

ARMY MEDICINE

MERCURY

Submission & Style Guide

August 10, 2015

AP RESOURCES

*Associated Press (AP) Style Book, 2014 edition

*Website: www.apstylebook.com (Subscription Required)

*AP Social Media Guidelines: web-based; website; Web page (AP 2012, p. 367-377)

ARMY/MILITARY MEDIA RESOURCES

*Army Medicine letter/presentation templates: www.us.army.mil/suite/files/25404291 (AKO Users)

*Army Medicine Submissions and Style Guide to be accessed at: www.armymedicine.mil/news/mercury/mercury.cfm

*MG Keith L. Ware Public Affairs Competition: www.army.mil/klw/admin.html

*Office of the Chief of Public Affairs (OCPA): www.army.mil/info/institution/publicAffairs

*Army Public Affairs Portal: www.us.army.mil/suite/page/publicaffairsportal (AKO Users)

*DefenseImagery.mil: www.defenseimagery.mil/learning/vipolicy/dodi

*Army Social Media Handbook, Aug 2011: www.slideshare.net/USArmySocialMedia/social-media-handbook-2011-8992055



A worldwide publication telling the Army Medicine Story
armymedicine.mil



MERCURY

MERCURY is an authorized online publication of the U.S. Army Medical Department and is regulated under AR 360-1. MERCURY is published monthly by the Directorate of Communications, U.S. Army Medical Command.

The mission/purpose of MERCURY is to tell the Army Medicine story, worldwide. MERCURY entertains publishing requests from Army Medicine personnel and public affairs offices that fall under the auspices of the Army surgeon general. The qualifying focus of topics should be able to inform the audience about the activities and initiatives of Army Medicine personnel -- worldwide.

Submission Details

Submissions to MERCURY should be made 20 days in advance of the expected publishing date. We recommend that all submissions are staffed to ensure clearance and approval of the material. MERCURY is published on the 1st day of each month.

Word Count Limit

The word count limit of the submission content should be under or approximately 400 - 600 words equivalent to one page of text excluding photos and design elements. The submission should be written taking into account the style of MERCURY which incorporates photos, pullout quotes, links, and tables to maximize utility of the space and key messages located in the body of the text. Attach photos separately. MERCURY is designed using Adobe Garamond Pro, Regular, 11 pt font.

Format

1. Articles should be submitted electronically in a word document format. Articles should conform to tenets of The Associated Press (AP) Stylebook. Submission should be the FINAL approved version.
2. Photographs: Photos that accompany an article or standalone photos with captions are acceptable. Submit photos in a high-resolution .jpg or .tif format of at least 300 dpi. Do not submit photos embedded in Microsoft Word or PowerPoint documents. Reference the Captioning Style Guide, DoD Instruction 5040.02 at <http://www.defenseimagery.mil/learning/vipolicy/dodi.html>
3. Editing: Submissions will be edited for logic, clarity, grammar, and policy requirements according to AR 360-1. Military titles will follow AP style guidelines.

Questions, comments, or submissions for the Mercury should be directed to the editor at 210-221-6722 (DSN 471-), or by email: usarmy.jbsa.medcom.mbx.medcom-mercury@mail.mil

IMAGES AND PHOTO GUIDELINES

*Pixel minimums for submitted photos should ideally be a MINIMUM 2400x3000 pixels; however, for the purposes of an online newsletter, 1500x2100 will suffice. Resolution of 300 dpi (dots per inch) is acceptable.

*Photo Credit: Photos must credit the photographer and include data for the picture such as date, and the photographer's name and unit. Reference the Captioning Style Guide, DoD Instruction 5040.02 at <http://www.defenseimagery.mil/learning/vipolicy/dodi.html> Clearance approval must be obtained from a public affairs officer assigned to the originating unit. Signed releases are also required if photos include people who are not military or who are patients in MTFs. Subject-release forms are available from VID. "Grip-and-grin" photos of ribbon- and cake-cutting, promotions, or other ceremonies are discouraged in accordance with section 13-b of AR 360-1 which regulates The Army Public Affairs Program http://www.apd.army.mil/jw2/xmldemo/r360_1/head.asp

ACRONYMS

*Acronyms: spell out first instance in a document and use acronym thereafter.

