: March, April, May, June, & July.

When turning in work to an editor, be sure to present the word count at the top right corner of the page

324 volunteers for MLK Day of Service

**Who** \*\*Note: numbers less than 10, spell it out.

**What**

\*\*Note: if the newspaper is a local newspaper, then the state does not have to be included.

Jan. 18, nine faculty and staff and 315 students and community members volunteered throughout the town of Pembroke for the annual MLK Day of Service.

**Why**

There were a total of 16 volunteer sites including four road side cleanup locations, Pembroke fire department, Rural fire department, rescue squad safety vehicle clean up, parks and recreations, the Lumbee Tribe Boys and Girls club, Odum Homes, Asbury Homes, My Refuge, University Center maintenance, the campus garden, hygiene care hand-outs and apartment and housing visits to hand out information on "ceasing the grease".

Important details

If a quote does not have a specific speaker, or is known as slang or general conversation, then it does not need an attribution.

The day began with a motivational speech about being the change that others want to see in the world. Dalton Hoffer closed the introductory speech by encouraging volunteers to be sure to smile and wave at Pembroke locals as they completed their services and to take pride in the change that they were making for the town.

**Quote rules:**

- 1) Quote comes first.
  - 2) Attributions come last
  - 3) If the person wishes to remain anonymous, come up with a term to describe them.
- Ex:  
A member of the Biology Club instead of using the person's name.

"It was really good to see so many people have dedication and that they were willing to make a change. It was really nice to hear people honking at us and smiling and waving, thanking us for our service", said Biology Club member Carmen Johnson.

When a person is mentioned for a second time, use only their last name.

Johnson participated in one of the four road side cleanup crews with fellow Biology Club members and other students.

Spell out numbers less than 10

Information that is of lesser importance.

The MLK day of service is an annual event at UNCP, marking its eight year anniversary this year. Hoffer stated that the MLK day of service 2016 took place in Pembroke because the office for Community and Engagement wanted to help students get involved in the community. The goal of the MLK day of service was to engage students in the community and to focus in on the development of local projects, said Hoffer.

Attributions come after the quote or paraphrase.

In earlier years, the amount of volunteers was scarce, only having 24 volunteers and two volunteer sites. The MLK day of service recruitment has grown substantially and students, organizations and Greek Life have become active volunteers every year.

The day ended with Harvey Godwin, Lumbee tribe chairman, providing a motivational speech for all volunteers. Godwin stated that community is power and involvement within the community is what makes change.

Continued on the next page



Students are encouraged to stay active within the community by entering Challenge 75, where students will be rewarded a metal for competing 75 hours of voluntary services. Those interested in participating in Challenge 75 can register online through Braveweb under UNCP Serve.

Information of the least importance

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**My notes about AP Style from The Associated Press Stylebook**