



*Dream of
Travel Writing*

Mastering AP Style: The Grammar Style of Choice for Publications

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop setting. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

Today, we're going to
talk about...

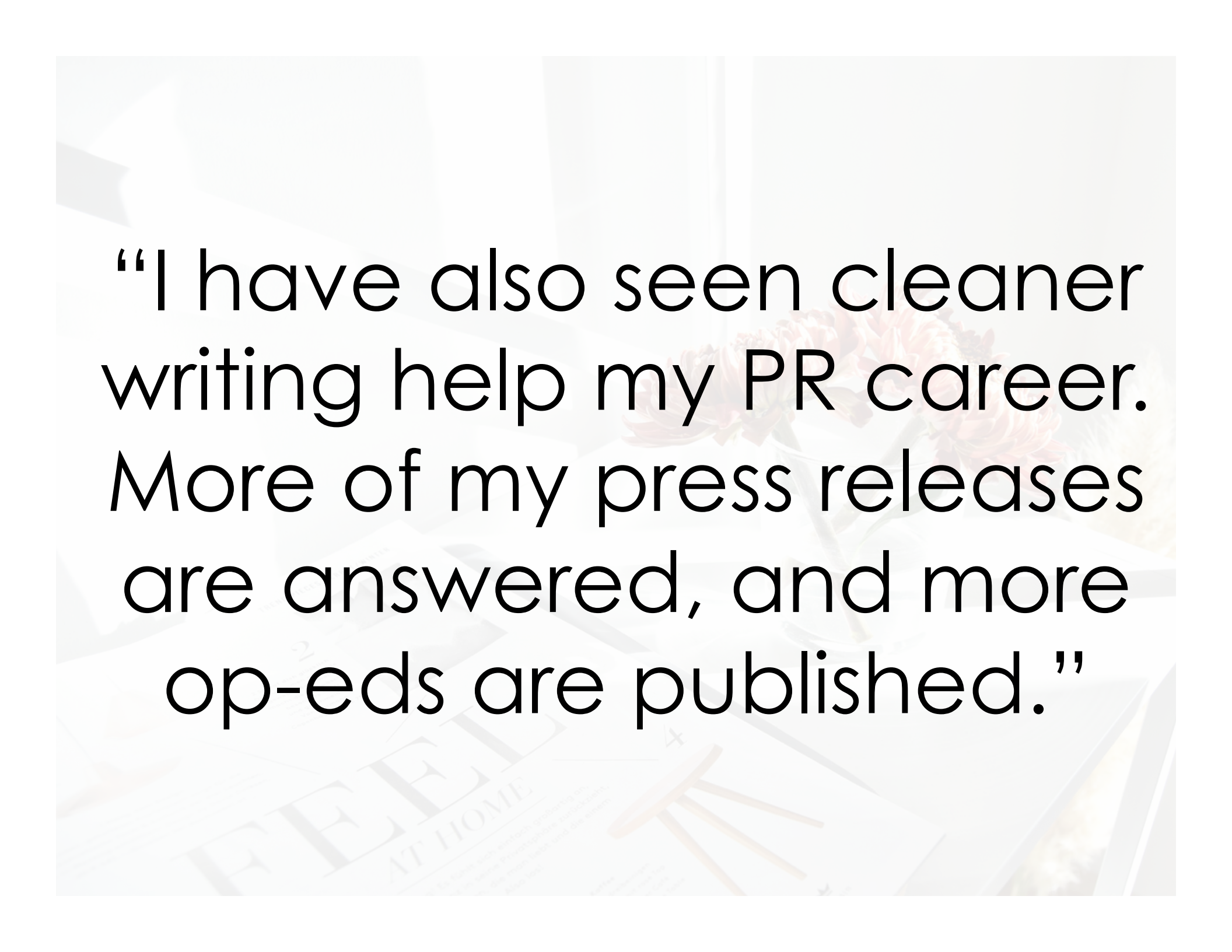
1. Why does this dusty book matter to you?
2. Getting a handle on the basics
3. The world's most commonly misunderstood AP style conventions
4. How (free or paid) to get your hands on the real thing





Before we get this train moving...

Why should you care about double-checking the correct way to capitalize the latest memes?

A background image showing a desk with a laptop, a pen, and a vase of flowers. The text is overlaid on this image.

“I have also seen cleaner writing help my PR career. More of my press releases are answered, and more op-eds are published.”

