The Coast Guard Public Affairs

Stylebook

2009



Edition-091207

The Coast Guard Public Affairs Stylebook 2009

Edition-091207

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The purpose of this information is to standardize the use of words, phrases, titles, names, etc., that are frequently written in Coast Guard releases, captions and stories. The information should be used in conjunction with the most current version of the Associated Press Stylebook. The AP Stylebook does NOT take precedence over the Coast Guard Stylebook. For conflicting items always use the Coast Guard Stylebook.

This living document will be reviewed once a year and will be maintained by CG-09221 at Coast Guard Headquarters, Washington D.C.

For requests to add new words or make changes to the Coast Guard Stylebook, send an e-mail to Tyler.Johnson@uscg.mil, Adam.M.Wine@uscg.mil or Michael.Lutz@uscg.mil.

Stylebook

A

abbreviations - Except where noted otherwise in the Associated Press Stylebook and Libel Manual and the Coast Guard Stylebook (example: EMT, AIDS, CPR are acceptable on first reference) spell out all abbreviations and acronyms on first reference and then abbreviate in subsequent references. In news releases and other external documents try to avoid alphabet soup.

aboard, on board - People and cargo are aboard a vessel or aircraft; on board refers to parts of the vessel, an on board weapons system. The expression close aboard means that two vessels are passing near each other.

acquisition - Obtaining goods and services for the Coast Guard.

aid (marker) - Marker 26 is an aid to navigation. The ANT is working aids to navigation.

aids to navigation - Abbreviate as ATON in subsequent references. See abbreviations.

air show

air station - When used with a name, spell out and capitalize on first reference. When used without a name, spell out and lower case.

aircrew

ANOA/NOA - Use advance notice of arrival/notice of arrival on 1st reference. An ANOA/NOA is provided by a vessel entering the U.S. from foreign waters intending to call on a U.S. port or when transiting from one Captain of the Port Zone to another. It is required under the Code of Federal Regulations and contains information like the vessel name, previous and future ports, crew complement, cargo, contact information and vessel documentation.

ANT - Use Aids to Navigation Team on 1st reference. See abbreviations.

AOR - Use area of responsibility on 1st reference. See abbreviations.

Army Corps of Engineers

ashore

asset names - On first reference, use the aircraft designator and its nickname: a HC-130 Hercules airplane, a MH-60 Jayhawk helicopter. On second reference, use Falcon, Dolphin, Jayhawk, etc. The generation number is not necessary (MH-65C. HC-130J). Asset names are never written in all caps. Use the pronoun it, not she.

Coast Guard Cutter Bear (1st reference), cutter Bear or the Bear
Coast Guard Cutter Eagle (1st reference), cutter Eagle or the Eagle
HC-130 Hercules aircraft (1st reference), the Hercules
HC-144A Ocean Sentry aircraft (1st reference), the Ocean Sentry

MH-65 Dolphin helicopter (1st reference), the Dolphin
MH-60 Jayhawk helicopter (1st reference), the Jayhawk
HU-25 Guardian aircraft (1st reference), the Guardian
33-foot Special Purpose Craft – Law Enforcement boat, the SPC-LE
47-foot Motor Life Boat (1st reference), the MLB
45-foot Response Boat – Medium (1st reference), the RB-M
41-foot Utility Boat (1st reference), the UTB
25-foot Response Boat – Small (1st reference), the RB-S
25-foot Transportable Port Security Boat (1st reference), the TPSB
Trailerable Aids to Navigation Boat – (1st reference), TANB

Automated Mutual-Assistance Vessel Rescue System - Abbreviate as AMVER in subsequent references. See abbreviations.

auxiliary, auxiliarist - Uppercase when referring to the organization. Lowercase when referring to an individual.

Aviation Technical Training Center - Abbreviate as ATTC in subsequent references. See abbreviations.

Aviation Training Center - Abbreviate as ATC in subsequent references. See abbreviations.