- **AR:** Army Regulation
- **AW2:** The U.S. Army Wounded Warrior Program
- **BH:** Behavioral Health
- **CBMH:** Community Based Medical Home
- **CBWTU:** Community Based Warrior Transition Unit
- **COAD:** Continuation on Active Duty
- **COAR:** Continuation on Active Reserve
- **DOD:** (“DOD” per Joint Staff Guide 5711, “Editorial Guidance and Accepted Usage for Joint Staff Correspondence,” 1JUN08.) Note: Defense.gov uses both: DOD (headings) and DoD (information) or DOD (news articles)
- **DFAS:** Defense Finance and Accounting Service
- **HQDA:** Headquarters, Department of Army
- **IDES:** Integrated Disability Evaluation System
- **IED:** improvised explosive device
- **mTBI:** mild Traumatic Brain Injury
- **NCO:** noncommissioned officer
- **NGO:** non-governmental organizations (NGO)
- **Operating Company Model (OCM)**
- **PCMH:** Patient-Centered Medical Home
- **PDA:** Physical Disability Agency
- **PDCAPS:** Physical Disability Case Processing System
- **PDES:** Physical Disability Evaluation System
- **PEBLO:** Physical Evaluation Board Liaison Officer
- **PTSD:** post-traumatic stress disorder (also acceptable: posttraumatic stress disorder)
- **Ready and Resilient Campaign (R2C)**
- **SCMH:** Soldier Centered Medical Home
- **TBI:** traumatic brain injury
- **TDRL:** temporary disability retirement list
- **Triad of Care:** update “triad of care” to Triad of Care
- **TRICARE**
- **U.S. or USA**
- **U.S. Army Wounded Warrior Program:** use “the” before spelled out name and no “the” before acronym (see “AW2” for further guidance)
- **USAPDA:** U.S. Army Physical Disability Agency
- **VA Polytrauma Center**
- **Veterans service organizations (VSOs)**

- **StratCom: Strategic Communications (unofficial)**
- **STRATCOM: Strategic Command**
- **System for Health (SfH)**
- **TDRL:** temporary disability retirement list
- **WTB: Warrior Transition Battalion**
- **WTC:** The Warrior Transition Command: use “the” before spelled out name and no “the” before acronym
- **WTU:** Warrior Transition Unit
- **YIS:** Years in Service

A useful tool for finding acronyms is Acronym Finder: <http://www.acronymfinder.com/>

COMMONLY USED TERMS

***CAPITALIZED WORDS:** Always capitalize these words when used in Army Medicine communication materials and contexts: Soldier, Family (when referring to a military Family), Wounded Warrior, Army Medicine, Lifespace, Performance Triad, MTF, Civilian (when referring to a military Civilian employee), Veteran, Retiree.

*Although AP style prefers two words “health care,” the single word, “healthcare,” is the preferred usage in Army Medicine communication materials (American Heritage Medical Dictionary accepts both styles).

- **healthcare provider** – when used as adjective
- **military treatment facility** – lowercase; MTF as acronym
- **regional health command** – lowercase; RHC as acronym
- **operational security** – OPSEC as acronym
- **public health command region** – lowercase; PHCR–West as acronym
- **public health command district** – lowercase; PHCD as acronym
- **special MEDCOM response capabilities** – public health; SMRC-PH as acronym
- **warfighter** – One word as adjective or noun
- **service member , serviceman or servicewoman** – (AP 2012, p. 242)
- **Fort** (spell out)
- **wounded, ill, and injured** (new format)
- **armed forces** (Webster’s New College Dictionary, 2008)
- **Sleep, Activity and Nutrition (SAN)**, in this order and no second comma

GLOSSARY OF TERMS

The style guide is a living document. The Editor will continue to update terms or phrases that frequently appear in ARMY publications.

ABC

- Ages, examples: He is 21 years old. He is a 21-year-old man. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. (AP Style)
- The U.S. Army Wounded Warrior Program (AW2)
- Incorrect - Army Wounded Warrior (AW2)
- Incorrect - Army's Wounded Warrior Program
- No "the" before "AW2"
- No "program" after "AW2"
- "AW2" in all Web addresses is capitalized "AW2"
- behavioral health: use instead of mental health
- caregiver
- commas in a series: use two commas, e.g., wounded, injured, and ill
- co-worker (AP Style) or coworker (Webster's New College Dictionary)

DEF

- Dates: Spell out month (January 10 or January 10, 2009,)
- Dashes: **M dash** vs. hyphen: Use hyphens for hyphenated words like part-time, use the m dash when separating an important part of a sentence with no spaces (ex. All wounded, ill, and injured Soldiers—who are expected to require six months of rehabilitative care and the need for complex medical management—are assigned to a Warrior Transition Unit.) To get the M dash in Word, type the word-hyphen-hyphen-word. **N dash**: Use to join numbers or dates in a range. (e.g., 1992-99, pg. 32-37, or August-October). To get the N dash in Word, type the word-space-hyphen-space-word.
- DD Form 214 (DD-214)
- Defense Health Agency (DHA)
- DOD ("DOD" per Joint Staff Guide 5711, "Editorial Guidance and Accepted Usage for Joint Staff Correspondence," 1JUN08.)
- email (AP), use a hyphen for other e-terms: e-book, e-commerce, etc.
- Family (when used to refer to a military Family)
- Fort (spell out)
- federal (government) (AP style)

