

U.S. Army in Europe Public Affairs

Broadcast Style Guide

Update: January 10, 2012

USAREUR Units

U.S. Army in Europe – Refers to all U.S. Army units in the USAREUR Area of Responsibility – including Installation Management Command –Europe, 5th Signal Command, Europe Regional Medical Command, 66th Military Intelligence Brigade, and other commands who support USAREUR but are not directly assigned to USAREUR. It does not mean U.S. Army Europe or USAREUR: *“Today’s meeting will provide an update on operations conducted by the U.S. Army in Europe.”*

U.S. Army Europe – Based in Heidelberg, Germany, U.S. Army Europe trains and leads Army forces in support of U.S. European Command and U.S. Department of the Army missions and objectives. Support is also provided to NATO. USAREUR is slated to move its headquarters to Wiesbaden by the end of 2014. Abbreviate on second reference or when part of an official title: *“This year 16 Soldiers competed in the USAREUR 2011 Best Warrior Competition.”* When fonting for a Commander or CSM, use LTG Mike Jones, Commander, U.S. Army Europe or CSM Joseph Smith, Command Sergeant Major, U.S. Army Europe

V Corps – Currently based in Wiesbaden, Germany. When voicing a broadcast script, refer as “Fifth Corps”. Font as **V Corps**

170th Infantry Brigade Combat Team – When reading it a broadcast script, first reference as “One-seventieth-infantry brigade combat team”. Second reference as “One-seventieth I-B-C-T”. Font as 170th IBCT. It is Headquartered in Baumholder, Germany. Font the “Bayonets” subordinate units as 3rd Bn., 4th Inf. Regt.; 2nd Bn., 18th Inf. Regt.; 4th Bn., 70th Armor Regt.; 1st Bn., 84th FA Regt.; 40th Eng. Bn.; and 24th BSB.

172nd Separate Infantry Brigade– When reading it in a broadcast script, first reference as “One-seventy-second -infantry brigade combat team”. Second reference as “One- seventy-second S-I-B”. Font as 172nd SIB. Headquartered in Grafenwoehr, Germany. Font the “Blackhawks” subordinate units as 1st Bn., 2nd Inf. Regt.; 2nd Bn., 28th Inf. Regt.; 3rd Bn., 66th Armor Regt.; 1st Bn., 77th FA Regt.; 9th Eng. Bn.; and 172nd SB. The brigade maneuver elements are organized into three task forces: First Reference: Task Force One-Two Infantry; Task Force Two-Two-Eight Infantry; Task Force Three-Six-Six Armor. Font as: Task Force 1-2; Task Force 2-28, Task Force 3-66.

173rd Airborne Brigade Combat Team – When reading it in a broadcast script, first reference as “One-seventy-third –airborne-brigade combat team”. Second reference as “one-seventy-third ABCT”. Font as 173rd ABCT. They are Headquartered in Vicenza, Italy. Font the “Sky Soldiers” subordinate units as 1st Bn., 503rd Inf. Regt.; 2nd Bn., 503rd Inf. Regt.; 1st Sqdn., 91st Cav. Regt.; 4th Bn. 319th AFAR; 173rd STB; and 173rd BSB.

2nd Cavalry Regiment – When reading it a broadcast script, first reference as “Second Cavalry Regiment”. Font as 2ND CR. Headquartered in Vilseck, Germany. Font the “Dragoons” subordinate units as 1st, 2nd, 3rd and 4th Sqdn, Fires Sqdn and a Regimental Support Sqdn.

12th Combat Aviation Brigade – When reading it in broadcast script, first reference as “Twelfth-Combat Aviation Brigade”. Second reference as “Twelfth CAB”. Font as 12th CAB. It is headquartered in Ansbach, Germany. Font the 12th CAB subordinate units as: 1st Bn., 214th Avn. Regt.; 2nd Bn., 159th Avn. Regt.; 3rd Bn., 158th Avn. Regt.; 3rd Bn., 159th Avn. Regt.; 3rd Bn., 58th Avn. Regt.; 5th Bn., 158th Avn. Regt.; and 412th ASB.

21st Theater Sustainment Command – When reading it in a broadcast script, first reference as “Twenty-first Theater Sustainment Command”. Second reference as “21st TSC”. Font as “21st TSC”. It is headquartered in Kaiserslautern, Germany. The following are 21st TSC subordinate units: 7th Civil Support Command, 16th Sustainment Bde., 18th Military Police Bde., 18th Engineers Bde., 405th Army Field Support Bde., 409th Contracting Support Bde., 1st Human Resources Sustainment Center, Financial Management Center, Theater Logistic Support Center-Europe.