Awards - Capitalize: Coast Guard Commendation Medal, Sea Service Deployment Ribbon, etc.

B

barrel - A standard barrel contains 42 gallons.

boatcrew

C

Cadet - Capitalize when used with a name as a title. Lowercase when used alone.

Captain of the Port - Abbreviate as COTP in subsequent references. Use in addition to, not instead of, a person's rank. See abbreviations. If used to reference a zone, capitalize zone also (Captain of the Port Zone Hampton Roads.)

CARAT patrol - Use Cooperation Afloat and Readiness Training on 1st reference. See abbreviations.

Central Oil Identification Laboratory - No longer used. See Marine Safety Laboratory.

channel 16 - Do not capitalize channel. (VHF-FM channel 16)

civil engineering unit - Abbreviate as CEU on subsequent references. Capitalize when used with location (Civil Engineering Unit Juneau). See abbreviations.

class "A" school - Abbreviate as "A" school in subsequent references. See abbreviations.

climate change - Use climate change instead of global warming.

Coast Guard Mutual Assistance - Abbreviate as CGMA in subsequent references. See abbreviations.

Coast Guardsman - Use instead of Coastie, except when in quotes.

Code of Federal Regulations - Use CFR on subsequent reference. See abbreviations.

commandant - Do not abbreviate. Only capitalize when in front of a name.

commanding officer - Used as written in all references. Officers are commanding officers. Enlisted unit commanders are officers-in-charge. Use similar rule for executive officer, executive petty officer.

commercial fishing vessel safety exam - Use CFVSE on subsequent reference. See abbreviations.

communications center

communications station

continental United States, outside the continental United States - Abbreviate as CONUS and OUTCONUS in subsequent references. See abbreviations.

CPR - Acceptable in all references for cardiopulmonary resuscitation.

crewman, crewmember, crewmembers - Use crewman only when the person in question is a male.

cutter - Refers to Coast Guard vessels over 65-feet in length. When referring to names of cutters in the 1st reference it is Coast Guard Cutter. In 2nd reference it is the asset's name alone or with cutter in front of it. Example: 1st reference, Coast Guard Cutter Acacia. 2nd reference, cutter Acacia or the Acacia. Cutter names are never written in all caps. Cutters are only referred to with the pronoun "it" and never "she".

D

deceased - In story credit: Cmdr. John Doe, USCG (dec.). Otherwise, deceased Petty Officer 3rd Class John Doe.

Department of Homeland Security - Abbreviate as DHS in subsequent references. See abbreviations.

Differential Global Positioning System - Abbreviated as DGPS in subsequent references. See abbreviations.

district - Always spell out in articles. Use a figure and capitalize when forming a proper name: the 2nd District.

DOG - Use Deployable Operations Group on 1st reference. Abbreviation is acceptable in subsequent use.

drift nets

E

Eagle - On 1st reference it is Coast Guard Cutter Eagle, not the Barque Eagle. See asset names.

electronic service support unit - Abbreviate as ESU in subsequent references. See abbreviations.

emergency medical technician - Abbreviate as EMT in subsequent references. See abbreviations.

emergency position indicating radio beacon - Abbreviate as EPIRB in subsequent references. See abbreviations.

en route

engineroom

F

facility design and construction center - Abbreviate as FD&CC in subsequent references. See abbreviations.

flight surgeon

FORCECOM - Use Force Readiness Command on 1st reference. Abbreviation is acceptable in subsequent use.

FOSC - Use Federal On-Scene Coordinator on 1st reference. ICS (Incident Command System) title for federal entity in a unified command. May or may not be a Coast Guard individual.

G

global warming - Use climate change.

good Samaritan - Only capitalize Samaritan as it is a reference to a proper noun from the bible.

Government Services Administration - Abbreviate as GSA in subsequent references. See abbreviations.

GPS - Acceptable in all references to Global Positioning System.

