

Editorial Guidelines

Thought Leaders:
Industry, Government,
Academia

About the Space Force Association: SFA is the only independent, 501(c)(3) non-profit organization that serves as a professional military association whose sole focus is supporting the United States Space Force, United States Space Command, U.S. national spacepower at large, and our global partners and allies' efforts in space exploration. Its core functions are to research, inform, and advocate for superior spacepower by shaping a Space Force that provides credible deterrence in competition, dominant capability in combat, and professional services for all partners. In addition, the SFA has an essential function to support the men and women of the U.S. Space Force. Membership is open to both military and civilians. For more information on the SFA, please visit www.ussfa.org.

SFA Mission: Achieve superior national spacepower by shaping a Space Force that provides credible deterrence in competition, dominant capability in combat, and professional services for all partners.

SFA Vision: Recognized as the professional association for informed government, business, and private members to lend their diverse ideas, voices, and energy to defining national spacepower and building a Space Force capable of achieving it.

The SFA Magazine, a publication of the Space Force Association (SFA), focuses on educating the public about the United States Space Force (USSF), its Guardians and their family members, ensuring that military and civilian leaders have the knowledge needed for critical decision-making, while providing information on programs and policies that affect military and industry leaders.

Key Research Questions that Drive Our Content:

- What is the U.S. Space Force?
- What does the USSF do?
- Why is it needed?
- Why should taxpayers fund it?
- What competitors populate the national and global landscape and what are their capabilities? State and non-state actors.
- What strategic advantages do the USSF and its allies and partners have and what capabilities need to be developed?
 - What policies promote the development of these capabilities and what policies are needed to further the mission?
- How does the USSF mission support peaceful uses of outer space?
- How do USSF missions impact humanity on Earth and in space?
- What best practices in public-private partnerships are the USSF implementing to lead the way in strategic innovation?

What We're Looking for:

- Strategic intelligence analysis relevant to the space domain to assist decision-makers including but not limited to
 - **Industry/market analysis**
 - Space industry
 - Tech industry
 - Supply Chain
 - Etc.
 - **Emerging technology:** namely weapons and platforms, anything relevant to the uses of the Space Force. New use cases for satellites. Also, consider the potential for weaponizing benign technologies and innovations. Should the USSF pursue such R&D? Are our adversaries and competitors likely to pursue such R&D? If so, what are the implications and risks?
 - **International affairs relevant to space:** trends in strategic competition
 - Russia, China, Iran, North Korea, India, Belt and Road Initiative – How will a shake-up in international trade potentially impact the USSF?
 - **Creative expression of comparative analysis** between USSF and adversarial military space programs
 - **Advancements in Intelligence Analysis** (*including but not limited to*)
 - Open-source intelligence
 - Signals intelligence
 - Geospatial intelligence
 - All-source intelligence
- Relevant policy updates and analysis
- Columns and/or think pieces that provide guidance and vision for the SFA and USSF
 - Offer expert perspectives on recent developments in industry, academia, the USSF, and relevant spaces including government, allies, partners, and strategic competitors.
 - Educate the public on why your work is necessary using examples to illustrate the impact of the long-standing air and space programs and future impacts to come.
 - Expert SWOT analysis on the state of the USSF and strategic direction on how to move forward – actionable insights!

Guiding the Reader's Journey

SFA Magazine intends to create a reader experience that offers the adventure of the [Stargate franchise](#) complemented by the creative, political realism of [The Expanse](#). We turn dreams into reality by combining analysis and reporting with strategic storytelling. View our [previous issues](#) for foundational guidance and inspiration.

| Voice | Tone |
|--|---|
| Active voice. Avoid industry jargon. Refrain from using first- and second-person perspective unless writing an op-ed including personal supporting anecdotes. Avoid contractions. | Authoritative. Imaginative. Innovative. Professional. Forward-looking. Creative wit. |

Style Guide:

