



STAND-TO!

THE OFFICIAL FOCUS OF THE U.S. ARMY

STAND-TO! "Today's Focus" Content Guidelines

Overview

STAND-TO! plays a critical role in the U.S. Army Office of the Chief of Public Affairs' strategic process to communicate Army relevant issues. STAND-TO! is a strategic communication instrument, with a mission focus of providing a broad, objective view of the Army and current Army operations, doctrine and programs.

STAND-TO! "Today's Focus" topic is sent out as the strategic Army focus for the day. The intent of a STAND-TO! Today's Focus topic is to provide information and background on issues that support the Army Campaign Plan and key Army Senior Leader initiatives/ subjects/ issues. The Army Campaign Plan directs planning and execution of Army operations and transformation within the context of ongoing strategic commitments, and it integrates a broad range of transformation initiatives and institutional processes, which accomplish the Army mission and achieve the Army vision.

Basis of Selection

STAND-TO! will only entertain requests from two-star level commands and above, for qualifying focus topics that inform an Army-wide audience about new policies or initiatives. The submission must classify under one of the strategic communications Army Themes. Refer to the uploaded slide deck, "*Alignment with the Army's Line of Efforts*".

Points to note:

1. STAND-TO! editor has the final say in modifying the title of a submission.
2. Keep the first sentence of the submission strong as this is used as a 'teaser sentence' in the daily email blast to the distribution list. This effectively encourages the reader to click on the "Read More" link and get the full information from the STAND-TO! website. (www.army.mil/standto)
3. Content should be reader friendly with the intent of providing information to the readers.
4. Content should be written in simple language for clear understanding.
5. Refer to "Format Guidelines" for recommended sections for the Today's Focus.