

Fort Benning Public Affairs

Benning News Style Guide



*“Telling the
Soldier’s story ...”*

What is Public Affairs?

Public Affairs fulfills the Army's obligation to keep the American people and the Army informed, and helps to establish the conditions that lead to confidence in America's Army and its readiness to conduct operations in peacetime, conflict and war.

The Public Affairs Officer is responsible for developing a working relationship with reporters and other media representatives, maintaining a robust community relations program, keeping contact with other government agencies and keeping internal and external publics informed on issues that may affect them.

Known as "PAOs" for short, they are expected to coordinate with the appropriate agencies prior to contacting and releasing information to the media on conditions that might result in favorable or unfavorable public reaction, including releases and public statements involving local, regional and national news.

PAO's are responsible for preparing information about unit participation in military operations, world events and environmental matters through news releases, special activities, photographs, radio and television and other information material. They also review materials such as speeches, news articles and radio and television shows for security accuracy, propriety and policy and integration with the objectives of the military.

They produce speeches and act as ghost writers for commanders, often completely developing a commander's public persona.

PAO's also oversee the production of post newspapers, magazines, television, web products and internal information produced by military public affairs specialists, DA civilians and contractors.



The Maneuver Center of Excellence and Fort Benning Public Affairs Office is located in suite W-141 of McGinnis-Wickam Hall.

Benning News

Benning News is the main source for telling the official Fort Benning and Maneuver Center of Excellence story. A digital format allows us to get the scoop on Fort Benning news, events, programs and information before outside outlets. It also allows us to tell the MCoE and Fort Benning story in a more engaging way using relevant messaging and branding.

STORY IDEAS

The content of our news falls in line with the Maneuver Center of Excellence Campaign Plan (FY 2016-2022) lines of effort:

- Future Maneuver
- Master the Fundamentals and Develop Leaders
- Soldier, Civilian & Family Readiness
- Community

You can write about events, training, ceremonies, programs, services, initiatives, human interest feature pieces and much more.

STRINGERS/UNIT PUBLIC AFFAIRS REPRESENTATIVES

Because the public affairs team cannot support every event, it is imperative that organizations assign a public affairs representative to ensure maximum coverage. Stringers/UPARs are people belonging to various organizations, directorates and units on Fort Benning who write about and take photos of unit and post activities for Benning News. Without them, our coverage of these activities would be decreased. It is preferred that stringers and UPARs have a desire to capture their organizations stories. Basic skills training will be provided by the PAO.

PUBLIC AFFAIRS OFFICE SUPPORT

The Public Affairs Office will continue to support **major** events with **television** and **photography upon request**. Organizations will need to provide written coverage. If you are unsure if you will receive television or photography support for an event, please contact the Public Affairs Office at 706-545-4591 or usarmy.benning.imcom.mbx.pao@mail.mil.

Events, programs and news for the Maneuver Center of Excellence command group will continue to be covered by a PAO staff member.

General Submission Guidelines

Photos, stories, and other news items intended for Benning News must be **submitted to the PAO within 12 to 24 hours** after the event or interview. Copy must be typed and doubled-spaced in a word document. We prefer clear, correct, concise, and consistent wording, expressed in active voice, to high-flown formal writing or military jargon. Remember, you are writing for both civilians and military. Please contact the Benning News editors for any questions regarding the style and technical guidelines used.

We reserve the right to edit all stories (including headlines) for publication, and we cannot guarantee if or when feature ("soft news") stories will appear online. Stories for events or of immediate interest are typically published shortly after submission.

Length: 500 words or less, although this is not a rigid guideline. Remember, redundancy is bad, and less is more.

Byline/Credit Line: Please send the first and last name of the story's writer (include rank if you are a service member), as well the writer's organization.

Clearance: Authors are responsible for ensuring their articles receive a proper security review through their respective organizations before being submitted. Clearance requirements are outlined in Army Regulation 360-1, Chapter 5, Paragraph 5-3. Headquarters Department of the Army/Office of the Secretary of Defense clearance is required if your article meets any of the criteria listed there. Article clearance is further covered in Paragraph 6-6, with procedures on how to do so outlined in Paragraph 6-9. The bottom line on most article clearance is discussed in Paragraph 6-6.

