



HOW PR PROS CAN WRITE (AND THINK) LIKE JOURNALISTS

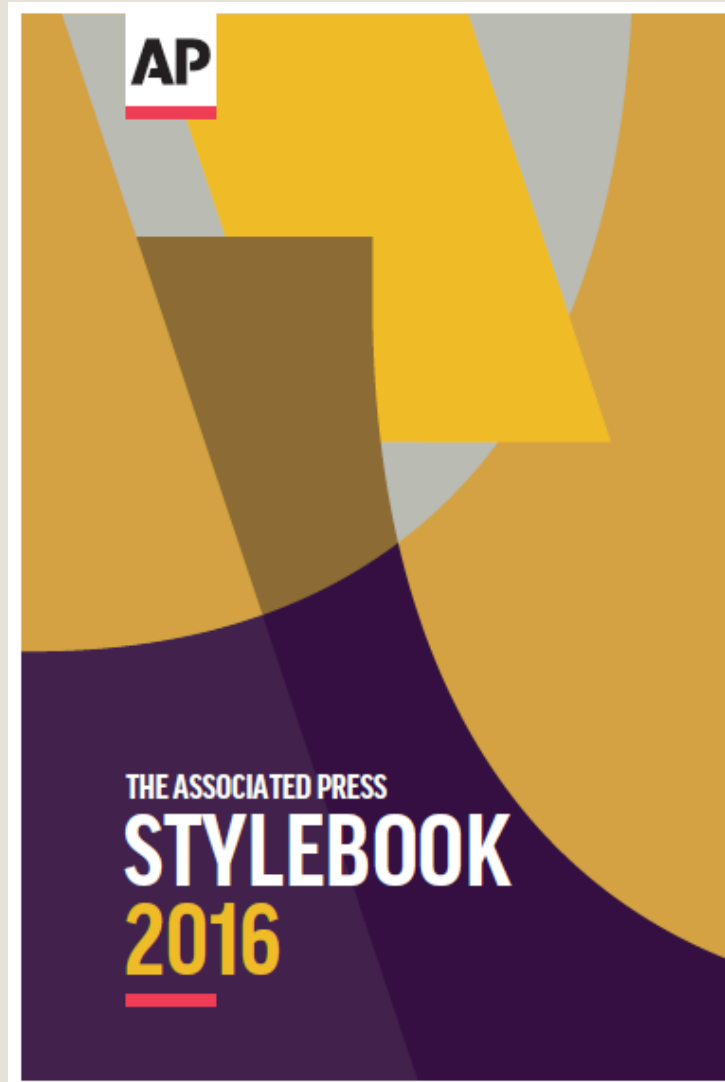
Colleen Newvine

PR Daily World Conference 2016

OUR AGENDA FROM NOW TILL LUNCH

- Avoid common AP style errors
- Cut out jargon, extraneous capitalization and exclamation points and get to the heart of your news
- Write tight, compelling copy that reporters can grab and go
- Think like a journalist and determine if your story is worthy news
- Tell a story that's either unique enough to stand out or part of a larger trend

THE MAIN REASON I'M HERE



IN ADDITION ...



AP STYLE 101

- **Time:** 8:30 a.m., 2-5 p.m., noon, midnight
- **Dates:** January 1972, Jan. 2, May 8, no “th,” “Feb. 14, 1987, was the target date.”
- **Years:** the 1920s, the '80s
- **Italics:** We use quote marks instead
- **Regions:** Lowercase the compass point - central Louisiana -- unless it's a widely known section, as in Southern California or South Florida
- **Addresses:** 1600 Pennsylvania Ave.; Fifth Avenue

AP STYLE 201: NUMERALS

- **Spell out one through nine:** In general, spell out one through nine and use figures for 10 or above.
- **Among the exceptions, use figures for:**
 - **Units of measure** (4 feet, 6 degrees)
 - **Ages of people, animals, events or things,** (7 years old)
 - **Monetary units** (5 cents, 8 euros)
 - **Mathematical usage** (multiply by 4, divide by 2)
 - **Millions, billions and trillions** (2 billion)
 - **Rankings** (No. 1)