AP Style is Not Just for Grammar

- The book also includes:
 - Financial and business terminology
 - Sports terminology
 - Guidelines for creating photo captions
 - Break down of media law
 - Guide to editor's traditional marks (less used in our interactions with editors but still relevant with proofs)
 - Spelling and capitalization guide for terms like internet (changed to small "i" in 2016) and Wi-Fi

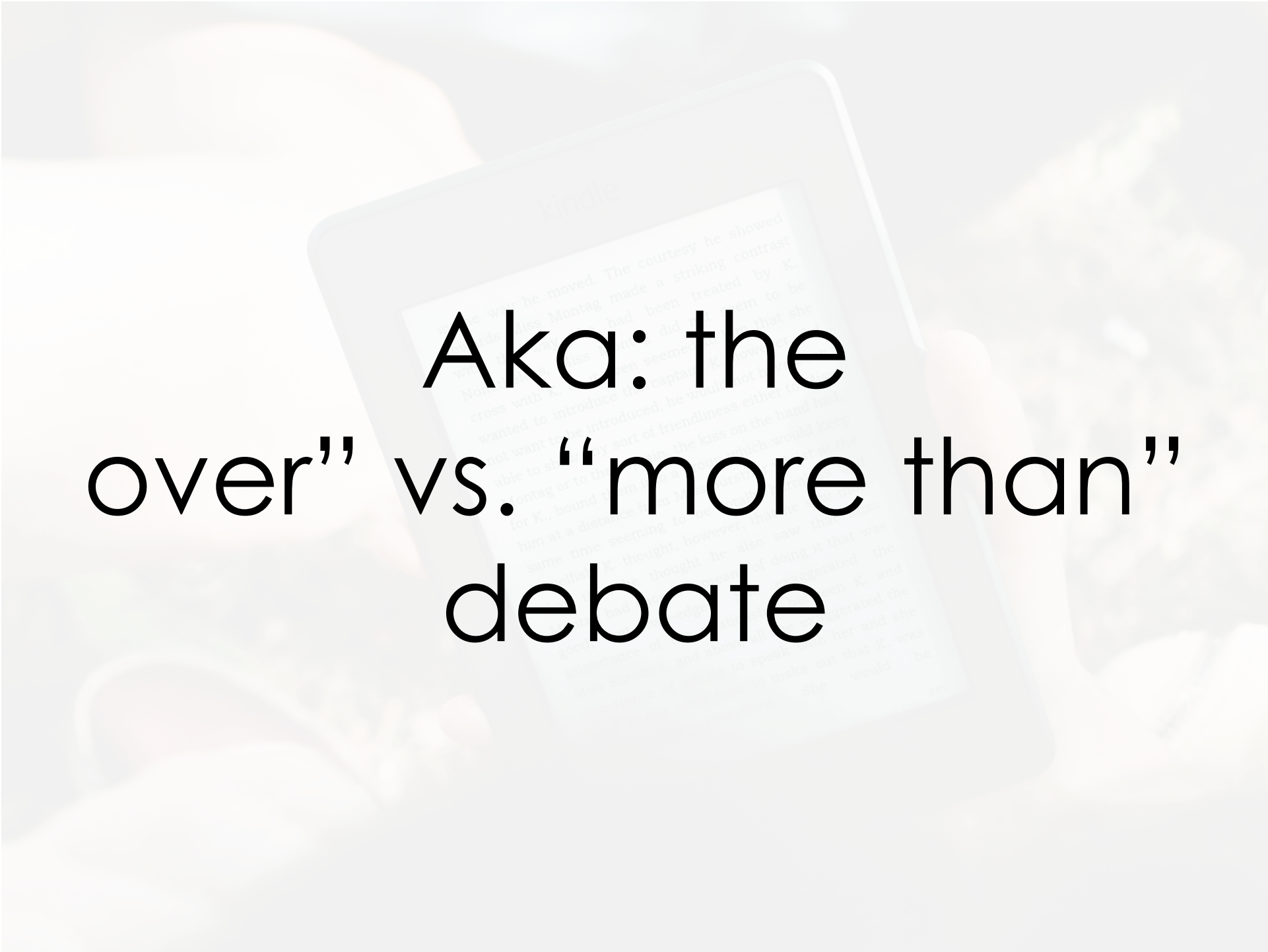
Make

Case in point:

““Women should receive the same treatment as men in all areas of coverage. Physical descriptions, sexist references, demeaning stereotypes and condescending phrases should not be used.”

A person is holding a tablet computer. The screen of the tablet shows a blurred image of text, likely from a document or book. Overlaid on this background is the main text of the slide.