GHI

- G1: Deputy Chief of Staff
- government (U.S.) (AP style)
- GWOT: discontinue use, instead use Overseas Contingency Operations since 9/11
- high reliability
- High Reliability Organization (HRO)
- Humvee: High Mobility Multipurpose Wheeled Vehicle
- Hyphens: do not hyphenate paragraph text
- Hyphens versus m dash: Use hyphens for hyphenated words like part-time, use the m dash when separating an important part of a sentence with no spaces (ex. All wounded, ill, and injured Soldiers—who are expected to require six months of rehabilitative care and the need for complex medical management—are assigned to a Warrior Transition Unit.)
- loss of limb
- paralysis/spinal cord injury
- severe burns
- blindness/vision loss
- traumatic brain injury (TBI)
- Italics, proper usage:
- Titles of books, magazines, journals, newspapers, plays, film, artworks, long poems, pamphlets, television shows, and other short works published separately and musical works.
- Names of ships and air and space vehicles.
- Words or phrases you use as words rather than for the meaning they convey (e.g., The word bookkeeper has three sets of double o, double k, and double e.)
- Occasional use only: The kind of emphasis that a person would make while speaking. Too many italicized words may cause reader's eyes to skip the words.

JKL/MNO

- mental health: do not use term, use "behavioral health"
- military ranks: use Army style in AW2 publications (e.g., CPT John Smith) but when writing a press release use AP style (e.g., Capt. John Smith)
- Military Health System (MHS)
- MOS: Military Occupational Specialty
- MTF: Military Treatment Facility
- multidisciplinary
- National Guard: Capitalize when referring to U.S. or

GLOSSARY OF TERMS (CONT.)

state-level forces, or foreign forces when that is the formal name: the National Guard, the Guard, the Iowa National Guard, Iowa's National Guard, National Guard troops, the Iraqi National Guard. On second reference, the guard. When referring to an individual in a National Guard unit, use National Guardsman: He is a National Guardsman. Lowercase guardsman when it stands alone.

- noncombatant, noncombative
- nonprofit
- numbers: include comma, such as 1,000
- OEF: Operation Enduring Freedom
- OIF: Operation Iraqi Freedom
- ongoing
- online
- on-site
- Operation Purple®
- Operating Company Model (OCM)

PQR

- percent: spell-out in long publications (newsletters, etc.), use symbol in short pubs (fact sheets)
- periods: use one space after periods
- phone numbers: (111) 222-3333
- photo captions: need to specify people placement in photo
- Use (left to right) before photo caption
- Use (left), (center), (right) after names within caption
- Courtesy photos, add "(Photo courtesy of XXX)" at the end of caption
- post-traumatic stress disorder (PTSD) (AP, p. 209)
- posttraumatic stress disorder (PTSD) (AH Medical Dictionary, 2007)
- punctuation is within quotation marks
- punctuation is outside of () unless it is a free standing statement
- Quotation marks, proper usage:
- The period and comma always go within quotation marks. (AP, p. 305)
- Titles of essays, book chapters or sections, short poems, short stories, songs, articles in periodicals, radio or television program episodes, and all unpublished works.
- To show that someone else has used a word or phrase in a special way that you or the general public may not use or agree with completely.
- Ready and Resilient Campaign (R2C)

- Reserve: Capitalize when referring to U.S. armed forces, as in Army Reserve. Lowercase in reference to members of these backup forces: reserves, or reservists.

STUV

- set up (v.) setup (n. and adj.)
- service member
- System for Health (SfH)
- Soldier, Veteran, and Family (for internal and external publications)
- Standard Form 15 (SF-15)
- standby (n.) as in readiness to serve as a substitute (e.g., on a flight)
- States: use postal code, e.g., FL
- Titles are capitalized preceding the name of an individual
- TH: Telehealth
- Triad of Care: update "triad of care" to Triad of Care
- U.S. Army Wounded Warrior Program: use "the" before spelled out name and no "the" before acronym (see "AW2" for further guidance)
- VA Polytrauma Center

WXYZ

- Washington, D.C. (post code is DC)
- Wounded Warrior Lifecycle
- well-being

MILITARY RANK/TITLES

When writing for the general public, (generally this includes audiences external to the Army or the DOD) the accepted style for military titles closely conforms Air Force titles wherein only the first letter is capitalized.

For example, below:

Maj. John Smith or Maj. (Dr.) John Smith
Lt. Gen. Jane Doe
Col. John Smith

Helpful link with more examples, below:

<http://stylemanual.ngs.org/home/M/military-ranks>