7th Civil Support Command – When reading it in a broadcast script, first reference as “Seventh Civil Support Command”. Second reference as “Seventh CSC”. Font as 7th CSC. It is headquartered in Kaiserslautern, with elements stationed throughout Germany and Italy. The 7th CSC is comprised of 22 units, with nearly 1,000 Soldiers.

18th Engineer Brigade – When reading it in a broadcast script, first reference as “Eighteenth Engineer Brigade”. Second reference as “The Eighteenth Engineers”. Font as 18th Eng. Bde. Headquartered in Schwetzingen, Germany, the 18th Eng. Bde. is comprised of the 15th, 54th and 565th Eng. Bns., 60th Eng. Det., 243rd Construction Management Team and Emergency Management Assessment Team.

18th Military Police Brigade – When reading it in a broadcast script, first reference as “Eighteenth Military Police Brigade”. Second reference as “The Eighteenth MP’s”. Font as 18th MP Bde. Headquartered in Sembach, Germany, the “Ever Vigilant” Brigade is comprised of 95th MP Bn. and the 709th MP Bn.

16th Sustainment Brigade – When reading it in a broadcast script, first reference as “Sixteenth Sustainment Brigade”. Second reference as “Sixteenth Sustainment Brigade”. Font as 16th Sust. Bde. Headquartered in Bamberg, Germany, the brigade is comprised of 14th and 39th Trans. Bns., 16th STB, and 18th and 391st Combat Sustainment Support Battalion.

Joint Multinational Readiness Command – When reading it in a broadcast script, first reference as “Joint Multinational Readiness Command”. Second reference as “JMRC”. Font as JMRC. Headquartered in Hohenfels, Germany, the JMRC, a Europe-based Combat Training Center with a world-wide mobile training capability, trains leaders, staffs, and units up to Brigade Combat Teams, and multinational partners, to dominate in the conduct of Full Spectrum Operations anywhere in the world, now and in the future.

Joint Multinational Training Command – When reading it in a broadcast script, first reference as “Joint Multinational Training Command”. Second reference as “JMTC”. Font as JMTC. Headquartered in Grafenwoehr, Germany, the JMTC is the largest training command outside the continental United States. The command’s ranges, simulation centers, classrooms and facilities provide realistic and relevant training to U.S. Army, Joint Service, NATO and allied units and leaders.

5th Signal Command – When reading it in a broadcast script, first reference as “Fifth Signal Command”. Second reference as “Fifth Signal”. Font as 5th SIG CMD. Headquartered in Wiesbaden, Germany, 5th SIG is comprised of the 2nd Sig. Bde., and 7th Theater Tactical Sig. Bde.

Europe Regional Medical Command – When reading it in a broadcast script, first reference as “Europe Regional Medical Command”. Second reference as “ERMC”. Font as Europe Regional Medical Command. Abbreviate as ERMC. Headquartered in Heidelberg, Germany, ERMC serves service members and Families, U.S. European Command, U.S. Africa Command, and U.S Central Command.

Landstuhl Regional Medical Center – When reading it in a broadcast script, first reference as “Landstuhl Regional Medical Center”. Second reference as “LRMC”. Font as Landstuhl Regional Medical Center. Abbreviate as LRMC. Headquartered in Landstuhl, Germany, LRMC is a level II trauma center serving a population of over 250000 beneficiaries and treating all service members wounded or sick during OEF.

30th Medical Command – When reading it in a broadcast script, first reference as “Thirtieth Medical Command”. Second reference as “Thirtieth MEDCOM”. Font as 30th MEDCOM. Headquartered in Heidelberg, the 30th MEDCOM has units located throughout Germany – 212th Combat Support Hospital and 421st Multifunctional Medical Battalion.

Europe Regional Dental Command – When reading it in a broadcast script, first reference as “Europe Regional Dental Command”. Second reference as “ERDC”. Font as Europe Regional Dental Command. Headquartered in Heidelberg, Germany, ERDC is responsible for exercising command and control, administrative and logistical support for three subordinate dental activities; the Landstuhl DENTAC, the Heidelberg DENTAC, and the Bavaria DENTAC. The ERDC has 22 Dental Clinics located throughout Germany, Italy and Belgium.

