

# Ap Style Guide 2013

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[www.marketingandcommunication.tcu.edu](http://www.marketingandcommunication.tcu.edu) This computer-searchable stylebook provides a general overview designed to achieve as much consistency as possible in written material from TCU. For points not covered here, please con-sult the Associated Press Stylebook or contact Ma'lisa Yost in Advancement Communications at [m.yost@tcu.edu](mailto:m.yost@tcu.edu). **Army.mil Style Guide (Updated May 2, 2013)** When not mentioned below, we adhere to the AP Stylebook . If there is no AP Stylebook entry that covers a word or specific usage, we refer to the Webster's **HOW TO WRITE AN EFFECTIVE NEWS RELEASE IN AP STYLE ... SALINE, Mich., (Nov. 14, 2013)** – The lead should state the objective of your news release, as well as briefly answer all of the important questions, referred to as the ... A new AP Style Guide is published nearly every year, and it would make a wise ...