Compensation: Because Benning News is an official publication of the U.S. Army, monetary payment for material is not permitted.

**TO SUBMIT STORIES OR FOR MORE INFORMATION,
CONTACT THE BENNING NEWS EDITORS:**

mcoe.pao@gmail.com

Photography

Say cheese!

Photos will bring your story to life. Fill the camera frame with the subject. Get in close. You don't need to capture everything in the background. Avoid putting too many people in one shot and make sure the subject is in focus.

The best photos are those that show action. After taking photos, get cutline information — rank, first and last name, organization, and what they are doing. If children are photographed, get their age.

You must include at least one feature photo with each submitted story, sized at 860×290 pixels or larger.

Submit each photo as a single, separate file. Include a cutline with **each** photo. Please do not submit photos embedded in word documents or powerpoints, and please do not submit photos taken with a camera phone.

CUTLINES

A photo cutline identifies the people in the photo, equipment and other subjects, and also describes the action and provides background information. Each photo's cutline should answer the 5 Ws. Each photo is its own element. Please do not copy and paste the same information from photo to photo.

CUTLINE EXAMPLE:

Soldiers with the 1st Battalion (Airborne), 507th Parachute Infantry Regiment, prepare to jump over Fryar Drop Zone during the 76th National Airborne Day Aug. 16.

(Photo by Capt. Ken Woods, MCoE Photographer)



NOTE: *Styles are taken from the 2014 AP Stylebook, 2010 Yahoo! Style Guide and Defense Imagery Style Guide, along with established Army Public Affairs style, or common usage. When not mentioned, adhere to the AP Stylebook. If AP Stylebook entry does not cover a word or specific usage, refer to the Webster's Dictionary.*

HEADLINES

Sentence case, present “Dwell time decreases for deployed Soldiers”

Sentence case, future “Dwell time to decrease for deployed Soldiers”

Common leader acronym acceptable in title “CSA to visit Fort Hood”

Known leader name acceptable in title “Odierno visits Fort Hood”

DATELINES

Only use datelines when the story is from somewhere other than Fort Benning. Refer to the AP Stylebook for more information on datelines.

Dateline format “NEWPORT NEWS, Va. (April 1, 2011) — Article text...”

Cities that stand alone in datelines may be used alone in stories that have no dateline if no confusion would result.

ATTRIBUTION

Attribute everything said in an interview or during a ceremony. Any opinion has to be attributed. Do not quote yourself. When written exactly as stated, use quotation marks and said (e.g.: “*there were nine of us on the bill,*” said Jones. “*We couldn't leave it.*”). When paraphrased, use according to or said (e.g.: Jones said there were nine people on the bill that couldn't leave.) (*According to the Fort Benning website, the mission for the 198th Infantry Brigade is...*)

On first use of a name, write the person's full name, position title and organization. On second use, use only the last name.

PROPER UNIT NAMES

Some unit names include information behind the element name, in parenthesis. This is part of the proper name of the unit, and should be included on all references. For example:

3rd U.S. Infantry Regiment (The Old Guard) – The proper name of the Army unit that handles ceremonial responsibilities at Arlington National Cemetery.

10th Mountain Division (Light Infantry)

101st Airborne Division (Air Assault)

5th Special Forces Group (Airborne)

STATE NAMES

U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. Provide a state identification for the city if the story has no dateline, or if the city is not in the same state as the dateline. State name is not necessary if it is written in the dateline. This also applies to newspapers cited in a story. For example, a story datelined Providence, R.I., would reference the Providence Journal, not the Providence (R.I.) Journal.

Abbreviations In conjunction with the name of a city, town, village or military base in most datelines. In lists, agate, tabular material, non-publishable editor's notes and credit lines. In short-form listings of party affiliation: D-Ala., R-Mont. Use the two-letter Postal Service abbreviations only with full addresses, including ZIP code.

Headlines Avoid using state abbreviations in headlines whenever possible.

Postal code abbreviations The eight states that are not abbreviated in text: AK (Alaska), HI (Hawaii), ID (Idaho), IA (Iowa), ME (Maine), OH (Ohio), TX (Texas), UT (Utah). Also: District of Columbia (DC).