Surface Deployment and Distribution Command – When reading it in a broadcast script, first reference as “Surface Deployment and Distribution Command”. Second reference as “S-D-D-C”. Abbreviate as SDDC. Headquartered in Scott Air Force Base, Illinois, the SDDC is the Army Service Component Command of the U.S. Army Transportation Command. The 598th Transportation Brigade is headquartered in Rotterdam, The Netherlands, and is comprised of 838th, 839th, and 950th Trans. Bns., which are located through Europe.

United States Army Installation Management Command, Europe Region - When reading it in a broadcast script, first reference as “United States Army Installation Management Command Europe”. Second reference as “IMCOM E”. Abbreviate as IMCOM-E. Headquartered in Heidelberg, the command provides support to Soldiers, civilians and Family members at 18 Army garrisons in Germany, Belgium, The Netherlands and Italy. Support includes training facilities, power projection platforms, Family housing and base operations support services.

66th Military Intelligence Brigade – When reading it in a broadcast script, first reference as “Sixty-Sixth Military Intelligence Brigade”. Second reference as “66th M-I Brigade”. Font as 66th MI Bde. Headquartered in Wiesbaden, Germany, the “Power Forward” Brigade is comprised of four battalions: 1st, 2nd, 24th, 709th MI Bns.

10th Air and Missile Defense Detachment – When reading it in a broadcast script, first reference as “Tenth Air and Missile Defense Detachment”. Second reference as “Tenth A-M-D-D”. Font as 10th

AMDD. Headquartered in Kaiserslautern, Germany, 10th AMDD serves as USAREUR's executive agent for all theater air and missile defense operations and AMD force management; executes Training Readiness Authority over 5th Bn., 7th ADA Bn.

202nd Military Police Group (Criminal Investigation Division) – When reading it in a broadcast script, first reference as “Two-O-Second Military Police Group, Criminal Investigation Division”. Second reference as “Two-O-Second MP's or CID”. Font as 202nd MP Group (CID). Headquartered in Kaiserslautern, Germany, the 202nd MP Group unit is comprised of 5th and 1002nd MP Bns.

19th Battlefield Coordination Detachment – When reading it in a broadcast script, first reference as “Nineteenth Battlefield Coordination Detachment”. Second reference as “Nineteenth BCD”. Font as 19th BCD. Headquartered in Ramstein, Germany, the 19th BCD represents the designated Land Component Commander in the Air and Space Operations Center to facilitate the synchronization of air and space operations and ground operations. Facilitates the exchange of information between the Land Component Commander and the Air Component Commander and facilitates Theater Security Cooperation in the area of operation.

U.S. Army Corps of Engineers Europe District – When reading it in a broadcast script, first reference as “U.S. Army Corps of Engineers Europe”. Second reference as “Corps of Engineers”. Font as U.S. Army Corps of Engineers – Europe. Abbreviate as USACE. Headquartered in Wiesbaden, Germany, USACE provides planning, design, construction, environmental services, and project management to meet customer infrastructure requirements; engineering services supporting the Theater Security Cooperation Plan; and Field Force Engineering supporting contingency operations in the U.S. EUCOM and AFRICOM areas of responsibility.

U.S. Army Expeditionary Contracting Command, Europe – When reading it in a broadcast script, first reference as “U.S. Army Expeditionary Contracting Command, Europe”. Second reference as “Contracting Command”. Font as U.S. Army Expeditionary Contracting Command, Europe. Abbreviate as ECC-E. Headquartered in Seckenheim, Germany, ECC-E provides contract support to Army components of the war-fighting commanders and provides direct mission support to Army activities with Germany, Italy, Belgium, The Netherlands, and other areas of assignment.

U.S. Army NATO Brigade – When reading it in a broadcast script, first reference as “U.S. Army NAY-TOE Brigade”. Second reference as “NAY-TOE Brigade”. Font as U.S. Army NATO Brigade. Abbreviate as USANATO Bde. Headquartered in Schwetzingen, Germany, USANATO Bde. is comprised of AFSOUTH Bn., AFNORTH Bn., and SHAPE Bn.

Note: When you first reference a unit, such as “Landstuhl Regional Medical Center” you can say “Landstuhl Regional Medical Center or LRMC”. Then in your second reference you can just say “LRMC”. Also when fonting your subject using a lower thirds, spell out the command's full name if there is room. If not, then go with the abbreviated version.

