

CAPITALIZATION

- Capitalize proper nouns
- Capitalize key words of composition titles
 - “Catcher in the Rye”
- Capitalize to begin a sentence.
- A course name (Algebra 2) is capped but not a generic entry such as “algebra class”
- The Class of 2012; the Senior Class, but not senior, sophomore, junior, etc.
- Capitalize a formal title before a name:
 - *Principal William Orr, but teacher Kim Green.*

TITLES

- Don’t use courtesy titles such as Mr., Mrs.
- We do use Dr. -- for medical doctors.
- Your publication still may deviate from this style, but it is important to remain consistent throughout the publication
- Long titles work best after a name
 - *Kim Green, chairwoman of the JEA Certification Commission*
- Do you need the title? The school district’s “special assistant director for communications” could just be a “spokesman” in your story.
- Composition titles in quote marks. No italics or underlines

NUMBERS

- There are plenty of rules here – and just as many exceptions
- Generally speaking, write out single-digit numbers (one, two... nine)
- Numbers 10 and higher are generally shown as numbers
 - *525,600 minutes; 82 years ago*
- A notable exception: Numbers that begin a sentence:
 - *Sixteen years ago, Zack Peterson’s life changed dramatically.*

Often you can recast those types of ledes.
- Ordinal numbers are first-ninth, and then 10th, 11th, 12th
- Street addresses: First-Ninth Ave. then 10th St.
- **Some exceptions**
 - Ages are always numbers
 - *Andrew will turn 4 on Monday*
 - Sports scores are numbers, and the winning score always comes first
 - *The Broncos defeated the Jets 17-14.*

ABBREVIATIONS

- Spell out street, avenue, etc. only when the name of the street is used, but the address number is not.
 - *42nd Street, Fifth Avenue*
- Use directionals (NW, SE, SW, NE) without periods
- Abbreviate post office box as P.O. Box
- Spell out directions as part of street names
 - *Ritter lives on East River Parkway*
- Use the fewest characters possible.

ABBREVIATION continued

- BIG cities do not appear with states behind them.
 - *Springfield, Ill. but just Chicago*
 - *Charleston, W. Va. and Charleston, S.C.*
- State abbreviations are NOT postal abbreviations
 - *Fla. not FL*
 - *Minn. not MN*
- It would still read, “I’m from Florida” in that type of city-less context
- DO NOT abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Utah, Texas.

MONEY

- Tickets are \$5.
 - *Not \$5.00*
 - *Not 5 dollars*
- Why run this: \$4,420,240.12 when it’s unnecessary?
 - *It becomes \$4.42 million*
 - *But still use \$350,000, and not \$0.35 million, which could be confusing*

PUNCTUATION

- NO COMMA BEFORE AND/OR IN A SERIES
 - *I’m bringing apples, bananas and carrots to my picnic.*
- Yes, we know, the Oxford comma clarifies our intent, but we still don’t use it.

TIME & DATES/PUNCTUATION

- 7 a.m. (not A.M.) 9 p.m. (not P.M.)
- 7:20 a.m.
- noon & midnight for clarity
- From 7-9 p.m. or from 11 a.m. to 2 p.m.
- If the event occurs within the same week as publication, you may simply use the day of the week
- Days are not abbreviated in copy
- “In September” but “Sept. 1” when referring to a specific date
- It’s Sept. 1 not Sept. 1st
- The year is only necessary when needed for understanding
 - *The concert is Nov. 24*
 - *Live Aid was held July 13, 1985*
- Jan. Feb. **March, April, May, June, July**, Aug. Sept. Oct. Nov. Dec.

ATTRIBUTION

- JUST USE SAID
- _____ said. (subject-verb, not verb-subject)
- Definitely not “believes” or “feels”
- In longer quotes, you can embed attribution at the end of a sentence or thought.
 - *“I have always wanted to learn about AP style,” Liz Walsh said. “It simply fascinates me.”*