

## Study Sheet for The Associated Press Stylebook 2022-2024

1. abbreviations and acronyms
2. academic degrees
3. academic departments
4. accept, except
5. addresses
6. affect, effect
7. afterward
8. ages
9. all right
10. all-terrain vehicle
11. among, between
12. amount, number
13. a.m., p.m.
14. animals, especially breed names
15. annual
16. ATM
17. backward
18. board of directors, board of trustees (lowercase except when part of a proper noun)
19. building
20. bus, buses
21. capital, Capitol
22. capitalization
23. cellphone
24. Christmas
25. citywide
26. co-
27. committee
28. company, companies
29. complementary, complimentary
30. composition titles
31. contractions
32. convention
33. cooperate, cooperative
34. coronaviruses
35. corporation
36. county
37. courtesy titles
38. dates
39. days of the week
40. decades
41. dimensions
42. doctor
43. dollars
44. email
45. ensure, insure, assure
46. essential clauses
47. essential phrases
48. every day, everyday
49. farmworker
50. faze, phase
51. fewer, less
52. firsthand
53. fractions
54. full time, full-time
55. fundraising, fundraiser
56. governor
57. grade, grader
58. highway designations
59. internet
60. it's, its
61. judgment
62. lake
63. Lyme disease
64. midnight
65. months
66. mpg
67. mph
68. names
69. nationwide
70. No.
71. nonprofit
72. numerals
73. OK
74. part time, part-time
75. percent
76. plurals
77. possessives
78. post office
79. pre-
80. prefixes
81. preheat
82. president
83. preventive
84. principal, principle
85. re-
86. room numbers
87. rooms
88. seasons
89. state
90. state names
91. teen, teenager, teenage
92. telephone numbers
93. temperatures
94. that, which
95. their, there, they're
96. times
97. titles
98. toward
99. T-shirt
100. U.S.
101. vice president
102. weather terms
103. website
104. weights
105. years
106. youth
107. Punctuation section
  - a. apostrophe
  - b. colon
  - c. comma
  - d. dash
  - e. hyphen
  - f. periods
  - g. question mark
  - h. quotation marks
  - i. semicolon

## **OSU Agricultural Communications CDE** **Press Release Critique Guidelines**

*For the press release critique section of the AGCM CDE, participants read and evaluate a news release to a critique of the release based on news writing principles. Participants are scored on the content of their critiques and on their ability to communicate their thoughts in writing.*

- The critique may be no more than one typed page (double-spaced, 12-point Times New Roman text, 1-inch margins).
- The press release critique should address all of the areas in boldface below.
  - o To ensure a critique flows well, members should use separate paragraphs to address each of the areas. A paragraph that discusses one format issue, one mechanic issue and one content issue is difficult for readers to comprehend.
- Members should strive to use “key terms” discussed below to demonstrate they have a thorough understanding of the topic.
- Successful critique writers not only make claims about what is good or bad about the press release, but also they provide specific examples from the release that demonstrate or back up the claim.

### **Format**

- Does the press release include letterhead information (logo, etc.) for the company releasing the information?
- Does the press release contain contact information in the body text and for media members who receive the release?
- Does the release include details about when the information can be used, for example: “For Immediate Release” or at a specified release date?
- Does the press release include page slugs? (-more-, ###, -30-, etc.)
- Does the press release include dateline? Is the dateline formatted correctly?
- Is the text double-spaced?

### **Headline**

- Does the headline summarize the news aspect of the press release?
- Does the headline include a subject and verb?
- Is the headline written in future tense for upcoming events and present tense for things that have already happened? (Headlines should not be written in past tense.)

### **Mechanics**

- Does the press release exhibit correct AP style, grammar, spelling and punctuation?

## Content

- Does the press release content follow the keys to journalistic writing?
  - Are the paragraphs the correct length? (One thought per paragraph. Most paragraphs are one to three sentences long.)
  - Are the sentences short? (Sentences should average 16 words. But sentence length should vary so it isn't choppy or boring.)
  - Do the sentences use active voice (vs. passive voice)?
  - Does the writer use short, common words (8<sup>th</sup>-grade reading level)
  - Is the press release objective?
  - Does the release follow the inverted pyramid format?
- Are the 5Ws and H answered clearly in the press release?
- Is the press release lead written well?
  - Well-written leads focus on the "who" and "what." (The "when," "where" and "why" should be included in the second and subsequent paragraphs according to the inverted pyramid format.)
  - Leads should summarize the news.
  - Leads should contain fewer than 30 words.
- Are one or more direct quotations included? Quotations can add context, explain the impact and validate press releases. Quotes from two sources are preferred for most press releases.
  - Does the first quote appear no later than the third paragraph of the story?
  - Are the quotes from credible sources?
  - Are direct quotes written in separate paragraphs?
- Is a "boilerplate" for the company included as the final paragraph? A boilerplate is an overview paragraph generally used to complete every release from the company.