U.S. Army Garrisons and Communities in Europe

USAG – U.S. Army Garrison. Only abbreviate on second reference.

Germany – USAG Ansbach, USAG Schweinfurt, USAG Bamberg, USAG Baden-Württemberg, USAG Mannheim, USAG Kaiserslautern, USAG Grafenwöhr, USAG Hohenfels, USAG Garmisch, USAG Stuttgart, USAG Wiesbaden and USAG Baumholder.

Belgium and The Netherlands – USAG Benelux, USAG Brussels and USAG Schinnen

Italy – USAG Livorno and USAG Vicenza

Font all the above as USAG_____

Unit Abbreviations

ABCT or IBCT - Spell out and distinguish between airborne or infantry brigade combat team. A-B-C-T and I-B-C-T are acceptable abbreviations on second reference. Font as ABCT or IBCT.

Armor – Never abbreviate

ACR - Armored Cavalry Regiment

AFAR - Airborne Field Artillery Regiment

ADA - Air Defense Artillery

AMD - Air and Missile Defense

ASB - Aviation Support Battalion

Btry. - Battery

Bn. - Battalion

Bde. - Brigade

BSB - Brigade Support Battalion

CAB - Combat Aviation Brigade.

CCATT - An acceptable abbreviation for Critical Care Air Transportable Team

Co. - Company

Cmd. - Command

Cdr. - Commander

Corps – Capitalize when used with a word or a figure to form a proper name: *V Corps, Signal Corps, The Marine Corps.*

Cav. - Cavalry

CTC – Combat Training Center

Div. - Division

DWMMC – An acceptable abbreviation for Deployed Warrior Medical Management Center

Eng. - Engineer

FA - Field Artillery

Inf. - Infantry

Mtn. - Mountain

MTD - An acceptable abbreviation for Medical Transient Detachment

Plt. - Platoon

Regt. - Regiment

Sqdn.- Squadron

SFG - Special Forces Group

STB - Special Troops Battalion

TF - Task Force - (if followed by number or name. Hyphenate if used with a number; e.g., TF-111.) Don't abbreviate if not followed by a number or name.

Unit designations – When fonting on a lower thirds, use full unit designation (3rd Battalion, 2nd Infantry Regiment) if there is room on the TV screen, shorten it. (3rd Bn., 2nd Inf. Regt.). Avoid 3rd of the 2nd, 3-2, 3/2.

Unit designation punctuation - Unit identification should be written from subordinate unit to higher command. Use commas after each element in a military unit's name. (*e.g. A Battery, 1st Battalion, 84th Field Artillery Regiment, 170th Infantry Brigade Combat Team.*)

G-Staff Sections

Note: These general staffs serve as assets to a commanding general and subordinate unit. "S" sections refers to staff in brigade elements and below. "J" sections refer to staff in a joint element. Always hyphenate.

G-1- Personnel, Administration and Human Resources

G-2- Intelligence and Security

G-3/5/7- Operations and Training

G-4- Logistics

G-6- Communications and Information Management

G-8- Plans and Strategy

Common Style Guide Entries

activate, deactivate and reactivate – Army units are established after being activated. They may then be deactivated due to unit consolidation or transformation. A unit is reactivated if it is needed again to conduct the same mission and operations prior to its deactivation.

active duty - Lowercase on all references. Hyphenate as an adjective (an active-duty Soldier), but not as a noun (he served on active duty.)

Advanced Leader Course - Spell out and uppercase on first reference. A-L-C is appropriate on second reference. When fonting use Advanced Leader Course.

AFN - An acceptable abbreviation for American Forces Network.

air base – Two words. Follow the practice of the U.S. Air Force, which uses *air force base* as part of the proper name for its bases in the United States and *air base* for its installations abroad. On second reference: the Air Force base, the air base, or the base. Do not abbreviate, even in datelines.

airborne - Uppercase only when used as part of an official unit designation (101st Airborne Division) or when used as part of a school name (the Airborne School). The abbreviation is Abn.

airborne infantry - These designations have not been official for many years. Don't use them.

al-Qaida - International terrorist organization

AOR – area of responsibility on first reference

armed forces - Uppercase only as a proper name (Armed Forces Day), not as a noun (the armed forces) or adjective (an armed forces member).

armed services - Lowercase as a generic term, but uppercased within an official name, such as Senate Armed Services Committee.

