

Passive Voice: Avoid the use of passive voice (e.g. *The policy was approved.*) and use active voice instead (e.g. *The committee approved the policy.*)

Direct Address: Only address your audience directly (e.g. *You should do ...*) in commentary and editorial articles.

First Person: Only use first person (e.g. *I, we, me, my, etc.*) in commentary and editorial articles.

Full Identification: Full ID includes a person's rank, first name, last name, unit of assignment and duty title.

Abbreviations and Acronyms: Do not use abbreviations. Acronyms are only used on second reference when the meaning is clearly understood.

Jargon: Avoid the use of jargon and technical language. Have experts explain technical in common terms.

Attribution: All news articles should include direct or indirect attribution from two or more sources.

Military Ranks: Associated Press style is used for military ranks on first reference. Appropriate Air Force abbreviations are:

Airman Basic	Airman Basic
Airman	Amn.
Airman First Class	Airman 1st Class
Senior Airman	Senior Airman
Staff Sergeant	Staff Sgt.
Technical Sergeant	Tech. Sgt.
Master Sergeant	Master Sgt.
Senior Master Sergeant	Senior Master Sgt.
Chief Master Sergeant	Chief Master Sgt.
Second Lieutenant	2nd Lt.
First Lieutenant	1st Lt.
Captain	Capt.

Major	Maj.
Lieutenant Colonel	Lt. Col.
Colonel	Col.
Brigadier General	Brig. Gen.
Major General	Maj. Gen.
Lieutenant General	Lt. Gen.
General	Gen.

Courtesy Titles: Courtesy titles or conversational ranks, as appropriate, will be used in second and later references to people in all internal information products. For example, Lt. Gen. William J. Johnson on first reference would be referred to as General Johnson throughout the remainder of the product or, in subsequent references, individuals can be referred to by their job title (e.g. the maintainer) or by generic rank alone: the general, the sergeant, the senior airman, the colonel, etc. For Airmen with specialized titles, the specialized titles will be used in subsequent references. For civilian men, use Mr. with their last name in second and subsequent references. For civilian women, later references are to Ms. Jones, unless the woman asks to be known as Miss or Mrs.

Capitalization of Airman: Capitalize Airman and Airmen when referring to individuals in the U.S. Air Force: *He is an Airman.* If a generic term is needed, use the term Airmen: *The Airmen returned to their base.* An exception is when "airman" is part of a compound lower-case noun: *A staff sergeant and a senior airman received awards.*