Greater Antilles Section - Used only historically. It is now called Sector San Juan.

H

H1N1 - Use H1N1 not swine flu.

hailing port - A vessel's homeport, port of registry, or hailing port, is its port of origin as shown on its registration documents and lettered on the stern of the ship's hull. In the cruise industry the term "homeport" is often mistakenly used in reference to a ship's port of departure. May not necessarily be where the vessel regularly ties up. (e.g. fishing vessels from Seattle that operate the majority of the year in Dutch Harbor, Alaska. They are homeported in Seattle but operate out of Dutch Harbor.) See homeport.

helicopter - Do not abbreviate. Never use helo, chopper or copter.

HF - Radio frequencies are between 3 and 30 MHz. Also known as the decameter band or decameter wave as the wavelengths range from one to ten decameters (ten to one hundred meters). HF is acceptable on 1st reference.

homeport/homeported - Can also use based. See hailing port.

HSDN/IUU - Frequently used together. Use high seas drift net and illegal unregulated unreported fishing on 1st reference. Annual efforts are conducted by the Coast Guard in conjunction with several other nations to enforce the United Nations moratorium on HSDN/IUU.

I

icebreaker

ice breaking

ice operations

International Maritime Organization - Abbreviate as IMO in subsequent references. See abbreviations. Formerly known as the Inter-Governmental Maritime Consultative Organization (IMCO), it was established in Geneva in 1948, and came into force ten years later, meeting for the first time in 1959. The IMCO name was changed to IMO in 1982.

International Ship and Port Facility Security Code - Abbreviate as ISPS in subsequent references. See abbreviations. It is an amendment to the Safety of Life at Sea (SOLAS) Convention (1974/1988) on minimum security arrangements for ships, ports and government agencies. Having come into force in 2004, it prescribes responsibilities to governments, shipping companies, shipboard personnel, and port/facility personnel to "detect security threats and take preventative measures against security incidents affecting ships or port facilities used in international trade."

K

knot - A knot is 1 nautical mile per hour. Multiply by 1.15 to convert to miles per hour.

L

law enforcement detachment - Abbreviate as LEDET in subsequent references. See abbreviations. When part of a unit's proper name capitalize.

lies - The boat lies in the water, it does not sit. Past tense: The boat lay in the water.

lifeboat

lifeguard

life jacket

life line

life preserver

life raft

lifesaver

loran - Abbreviation acceptable in all references to long range navigation. Lowercase except with formal name: Loran-C, Loran Station Baudette. See abbreviations.

M

manuals - In first reference to a Coast Guard or other military manual, give full name with instruction number: Coast Guard Personnel Manual, COMDTINST M100.6A, COMDTNOTE.

marine inspection detachment - Do not abbreviate.

marine inspection office - Abbreviate as MIO in subsequent references. See abbreviations.

Marine Safety Center - Abbreviate as MSC in subsequent references. See abbreviations.

marine safety detachment - Abbreviate as MSD in subsequent references. See abbreviations.

Marine Safety Laboratory - Do not abbreviate. On subsequent references, the laboratory is acceptable where it would not be confusing. Located in Groton, Conn., it was known as COIL until the mid '90s.

marine safety unit - Abbreviate as MSU in subsequent reference. See abbreviations.

maritime boundary line - Use MBL on subsequent reference. See abbreviations.

Maritime Domain Awareness - Use MDA on subsequent reference. See abbreviations.

MSRT - Use Maritime Security Response Team in 1st reference. MSRT is acceptable in subsequent references.

MSST - Use Maritime Safety and Security Team in 1st reference. MSST is acceptable in subsequent references.