Army regulation - Lowercase regulation when used alone, uppercase if followed by the number, and use as AR on second reference with number. (e.g. Army Regulation 670-1 or AR 670-1).

Army Corps of Engineers - U.S. Army Corps of Engineers or just Army Corps of Engineers. Either is acceptable.

Army Reserve - Reserve can stand alone, uppercase on second reference. Lowercase only in the case of reserve component. Reservist is always uppercased.

Army Values - Uppercase when you are referring to the Army Values – Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage. Lowercase values when referring to generic values. Example: Spc. John Smith adheres to the Army Values. Stealing from the main exchange is against Army values. The key to capitalization is with “the” referring to “the Army Values.”

Asia-Pacific region - AP prefers the hyphenated Asia-Pacific.

Baghdad - AP uses Baghdad as a standalone dateline.

Bagram Air Base - Bagram Air Base is the style for the airfield in Afghanistan, not air field. AP is following the U.S. military's preferred spelling on this.

base, post or station - These terms are the branch-specific preferences.

casualty – Refers to military personnel killed or wounded in combat. If referring to simulated deaths or injuries sustained during a training exercise, use “mock” casualty.

change-of-command ceremony - An event marking a commissioned officer passing his command of a unit to another commissioned officer.

change-of-responsibility ceremony - An event marking a senior noncommissioned officer handing off the responsibility of a unit to another. These ceremonies are held for those who have served in a first sergeant or command sergeant major position.

Child care – Two words. See also health care.

Cold War - Uppercase when referring specifically to the post World War II rivalry between the United States and the former Soviet Union. Use only in the historic sense.

color casing ceremony, furling ceremony – ceremonies held at a company level, , at which the guidon is cased, are referred to as a *furling ceremony*. *Color casing ceremonies* are held at battalion level and higher.

corps - Cap when used with a word or a figure to form a proper name: the Marine Corps, V Corps, the 9th Corps. Uppercase when standing alone only if it is a shortened reference to U.S. Marine Corps. The possessive form is corps' for both singular and plural: one corps' location, two corps' assignments.

cross-training - Refers to Soldiers in the same career management field (CMF) training one another on their specific military occupational specialty (MOS) task and duties. This does not grant that Soldier a secondary MOS.

daylight-saving time – Not *savings*. No hyphen. AP states that when linking the term with the name of a time zone, use only the word *daylight*. *Eastern Daylight Time, Pacific Daylight Time, etc.*

Department of Defense - Defense Department or Department of Defense are both acceptable first references. AP uses DOD as abbreviation.

D-Day – June 6, 1944, the day the Allies invaded Western Europe in World War II. The initial phase of the Battle of Normandy or Normandy Campaign, code named *Operation Overlord*.

downrange – Do not use. Implies Soldiers are targets. Instead, use deployed or overseas.

exhibition killing - The murder of a hostage by terrorists, filmed for broadcasting on television or the Internet.

explosively formed projectile, explosively formed penetrator - A device that uses an explosive charge to project a metal plate. The force of the explosive charge warps the metal plate into a "bullet" or "slug" shape used to penetrate armored vehicles. Use EFP on second reference.

Family, Families – Uppercased when referring to Army families. All other uses are lowercase, unless it is part of an official name. (e.g. Family Advocate Program)

federal government - AP style is to lowercase federal government in all uses (unless it is part of an organization name).

foreign militaries - AP uses lowercase to describe foreign military forces of other nations for consistency, because many nations do not use army or navy as part of the proper name. We would also lowercase commandos.

Fort - It is always spelled out; never use "Ft." When listing a series of posts, use "Fort" before each applicable installation (e.g., Fort Belvoir, Va.; Fort Bragg, N.C.).

GI, GIs – An expression used to describe military personnel, but normally is used for the Army. (No period is an exception to the general rule for two-letter abbreviations.) Soldier is preferred unless the story contains the term in quoted matter or involves a subject such as the GI Bill of Rights.

GWOT – Global War on Terror. Use on second reference and only useful for historical articles. Use *overseas contingency operation* instead.

health care – Two words. See also child care.

HMWV– High-Mobility Multipurpose Wheeled Vehicle. In your script call it a HUM-VEE. *A convoy of several Humvees traveled down the streets of Afghanistan.* Never use Hummer, which is the brand name of the vehicles made by AM General.

hyphenated last name - Second reference should be as the person prefers.