BE CAREFUL OUT THERE

MENU

 the ONION®

4 Copy Editors Killed In Ongoing AP Style, Chicago Manual Gang Violence

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NEWS IN BRIEF

January 7, 2013

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News · News Media · Our
Annual Year 2013



NEW YORK—Law enforcement officials confirmed Friday that four more copy editors were killed this week amid ongoing violence between two rival gangs divided by their loyalties to the *The Associated Press Stylebook* and *The Chicago Manual Of Style*. “At this time we have reason to believe the killings were gang-related and carried out by adherents of both the AP and Chicago styles, part of a vicious, bloody feud to establish control over the grammar and usage guidelines governing American English,” said FBI spokesman Paul Holstein, showing reporters graffiti tags in which the word “anti-social” had been corrected to read “antisocial.”

 the ONION VI

Frees up a few hours later in the night when you're wide awake and struggling to reclaim your normal sleep schedule

Top Benefits Of

AP'S ACTUAL RULE ON SERIAL COMMAS

- **Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series:**
- The flag is red, white and blue. He would nominate Tom, Dick or Harry.

AP'S ACTUAL RULE ON SERIAL COMMAS

- **Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction:**
- I had orange juice, toast, and ham and eggs for breakfast.

AP'S ACTUAL RULE ON SERIAL COMMAS

- **Use a comma also before the concluding conjunction in a complex series of phrases:**
- The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.



HOW DO YOU TALK TO JOURNALISTS?

COMPANY X ANNOUNCES FIRST-EVER INNOVATIVE SOLUTION FOR MUI

ProductThing™ is best in class!

SAGINAW, DEC. 6 – Company X is pleased to announce the introduction of its innovative solution to a problem that has plagued the Made Up Industry (MUI) for decades.

“We are pleased to announce the introduction of ProductThing™, a revolutionary solution to a problem that has plagued Made Up Industry (MUI) for decades,” SVP James BigBoss never really said.

BINGO!

MILLION	AVAILABLE	FUTURE	KEY	INCREASE
FINANCIAL	TIME	MOST	DAY	PROVIDE
INFORMATION	GROWTH	FREE	UP	VALUE
RESEARCH	MANAGEMENT	MEDIA	PROVIDES	ONLY
YEAR	DATA	SALES	THREE	DIE

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YELL BINGO!

