

Commissaries and Exchanges Program Data Dictionary

The following established style guidelines reflect the long-standing practices of developers and editors of content for the commissaries and exchanges program area. They are consistent with rules and guidance outlined in the Associated Press Stylebook and reflective of Office of Military Community and Family Policy style and usage preferences.

DO

- Pay attention to the overall organization and flow of an article. Information and ideas should be logically organized, and there should be some sense of continuity or “flow” from one idea to the next.
- Avoid redundancy.
- Write in gender-neutral terms, except if appropriate (e.g., gender-specific services or groups).
- Flesh out and clarify statements and ideas.
- Ensure that subheads reflect the content of the following text.
- Keep the wide audience range in mind.

DO NOT

- Make assumptions.
- Tell people what they should, need to, must, ought, can’t or won’t do.
- Tell people what they always or never do.

FORMATTING

- Less is more — be concise.

PREFERRED TERMS

Preferred	As opposed to
military life	military lifestyle
some, many	most, all
can, may or might	will, are
often, generally	always
tend to	usually
partner, spouse	husband, wife

DEFINITIONS

- **Army and Air Force Exchange Service** – Retail stores on Army and Air Force installations and online
- **Commissary** – Grocery store operated by the Defense Commissary Agency and serving military personnel, retirees and their families
- **Commissary on-site sale** – Commissary program offering savings on groceries to Guard, reserve and other service members who live far from a commissary
- **Marine Corps Exchange** – Retail store on Marine Corps installations
- **Navy Exchange** – Retail store on Navy installations, ships and online