ID card - Not I.D. Card.

improvised explosive device - IED is acceptable on second reference.

insurgent, militant - Insurgent refers to people and groups actively battling the government or coalition forces. Militant usually refers to members of armed militias, which have a variety of agendas.

Iraq cities - For consistency in spellings, AP does not use such prefixes as: an, al or ad before the names of Iraqi cities and towns. (Nasiriyah, not an Nasiriyah, and Basra, not al-Basra.) Spelling of major cities in Iraq: Baghdad, Balad, Baqouba, Basra, Beiji, Fallujah, Habaniyah, Haditha, Hamdania, Hillah, Irbil, Iskandariyah, Karbala, Kirkuk, Mahmudiyah, Mosul, Najaf, Nasariyah, Obeidi, Ramadi, Samarra, Tal Afar, Taji, Tikrit).

Koran , Quran – Use *Quran* in all reference except when preferred by an organization or in a specific title or name.

local national – Also known as host-country nationals, these employees are hired for jobs in their own country. For example, a Germany citizen who works with U.S. Army in Europe is a local national.

MEDEVAC - Abbreviation for Medical Evacuation

military times - AP doesn't use colons or a.m./p.m. to express 24-hour time. Only use in direct quotes.

M.O.U.T. - Military Operations in Urban Terrain. This term is obsolete. Use *urban operations*.

mount - Spell out Mount in all uses, including the name of communities and mountains: Mount Clemens, Mich. and Mount Everest.

narcoterrorism - Terrorism funded by the sale of illegal drugs.

NCO - On first reference use *noncommissioned officer*. Do not use a hyphen: *non-commissioned officer*. Only capitalize when part of a title: *Noncommissioned Officer Academy*.

nation building - Two words as a noun and hyphenated as a modifier, as in nation-building duties.

National Guard - Can stand alone uppercased as Guard on second reference. Use "National Guard members" instead of "Guardsmen" or "Guard Soldiers." Abbreviate as *ARNG*.

nongovernment organization - Usually refers to a nonprofit, humanitarian organization. Use NGO sparingly and only on second reference.

on duty and off duty - Hyphenate only as adjectives (on-duty responsibilities; off-duty activities, but "He plays in a band when he's off duty;" "When she's on duty, she's totally focused.")

overwatch - The September 2004 Army Field Manual 1-02 official definition: A tactical movement technique in which one element is positioned to support the movement of another element with immediate fire.

parachute infantry - These designations have not been official for many years. Don't use them, except for historical use.

reserve component - This is always singular, and refers to both the National Guard and Reserve. Lowercase as a noun (the reserve component). Lowercase and hyphenate as an adjective (a reserve-component Soldier).

Reveille, Taps - Lowercase reveille and taps without quotation marks. *Reveille* and *Taps* are bugle calls, not songs or compositions. *Reveille* is used to wake military personnel at sunrise and *Taps* is played during flag ceremonies and funerals.

ROTC - Acceptable abbreviation in all references to the Reserve Officers' Training Command. When the service is specific use Army ROTC, Navy ROTC, Air Force ROTC.

Rocket-propelled grenade - RPG on second reference.

Senior Leader Course - Spell out and uppercase on first reference. SLC is appropriate on second reference.

Sept. 11, 2001 and 9/11 - Both acceptable for describing the terrorist attacks in the U.S. Sept. 11, 2001.

service member - Always two words. Avoid use of this term when referring to one branch of service. Use military member, Soldier, Marine, etc., but acceptable when more than one branch of service.

Sexual Harassment and Assault Response and Prevention Program – Use SHARP for second reference abbreviation.

slant marks [/] - "And" is preferable in all cases ("PX and commissary," instead of 'PX/commissary').

Soldier – Only uppercase when referring to members of the U.S. Army.

special forces - Cap only when part of an official unit designation (7th Special Forces Group).

status of forces agreement - AP lowercases status of forces agreement in most instances. It might be uppercased for a specific situation involving the U.S. and another nation when used as a formal title or within a quotation, if the source material has it that way. SOFA is an acceptable abbreviation on second reference.

The Hague - It would be The Hague, Netherlands, in a story with a different dateline.

thermobaric - (adj.) (of an explosive device or explosion) detonated by means of an explosive substance reacting spontaneously with air.

Third World - Third World is rarely used today, mostly in quoted remarks. A good alternative is economically developing nations.

troop, troops - 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.)

tactics, techniques and procedures - TTPs acceptable on second reference.

