

Formatting US States in AP Style

How should you format state abbreviations in AP Style?
Every state in the United States has a specific abbreviation. Some of these may not seem obvious. Follow this list to get them right.

- Alabama: Ala.
- Arizona: Ariz.
- Arkansas: Ark.
- California: Calif.
- Colorado: Colo.
- Connecticut: Conn.
- Delaware: Del.
- Florida: Fla.
- Georgia: Ga.
- Illinois: Ill.
- Indiana: Ind.
- Kansas: Kan.
- Kentucky: Ky.
- Louisiana: La.
- Maryland: Md.
- Massachusetts: Mass.
- Michigan: Mich.
- Minnesota: Minn.
- Mississippi: Miss.
- Missouri: Mo.
- Montana: Mont.
- Nebraska: Neb.
- Nevada: Nev.
- New Hampshire: N.H.
- New Jersey: N.J.
- New Mexico: N.M.
- New York: N.Y.
- North Carolina: N.C.
- North Dakota: N.D.
- Oklahoma: Okla.
- Oregon: Ore.
- Pennsylvania: Pa.
- Rhode Island: R.I.
- South Carolina: S.C.
- South Dakota: S.D.
- Tennessee: Tenn.
- Virginia: Va.
- Vermont: Vt.
- Washington: Wash.
- West Virginia: W. Va.
- Wisconsin: Wis.
- Wyoming: Wyo.

Ap Style Guide Company Names

David Meerman Scott



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A Quick Guide to Writing Business Stories Joe Mathewson, 2016-03-02 Business journalism is of critical importance to society though it may appear to some that it concerns only big business and big investors *A Quick Guide to Writing Business Stories* helps students acquire the marketable writing skills required to succeed in this competitive and vibrant segment of print and online journalism This hands on practical text provides step by step guidance on how to write business articles such as the corporate quarterly earnings story small business profiles and business or consumer trend stories Mathewson s book based on Northwestern University s highly successful business journalism program guides students in the use of data documents and sophisticated expert sources With *A Quick Guide to Writing Business Stories* as their resource students will be able to write challenging stories with clarity and speed greatly enhancing the journalist s ability to tackle stories on other complex topics in any medium

The Associated Press Stylebook 2016 The Associated Press, 2016-08-01 The 2016 edition of *The Associated Press Stylebook and Briefing on Media Law* includes nearly 250 new or revised entries including lowercasing internet and web The AP Stylebook is widely used as a writing and editing reference in newsrooms classrooms and corporate offices worldwide Updated regularly since its initial publication in 1953 the AP Stylebook provides fundamental guidelines for spelling language punctuation usage and journalistic style It is the definitive resource for journalists Changes in the 2016 Stylebook include 50 new and updated technology terms including emoji emoticon and metadata 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 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 With invaluable additional sections on the unique guidelines for business and sports reporting and on how you can guard against libel and copyright infringement The AP Stylebook is the one reference that all writers editors and students cannot afford to be without

Strategic Writing Angie Hendershot, Lisa Loewen, Charles Marsh, Bonnie Poovey Short, David W. Guth, 2024-03-19 Featuring examples of strategic writing throughout the book this practical multidisciplinary text takes students through the fundamental concepts genres and techniques of writing for strategic communicators to connect with their publics The book contains concise instructions for writing the key multimedia documents in strategic communication each with an example in the text Short practice oriented chapters each cover a key theme principle or writing topic This sixth edition features new and more diverse examples additional references on legal and ethical guidance technical tools and other resources used by practicing professionals a new Audience Persona chapter and incorporation of digital trends such as increased use of images video and user generated

