

Morale, Welfare and Recreation, and Resale Policy Program Content Guide

The following established style guidelines reflect the longstanding practices of developers and editors of content for the Morale, Welfare and Recreation, and Resale Policy program area, which includes commissaries and exchanges, lodging and MWR. 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 otherwise appropriate (for example, gender-specific services/groups).
- Write in relationship-neutral terms such as “partner” or “couple.”
- Flesh out and clarify statements and ideas.
- Ensure that any subheads reflect the content that follows.
- Focus on the positive side of content as much as possible. Avoid words such as boredom.
- Keep the wide audience range in mind.
- Split commissary and exchange content into separate articles.

Do Not

- Make assumptions.
- Tell people how they feel.
- Tell people what they should/need to/must/ought to/will do.
- Tell people what they should always/never do.

Formatting

- Be concise – less is more.
- Use bulleted formatting for clarity when appropriate.
- Keep bullets to seven or fewer for each section.

Preferred Terms

Preferred	As opposed to
Can, may or might	will or are
DOD MWR Libraries	MWR Digital Library
DOD MWR Libraries Summer Reading Program	MWR Summer Reading Program
military life	military lifestyle
morale, welfare and recreation	Morale, Welfare and Recreation
MWR	Writing out MWR on first reference
often or generally	always
partner or spouse	husband, wife
some or many	most or all
tend to	usually

Definitions

Term	Definition
American Forces Travel SM	<ul style="list-style-type: none"> American Forces TravelSM is the online version of MWR's brick-and-mortar Information, Tickets and Travel, the service member's discount booking site for travel, event tickets and more. This joint service initiative offers military discounts and helps fund other current and future MWR programs. The Defense Department has expanded online American Forces TravelSM shopping privileges to honorably discharged veterans of the uniformed services. To access the exclusive military discount pricing on travel products, visit AmericanForcesTravel.com.
Armed Forces Recreation Centers resorts	AFRC resorts provide affordable, wholesome vacation opportunities exclusively for service members, their families and other authorized patrons of the total defense force.

Term	Definition
Army and Air Force Exchange Service	The agency that operates “The Exchange” department/discount stores is primarily on Army and Air Force installations and online.
Best Kept Secrets: Joint Services Campgrounds and Facilities	Morale, welfare and recreation joint services campgrounds and facilities across the United States offer service members and their families a variety of accommodations and amenities at great rates without sacrificing luxury or location. This guide lists campgrounds by state and includes the location, phone number, reservation policy, accommodation types, amenities included and activities the site offers.
Commercial Solicitation Report	This quarterly report lists insurance and financial product companies and agents currently barred from soliciting on specific DOD installations as reported by the military service.
commercial sponsorship	This type of sponsorship is the act of providing assistance, funding, goods, equipment (including fixed assets) or services to an MWR program(s) and/or event(s) by an individual, agency, association, company or corporation, or another entity (sponsor) for a specific (limited) time in return for public recognition or advertising promotions.
commissary	The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment.
commissary on-site sale	The commissary program offers savings on groceries to Guard, reserve and other service members who are not near a commissary.

Term	Definition
<p>DOD Armed Services YMCA Military Outreach Initiative https://www.asymca.org/ymca-dod-military-outreach-initiative</p>	<ul style="list-style-type: none"> Initiative offers installation-type fitness facility memberships at no cost to eligible members and families at service-designated locations that are remote from an installation or service-provided fitness facility. Generally, that includes families of Title 10 deployed National Guard and reserve, active duty at independent duty stations, wounded warriors at transition units, and families of deployed service members that reside in remote locations. The initiative also offers respite child care services to eligible families (up to 16 hours per month/per child) at YMCAs participating in the respite care service. The DOD contracts annually with the Armed Services Young Men’s Christian Association to negotiate the lowest possible rate and manage new and renewal memberships. The ASYMCA is a nonprofit 501(c) (3) organization. The initiative began in 2008 to enhance military family readiness.
<p>DOD MWR Libraries</p>	<p>The DOD MWR Libraries (formerly known as the MWR Digital Library) joined efforts with the four services to deliver more online resources to service members and their families. Now, patrons can search all four services’ local libraries and online resources from one website DODMWRLibraries.org. The DOD MWR Libraries’ expanded resources empower service members and their families to embrace lifelong learning.</p> <p>The libraries offer licensed proprietary databases that provide access to a core collection of online content available 24/7 to eligible DOD users. These include e-books, audiobooks, newspapers, magazines and interactive programs that promote child, youth and adult literacy. The libraries support education and career advancement, relocation and transition assistance, school liaison officers, spouse employment, personal financial management, the Exceptional Family Member Program, voluntary and professional military education, cultural awareness, foreign language training, skills development, the summer and other seasonal reading programs, and online tutoring and practice tests for academic and career success.</p>

Term	Definition
Guard/reserve on-site sales	This program allows Guard and reserve members or authorized patrons to order items and have them delivered to areas that are not close to an existing commissary.
Information, Tickets and Travel	MWR's brick-and-mortar discount booking site for travel and tickets to concerts, sporting events and more. ITT offices are located on many bases; American Forces Travel SM is the online version of ITT for those who don't have an ITT office nearby.
Marine Corps Exchange	Department/discount retail stores operated by Marine Corps Community Services that are located primarily on Marine Corps installations.
military exchange	A department/discount retail store operated by one of the military service exchange systems. The military service exchange systems include the Army and Air Force Exchange Service, Navy Exchange Service Command, Marine Corps Exchange and Coast Guard Exchange.
military lodging	This includes recreational lodging, such as Armed Forces Recreation Centers resorts and official PCS/temporary duty lodging (which allows authorized leisure travelers to use on a space-available basis). These programs help service members save money while on vacation.