The Uniform Code of Military Justice – Federal law, enacted by Congress. It prescribes military law for the United States Armed Forces. Use UCMJ on second reference.

U.S. – Is an acceptable abbreviation for the *United States* unless it is part of an official name or title: “*The Association of the United States Army host its annual convention and exhibition in Washington, D.C.*” Always use periods after the “U” and the “S”

United States Military Academy at West Point – Never use West Point Military Academy. In the second reference in your script you may say West Point.

USASMA - The U. S. Army Sergeants Major Academy, Fort Bliss, Texas. USASMA as a second reference; Academy is also acceptable.

U.S. armed forces - U.S. armed forces, U.S. military or U.S. troops encompass personnel in all branches, including Soldiers, sailors, airmen and Marines.

U.S. Department of Veterans Affairs - VA acceptable on second reference.

Veterans Day – A federal holiday observed on November 11. Not possessive.

Warrior Leader Course – A course lead by the NCO Academy. Spell out and uppercase on first reference. WLC is acceptable on second reference.

Warrior Transition Units - When referring to a specific unit cap Warrior Transition Unit. When generally referring to warrior transition units lowercase.

World War I, World War II – Never abbreviate: *WWI, WWII* *However you may font as WWI, WWII*

Military Rank

First Lt. – Font as 1st Lt. or 2nd Lt. Same applies for 1st Sgt.

military rank - Always refer to Soldiers by rank, not pay grade (sergeant or Sgt., not E-5).

Plurals - Add "s" to the principle element in the title: *Maj. Gens. John Jones and Robert Smith; 1st Lts. John Jones and Robert Smith; Sgts. Maj. John Jones and Robert Smith; Spc. John Jones and Robert Smith.*

Rank and chaplains – Use Chaplain in the broadcast script i.e. “Chaplain Mark Smith”. Use in parentheses when fonting: Chaplain (Maj.) Mark Smith.

Rank and doctors – Use rank in the broadcast script. “Colonel Mark Smith, an optometrist at the Landstuhl Regional Medical Center”. When fonting use doctor in parentheses: Col. (Dr.) John Doe.

Retired Rank – In the broadcast script use “retired general Mark Smith says that...” When fonting use “Gen. (ret.) Mark Smith”.

Sergeants Major – Plural use

Warrant officers – In first reference of a broadcast script, use Chief Warrant Officer 2-5. A Warrant Officer 1 is referenced as “Warrant Officer”. On second reference in the script refer to all Warrant Officers as Mr. or Ms. When fonting use “CW2 – 5” and Warrant Officer 1 as WO1

Weapon Systems and Equipment

air defense artillery – Avenger and Patriot.

aircraft designations - Use letter, number and nomenclature on first reference (e.g., AH-64 Apache, UH-60 Black Hawk, CH-47 Chinook, OH-58 Kiowa, F-16 Falcon, UH-1 Iroquis). Use either letter and number or nomenclature on second reference.

anti-armor weapons – Javelin and TOW (acronym for Tube Launched, Optically Tracked, Wire Guided).

assault weapon - An assault-style weapon is defined as any semiautomatic pistol, rifle or shotgun originally designed for military or police use with a large ammunition capacity.

indirect fire systems – Multiple Launch Rocket System (MLRS), M102 Towed Howitzer, M119 Towed Howitzer, M198 Towed Howitzer, M120/121 Mortar, M224 Mortar, M252 Mortar and M109A6 (Paladin) Howitzer.

individual and crew served weapons – M6/M7/M9 bayonet, M-4 carbine, M-9 pistol, M-16A1/A2/A3/A4 rifle, MK19-3 40mm grenade machine gun, M203/M203A1 grenade launcher, M-240B machine gun and M-249 squad automatic weapon (SAW).

military equipment - Hyphenate all designations except American tracked armored vehicles (Russian T-72, M-16 and F-15, but M1A1 and M113).

mine-resistant, ambush-protected vehicles - MRAPs acceptable on second reference.

Nuclear, Biological, and Chemical (NBC) defense systems – M40/M42-series field protective mask, M93/93A1 NBC reconnaissance system, M256A1 chemical detector agent kit and Joint Service Lightweight Integrated Suit Technology (JSLIST).

tracked vehicles – Abrams and M1A2 tank, Bradley M2A3 Infantry and M3A3 Cavalry Fighting Vehicle, M88A2 Heavy Equipment Recovery Combat Utility Lift and Evacuation System (HERCULES) and M113 family of vehicles.

wheeled vehicles – Family of Medium Tactical Vehicles (FMTV), M977/978/985/983/984 Heavy Expanded Mobility Tactical Truck (HEMTT), High Mobility Multipurpose Wheeled Vehicle (Humvee) M998/1038/1043/1044/1045/1046/9971035/10371042/1097, M1070 Heavy Equipment Transporter (HET), Palletized Load System (PLS) and Stryker.