For Immediate Release  
Feb. 1, 2018  
Contact:  
Dr. Angel Riggs  
440 Agricultural Hall  
Oklahoma State University  
angel.riggs@okstate.edu

### ACT Announces Committees for CANSR Week

STILLWATER, OKLAHOMA – The OSU Agricultural Communicators of Tomorrow club plan to have their first meeting of the spring semester with a guest lecture by Dr. Settle at 5:30 p.m., February 7, 2018 in 202 Agricultural Hall.

Dr. Quisto Settle Assistant Professor of Agricultural Communications is set to present a workshop about branding. Officers will also discuss plans for the upcoming CASNR Week and the 2018 Agricultural Media Summit that is set for August 4-8 in Charleston SC.

“I really want to encourage communications students to attend February’s meeting.” said Sally Wright, ACT vice president and an Agricultural communication junior. Dr. Settle’s presentation on branding is a great opportunity for soon-to-be young professionals.”

As one of many ACT clubs across the nation, members have many internship opportunities available to them. These can be found National Agricultural Communicators of Yesterday Facebook page.

“We want our members to understand the importance and strategy of branding done right.”

OSU’s ACT meetings are scheduled for the first Wednesday of the month at 6:30 p.m. in 202 Agricultural Hall. Dues are 30 dollars for the year and you will be provided with an ACT t-shirt. To learn more about the ACT club, check out their Facebook, at [https://www.facebook.com/pg/OSUAGCM/videos/?ref=page\\_internal](https://www.facebook.com/pg/OSUAGCM/videos/?ref=page_internal).

#

Contact:

John Doe, ACME Inc. 555-985-7858 or [jdoe@ACME.com](mailto:jdoe@ACME.com)

### Oklahoma State Block and Bridle Bonanza Cattle Show

STILLWATER, Okla. – Oklahoma State Block and Bridle members are set to host the annual Bonanza Cattle Show February 20th – 21st at the Payne County Expo Center.

“Bonanza has a long history of being the highlight event for the Block and Bridle club each year.” “It serves as the main fundraiser for the club and allows the Block and Bridle membership to use their experience showing livestock to put on a show for 4-H and FFA members from Oklahoma and surrounding states.” Bonanza Co-Chair, Chandler Steele says.

The annual event is one that youth exhibitors look forward to each and every year. Block and Bridle members expect 150 cattle and over 75 exhibitors from Oklahoma and neighboring states to attend the show. With the show season getting into full swing, the Bonanza provides Four-H and FFA members the opportunity to brush up their skills before shows such as the Oklahoma Youth Expo (OYE). It is also an opportunity for collegiate members of Block and Bridle to give back to the youth and the livestock show industry.

The National Block and Bridal Club is a collegiate organization for students interested in animal agriculture. The OSU Block and Bridle club has been heavily involved within the College of Agriculture and Natural Resources (CASNR). Promoting agriculture and giving back to the community and youth is important to the club’s members.