content as well as evolutions in mobile marketing and other emerging platforms Strategic Writing Sixth Edition is an essential textbook for undergraduate courses in public relations advertising and strategic communication writing particularly those that take a multidisciplinary approach Online resources are also included to support instructors and students Faculty will find sample assignments with rubrics and lecture slides Students will find practice quizzes for each section nine step strategic writing process guidance with helpful links for each step and examples templates and online articles demonstrating strategic writing in practice Please visit www.routledge.com/cw/hendershot The High Technology Editorial Guide and Stylebook Lewis Perdue, 1991 A standardized stylebook that users can follow to communicate more clearly and limit confusion Will take its place alongside AP Stylebook and The Chicago Manual of Style *Mastering the Management Buckets* John Pearson, 2008-05-01 In the most practical humorous and fast moving chapters you've ever read on business and non profit leadership and management this in the trenches management expert presents his 20 Management Buckets System for understanding and organizing your important mission When you don't know what you don't know says John Pearson with 30 years of CEO experience the Law of Unintended Consequences will derail you every time Based on Pearson's 48 hour Management Buckets Workshop Experience Mastering the Management Buckets offers detailed implementation tools including 99 practical takeaways that a leader could implement immediately plus nine management breakthrough strategies Learn how The People Bucket The Donor Bucket The Hoopla Bucket The Customer Bucket and others can make or break your organization For managers and leaders to use on their own in weekly staff meetings mentoring young leaders and managers and a host of other ways **The New Rules of Marketing and PR** David Meerman Scott, 2017-07-31 The international bestseller now in a new edition When it comes to marketing anything goes in the Digital Age right Well not quite While marketing and public relations tactics do seem to change overnight every smart businessperson knows that it takes a lot more than the next big thing The New Rules of Marketing PR is an international bestseller with more than 375 000 copies sold in twenty nine languages In the latest edition of this pioneering guide to the future of marketing you'll get a step by step action plan for leveraging the power of the latest approaches to generating attention for your idea or your business You'll learn how get the right information to the right people at the right time at a fraction of the cost of traditional advertising The Internet continues to change the way people communicate and interact with each other and if you're struggling to keep up with what's trending in social media online videos apps blogs or more your product or service is bound to get lost in the ether In The New Rules of Marketing PR you'll get access to the tried and true rules that will keep you ahead of the curve when using the latest and greatest digital spaces to their fullest PR marketing and customer communications potential Keeping in mind that your audience is savvy and crunched for time this essential guide shows you how to cut through the online clutter to ensure that your message gets seen and heard Serves as the ideal resource for entrepreneurs business owners marketers PR professionals and non profit managers Offers a wealth of compelling case

studies and real world examples Includes information on new platforms including Facebook Live and Snapchat Shows both small and large organizations how to best use Web based communication Finally everything you need to speak directly to your audience and establish a personal link with those who make your business work is in one place **The New Rules of Marketing & PR** David Meerman Scott,2011-07-26 David Meerman Scotts marketing bible has become a modern day business classic This is the book every ambitious forward thinking progressive marketer or publicist has at the front of their shelf Business communication has changed over the recent years Creative ad copy is no longer enough The New Rules of Marketing and PR has brought thousands of marketers up to speed on the changing requirements of promoting products or services in the new digital age This is a one of a kind pioneering guide offering a step by step action plan for harnessing the power of the Internet to communicate with buyers directly raise online visibility and increase sales Its about getting the right message to the right people at the right time for a fraction of the cost of a big budget advertising campaign This new updated edition includes A new introduction discussing recent changes to the world of marketing and PR A brand new chapter on mobile marketing An additional chapter on real time marketing and PR Updated information on how to measure the success of your campaigns A range of new tools Fresh case studies *Distribution Data Guide* ,1960 [Content Strategy at Work](#) Margot Bloomstein,2012-01-25 Content is king and the new kingmaker and your message needs to align with your model and metrics and other mumbo jumbo right Whether you re slogging through theory or buzzwords there s no denying content strategy is coming of age But what s in it for you And if you re not a content strategist why should you care Because even if content strategy isn t your job content s probably your problem and probably more than you think You or your business has a message you want to deliver right You can deliver that message through various channels and content types from Tweets to testimonials and photo galleries galore and your audience has just as many ways of engaging with it So many ways so much content so where s the problem That is the problem And you can measure it in time creativity money lost opportunity and the sobs you hear equally from creative directors project managers and search engine marketing specialists The solution is content strategy and this book offers real world examples and approaches you can adopt no matter your role on the team Put content strategy to work for you by gathering this book into your little hands and gobbling up never before seen case studies from teams at Johns Hopkins Medicine MINI Icebreaker and more Content Strategy at Work is a book for designers information architects copywriters project managers and anyone who works with visual or verbal content It discusses how you can communicate and forge a plan that will enable you your company or your client get that message across and foster better user experiences Presents a content strategy framework and ways to implement in both in house marketing departments and consultancies Includes case studies interviews and lessons learned from retail apparel network television business to business automotive non profit and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects [Marketing Information Guide](#) ,1959

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