



STAND-TO!

THE OFFICIAL FOCUS OF THE U.S. ARMY

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

Overview

STAND-TO! entertains publishing requests from ONLY two-star level commands and above. The qualifying focus topics should inform the audience about new Army policies or initiatives. Refer to the section on "Submission Details" for information on preferred publishing date request timeline and the word count limit.

Scheduling requests for "Today's Focus" submissions should be made **no later than one month in advance of the expected publishing date**. We recommend that all submissions are staffed to ensure clearance and approval of the material. The deadline for sending in approved submissions is **no later than one business week prior** to the scheduled publishing date.

Submission Details

Word Count Limit

The submission content should be authored as an **information paper** to provide a brief overview of the command's communication initiative. It is useful to remember that the STAND-TO! focus topic is sent out as the big "Army's focus for the day".

The word count limit of the submission content must be between 350- 400 words, and the submission should be written using the recommended sections. Links to relevant websites should be listed under the resources section to provide additional information.

Format

1. **Topic Heading:** (In "Title Case")

2. **Opening Statements:** (In "sentence case")

The first sentence in each paragraph must start with a basic informational question. Opening informational questions in subsequent paragraphs should have Army relevance. Use the following statements to provide information about your content:

- What is it?
- What has the Army done?
- What continued efforts does the Army have planned for the future?
- Why is this important to the Army?
- Resources: This is the concluding statement and section to cite relevant websites (URLs) for additional information.

Reference: Published STAND-TO!: <http://www.army.mil/standto/>



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3. **Related Quote:** (not included in the content word limit)

You may send a related quote as an additional statement to the opening statements. This, at the editor's discretion, **may or may not** be used under a separate STAND-TO! section: "*Senior Leaders Are Saying.*"

IMPORTANT: Provide complete identification of the person being quoted. Provide accreditation for the quote with an online source (a URL) to strengthen the credibility of the quote.

Compliance with the Army Themes

Refer to the uploaded "Alignment with Army's Line of Efforts" slide deck and specify the overarching Army theme under which the proposed submission qualifies.

Compliance

1. **Scheduling Timeline:**

Minimum one calendar month prior to publishing. For example: If a submission has to be published in a particular month, the request for holding a particular date should be coordinated a month in advance with the STAND-TO! POCs.

2. **Submission Specifics:** (Approval & Suspense)

Submissions should be received no later than **one business week prior** to the scheduled publishing date

*IMPORTANT: Submission should be the **FINAL approved** version. The submitting PAO has to ensure that the submission is **staffed** for clearance. We accept only approved content for publishing in STAND-TO!, as we rely on the subject matter experts on the accuracy of the content. We do request a draft to be sent in earlier so that we can suggest any editorial changes before the submission gets into the approval process.*

3. **Reference:** (An addendum to the submission)

Please include at the bottom of the submitted word document:

- Name and contact details of POC, for the submission
- Name of author and/or editor
- Name of command or installation eg: TRADOC/IMCOM
- Approving commander's name
- Date: Requested publishing date

4. **Cancellation Timeline:**

Any cancellation request notice should be made a minimum of ten-business days prior to the publishing date.



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Contact Us

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