

# ARMY AL&T

## Magazine Writers Guidelines

Army AL&T magazine is a quarterly professional journal published by the U.S. Army Acquisition Support Center, a direct reporting unit within the Office of the Assistant Secretary of the Army for Acquisition, Logistics and Technology.

### What We Want

- News you can use—of AL&T innovations, processes, procedures, techniques, policy, doctrine and management philosophy. It can be local in nature but must be relevant nationally or internationally. Articles can be short—500 to 800 words—or long, up to 1,600 words.
- Analysis—ground truth of how one process, procedure or technique has worked better than another in overcoming a particular challenge. Please note: Articles that report Army cost savings must be supportable; we reserve the right to request documentation verifying the amount(s) saved, just as an organization would need to defend these monies if higher headquarters had a more pressing priority for them.
- Authority—articles written by AL&T professionals and subject-matter experts for AL&T professionals, in the field and on the battlefield. We are especially interested in articles about AL&T lessons learned and best practices. Articles by industry experts—but not press releases—will be considered for publication using the same criteria listed here. As a rule, articles should carry the byline of a program subject-matter expert. SMEs and public affairs officers may share a byline, with the SME named first. We generally limit shared bylines to four authors.
- “How,” not “what”—an article is not a public affairs press release or a portfolio write-up; it is more akin to a white paper that effectively conveys best business practices, innovations and other valuable information to the AL&T Workforce. For example, how was the innovation accomplished? What was the issue that brought it about, and what was the outcome? What were the challenges, and how were they overcome? How does the innovation fit with leadership principles and priorities?
- Tell a story—your opening section should tell us what is important and present a case for why the reader will want to keep reading. Then tell how you accomplished your mission. Avoid overstatements such as “revolutionary” and “incredible.” Avoid business and technical jargon. To write plainly and clearly is a service to our readers; it is not “dumbing down.” Above all, show, don’t tell: Concrete details give the reader something to latch on to.
- Online extras—provide links to video or other related content to maximize the impact and reach of your article. For example, an article that mentions a system that’s been a System of the Week could link to that system.

### What We Don’t Want

- History—exhaustive detail on how a current program came to be. Some background on how an issue came to light is fine.
- Program overviews—articles on what a program does, just to inform people that it exists.

### Acceptance

Articles submitted to Army AL&T magazine will not be accepted if they have been scheduled for publication in other magazines, with rare exceptions. The editor-in-chief reserves the right to accept or reject any article submissions.

### Submission Requirements

Articles should not exceed 1,600 words. Manuscripts should be double-spaced Microsoft Word documents using only Times New Roman 12-point font. Do not submit articles with footers, headers or page numbers, or with footnotes, endnotes or acknowledgment lists of individuals.

All submissions must include 1) A biographical sketch of each author that includes current position and duty station, educational background—with all degrees, in descending order—acquisition and other key professional certifications, and Army Acquisition Corps membership, if applicable; 2) each author’s email address, office phone number (DSN and commercial), and postal address; and 3) verification that the article has been cleared by the author’s security/OPSEC office and the organization’s functional lead (generally the applicable PEO or DASA; see the memo below from the Hon. Heidi Shyu, assistant secretary of the Army for acquisition, logistics and technology). Articles and accompanying photos and graphics must be submitted online, via <https://usaascalt.info/stories/>. Please submit questions to [armyalt@gmail.com](mailto:armyalt@gmail.com).

### Style

Army AL&T magazine follows the Associated Press Stylebook and the Webster’s New World College Dictionary, Fourth Edition, with variations. Editors will ensure conformity with style. Acronyms used in manuscripts, photos, illustrations and captions must be kept to a minimum and must be spelled out on first reference.

### Artwork

Three or more photos or graphics (illustrations and charts), or a combination of both, should accompany each article. Please submit artwork in files separate from the manuscript. All photos must have a minimum 300-dpi resolution and be in .png, .tiff or .jpeg format. Please provide the photographer’s name and command for each photo submitted; the artist’s name and command for each illustration; and the source organization for each chart. Photographs and graphics must also be submitted via <https://usaascalt.info/stories/>.

### Submission Deadlines

Issue	Author Deadline
January-March	November 1
April-June	February 1
July-September	May 1
October-December	July 15

Two to three weeks before each submission deadline, please send us the first 3 to 5 paragraphs of the article to give us the opportunity to review the piece, so that we can gauge how it fits with the theme and where it best fits in the magazine. Please submit these in an email to [armyalt@gmail.com](mailto:armyalt@gmail.com).



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**MEMORANDUM FOR OFFICE OF THE ASSISTANT SECRETARY OF THE ARMY  
(ACQUISITION, LOGISTICS AND TECHNOLOGY) FUNCTIONAL LEADS**

**SUBJECT: Establishment of Functional Leads to Review Army AL&T Magazine Articles**

1. During the 3 October 2012 quarterly Editorial Advisory Board for Army AL&T magazine, it was noted that members of my staff, and other agencies, contributing to the magazine were not afforded an opportunity to access articles submitted by their agencies/directorate prior to publication to ensure articles were aligned with current Assistant Secretary of the Army (Acquisition, Logistics and Technology) (ASA(ALT)) priorities.
2. The U.S. Army's, and thus ASA(ALT)'s, priorities routinely shift over time. Our priorities of six months ago may no longer be valid today. Therefore, it is imperative that Deputy Assistant Secretary Army-level subject matter experts within the ASA(ALT), Functional Leads (see enclosure 1) and other contributing organizations, perform "final checks" of stories we publish in our professional magazine to ensure articles are aligned with current priorities (see enclosure 2).
3. Since the Army AL&T magazine is an official publication of the U.S. Army, and reflects my priorities, I am requiring all articles are reviewed by the appropriate Functional Lead prior to its publication. Functional Leads will receive articles in their area of expertise from the Army AL&T staff to assess whether an article is "In Line" or "Not in Line" with current priorities. All articles will be returned to Army AL&T editorial staff within three days of receipt to allow time for editing, design, and layout in the next issue (In Line articles only). When an article is considered "Not in Line" with the ASA(ALT) priorities, the Functional lead will provide a short explanation to the Army AL&T staff for use in correcting the article in coordination with the submitting organization.
4. The articles submitted from the office of a Functional Lead, e.g., Deputy Assistant Secretary of the Army (Procurement), U.S. Army Materiel Command, or Chief Information Officer/G-6, are considered approved for publication without further review.

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5. The point of contact is Mr. Nelson McCouch, U.S. Army Acquisition Support Center, commercial (703) 805-1035, DSN 655-1035, or e-mail: [nelson.i.mccouch.civ@mail.mil](mailto:nelson.i.mccouch.civ@mail.mil).

Encls



Heidi Shyu

Assistant Secretary of the Army  
(Acquisition, Logistics and Technology)