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/

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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**

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<tbody>
<tr>
<td>Conn.</td>
<td>Ky.</td>
<td>Mo.</td>
<td>N.Y.</td>
<td>S.C.</td>
<td>Wis.</td>
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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.
- NEVER USE Mr. and Mrs.

Do not capitalize after the name
- Gov. Pat McCory
- Pat McCory, governor of North Carolina.

President Barack Obama
Barack Obama, president of the US
**Capitalization**

<table>
<thead>
<tr>
<th>DO</th>
<th>DO NOT</th>
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<tbody>
<tr>
<td>• Proper nouns</td>
<td>• Seasons</td>
</tr>
<tr>
<td>• Geographic Regions</td>
<td>• Points on the compass (north, south, east, and west)</td>
</tr>
<tr>
<td>• Specific government units</td>
<td>• Fields of study, unless it is a proper noun</td>
</tr>
<tr>
<td>• Formal names</td>
<td>• The title “president” when a name is not affiliated.</td>
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**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:

- **Main idea of the story:**
  - The most news-worthy information
  - When, what, where, who, how, and why

- **Important details:**
  - Information to support and elaborate **briefly**.

- **Other general or background information**
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.
Biology Club Helps the Environment

Sunday November 8, 2015

The University of North Carolina at Pembroke Biology Club students participated in a wiregrass seed collection at the Calloway Forest Preserve in Southern Pines, N.C.

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.

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.

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

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 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, N.C., 28388.
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.

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

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.

"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.

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

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.

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

My notes about AP Style from The Associated Press Stylebook