

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.")

Submit completed form NLT 30 days before the event to usarmy.yongsan.imcom-pacific.list.usag-yongsan-pao-sec@mail.mil

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"/> State Department <input type="checkbox"/> All personnel <input type="checkbox"/> ROK Military <input type="checkbox"/> Retirees <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"/> AFN <input type="checkbox"/> Marquee <input type="checkbox"/> USAG Yongsan Twitter <input type="checkbox"/> USAG Yongsan Facebook <input type="checkbox"/> www.usarmy.mil/yongsan <input type="checkbox"/> Hot Topics <input type="checkbox"/> Instagram <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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