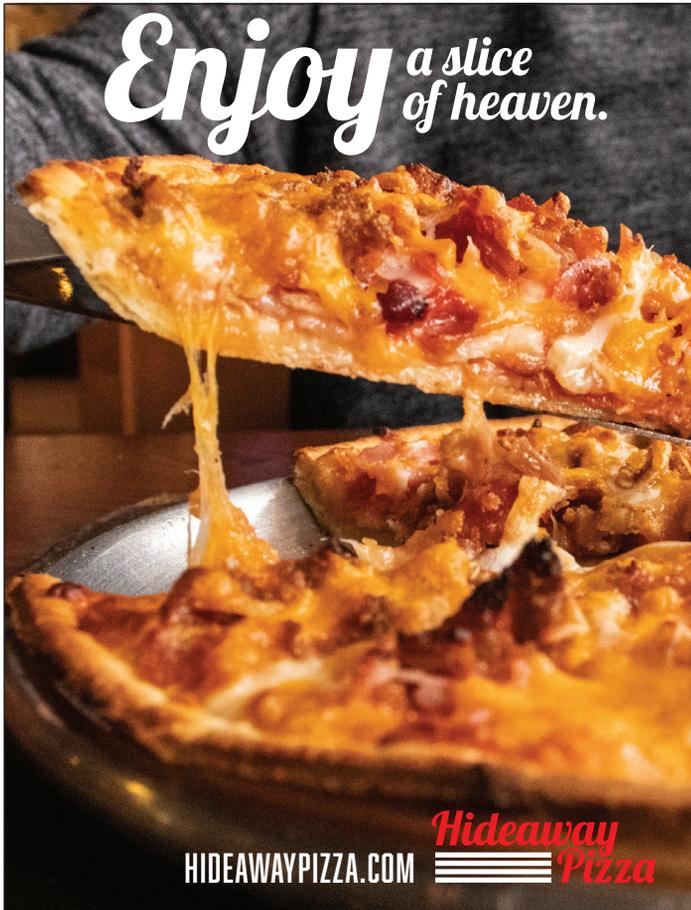
Cattle can arrive beginning Feb. 20 at 2 p.m.. Pre-entry is \$35 per head and showmanship entry is \$5 per exhibitor. Marcus Arnold, Assistant Professor at Butler Community College and Tyler Stutsman, past member of the Iowa Livestock Judging Team, will

be the judging the show.

###

Contact Info: Chandler Steele 989.708.0453  
Jessica Webster 712.552.7942

Using the principles of design, rank the ads from best to worst. Record your placing as Class 1 on the scantron.



