

REQUEST FOR COMMAND/PUBLIC INFORMATION WITH COMMUNICATION MICRO-PLAN
 (Please provide as much detail as possible. Do not fill in the fields marked "for internal use only.")

PHASE I - IDENTIFY

a. BRIEFLY IDENTIFY COMMUNICATION PROBLEM /ISSUE /EVENT NAME		b. EVENT START DATE AND TIME/END DATE AND TIME	c. COVERAGE START AND END DATES (FOR INTERNAL USE ONLY)
d. EXACT LOCATION OF EVENT		e. COMPANY/ UNIT/ PROGRAM/ DIRECTORATE	
f. POINT OF CONTACT NAME/ TITLE	g. POC EMAIL		h. POC CELL NUMBER
i. LIST DESIRED OUTCOME(S)/ GOAL(S) (e.g., Increase awareness; increase participation; etc.)			

PHASE II - SELECT

a. PRIMARY AUDIENCE: SOLDIERS			
b. SECONDARY AUDIENCE(S)			
<input type="checkbox"/> Families	<input type="checkbox"/> All personnel	<input type="checkbox"/> Retirees	
<input type="checkbox"/> State Department	<input type="checkbox"/> ROK Military	<input type="checkbox"/> Good Neighbors (Korean)	
c. THEMES (FOR INTERNAL USE ONLY) (Bullet statements; should align with organizational communication plan and strategic communication guidance)			

PHASE III - EXECUTE

a. TACTICS (FOR INTERNAL USE ONLY) (Bullet statements; describe specific communications products, messages, messengers, media and timeline)		
b. PREFERRED MEDIA CHANNELS (PAO does not guarantee availability of all requested channels)		
<input type="checkbox"/> The Morning Calm Newspaper	<input type="checkbox"/> USAG Yongsan Twitter	<input type="checkbox"/> Hot Topics
<input type="checkbox"/> AFN	<input type="checkbox"/> USAG Yongsan Facebook	<input type="checkbox"/> Instagram
<input type="checkbox"/> Marquee	<input type="checkbox"/> www.usarmy.mil/yongsan	<input type="checkbox"/> Commander's Channel
c. Please provide any additional information and/or attach relevant documents when submitting this form.		

PHASE IV - 90-DAY EVALUATION (FOR INTERNAL USE ONLY)

a. METRICS/MEASUREMENT (Include objective metrics to measure the success of each tactic listed in TACTICS above)
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