Master Chief Petty Officer of the Coast Guard - Only capitalize when in front of a name. Abbreviate as MCPOCG in subsequent references.

medevac - Acceptable abbreviation for medical evacuation.

medico - Spell out on 1st reference. Medical consult.

military titles - Use Coast Guard magazine style for Coast Guard enlisted members (rate/rank: BM3, YNC) and chief warrant officers (CWO; do not use grade) for internal documents. Use Associated Press style for officers and enlisted members on external releases. Apply the AP style for civilian officers with military titles: Chief of Police Capt. Aaron Stubing. Cadets: Cadet John Aaron.

MTSA - Use Maritime Transportation Security Act on 1st reference. Maritime Transportation Security Act of 2002 is an Act of Congress enacted by the 107th United States Congress to address port and waterway security. It was signed into law by President George W. Bush on November 25, 2002. This law is the U.S. implementation of the International Ship and Port Facility Security Code (ISPS). Its full provisions came into effect on July 1, 2004. It requires vessels and port facilities to conduct vulnerability assessments and develop security plans that may include passenger, vehicle

and baggage screening procedures; security patrols; establishing restricted areas; personnel identification procedures; access control measures; and/or installation of surveillance equipment. The Act creates a consistent security program for all the nation's ports to better identify and deter threats.

N

National Maritime Center - Abbreviate as NMC in subsequent references. See abbreviations.

National Strike Force - Abbreviate as NSF in subsequent references. The NSF is comprised of the National Strike Coordination Center, the Public Information Assist Team, and the Atlantic, Pacific, and Gulf Strike Teams.

National Vessel Documentation Center - Abbreviate as NVDC in subsequent references. See abbreviations.

National Vessel Movement Center - Abbreviate as NVMC in subsequent references. A military subdivision of the United States Coast Guard, assigned to record and monitor arrivals of ships within United States ports. Its purpose is to prevent terrorist attack. Processes all ANOA. See ANOA.

nautical mile - To convert to approximate statue miles multipy the nautical miles by 1.15.

O

ODU - Use operational dress uniform in 1st reference. Abbreviation is acceptable in subsequent references.

officer-in-charge - Capitalize preceding a name only. See commanding officer.

officer-in-charge marine inspections - Abbreviate as OCMI on subsequent reference. The OCMI has authority over inspections protocols and repairs on vessels within the zone. Officers will be OCMIs even though officer-in-charge is in the title.

officer of the day - Abbreviate as OOD in subsequent references. See abbreviations.

offshore

on scene, on-scene - On-scene is the adjective: the on-scene commander. On scene is the prepositional phrase: The cutter arrived on scene.

OPCOM - Use Operations Command in 1st reference. Abbreviation is acceptable in subsequent references.

P

PAO/PIO - PAO is the Public Affairs Officer, a Coast Guard reference or title. There is one in each district and at major units. PIO is the Public Information Officer as related to Incident Command System structure and is the title used by the information officer in a unified command-led incident.

PATFORSWA - Use Patrol Forces Southwest Asia in 1st reference. Abbreviation is acceptable in subsequent use.

Personnel Service Center - Abbreviate as PSC in subsequent references. See abbreviations.

Personnel Service and Support Unit - Abbreviate as PSSU in subsequent references.

PIAT - Use Public Information Assist Team in 1st reference. PIAT is acceptable in subsequent references.

PPIRB - Use personal position indicating radio beacon on 1st reference. See abbreviations.

product - When referencing oil, as in the event of a spill, only use product to describe the oil when the oil spilled was a cargo or stored at an oil collection/distribution facility. Oil from the fuel tanks of a vessel is not product. It is merely their fuel and should be referenced only as what it is (diesel, crude, gasoline, etc.)

PSU - Use Port Security Unit in 1st reference. PSU is acceptable in subsequent references.

public affairs detachment - Abbreviate as PADET in subsequent references.

R

research and development center - Abbreviate as RDC in subsequent references. See abbreviations.

retired - In stories: retired Lt. j.g. John Doe. In credits: Lt. John Doe, USCG (ret.).

RFO - Use Ready for Operations on 1st reference. See abbreviations.

rigid-hull inflatable boat - Abbreviate as RHIB in subsequent references. See abbreviations.