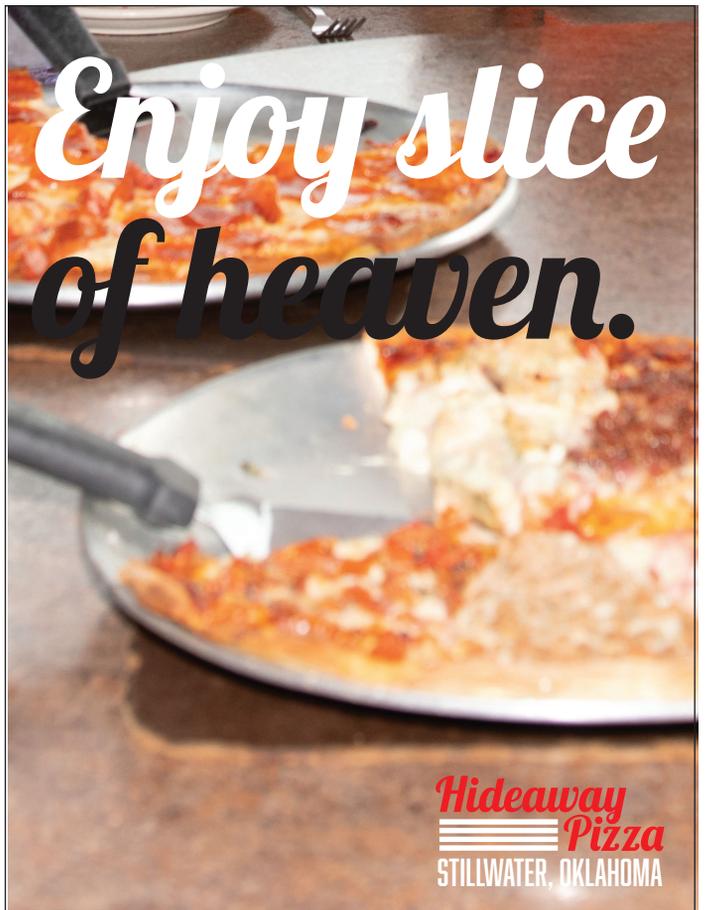
Ad 1



Ad 2



Ad 3



Ad 4

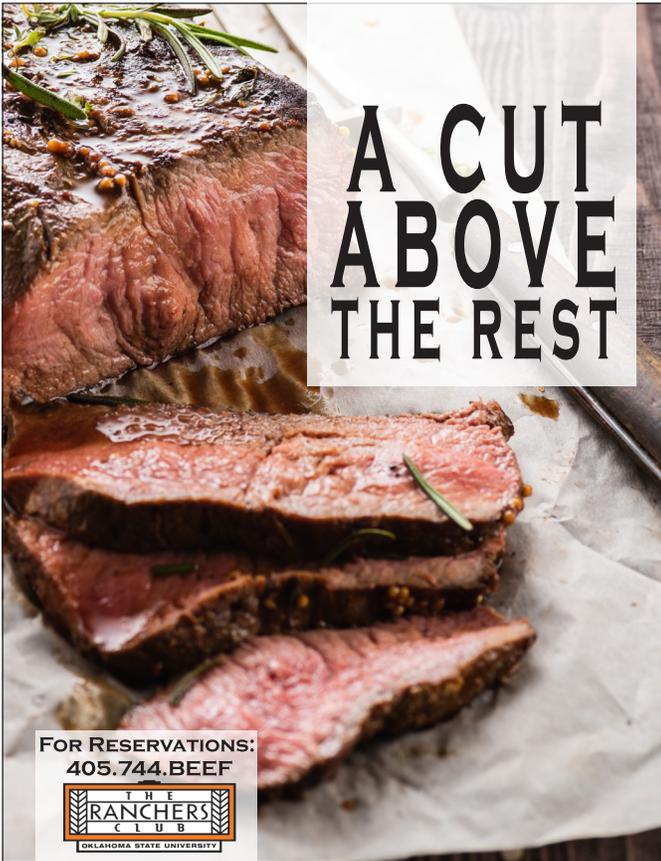
Advertisements

Name \_\_\_\_\_

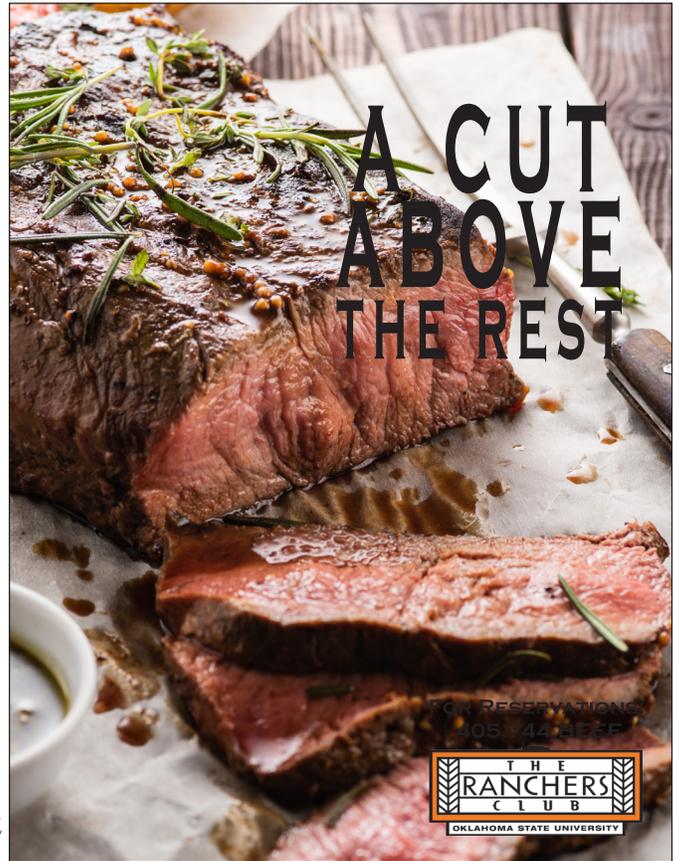
Chapter \_\_\_\_\_

Using principles of layout, place the following advertisements. Write your placing in the following boxes and record on the scantron.

