WRITER'S GUIDELINES AND STYLE REFERNCE

GUIDELINES

First, read our articles. There is no better way to understand what we look for in an article than what we publish. Find some great examples at: From the Frontlines, https://asc.army.mil/category/from-the-frontlines/.

We're looking for articles that tell a story—you have the "what," now explain the "how" and "why." Give us details and specificity on best business practices, educational and professional development experiences, innovations and other information valuable to the Army Acquisition Workforce (AAW).

News articles. Timely news articles related to the AAW and acquisition enterprise at large that cover events, program announcements and policy announcements.

Feature articles. News of interest and use to the AAW, written in a problem-solution framework, with the issue presented clearly. The best articles describe solutions in one domain of acquisition, logistics or technology that can be applied in another.

Career-related articles. Timely news or insight on subjects related to Army acquisition careers, training and the like.

Commentary. Thought-provoking and incisive opinions on issues of interest to the Army acquisition enterprise and industry. These could include recommendations for process changes, lessons learned from program managers, or interesting angles on how the Army might do

No-Go articles. We're not looking for histories, footnotes, endnotes, white papers or research papers.

Length. Articles can be short, 500-800 words, or longer, up to 1,800 words. Word counts don't include writer's biography, or captions.

Approach. Articles usually follow one of four narrative types:

- *Expert articles.* Most of our articles are about best practices and lessons learned. They are usually written by experts in acquisition, logistics, science and technology, contracting, finance and other domains, and approach the subject in a problem-solution framework.
- *Reported articles.* These are articles written by people other than experts but are reported using experts as quoted sources. They usually focus on best practices and lessons learned.
- *Q&A articles.* Sometimes, an in-depth interview is best presented in a question-answer format. This kind of article can speak to questions the workforce may have about particular issues. Most begin with biographical details of the subject or subjects.
- *Commentaries.* We publish commentaries from acquisition professionals, experts and thinkers, and we welcome insights and fresh takes on how the Army does the business of acquisition.

There are other approaches. Would-be authors are wise to read the news feed and then read it some more.

Images and graphics. Be sure to submit photos, charts and other images (as separate files) that illustrate and expand upon the article, along with a brief caption that explains the image. Each photo or graphic needs a photo or graphic credit. Please ensure your images and graphics are of web quality—72dpi or larger. Files of about 1MB would work well. *Please Note: We now only accept JPEG and MP4 to meet records management requirements.*

All images, graphics and photos must be copyright free, publicly releasable, and appropriately credited to the photographer, creator or organization of origin. We do not accept AI images.

Requirements

We have a few requirements for each article you submit.

Functional lead, public affairs and OPSEC approval. All articles must have functional lead approval from the leadership of the submitting organization and undergo the organization's operational security review. Authors must make their command's public affairs organization aware of the article so that Army AL&T public affairs can collaborate with it for the article's promotion.

Author biographies. These have the author's name and rank or title; education listing the degrees in descending order, area of study and where earned; DAWIA certifications and Acquisition Corps membership, if applicable, and any other credentials that bolster the author's authority.

Submit

Upload your articles, photos, graphics and advertisements at

https://asc.army.mil/web/publications/army-alt-submissions/ (CAC required).

Please expect a 3–5-day turnaround for the publication of articles, unless a shorter publication timeline has been coordinated in advance.

Once your article package is uploaded, you should receive a response from an editor on its status.

STYLE REFERENCE

We follow AP Style. Here are some quick tips to get you started:

- We always capitalize the S in Soldier when referencing U.S. Army Soldiers.

    - We only use title case (initial capital letter) for proper nouns—the proper names of people, places and thing. When in doubt, do no capitalize.
    - Job titles (not position descriptions) before the individual's name get title case, per AP; those after the name do not.
    - Under AP Style, rank is never in all capitals. Use Maj. Gen.; Lt. Col.; 1st Sgt.; Pvt., etc.
- We use Humvee instead of High Mobility Multipurpose Wheeled Vehicle (HMMWV).
- Use acronyms and initialisms only if there is no other option. If the acronym or initialism appears only once or twice, don't use it.
    - Acronyms and initialisms should be fully capitalized unless in a trademark.
- Do not use footnotes or endnotes. Introduce sources in a sentence to cite them—for example, "In Sun Tzu's 'The Art of War,' we learn that…"
    - Note: If you cite monetary figures, peer-reviewed studies or other published material, it is helpful to include a link to your source's webpage or PDF.
- At the end of your article include:
    - A sentence beginning "For more information…" that directs readers to a point of contact, website or other resource for further details or questions.
    - A brief author biography—about 100 words—for each person listed in the byline. Only three authors are allowed in the byline; any other will be listed as contributors.
- Don't have photos to support your article? Check out these free resources:
    - https://www.defense.gov/observe/photo-gallery/
    - https://www.dvidshub.net/

- https://www.loc.gov/pictures/ (The Library of Congress)
- **All graphics, photos and images must be copyright free, releasable to the public, and appropriately credited to the photographer, creator or organization of origin.**
- **Note:** We do not accept images generated by artificial intelligence, as there could be copyright violations in the images.