RP - Use responsible party on 1st reference. ICS title for owner/industry entity in a unified command.

S

search and rescue - Abbreviate as SAR in subsequent references. See abbreviations.

sector field office - Abbreviate as SFO in subsequent reference. See abbreviations.

servicewide

servicewide exam - Abbreviate as SWE in subsequent references. See abbreviations.

SOS - The international distress signal is not an abbreviation. It is Morse code that consists of a continuous sequence of three-dits/three-dahs/three-dits.

SOSC - Use State On-Scene Coordinator on 1st reference. ICS title for state entity in a unified command.

standardization team - Do not abbreviate as STAN Team.

T

TACT - Use Tailored Annual Cutter Training on 1st reference. See abbreviations.

tactical law enforcement team - Abbreviate as TACLET in subsequent references. Identify with numeral and letter: TACLET South.

training center - Abbreviate as TraCen in subsequent references. See abbreviations.

TSTA - Use Total Ship's Training Assessment on 1st reference. See abbreviations.

TWIC - Use Transportation Worker Identification Credential on 1st reference. The TWIC program is a Transportation Security Administration and Coast Guard initiative in the United States.

U

UNCLOS - Use United Nations Convention of the Law of the Sea on 1st reference. See abbreviations.

unified command - A unified command is one way to carry out command in which responding agencies and/or jurisdictions with responsibility for the incident share incident management. A Unified Command may be needed for incidents involving multiple jurisdictions, a single jurisdiction with multiple agencies sharing responsibility, and multiple jurisdictions with multi-agency involvement.

May be capitalized when used in conjunction with the incident name, Unified Command Drift River Terminal Coordination.

Uniform Code of Military Justice - UCMJ is acceptable in 2nd reference.

Uniform Distribution Center - Abbreviate as UDC is subsequent references. See abbreviations.

Unitas - Latin for unity; not an acronym/abbreviation.

V

vessel - May refer to many types of vessels. When using with an adjective, to be more specific always spell out both words. Do not abbreviate. fishing vessel not F/V, tank vessel or tanker not T/V, motor vessel not M/V, cruise ship not C/S, etc.

vessel traffic service - Abbreviate as VTS in subsequent references. See abbreviations.

VHF/VHF-FM - The radio frequency range from 30 MHz to 300 MHz. Frequencies immediately below VHF are denoted High frequency (HF), and the next higher frequencies are known as Ultra high frequency (UHF). VHF is acceptable on 1st reference. Usually in conjunction with FM.

W

watchstander

Work-Life

Photo Captions

For external and internal imagery

The Coast Guard Public Affairs Stylebook takes precedence over the Associated Press Stylebook. If conflicting items are found in the two books, always use the CG Stylebook.

It is the responsibility of the photographer to get all caption information.

Photo captions all follow the same basic formula.
Keep captions to no more than two concise sentences while including the relevant information.

A. They will start with the dateline. The dateline is where the imagery was gathered.

1. If it is a stand-alone city it will be all caps followed by a dash. Example: BOSTON –

2. All other cities are written in all caps followed by a comma and the name of the state abbreviation, abbreviated in AP style, or country. Example: PANAMA CITY, Fla. – or GUANTANAMO BAY, Cuba –

3. If photo is taken at sea, then the name of the body of water will be all caps. Example: ATLANTIC OCEAN

B. The first sentence of the caption will describe what the photo shows in present tense and state the who, what, when, where, how and why.

C. The second sentence gives a brief background on the event or what makes the photo significant.

D. The final sentence will be U.S. Coast Guard photo by (name). All images without a name will be credited U.S. Coast Guard photo.

