

MARINE CORPS NEWS STYLE GUIDE

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FM CMC WASHINGTON DC (UC)

TO AL MARADMIN (UC)

UNCLASSIFIED//

MARADMIN 115/05

MSGID/GENADMIN/CMC WASHINGTON DC PA//

SUBJ/MARINE CORPS NEWS STYLE GUIDE//

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- GENTEXT/REMARKS/1. MARINE CORPS PUBLIC AFFAIRS (PA) PLAYS A PRIMARY ROLE IN TELLING THE MARINE CORPS STORY TO A GLOBAL AUDIENCE. PA PRACTITIONERS SEND NEWS AND INFORMATION TO THIS AUDIENCE DAILY. STORIES AND IMAGES POSTED TO OUR WEB SITES ARE VIEWED BY THE ENTIRE WORLD. MUCH OF THE PUBLIC'S INITIAL CONTACT WITH OUR CORPS IS THROUGH WWW.MARINES.MIL, WHERE ALL UNIT STORIES AND IMAGES ARE POSTED. THEREFORE, IT IS ESSENTIAL THAT PROFESSIONAL APPEARANCE AND STANDARDS BE REFLECTED IN THIS MEDIUM. UNIFORMITY AND STANDARDIZATION WILL PLAY AN IMPORTANT ROLE IN MAKING THE OFFICIAL SITE MORE PROFESSIONAL AND USER-FRIENDLY.
2. PURPOSE OF THIS MSG IS TO ANNOUNCE THE IMMEDIATE IMPLEMENTATION OF ONLINE ACCESS TO THE "MARINE CORPS NEWS STYLE GUIDE" AND AP STYLEBOOK.
- A. THE LATEST EDITION OF THE "ASSOCIATED PRESS STYLEBOOK ONLINE" STYLE GUIDE FOR THE MARINE CORPS.
- B. "WEBSTER'S NEW WORLD COLLEGE DICTIONARY" SHALL BE USED FOR PUNCTUATION, SPELLING, STYLE AND USAGE NOT COVERED IN THE AP STYLEBOOK.
- C. THE "MARINE CORPS NEWS STYLE GUIDE" SHALL BE USED ONLY AFTER THE ABOVE SOURCES HAVE BEEN REFERENCED OR FOR INSTANCES NOT COVERED BY THOSE SOURCES.
- D. THE AP STYLEBOOK, WEBSTER'S AND THE MARINE CORPS NEWS STYLE GUIDE ARE APPLICABLE TO ALL DOCUMENTS AND PUBLICATIONS PRODUCED BY MARINE CORPS PA PRACTITIONERS, INCLUDING STORIES, CAPTIONS, MEDIA ADVISORIES AND PRESS RELEASES.
- E. CHANGES AND ADDITIONS TO THE MARINE CORPS NEWS STYLE GUIDE MAY BE NECESSARY OVER TIME. ALCON WILL BE NOTIFIED WHEN SUCH CHANGES OR ADDITIONS ARE MADE.
3. ALL PA SHOPS ARE EXPECTED TO ADHERE TO THESE GUIDELINES.
4. THE STYLE GUIDE REFERENCES IN THIS MESSAGE SUPERCEDE ANY LOCAL STYLE GUIDES WITH REGARD TO PA DOCUMENTS.
5. ACTION. PUBLIC AFFAIRS OFFICES SUBMIT AN ALPHA ROSTER OF ALL PA PRACTITIONERS, IN MICROSOFT WORD FORMAT, TO HQMC DIVPA NLT 08 APRIL

2005. ROSTERS WILL BE USED TO CREATE BASELINE ACCOUNTS FOR THE AP
STYLEBOOK ONLINE AND MARINE CORPS NEWS STYLE GUIDE. USERS WILL BE
NOTIFIED BY EMAIL WHEN THEIR ACCOUNT HAS BEEN CREATED TO INCLUDE
ACCESS INSTRUCTIONS. PA SHOPS ARE URGED TO SUBMIT ROSTERS BY THE
DEADLINE TO ENSURE ACCESS.

6. CONTACT POC FOR FURTHER INFORMATION AND CLARIFICATION OF
SUBMISSION GUIDELINES.//