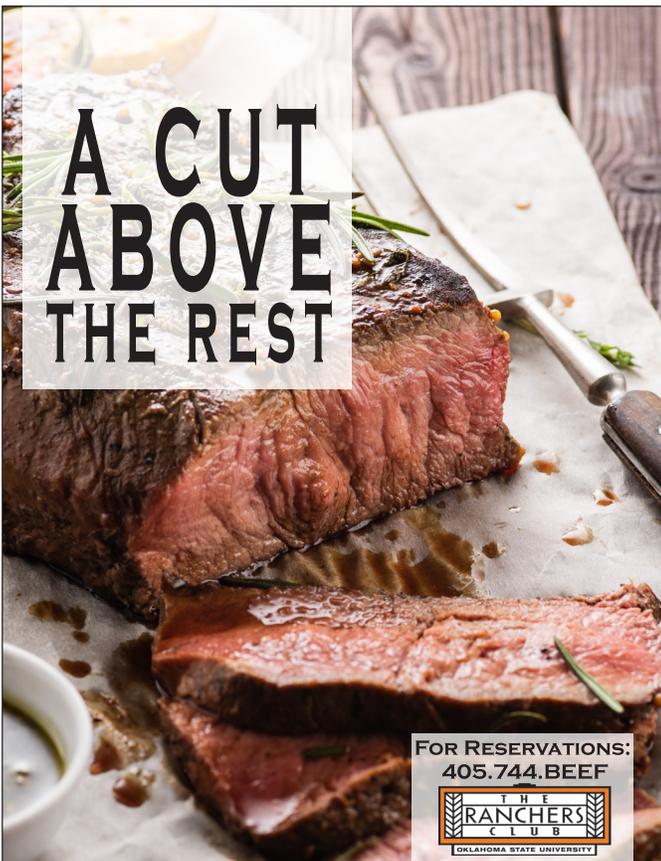
--	--	--	--



Ad 1



Ad 2



Ad 3



Ad 4

# My 40 Cents

The Pork Checkoff is a national organization that strives to support every U.S. pork producer 40 cents at a time.

This unique program is an opportunity that stretches beyond any dollar figure. It's an investment into the future pork industry.

Give your 40 cents.

**pork**  
checkoff  
PORKCHECKOFF.ORG

# My 40 cent\$

The Pork Checkoff is a national organization that strives to support every U.S. pork producer 40 cents at a time. This unique program is an opportunity that stretches beyond any dollar figure. It's an investment into the future pork industry. Give your 40 cents.

**pork**  
checkoff

# My 40 Cents

The Pork Checkoff is a national organization that strives to support every U.S. pork producer 40 cents at a time. This unique program is an opportunity that stretches beyond any dollar figure. It's an investment into the future pork industry. Give your 40 cents.

**pork**  
checkoff  
PORKCHECKOFF.ORG

# My 40 CENT\$

**pork**  
checkoff

Using the principles of design, rank the ads from best to worst. Record your placing as Class 1 on the scantron.



Ad 1



Ad 2



Ad 3



Ad 4

Using the principles of layout described in the Communications in Agriculture textbook, place the following advertisements. Fill the corresponding bubble on the Scantron sheet to place the class. See additional information sheet for writing reasons.

Quality is a way of life.



Your trusted dealer since 1965.

800.346.4020  
grissomonline.com

Ada • Checotah • McAlester  
Muskogee • Prague • Shawnee

**GRISSOMS**  
We work hard for the people we serve.

Ad 1

Quality is a way of life.

*Your trusted dealer since 1965.*

800.346.4020  
grissomonline.com



Ada • Checotah • McAlester • Prague • Shawnee

**GRISSOMS**  
We work hard for the people we serve.

Ad 2

Quality is a way of life.



You're trusted dealer since 1965.

800.346.4020  
grissomonline.com

Ada • Checotah • McAlester  
Muskogee • Prague • Shawnee

**GRISSOMS**  
We work hard for the people we serve.

Ad 3

Quality is a way of life.

Your trusted dealer since 1965.