Miscellaneous Use New York state when necessary to distinguish the state from New York City. Use state of Washington or Washington state when necessary to distinguish the state from the District of Columbia.

NUMERALS In general, spell out 1-9, 1st-9th.

PUNCTUATION

Do not use superscript, subscript or ampersands (&)

Ellipses and em dashes are treated as words with a space on either side

Offset city, states with commas

hyphenate compound modifiers

Do not use the oxford comma unless the series is a complex series

MODIFIERS

Nouns

Reserve Component

Active Component

Active Duty

National Guard

Compound Modifiers/Adjectives

reserve-component Soldier

active-component Soldier

active-duty Soldiers

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A

abbreviations/acronyms Only use abbreviations on second reference.

The abbreviations can be established on first reference, but do not use parentheses: *Soldiers should check their Leave and Earnings Statement, known as an LES, to ensure the changes were implemented.* Do not put acronyms in parentheses on any use.

active duty (noun) **active-duty** (compound modifier) Hyphenate when used as a compound modifier: *He was active duty before becoming a Reservist. He was an active-duty Soldier before becoming a Reservist.*

African American (noun) **African-American Soldier** (adjective) Black is the preferred adjective according to AP style.

all hands (noun) **all-hands** (adjective/compound modifier) Hyphenate when used as an adjective/compound modifier: *The commanding officer called all hands to the meeting. The Sailors attended the all-hands call.*

American flag, U.S. flag Lowercase flag.

Army Capitalize when referring to the United States service (also, Armywide)

C

career branches Capitalize: *Infantry, Armor, Field Artillery, Signal, Public Affairs, Medical Service, Ranger.*

cavalry Lowercase unless it is part of a unit name. Do not confuse with Calvary, which is a religious term.

change of command ceremony (compound modifier) Do not hyphenate.

civilian titles Do not use courtesy titles such *Mr., Mrs., Miss, or Ms.* unless requested by the named person. Other formal titles such as *Dr., Sen.* or *Gov.* should be used where applicable. Do not use such titles on second reference unless necessary to differentiate two people with the same last name.

civilian or civilian employees (generic reference) Lowercase.

citizen-Soldiers Lowercase citizen.

colors When referring to the flag of the United States, American flag or U.S. flag are the preferred styles. Do not use in reference to the flags of other nations. Acceptable when referring to unit flags and guidons. *The battalion colors were furled during a transfer of authority ceremony.*

commander in chief Do not hyphenate; lowercase unless it appears before a name.

congressional Lowercase unless part of a proper name: *congressional salaries, the Congressional Quarterly, the Congressional Record.*

contingency operating base Lowercase unless it accompanies the name of a specific location. *COB* is acceptable on second reference.

corps Lowercase, shortened reference to units as a stand alone, except when referring to the U.S. Army Corps of Engineers

Corps Capitalized refers to the U.S. Marine Corps.

counter improvised explosive device Do not hyphenate or capitalize. *Counter IED* is acceptable on second reference.

D

demining Do not hyphenate.

Department of the Army Civilians (proper noun)

Dr. Using the title before a name is OK. This differs from AP Style.

DOD Abbreviation for *Department of Defense*. All caps. *DOD* is acceptable on first reference.

Dates Do not use last or next before a day of the week, instead use the actual date. Do not use "on" before a date. Do not use a day of the week in conjunction with a date group. Use only numbers without *st, nd, rd* or *th*. See AP Stylebook for abbreviation of months. Only include the year if it is different from the current year.

E

email Acceptable in all references for *electronic mail*. Use a hyphen with other e-terms: *e-book, e-business, e-commerce.*

exercises Capitalize uniquely named exercises, but only capitalize the descriptive word exercise if it is part of the official title of the exercise. Lowercase generic descriptors for exercises: *operational readiness exercise, joint task force exercise, composite training unit exercise.*

explosive ordnance disposal Lowercase, unless part of a unit name or operation name. *EOD* is acceptable on second reference.

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F

Family names Capitalize words denoting family relationships only when they precede the name of a person or when they stand unmodified as a substitute for a person's name: "I wrote Grandfather Smith. I wrote Mother a letter. I wrote my mother a letter."

female engagement team Lowercase unless writing about a specific team.

firefighter One word.