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SPOT THE STYLE ERRORS

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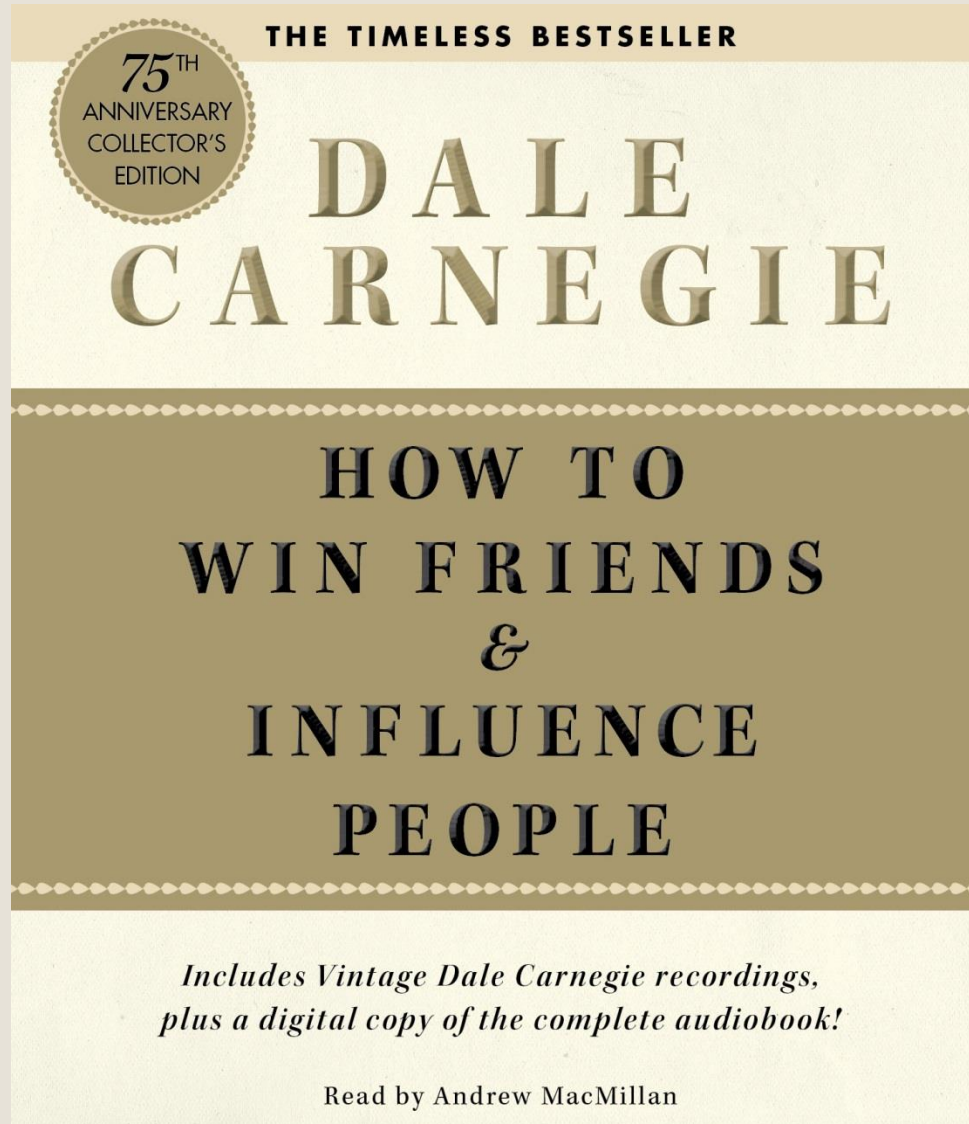
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COMMON AP STYLE PITFALLS

- **Excessive capitals** – capitalizing something or someone doesn't make it more important.
- **Alphabet soup** – don't use abbreviations or acronyms that aren't commonly recognized
- **Hyphens** – the fewer the better
- **\$5 words and flowery language** – aim for short and clear
- **Unnecessary apostrophes** – if it's not possessive or a contraction, no apostrophe
- **Exclamation points!!!**