U.S. tracked armored vehicles - Hyphenate all designations except those of American tracked armored vehicles (e.g., Russian T-72, M-16 and F-15, but M1A1 and M113).

WRITING NUMBERS IN BROADCAST STYLE FOR SCRIPTS:

1 thru 11:	ONE; TWO; THREE (i.e., spell out)
12 thru 999:	12; 131; 614 (spell out to start sentence, e.g., “ <i>Forty-three others remain hospitalized in serious condition.</i> ”)
Over 1000:	125-THOUSAND; ONE-THOUSAND-25; 15-HUNDRED (combination of first two number rules)
Dates:	AUGUST 1ST; JULY 4TH; DECEMBER 25TH
Years:	1492; 1999; FOUR B-C; 2002
Money:	12-THOUSAND DOLLARS; ONE-MILLION DOLLARS
Fractions:	TWO-THIRDS; ONE-HALF; THREE-QUARTERS
Percentages:	SIX-PERCENT; 79-PERCENT; 100-PERCENT
Phone Numbers:	6-7-7-4-4-7-4; EXTENSION 4-4-7-4 OR 44-74
Addresses:	17-17 9TH STREET; 104 NORTH 23RD
Buildings:	BUILDING 400; BARRACKS ONE
Ages:	NINE-YEAR-OLD BOY; 48-YEAR-OLD FORMER G-I
Time:	8:00 THIS MORNING (OR, 8:00 A-M); 11:15 P-M; NOON or MIDNIGHT (never 12:00 A-M or 12:00 P-M)
Decimals:	13-POINT-SEVEN; SIX-POINT-25; 98-POINT-SIX
Roman Numerals:	LOUIS THE 16TH; POPE JOHN PAUL THE 2ND
Ratings:	NUMBER THREE TEAM; NOW RANKED 13TH
Scores:	7 - 3; 28 - 19; 119 - 118; 8-TO-NOTHING
Pay Grades:	E-2; E-9; O-3; O-6; G-S-12; W-G-4

License Plates: 1-2-2-A-N-L; 9-3-K-2-9-7; E-U-R-10-13-T

Military Units: 2ND FLEET; 11TH CORPS; 5TH
SQUADRON ONE-56TH SIGNAL BATTALION

Equipment: M-16 RIFLE; C-FIVE "GALAXY"; M-ONE
TANK; U-H-ONE "HUEY"; M-17-A MASK;
C-ONE-30

URLs "E-U-R-DOT-ARMY-DOT-MIL"

Length: 13-FEET-TWO-INCHES; SIX-FEET-SIX-INCHES

Ordinal Numbers: FIRST; SECOND; THIRD; 20TH; 51ST; 102ND

The U.S. Army Europe Brand



The Army Brand portal can be found at this web address: <http://www.usarmybrandportal.com/login/>
You must create an account before using the portal. Use the portal as a guide when you need to create the exact same color of yellow or have the correct font.

What is branding? Branding is **about creating and managing customer expectation, based on what you can realistically deliver.** The global brand management director at FedEx says about the FedEx logo, "Most modern companies have something like this, but we think ours is really good. Consistency is the mantra of the brand. You've got to be consistent if you're going to make a great impact. [The system] helps us with consistency so that we have a look and feel that identifies as FedEx around the globe."

The U.S. Army Europe logo cannot be manipulated in any fashion. When used in video, it cannot fly into the screen, jump, explode, zoom-in or out, stretched, etc. The logo can fade in and out with accompanying text or video.

AFN Radio and TV Spot Length

Radio: 15 seconds or 30 seconds

TV: 14 seconds, 29 seconds, or 59 seconds

YouTube Submissions

Mandatory Tags: U.S. Army Europe usareur usaeur army military soldiers

Depending on your story or spot you can use other tags to describe i.e. airborne paratrooper Germany England values safety forces

There is a 120 character limit for tags in a YouTube video

References

- **The 2010 Associated Press Stylebook**
- **DINFOS Broadcast Style Guide**