"Today's Focus" Topic Guidelines

Overview

STAND-TO! is the U.S. Army's official email campaign containing a daily focus topic that highlights Army Staff initiatives and supports Army wide strategic-level issues. The information papers -- written, approved and submitted by the Army agencies -- provide a broad, objective view of the Army's current operations, doctrine and programs.

STAND-TO! is managed by the Office of the Chief of Public Affairs' (OCPA) Digital Media Division (DMD). It is published Mondays-Thursdays at www.army.mil/standto, and is emailed to more than 16,000 subscribers to increase the visibility of the Army's message and intent.

Basis of Selection

1. Requests will be considered only from two-star level commands and above.

2. Topic requests will support Army wide strategic-level issues. These will not be event-based topics with an intent to promote an upcoming event.

3. The requesting organization will align their topic with the Secretary of the Army approved Army themes *(Readiness, Modernization, Reform, People, Army Values, Allies and Partners)*.

4. The lead organization is the subject matter expert and is responsible for the accuracy of the content. DMD has final editorial rights to ensure readability.

5. The lead organization will provide DMD with a fully approved submission, released by their two-star level chain of command. This includes ensuring all operational security and SAPP (Security, Accuracy, Propriety, and Policy) processes.

Publishing Guidelines

1. **Schedule a Publishing Date:** Requests for publication dates must be made a minimum of one calendar month prior to the desired publishing timeline. Requests for scheduling a focus topic via an email to the STAND-TO! utility account.

2. **Cancellation:** Any request for cancellation must be made a minimum of 10-business days prior to the publishing date.

Submission Details

1. **Deadline:** Final approved submissions will be sent to DMD's point of contact no later than two business weeks before the scheduled publishing date.

2. **Word Count Requirement:** 350-400 word count limit (excluding resources).

3. **Format:** The information papers will be written in an expository style of writing and will be drafted in accordance with the following format.

   a. **Focus Topic Title:** The specific Army program name in Title Case
      Provided by Command name

   b. **What is it?** Introduce the topic.

   c. **What has the Army done/ is doing?** Highlight the Army's efforts - a bulleted list works best.

   d. **What are the continued efforts planned by the Army?** List the future planned efforts.

   e. **Why is this important to the Army?** Provide a strategic overarching take away for the audience -- a "so what" of the program.

   f. **Resources:** Cite relevant related websites and social media URLs that provide supplementary information for the subscribers.

   Note:
   a. Use simple language without jargon.
   b. Plug in strategic messages from the *Bugle Note* or the foundational document* into the four main sections. (*Bugle Notes* can be found on the Public Affairs Portal - use CAC EMAIL certificate for log in).

4. **Additional Reference:** The organization will provide the following information as an addendum at the bottom of the submitted Word document:

   a. Approving commander's name

   b. Requesting command's name

   c. Submitting PAO's name and contact information

   d. Author's name

   e. Requested/scheduled publishing date

   f. Alignment with the *Army Themes: Readiness, Modernization, Reform, People, Army Values, Allies and Partners*