

AP: Media Names and Identification

Newspapers: Most newspaper names don't include "the." References to these papers should lower-case the article. Some, on the other hand, do consider "the" a part of their formal names, causing it to be capitalized. **Hint:** When in doubt, look at the masthead for both "the" and hyphenation of compound names.

* In AP style, the names of newspapers and magazines are not italicized or set off in quotation marks.

The story appeared in the Grand Forks Herald. **BUT:** William Marcil is publisher of The Forum.

Magazines: Magazine names are capitalized but not italicized or set off in quotes. The word "magazine" is capitalized only if it's part of the official name.

The Darden interview was on the cover of Newsweek. [Not Newsweek Magazine]

* The titles of magazine articles are set off with quotes.

She spoke of her personal experience in the February McCall's story, "My Life with AIDS."

Radio: Call letters appear in all caps. Use hyphens to separate from AM or FM: WDAY-FM, KFGO-AM.

* The word "radio" is not considered necessary in referring to a station unless it's critical to understanding multi-media operations (those with both TV and radio).

Just KCCM-FM ... but [radio station KFYZ] or KFYZ Radio or KFYZ-AM to differentiate from KFYZ-TV

* The call letters are frequently used alone.

* If the station has created its own marketing designation that isn't part of its call letters or an acronym, capitalize the first letter — not the entire word. Nicknames like Q-98 are usually acceptable; in cases where the station's corporate identity is under discussion, the true call letters should follow.

Stories about media: Q-98 (KQWB-FM), Mix 93.7 (WDAY-FM).

Casual reference to station: Froggy or The Flag 1100 AM (its own usage) usually acceptable.

Television: Follow the basic radio rule ... WDAY-TV. Also acceptable: Channel 6.

* It's not necessary to use both call letters and the channel designation in the same reference.

* Program names are usually enclosed in quotation marks. (See "composition titles.")

"News Center Six." "Sixty Minutes." "Letterman."

* Capitalize true acronyms (abbreviations). ABC, NBC, CNN, MTV, TNN and A&E are acronyms; "FOX" is not, and should be written [Fox].

Exercise:

1. The story broke on the front page of The Minneapolis Star Tribune.
2. The dean of F-M newsmen, Marv Bossart, has anchored News Center Six at 6:00 and 10:00 p.m. news at WDAY Television Channel Six for more than twenty-five years.
3. FROGGY sponsored Saturday's concert at the Fargo Civic Auditorium.
4. Sally Koslow, who once worked for the Fargo Forum, was named editor of McCall's Magazine.
5. KVRR-TV was an early affiliate of the FOX television network.