800.346.4020  
grissomonline.com

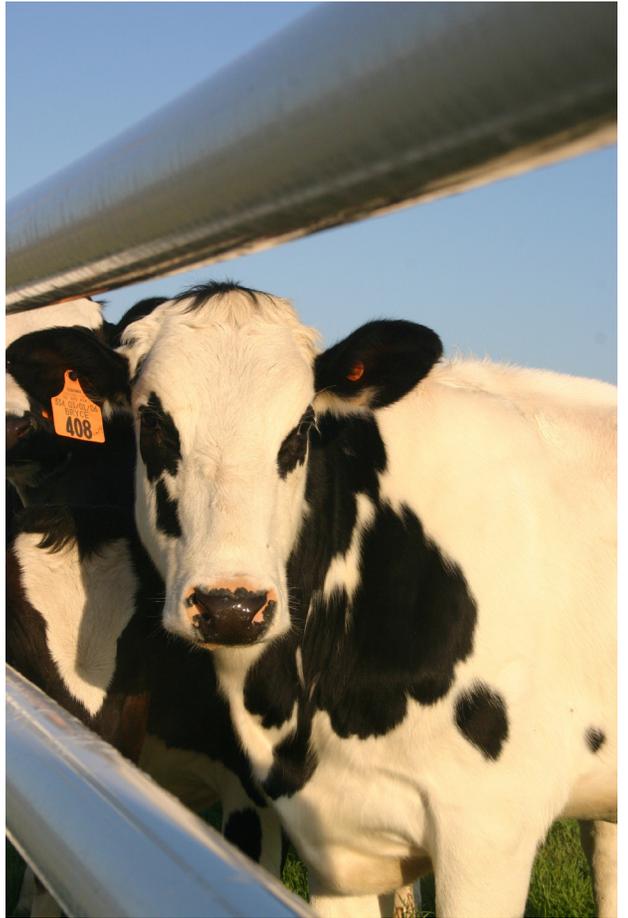
Ada • Checotah  
McAlester • Shawnee  
Muskogee • Prague

**GRISSOMS**  
We work hard for the people we serve.

Ad 4



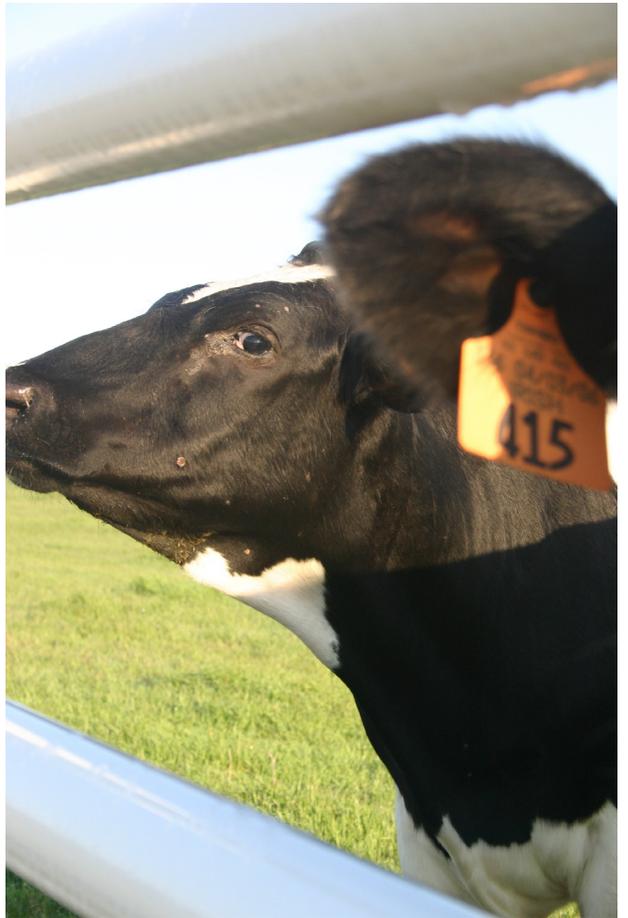
1



2



3



4

**Photo Class**  
**Agricultural Communications**  
**Career Development Event**

A photographer was asked to take photos for a story about custom wheat harvesters working in the area. Which photo would be best to accompany this story?

Using the provided FFA placing card, please place this class of photos (1 = Best Photo; 4 = Worst Photo).



Photo 1



Photo 3



Photo 2



Photo 4

### Class 4 Photos

Using the principles of photography, place the photos from best to worst for a magazine story about the Cowboy Stampede Rodeo at OSU. Record your placing on your scantron as Placing Class 4. Please see your assignment sheet for additional information on writing reasons.



Photo 1



Photo 2



Photo 3



Photo 4

## Class 2 Photos

Using the principles of photography, place the photos from best to worst for a magazine story about the advantages of Brahman cattle. Record your placing on your scantron as Placing Class 2.



Photo 1



Photo 2



Photo 3



Photo 4

**Class 2 Photos** Name \_\_\_\_\_ **Chapter** \_\_\_\_\_ **Contestant Number** \_\_\_\_\_

Using the principles of photography, place the following photos from best to worst for a magazine story focused on caring for mares and foals. Record your placing as Class 2 on the scantron.



Photo 1



Photo 2



Photo 3



Photo 4