Fort Do not use *Ft.* Lowercase unless it precedes the name of a specific fort.

forward operating base Lowercase unless it accompanies the name of a specific location. FOB is acceptable on second reference.

from Do not use from to describe a service member's affiliation with a military unit. Use with, assigned to or attached to. The term from implies hometown or native country. "U.S. Army Spc. Joe Snuffy is an infantryman assigned to the 1st Battalion, 333rd Infantry Regiment."

I

IED Abbreviation for *improvised explosive device*. IED is acceptable on first reference.

J

joint Lowercase unless used as a proper noun as part of a unit.

L

landing zone Lowercase unless it accompanies the name of a specific location: *U.S. Soldiers gather their gear after parachuting onto Landing Zone Tombstone. The landing zone was not cleared.* LZ is acceptable on second reference.

landing craft, air cushion Singular and plural. Lowercase unless identifying a specific numbered LCAC: *Landing Craft, Air Cushion 8.* LCAC is acceptable on second reference.

landing craft utility Lowercase unless identifying a specific numbered LCU: *Landing Craft Utility 1627.* LCAC is acceptable on second reference.

live fire (noun) **live-fire** (adjective/compound modifier) Hyphenate when used as an adjective/compound modifier: *The practice range was for shooting blanks only; it did not allow live fire. The live-fire exercise lasted all day.*

Locations Capitalize location and office names (e.g., *Sand Hill, Maneuver Center of Excellence, Fort Benning, Building 789*) NOTE: Do not capitalize building when not used before a building number.

M

mass casualty/mass casualty exercise Do not hyphenate.

Medal of Honor The nation's highest military honor, awarded by Congress for risk of life in combat beyond the call of duty. Use *Medal of Honor recipient* or a synonym, but not winner. There is no *Congressional Medal of Honor*.

MedEvac Abbreviation for *medical evacuation*. MedEvac is acceptable on first reference.

military operations on urban terrain MOUT is an out-of-favor term; the preferred term is urban operations (UO). The term MOUT is still in limited use and may be used when referring to a specific MOUT *city* or MOUT *site*, but should not be used in the following senses: "... *train for military operations on urban terrain ...*" or "... *conducts military operations on urban terrain training.*"

MIA /POW(s) Abbreviation for *missing in action/prisoner(s) of war*. MIA/POW is acceptable on first reference. This differs from the AP Stylebook.

N

nation Lowercase.

national anthem Lowercase. But: "*The Star-Spangled Banner.*"

NCO Abbreviation for *noncommissioned officer*. NCO is not acceptable on first reference.

noncommissioned officer in charge Do not hyphenate. Lowercase unless it appears before a name. NCOIC is acceptable on second reference.

O

officer in charge Do not hyphenate. Lowercase unless it appears before a name. OIC is acceptable on second reference.

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Organizations Capitalize the full names of organizations and institutions. Some are widely recognized by their abbreviations, refer to abbreviations/acronyms entry: *U.S. Army Corps of Engineers* is the proper organizational name. *USACE* is acceptable on second reference. Do not use corps or any unofficial abbreviations, such as ACOE, USA COE, COE.

P

pass in review Not pass and review.

paratrooper Lowercase.

Pentagon Use WASHINGTON in dateline; use Arlington, Virginia, to describe the location of the Pentagon, if the location is relevant to the story.

POW(s)/MIA Abbreviation for *Prisoner(s) of war/missing in action*. *POW/MLA* is acceptable on first reference. This differs from the AP Stylebook.

R

rappel, rappelling/repel, repelling To use ropes to lower oneself from a high place, such as a cliff, building or helicopter. To repel is to fend something off.

Reservist Capitalize.

Retired Do not use (Ret.) when describing a retired service member. Capitalize the word Retired and place it before the service (if applicable), rank and name: *Retired U.S. Army Command Sgt. Maj. Joe Smith, left, delivers a speech.*

rifle salute A salute to the deceased at military funerals, usually by seven riflemen each firing three shots in unison. Do not confuse this with a **21-gun salute**.

S

Sept. 11 When referring to the terrorist attacks of this day, use *Sept. 11 attack* or *Sept. 11 terrorist attack*, or *9/11*. Use 2001 only if needed for clarity.

service member Two words; lowercase: *U.S. service members help clean up in New York City after Hurricane Sandy.*

smartphone One word.