Examples:

SANDY HOOK, N.J. – Peggy Gentile reacts as her son, Master Chief Petty Officer Thomas Gentile, an aviation maintenance technician, presents her with a Coast Guard Certificate of Appreciation and a bouquet of flowers at his joint retirement ceremony here, July 17, 2009. Gentile and his wife, Chief Warrant Officer Cecilia Gentile, retired after serving a combined total of more than 40 years on active duty. U.S. Coast Guard photo by Petty Officer 3rd Class Barbara Patton.

WASHINGTON, D.C. – Coast Guard Commandant Adm. Thad W. Allen takes a photo of Coast Guard historical documents with his camera phone during a private showing at the National Archives, July 9, 2009. Allen and a small group of Coast Guard Headquarters staff were allowed to view several different logs and documents from various periods of the Coast Guard's history. U.S. Coast Guard Photo by Petty Officer 1st Class Kip Wadlow.

EASTERN PACIFIC OCEAN – A bale of cocaine interdicted by the crew of the Coast Guard Cutter Bertholf is checked into evidence, July 9, 2009. The bale was seized during the cutter's disruption of a major drug smuggling operation where two go-fast smuggling boats were pursued and interdicted. The drug bust was the first for the year-old cutter. U.S. Coast Guard photo by Petty Officer 3rd Class Michael Anderson.

Video Slates

Video slates all follow the same formula.

A slate will appear immediately before and immediately after all video including B-roll. The slate will contain the following information:

A. Subject, a headline or title at a minimum or cutline at the maximum.
Coast Guard rescues two from burning fishing boat

B. VIRIN
090420-G-1234L-001.wmv

C. AP stylebook rank, name of videographer. If shot from a mounted camera or sensor, indicate either hull number, aircraft tail number or unit name.
Video by: Petty Officer 2nd Class Brian Schmucketelli

D. Rank, name of producer or editor.
Edited by: Petty Officer 1st Class Kaiser Souzai

E. Date video shot.
Created: April 20, 2009

F. Date of release.
Released: April 21, 2009

G. Full name and location of unit producing video.
Produced by: Coast Guard Air Station Cape Cod

H. Full name and location of unit releasing video.
Released by: Coast Guard Public Affairs Detachment New York

I. Run time of video.
Run time: 2:45

The slate will have a black background. Font color will be white and type will be Myriad Pro or Times New Roman.

Slates may include unit logos or other graphics, but the inclusion of graphics must not obscure the text. A unit logo does not replace the text needed for step G.

Example:
Coast Guard rescues two from burning fishing boat
090420-G-1234L-001.wmv
Video by: Petty Officer 2nd Class Brian Schmucketelli
Edited by: Petty Officer 1st Class Kaiser Souzai
Created: April 20, 2009
Released: April 21, 2009
Produced by: Coast Guard Air Station Cape Cod
Released by: Coast Guard Public Affairs Detachment New York
Run time: 2:45

CGVI Instructions

Photos

Before uploading photos:

Save your photo name as your VIRIN
*In Photoshop
File—File Info—Fill out
Document Title—VIRIN-Category name (ex. 080912-G-5817X-102-Hurricane Ike)
Author—PA name or name of person who took photo
Description—Caption
Keywords—Main things in caption (example: rescue, HH-65, Pilot, Elizabeth City, Victim, North Carolina)

To upload photos:

1. Login to CGVI
2. Select the Photo Upload folder
3. Click on your AOR's folder
4. Click on the photo or no thumbnail
5. Click add a photo
6. Choose File—select the photo you want uploaded
7. Click add items button at the bottom
8. Check your photo and caption
9. Select item actions under the photo you want to move for public view.
10. Scroll down to Move Photo—select
11. Move it to Photography and it's online for everyone to see

Videos

Before uploading videos:

When editing video, include a slate at beginning of clip. See slate guide.
Include a new slate before any changes in subject matter, videographer, or day in the same video file.
All videos should be in the windows media format (WMV) and named with your VIRIN-Category Name (ex. 080912-G-5817X-102-Hurricane Ike)

To upload video:

1. Login to CGVI
2. Select the Video Upload folder
3. Follow steps 3 –10 of photo upload
4. Move it to Video and it's online for everyone to see

*For video, you have to type the caption in the caption box after you choose the file you want to upload

When uploading video to CGVI, please post interesting or high-interest video to your district YouTube page or contact PAC Dan Tremper (Daniel.l.tremper@uscg.mil) to have the file added to the USCGImagery page. If uploaded to your district page, USCGImagery can subscribe to your page and feature them on the main site without the extra uploading step.