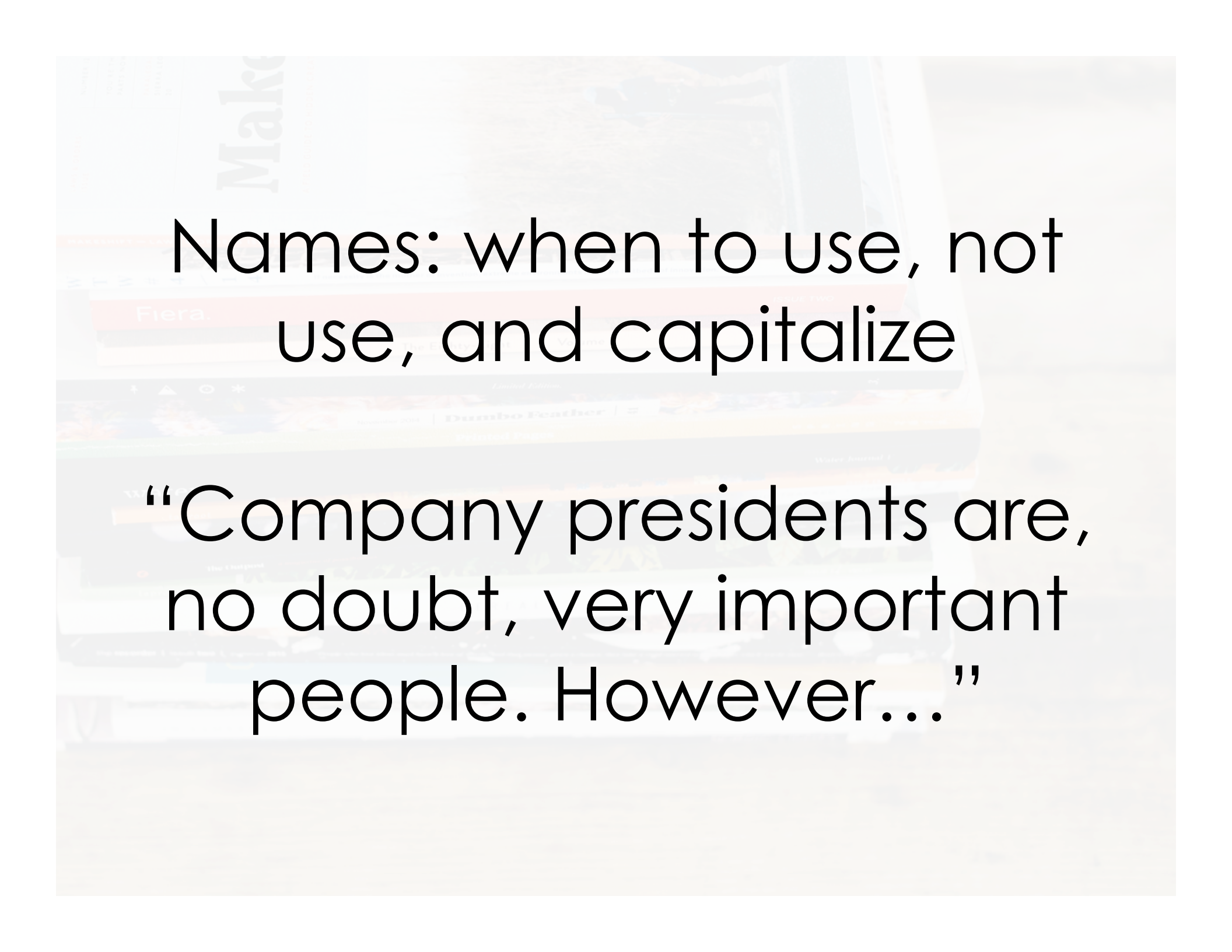
AP Style Changes:
Editors keep up and
expect you to too

A hand is holding a Kindle e-reader. The screen shows text from a book, which is slightly blurred. The text on the screen includes phrases like "Montag made a striking contrast", "treated by K.", "friendliness", and "kiss on the hand". The background is a soft, out-of-focus image of a person's face and hands.