Soldier Capitalize when referring to U.S. Soldiers (AR 360-1, para. 13-12b).

Special Forces Do not use interchangeably with *special operations forces*. Capitalize when referring specifically to the U.S. Special Forces, also known as Green Berets. Others, such as Army Rangers, should be called special operations forces.

Special Operations Forces Use this term to describe U.S. special warfare units or members of those units when their exact service or unit affiliation is not clear, or when special warfare units of multiple services are conducting joint operations. Do not use special operator or commando. Capitalize when referring specifically to the U.S. Special Operations Forces: *A U.S. Special Operations Forces service member patrols in a field near Kandahar, Afghanistan, April 5, 2012.*

T

Time Use a.m. / p.m. Use noon for 12 p.m. and midnight for 12 a.m. Do not use 24-hour format. For exact hours do not use :00 (e.g., *6 p.m.*, not *6:00 p.m.*).

Tomb of the Unknowns Not *Tomb of the Unknown Soldier*.

troop Lowercase. A troop in its singular form is a group of people, often military or animals. Troops, in the plural, means several such groups. But when the plural appears with a large number, it is understood to mean individuals: *There were an estimated 150,000 troops in Iraq. But not: Three troops were injured.*

W

war on terrorism This is the acceptable term to use; all lowercase. Do not use *global war on terrorism*, *GWOT* or *war on terror*.

warfighter One word; lowercase.

Web Capitalize.

website One word; lowercase.

White House Use *Washington, D.C.*, to describe the location.

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ARMY UNITS

Use AP Style for military units, going from **smallest** to **largest**, with units separated by commas: *“I’m tired,” said Sgt. Joe Snuffy, with 1st Battalion, 3rd Brigade Combat Team, 101st Airborne Division (Air Assault). “I can’t wait to get home to my family.”*

Abbreviate Army units using standard acronym rules; note if it is a National Guard unit.

Army units can be tricky. It does not suffice to say that a Soldier simply belongs to Alpha Company, 1st Battalion, as there are a multitude of Alpha Companies and 1st Battalions throughout the Army. Be sure to get the unit’s regimental, brigade or division affiliation; in other words, make sure a **precise, unique** unit name is listed.

Do not capitalize battalion, brigade, company, squadron, division, regiment, etc., when not used with the actual proper name.

.....
Army: Numbered armies (e.g., *First Army*) can generally stand alone if the Soldiers depicted are assigned to various units within the numbered army or it’s a wide shot of a numbered army event.

Corps: Corps (e.g., *XVIII Airborne Corps*) can generally stand alone if the Soldiers depicted are assigned to various units within the corps or it’s a wide shot of a corps event except when referring to the *U.S. Army Corps of Engineers*

Division: Divisions (e.g., *1st Cavalry Division*) can generally stand alone if the Soldiers depicted are assigned to various units within the division or it’s a wide shot of a division event.

Brigade/Brigade Combat Team: Most brigades/brigade combat teams numbered lower than 5 are part of a larger division. For example, each active duty division has a 1st brigade combat team, so be sure to list the division affiliation: *1st Brigade Combat Team, 82nd Airborne Division*. There are a number of active-duty and National Guard standalone brigade combat teams, and they generally can be listed without a division. If it’s a National Guard unit, be sure to list the state it’s affiliated with: *30th Heavy Brigade Combat Team, North Carolina Army National Guard*.

Regiment: Do not use the shorthand for these units. For example, instead of writing 1/120th Infantry, write out the full name: *1st Battalion, 120th Infantry Regiment*. Always list the subordinate unit before the name of the regiment: *1st Battalion, 2nd Squadron*. While the Army generally does not use the regimental command structure like it used to, the regimental heritage is kept to maintain the history and heraldry of many units.

Battalion/Squadron: Most combat arms (e.g., *infantry, artillery, cavalry and armor*) battalions and squadrons belong to a numbered regiment, which must be listed in captions: *the 2nd Squadron, 14th Cavalry Regiment, 2nd Brigade Combat Team, 25th Infantry Division*. Many combat support and combat service support battalions do not have a specific regimental affiliation, but it’s best to list the brigade and/or division to which they belong: *the 82nd Brigade Support Battalion, 3rd Brigade Combat Team, 82nd Airborne Division*.

