



"Today's Focus" Topic Guidelines

Overview

STAND-TO! is the official U.S. Army e-newsletter containing a daily focus topic which 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 15,000 subscribers.

Basis of Selection

1. Requests will be considered 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 submission with the *Army Top Line Messages and Foundational Themes*. These can be found in the *Bugle Call* on the [Public Affairs Portal](#) (use CAC EMAIL certificate for log in).
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 ensure that the submission is fully approved and released by their chain of command. This includes all operational security and SAPP 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 can be sent via an [email](#) to the STAND-TO! utility account.
2. **Cancellation:** Requests for cancellation must be made a minimum of 10-business days prior to the publishing date.





STAND-TO!

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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 submission 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?** Highlight the Army's efforts. A bulleted list works best.
 - d. **What continued efforts does the Army have planned for the future?** List the future efforts being planned by the Army.
 - 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: Strategic messages from the *Bugle Call* can be plugged into the four main sections. Use simple language without jargon.

4. **Additional Reference:** The following will be provided as an addendum at the bottom of the submission:
 - 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 Top Line Messages and Foundational Themes*