Aka: the
over” vs. “more than”
debate

Numbers Are the Biggest Sticking Point

- Numerals above nine
- Spelled out to begin a sentence
- Ages always in numerals
- 100 percent
- Commas setting off dates
- Figures with feet and miles (but miles only over ten)

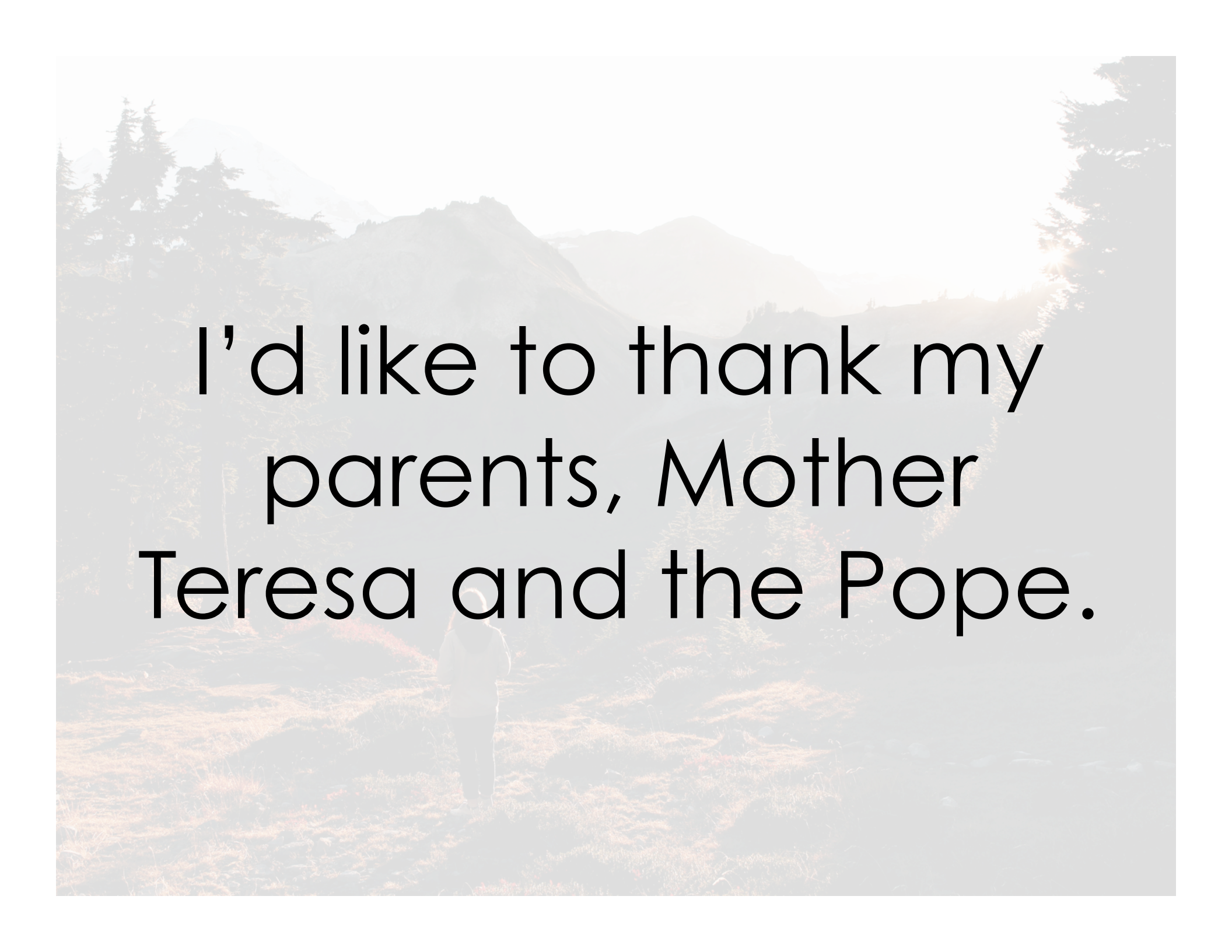


Names: when to use, not
use, and capitalize

“Company presidents are,
no doubt, very important
people. However...”

The Oxford Comma Dilemma

(AP = no, but many
pubs = yes)

A person is standing in a field of tall grass, looking out at a range of mountains under a bright, hazy sky. The sun is low on the horizon, creating a soft, golden light. The person is wearing a light-colored jacket and dark pants. The mountains in the background are silhouetted against the bright sky. The overall mood is peaceful and contemplative.

I'd like to thank my
parents, Mother
Teresa and the Pope.

Most Common Errors

- On Saturday
- Spelling on months, and only abbreviating for dates
- Toward
- Further and farther
- “Movies,” “Books” and “Television Shows”
- Entitled vs. titled
- Adviser
- No courtesy titles

Where to Find It:

- The shortfalls of Google
- Yes, there's an app for that
- AP Style Twitter account also announces changes
- The annual print version (a great desktop reference for those who actually use a home office)
- Purdue OWL
- Not exactly, but a great complimentary resource: Grammar Girl and her Quick and Dirty Tips (also available as a podcast)

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Have a follow up question on this webinar? Email questions@dreamoftravelwriting.com and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