Company/Troop/Battery: Companies starting with a letter always belong to a numbered battalion and regiment, which will be listed in the caption as well. Spell out such company names using the phonetic alphabet: *Charlie Company, 1st Battalion, 120th Infantry Regiment, 30th Brigade Combat Team, North Carolina Army National Guard*. NOTE: Some company-level units use non-standard nicknames: *“Killer Company.”*

FORCE STRUCTURE

Soldier	Individual
Squad/Section	9 to 10 Soldiers
Platoon	16 to 44 Soldiers; 2 to 4 squads
Company or Battery/Troop	62 to 190 Soldiers; 3 to 5 platoons
Battalion or Squadron	300 to 1,000 Soldiers; 4 to 6 companies
Brigade or Group/Regiment ..	3,000 to 5,000 Soldiers; 2 to 5 battalions
Division	10,000 to 15,000 Soldiers; 3 brigades
Corps	20,000 to 45,000 Soldiers; 2 to 5 divisions
Army	50,000+ Soldiers

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MILITARY RANKS

When used as an adjective, use the format in the left column. When used before a name, use the format in the right column.

Army

Commissioned Officers

general	Gen.
lieutenant general	Lt. Gen.
major general	Maj. Gen.
brigadier general	Brig. Gen.
colonel	Col.
lieutenant colonel	Lt. Col.
major	Maj.
captain	Capt.
first lieutenant	1st Lt.
second lieutenant	2nd Lt.

Warrant Officers

Warrant officer (W01)	Warrant Officer
Chief warrant officer two (CW2)	Chief Warrant Officer 2
Chief warrant officer three (CW3)	Chief Warrant Officer 3
Chief warrant officer four (CW4)	Chief Warrant Officer 4
Chief warrant officer five (CW5)	Chief Warrant Officer 5

Enlisted Personnel

sergeant major of the Army	Sgt. Maj. of the Army
command sergeant major	Command Sgt. Maj.
sergeant major	Sgt. Maj.
first sergeant	1st Sgt.
master sergeant	Master Sgt.
sergeant first class	Sgt. 1st Class
staff sergeant	Staff Sgt.
sergeant	Sgt.
corporal	Cpl.
specialist	Spc.
private first class	Pfc.
private	Pvt.

Navy, Coast Guard

Commissioned Officers

admiral	Adm.
vice admiral	Vice Adm.
rear admiral upper half	Rear Adm.
rear admiral lower half	Rear Adm.
captain	Capt.
commander	Cmdr.
lieutenant commander	Lt. Cmdr.
lieutenant	Lt.
lieutenant junior grade	Lt. j.g.
ensign	Ensign

Warrant Officers

chief warrant officer	Chief Warrant Officer
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Enlisted Personnel

master chief petty officer of the Navy	Master Chief Petty Officer of the Navy
master chief petty officer	Master Chief Petty Officer
senior chief petty officer	Senior Chief Petty Officer
chief petty officer	Chief Petty Officer
petty officer first class	Petty Officer 1st Class
petty officer second class	Petty Officer 2nd Class
petty officer third class	Petty Officer 3rd Class
seaman	Seaman
seaman apprentice	Seaman Apprentice
seaman recruit	Seaman Recruit

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Marine Corps

The ranks and abbreviations for commissioned officers in the Marine Corps are the same as those in the Army. Warrant officer rating follows the same system that is used in the Navy. There are no specialist ratings in the Marine Corps.

Others

sergeant major of the Marine Corps	Sgt. Maj. of the Marine Corps
sergeant major	Sgt. Maj.
master gunnery sergeant	Master Gunnery Sgt.
first sergeant	1st Sgt.
master sergeant	Master Sgt.
gunnery sergeant	Gunnery Sgt.
staff sergeant	Staff Sgt.
sergeant	Sgt.
corporal	Cpl.
lance corporal	Lance Cpl.
private first class	Pfc.
private	Pvt.

Air Force

Ranks and abbreviations for commissioned officers in the Air Force are the same as those in the Army.