Space Force Association (SFA) Magazine will be adhering to AP style for the time being and developing our style guide in the future. If you need a refresher or your own copy of the AP Stylebook to support your writing, use the following resources:

- **Cheat sheets:** [Purdue](#), [Colorado Dept. of Public Health and Environment](#), [Tuskegee University](#)
- **AP Stylebook:** Personal online subscription with reference dictionary (\$32/ year)

Practice makes perfect, and we all miss the small things at times. Below are writing aid tools to help you present your best work:

- [Grammarly](#) – Free and paid versions, desktop app
- [Pro-Writing Aid](#) – Free and paid versions; desktop app, Windows, Mac, Firefox, Google, and Microsoft Office integrations
- [Quillbot](#) – Free and paid versions, Chrome and Word extensions

Generative AI

We love innovation but prefer original content. Please, refrain from using generative AI to produce your work. Generative AI is best for idea generation or help with paraphrasing. Remember, the SFA is committed to uplifting unique voices in the USSF, their families, industry, academia, allies, and partners.

Preferred Sources

SFA Magazine prefers primary sources. First-person accounts, analysis of primary documents, and open-source intelligence are preferred sources. Secondary sources are acceptable in the comparative analysis of perspectives. Examples of sources are below:

- Guardians, space professionals, relevant academics and researchers, etc.
- Original research from think tanks, government institutions, military research cell, etc.
- Authoritative news sites
- Published papers by innovators and researchers
- Imagery: original photos or royalty-free stock images relevant to your topic

Relevant Formats:

| Content Format | Word Count |
|---|---------------|
| Columns from thoughts leaders in the space industry, academia, and USSF (<i>standing and rotating</i>) | 750-800 words |
| Essays <ul style="list-style-type: none"> • Analysis <ul style="list-style-type: none"> • Focused on policy developments relating to the USSF and larger space industry; policy analysis pieces preferred. • Arguments <ul style="list-style-type: none"> • For the missions, authorities, capabilities, and resources required for the Space Force to best ensure space remains accessible, safe, and beneficial to U.S. interests. | 750-2500 |
| Op-eds/Opinion pieces <ul style="list-style-type: none"> • Topics may include but are not limited to insightful commentary and opinion on the current issues USSF faces, well-reasoned analysis, industry and historical perspectives, and other articles of interest. | 600-800 words |

Editorial Process:

Pitch your piece!

- SFA seeks to cultivate inspired thought leaders who conduct in-depth research and analysis to provide perspective and intelligence to support the USSF and relevant allies and partners. Be inspired and strategically competitive!
- Pitch your story to one of our editors,
 - Provide 1-2 paragraphs describing your angle, which key research question you are answering, and your tentative creative research process (what research you will conduct, what content you will develop, will you be conducting interviews, etc.). Indicate if your piece is intended to be included in both the quarterly publication and the website or just the web publication.
 - Include a brief outline of your proposed piece.
- When your proposed piece is approved. Go for it!
- Upload your final submissions [here](#).

Editing and feedback will be collaborative, intended to train top-notch SFA/USSF writers, and universal to all contributors (in-house and public submissions).

- On your first submission, the hard work will be done for you (as time and staff allow). Your assigned editor will make edits and re-writes using track changes and add commentary to give a practical example of how your work can evolve to meet SFA publication standards.
- Depending on required edits and rewrites for your second piece, your assigned editor will perform up to 50% of edits for your piece, leave commentary for improvement, and highlight editing opportunities for you to apply what you have learned.
- On your third submission, your assigned editor will only leave commentary and highlight areas for improvement and re-writes.
- Editors are always available to schedule meetings or times, text chats, or email to answer questions and provide guidance as schedules align and allow.

You will be updated on your publication status and will receive a copy of the final product.

If you have any questions, feel free to reach out to our Editor-in-Chief, Felicia S. C. Gooden, at felicia.gooden@ussfa.org.