Term	Definition
morale, welfare and recreation	<p>MWR programs are available for the benefit of service members, their families and other authorized patrons as a means of enhancing quality of life and supporting family member and force readiness. MWR consists of programs and services ranging from fitness and outdoor recreation to libraries and bowling centers. Available programs and services vary at each installation. MWR also provides service members and their families with a variety of recreational programs on and off the installation.</p> <p>Follow these style rules when writing about MWR:</p> <ul style="list-style-type: none"> • Always spell out morale, welfare and recreation in content for Congress, the general public and non-DOD service providers. When used infrequently, spell out morale, welfare and recreation. • Do not use capital letters when writing morale, welfare and recreation unless referring to a specific formal program (e.g., Army Morale, Welfare and Recreation).
MWR funding categories	<ul style="list-style-type: none"> • Category A — Mission Sustaining • Category B — Community Support Programs • Category C — Revenue Generating Programs
MWR program names per service	<ul style="list-style-type: none"> • Army Family and MWR • Marine Corps Community Services • Navy MWR • United States Air Force Services • Coast Guard Morale, Well-Being and Recreation
Navy Exchange	<p>Department/discount retail stores operated by the Navy Exchange Service Command are located primarily on Navy installations, ships and online.</p>

Term	Definition
temporary duty lodging	This lodging accommodates government travelers on official travel orders. Note: The Marine Corps refers to temporary duty as “temporary additional duty”; for consistency, we typically use temporary duty.
The DOD Military Outreach Initiative in Partnership with the Armed Services YMCA	This partnership funds memberships at participating YMCAs throughout the United States and Puerto Rico for Title 10 DOD military groups to help make military life easier.

Definitions for related, but non-MWR programs

Term	Definition
America the Beautiful Military Pass program	<ul style="list-style-type: none"> • The America the Beautiful Military Pass program is a free annual pass that grants access to more than 2,000 federal recreation sites, all national parks and national wildlife refuges, national forests and grasslands, and lands managed by the Bureau of Land Management, Bureau of Reclamation and the Army Corps of Engineers. • All active duty, National Guard, reserve, Coast Guard, dependents of U.S. military members with DD Form 1173, U.S. military cadets, veterans and gold star family members are eligible for the free annual pass. • The pass is only good for one year, so patrons need to visit a pass issuance site yearly with proof of eligibility to obtain the pass. Patrons can also obtain the free annual pass online for a service fee of \$10.

Term	Definition
<p>Armed Forces Retirement Homes</p> <p>https://www.afrh.gov/</p>	<p>There are two: one in Washington, D.C., and one in Gulfport, Mississippi. The eligibility criteria are below:</p> <p>If you were a member of the military services and at least half your service was not active commissioned service (other than as a warrant officer or limited-duty officer), you are eligible to live in an armed forces retirement community if you also meet one of the following criteria:</p> <ul style="list-style-type: none"> • Are at least 60 years old and were discharged or released from the military services under honorable conditions after 20 or more years of active service • Are incapable of earning a living due to a service-connected disability incurred in the line of duty in the military services • Served in a war theater during a time of war declared by Congress or were eligible for hostile fire special pay or were discharged or released from service in the armed forces under honorable conditions and are determined to be incapable of earning a livelihood because of injuries, disease or disability • Served in a women's component of the armed forces before June 12, 1948, and are eligible for admission due to "compelling personal circumstances"
<p>Blue Star Museums</p>	<p>Admission to museums across the country is free for service members and their families between Armed Forces Day in May and Labor Day in September. Blue Star Museums is a collaboration among the National Endowment for Arts, Blue Star Families, the Defense Department and museums across America offering free admission to the nation's active-duty military personnel and their families, including National Guard and reserve.</p>
<p>Space-A flights</p>	<p>Service members and their families can use space-available flights to travel around the country and world at little or no cost. Because of the six different categories of passenger priority, Space-A flights can be unpredictable and require a bit of time flexibility for those in lower-priority categories.</p>

Term	Definition
Temporary Lodging Allowance	TLA reimburses service members on OCONUS moves for lodging once they arrive at and when they leave their overseas duty station. It may cover up to 60 days while they are waiting for installation housing or searching for off-installation housing.
Temporary Lodging Expense	TLE is designed to partially reimburse relocating service members and families for the cost of meals and lodging at either their previous duty station or their new one. The TLE can be paid for up to 10 days for moves within the continental United States and up to five days for moves from CONUS to OCONUS.