Enlisted Designations

chief master sergeant of the Air Force	Chief Master Sgt. of the Air Force
chief master sergeant	Chief Master Sgt.
senior master sergeant	Senior Master Sgt.
master sergeant	Master Sgt.
technical sergeant	Tech. Sgt.
staff sergeant	Staff Sgt.
senior airman	Senior Airman
airman first class	Airman 1st Class
airman	Airman
airman basic	Airman

PLURAL MILITARY TITLES

To make a specific title plural, add an “s” to the principal element in the title. For example:

Maj. Gens. Jim Smith and Robert Johnson testified at a government hearing.

Pvts. Alex Jones and John Brown were disciplined for their behavior.

Sgts. Maj. Elizabeth Anderson and Chris Smith attended the ceremony.

RETIRED MILITARY

You may attribute, on first reference, a military rank before the name of an officer who has retired if it is relevant to the story at hand. However, do not use the military abbreviation “Ret.” Instead use “retired” just as you would use “former” before the title of a civilian. (e.g., *retired Army Gen. David Petraeus entered the room.*)

POSITION TITLES

Do not capitalize position titles when used after a name (e.g., *Maj. Gen. Jim Smith, the commanding general of the Maneuver Center of Excellence, left work at noon.*). Capitalize when used before a name, but generally the position title before the name is not the preferred style.

Social Media

Be our friend!

Fort Benning's social media presence allows Soldiers, families and friends to follow Soldiers and units while they are away from home. We can inform the public of upcoming events; provide live updates of competitions, such as Best Ranger Competition and the Sullivan Cup; and quickly and accurately inform the surrounding communities of news coming out of Fort Benning.

In the social sphere, Fort Benning can be found on:



Facebook
US Army Fort Benning



Twitter
@FortBenning



Instagram
Fort_Benning_MCoE



YouTube
BenningTV



Photos
www.fortbenningphotos.com

To contact the social media team, call:
(706) 545-4591
usarmy.benning.imcom.mbx.web@mail.mil

PAO References

The Army Regulation governing the work of **Public Affairs is Army Regulation 360-1, The Army Public Affairs Program.**

Other useful regulations include:

- AR 25-1:** Army Knowledge Management and Information Technology
- AR 25-30:** The Army Publishing Program
- AR 25-55:** The Department of the Army Freedom of Information Act Program
- AR 340-21:** The Army Privacy Program
- AR 530-1:** Operations Security (OPSEC)

Related Publications

- AR 380-5:** Department of the Army Information Security Program
- AR 600-8-1:** Army Casualty Program
- AR 670-1:** Wear and Appearance of Army Uniforms and Insignia
- Army Directive 2010-08:** Army aircraft use for public affairs missions
- DA Pam 25-1-1:** Information Technology Support and Services
- DA Pam 25-91:** Visual Information Procedures
- DOD Policy Memorandum, DTM-08-37:** Policy for Department of Defense

Interactive Internet Activities

- DOD 5500.7-R:** Joint Ethics Regulation (JER)
- DODD 5122.05:** Assistant Secretary of Defense for Public Affairs (ASD (PA))
- DODD 5230.09:** Clearance of DOD Information for Public Release
- DODD 5230.24:** Distribution Statements on Technical Documents
- DODD 5230.25:** Withholding of Unclassified Technical Data from Public Disclosure
- DODD 5400.11:** DOD Privacy Program
- DODD 5410.18:** Public Affairs Community Relations Policy
- DODI 5120.4:** Department of Defense Newspapers, Magazines and Civilian Enterprise Publications
- DODI 5410.19:** Public Affairs Community Relations Policy Implementation
- DOD Public Affairs Policy Guidance Concerning Political Campaigns and Elections (Available through the DOD message center.)
- FM 3-61.1:** Public Affairs Tactics, Techniques, and Procedures
- Freedom of Information Act: Available at <http://www.justice.gov/oip/>
- The Associated Press Stylebook and Briefing on Media Law:** Available in the Public Affairs Office
- 10 USC 974 as amended:** Military musical units and musicians: performance policies; restriction on performance in competition with local civilian musicians
- 18 USC 795:** Photographing and sketching defense installations

The Maneuver Center of Excellence ...

*... building Soldiers, leaders and
formations that are **SMART, FAST,
LETHAL and PRECISE.***



U.S. ARMY