Audio

To upload Audio:

1. Login to CGVI
2. Select the Audio Upload folder
3. Follow steps 3-10 of photo upload
4. Move it to Audio and it's online for everyone to hear

*For audio, you have to type the caption in the caption box after you choose the file you want to upload.

Photo Release

Office of Public Affairs
U.S. Coast Guard

U.S. Department of Homeland Security
United States Coast Guard

Date: Sept. 3, 2009
Contact: Phone Number
Name and Rank in AP Stylebook format

Photo Release

Heading: Times New Roman, 36 pt.

Headline: Times New Roman, 14 pt., Bold, Centered

Table Properties: 1 Column, 2 rows, 432 pixels wide, centered on page



Captions: Times New Roman 12 pt., Regular, Ragged Right, Left Justified.
Hard return between each sentence in the caption.
Follow Coast Guard Stylebook guide for caption writing.
Photos on photo releases must be linked to their high-resolution counterparts on CGVI.

Example:
NOME, Alaska – A Coast Guard HH-60 Jayhawk lands next to an Air Force HH-60 Pavehawk during a search and rescue demonstration, Aug. 16, 2009.

The Coast Guard and Air Force provided assets for the 20th annual polar bear parade that ended with the SAR demonstration.

U.S. Coast Guard photo by Petty Officer 3rd Class Jon-Paul Rios.

News Release

Office of Public Affairs
U.S. Coast Guard

U.S. Department of Homeland Security
United States Coast Guard

Date: Sept. 3, 2009
Contact: Phone Number
Name and rank in AP Stylebook format

News Release

Heading: Times New Roman, 36 pt.

Headline: Times New Roman, 14 pt., Bold, Centered

DATELINE – Datelines for news releases are where the basic information for the release was gathered. Datelines are followed by a space, an em dash, and a space.The U.S. Coast Guard (who) is doing something/did something (what), somewhere, day of week if it is within six days (not today/yesterday), why and how if known or not obvious. These elements are to be only one sentence that comprises your lead and does not exceed 35 words. Do not use names of people in the lead unless they are of prominence.

When the lead indicates missing, dead or injured people, the name, age and hometown is always included in the bridge graph. They should be written:
Missing is John Edwards, 32, Baltimore
Injured was Russell Tippets, 30, New York City
Deceased is NyxoLyno Cangemi, 29, Hammond, Md.
When releasing the names of those rescued, the name, age and hometown of those rescued is in the bridge.

The text of the release will be Times New Roman 12pt. The second graph of the release expands on the who, what, where, when, how, and why of the lead and/or completes the impersonal who captured in the lead.

Copy in releases shall comply with the most recent edition of the Coast Guard and AP Stylebooks. As such, cutter civilian vessel names are never all caps and are not italicized. Abbreviations such as T/S, M/V, or F/V are not acceptable.

The words “over” and “under” refer to spatial relationships and will not be used when referring to figures in a release. The Coast Guard searched more than 22,000 square miles in an attempt to find the missing boater.

Acronyms and abbreviations are not placed in parentheses following the first reference, the are simply used on second and subsequent references as determined by the stylebooks.

Follow AP Stylebook for military units when naming specific units. Examples: 17th Coast Guard District, 8th Coast Guard District, Coast Guard Station Cape Hatteras, N.C.

Between the last line of your release and the tag line at the bottom must appear the end sign, ###, which tells copyeditors that nothing else follows. The end symbol, ###, shall be centered.