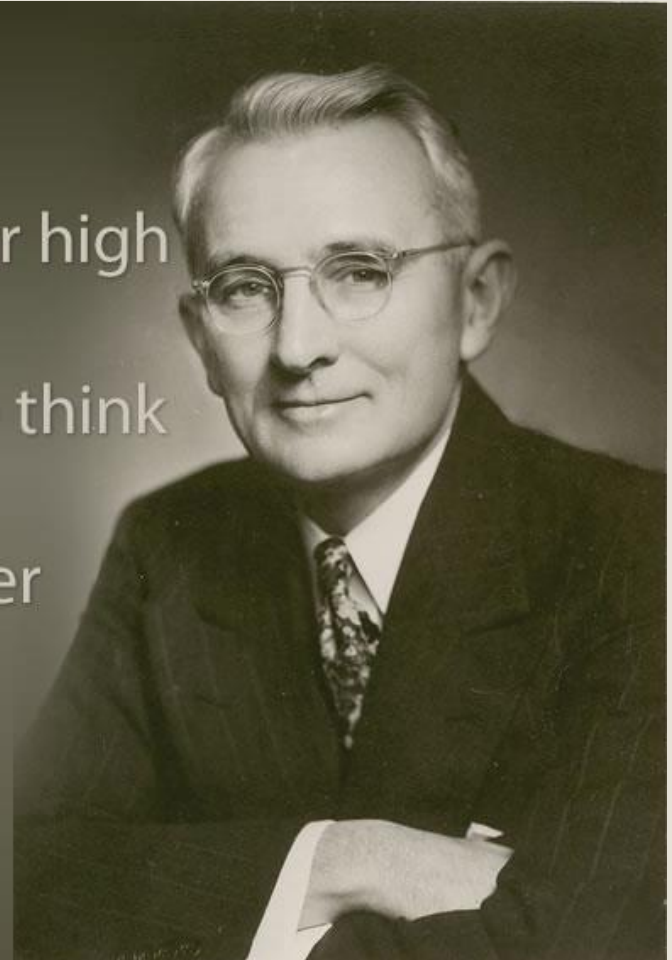
HOW TO INFLUENCE A REPORTER



HOW TO INFLUENCE A REPORTER

“There is only **ONE** way under high heaven to get anybody to do *anything*. Did you ever stop to think about that? Yes, just one way. And that is by making the other person **WANT** to do it.”

Dale Carnegie



THINK LIKE A REPORTER



What you might picture



The modern reality of day-to-day reporting

WHAT MAKES A GOOD STORY?

- Journalists have two audiences – **their editors** and **their audience**.
- Does the story have what journalists call a **news hook**?
- Is it part of a larger **trend**?
- Is the idea **timely**?
- Do you have **photos or video**?

WHAT DOESN'T MAKE A GOOD STORY?

- Your business exists and has for some time.
- You have an incremental change in a product or service.
- Your organization is celebrating an anniversary.
- You have a source for a story the reporter wrote yesterday.

HOW WOULD YOU LIKE THE STYLEBOOK EDITORS TO READ YOUR PRESS RELEASE?

AP style changes take effect with debut of redesigned Stylebook

June 1, 2016

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The Associated Press today released the 2016 edition of The Associated Press Stylebook and Briefing on Media Law, which includes nearly 250 new or revised entries and the first interior page redesign in decades.

Stylebook editors announced their intention to lowercase internet and web in all instances during the American Copy Editors Society convention in April. The change takes effect today.

There are 36 new and updated entries in the food chapter, from arctic char to whisky/whiskey, and eight new and updated entries in the fashion chapter, including normcore and Uniqlo.

The changes to the 2016 Stylebook also include:

- 50 new and updated technology terms, including emoji, emoticon and metadata
- New entries discouraging the use of child prostitute and mistress; restricting spree to shopping or revelry, not killing; and using the number of firefighters or quantity of equipment sent to a fire, not the number of alarms.
- DJ is now allowed on first reference, and spokesperson is recognized, in addition to spokesman and spokeswoman
- New guidance on the terms marijuana, cannabis and pot; cross dresser and transvestite; accident and crash; notorious and notoriety;
- A new entry on data journalism

The interior page redesign features new typography to make entries easier to find and read and the addition of navigational tabs on the sides of pages.

AP Stylebook editors Tom Kent, Jerry Schwartz, David Minthorn and Paula Froke will answer questions about the new book today (June 1) at 2:30 p.m. ET in a Twitter chat, using the hashtag #APStyleChat.



THE NEWS HOOK THIS YEAR

- We now **lowercase internet**, effective June 1, when the 2016 Stylebook launched.
- We also **lowercase web in all instances** – web page, the web, web browser.

OTHER REVISIED ENTRIES THIS YEAR

- **spokesman, spokeswoman, spokesperson**
 - Use spokesperson if it is the preference of an individual or an organization.
- **voicemail**
- **media** – Generally takes a plural verb, especially when the reference is to individual outlets: Media are lining up for and against the proposal. Sometimes used with a singular verb when referring to media as a monolithic group: Media is the biggest force in a presidential campaign.

OTHER REVISED ENTRIES THIS YEAR

- **whisky, whiskey** – Class of liquor distilled from grains. Includes bourbon, rye and Irish whiskey. Use spelling whisky only in conjunction with Scotch whisky, Canadian whisky and **Japanese whisky**.



The Associated Press Stylebook

apstylebook.com