###

Multi Media Release

Office of Public Affairs
U.S. Coast Guard

U.S. Department of Homeland Security
United States Coast Guard

Date: Sept. 3, 2009
Contact: Phone Number
Name and rank in AP Stylebook format

Multi Media Release

Heading: Times New Roman, 36 pt.

Headline: Times New Roman, 14 pt., Bold, Centered
Add "Video Available" under headline



Table Properties: 1 Column, 2 rows, 432 pixels wide, centered on page

To download this video click on the above photo. Arial, 10 pt., bold.

Multi media releases follow the same format as photo releases except that a lead is used to give details that would normally be written in the caption. Times New Roman 12 pt., Regular, Ragged Right.
Hard return between each sentence in the lead.

The thumbnail for the photo will be a screen grab from the height of the action and linked to the video on CGVI.

Example:
PHILADELPHIA – Members of the Vessel Boarding Security Team at Coast Guard Sector Delaware Bay in Philadelphia prepare to board a tanker vessel before it enters the Port of Philadelphia, July 13, 2009. The VBS team's mission is to ensure safety and security for the Port of Philadelphia by boarding vessels of foreign countries entering the United States.

U.S. Coast Guard video by Petty Officer 3rd Class Crystalynn Kneen.

Ethical Standards for Editing Imagery

Ethical standards for editing of Coast Guard visual imagery

Coast Guard imagery must never be manipulated.

The following actions are defined as manipulation and therefore are never allowed:

A. Adding, moving, or removing objects within the frame.

B. Any adjustments of color or gray scale.

C. Cropping in such a way as to alter the meaning of the photograph.

D. Flopping a photograph (left/ right/ reversal).

The following actions are defined as photo editing or video editing and are allowed:

A. Cropping a frame to fit a layout.

B. Digitally obscuring portions of a photographic image in support of specific security, criminal investigation, privacy or legal requirements. In accordance with the Public Affairs Manual, COMDTINST M5728.2.

C. Subtle improvements to the technical quality of video – NOT PHOTOS – such as adjustments to the audio and video levels, color corrections needed due to poor white balance, or equalization of audio to make sound clearer, provided the adjustments do not alter the editorial content of the video or audio and are changed solely to clarify the content for the public record.

News photography and videography must never be posed.

Data loss and degradation of image quality can occur through changing and then re-saving a jpeg file.

All photographs and video taken aboard Coast Guard units are subject to screening and approval of the commanding officer prior to release for commercial or public use. This includes imagery captured using personal cameras. All imagery taken aboard Coast Guard units is considered official and may not, under any circumstances, be used for marketing or sold for private gain. This does not, however, preclude the use of imagery captured using personal cameras or other photographic devices in conjunction with personal unofficial Internet postings provided the images have been cleared for release.

Required practices:

A. All Coast Guard visual imagery intended for official release shall be processed in accordance with the Public Affairs Manual, COMDTINST M5728.2.

B. All official video intended for release or posted on the Internet shall have an identifying slate preceding and immediately following the footage indicating the source of the video, date shot, and full name, rank and title of any spokesperson not otherwise identified in the footage, including full identification of any narrators or interviews where the speaker cannot be seen by the viewer. Field units that do not have the capability to produce a slate on the video and that distribute video to the press via tape shall put the same information on the tape and an accompanying run sheet.

C. All Coast Guard visual imagery must be fully captioned. This requirement applies regardless of the distribution tool used.

D. Video or photographic post-production enhancement – including animation, digital simulation, graphics, and special effects – used for dramatic or narrative effect in education, recruiting, safety and training illustrations, publication, or productions is authorized provided it is clearly and readily apparent from the context or accompanying text that the enhanced image is not intended to be an accurate representation of any actual event, and the product is clearly labeled as an illustration.

Example: U.S. Coast Guard illustration by Petty Officer 2nd Class Luke Pinneo.