



STAND-TO!

THE OFFICIAL FOCUS OF THE U.S. ARMY

"Today's Focus" Topic

Overview

The [U.S. Army's STAND-TO!](#) is an information paper-based web platform that supports Army's strategic communication objectives. All published communication in STAND-TO! aligns with a senior leader approved, Army strategic theme.

STAND-TO! "Today's Focus" topics 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.

All published editions are sent to subscribers via email and archived daily in the [STAND-TO! Archives](#).

The STAND-TO! product falls under the management of the Online and Social Media Division (OSMD) in the Office of the Chief of Public Affairs (OCPA).

Basis of Selection

1. **Criteria for STAND-TO! Requests:**

- a. OCPA will consider publishing requests from two-star level commands and above. Topic requests should support the Army wide strategic-level issues and should not be purely event-based with an intent to promote a current event. For highlighting current events, an article may be uploaded in [CORE](#) and then the article may be cross-promoted on the agency's social media platforms.

*** Requests to highlight agency events may be published only as an exception.*

2. **Support OCPA's Communication Objectives:**

- a. The requesting agency's public affair officer (PAO) will provide an aligning Army theme for their communication initiative from the following OCPA tracked themes:
 - 1) People
 - 2) Policy
 - 3) Resources
 - 4) Prevent, Shape, Win
- b. The lead agency as the subject matter expert will be responsible for the accuracy of the content prior to publishing.



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- c. The lead agency and the submitting PAO will ensure that the submission is staffed for clearance and is fully approved and released by their chain of command.

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](#) the STAND-TO! editor.
2. **Cancellation:** Requests for cancellations must be made a minimum of 10-business days prior to the publishing date.

Submission Details

1. **Submission Deadline:** FINAL approved submissions will be sent to OSMD's points of contact no later than one business week prior to the scheduled publishing date. *(Providing prior visibility of the draft to OSMD will allow for any required editorial changes before the submission gets staffed for approval.)*
2. **Submission Word Count Limit:** The submitted content word count must be between 350-400 words.
3. **Submission Format:** The submission will be written using the recommended sections:
 - a. **Topic Heading:** (In "Title Case" example "The Army Ethic")
The specific Army program name
 - b. **Opening Statements:** (In "sentence case" example "What is it?")
The first sentence in each paragraph starts with a basic informational question providing the overall Army relevance. Following recommended statements help to provide information about your content:
 - 1) What is it?
 - 2) What has the Army done?
 - 3) What continued efforts does the Army have planned for the future?
 - 4) Why is this important to the Army?
 - 5) Resources: Cite relevant related websites (URLs) for additional information.
 - c. **Related Quote: (This is not included in the submission word count limit)**
A related quote may be submitted in addition to the "Today's Focus" topic. This quote will be displayed under the "Quote for the Day" section in STAND-TO! and will be highlighted as the "Focus Quote for the Day."



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

Note: On the day of publishing, the editor may choose to replace the provided quote with a more current and compelling senior leader quote.

4. **Additional Reference:**

The agency will provide the following information as an addendum or at the bottom of the submitted Word document:

- a. Name, email and phone number of military/civilian point of contact
- b. Name of author and/or editor
- c. Name of command
- d. Approving commander's name
- e. Requested/scheduled publishing date
- f. Aligning Army theme

Recommended Post-Publishing Promotion Strategies

Post publishing of STAND-TO! by OCPA, the following recommended promotional strategies will assist the PAO to reach a wider audience. The PAO's effort will potentially result in an amplified performance metrics for their communication effort.

1. Promote the published STAND-TO! link on the organization social media properties and websites.
2. Include the published link in related articles published on Army.mil.
3. Share the link with external news media as appropriate.
4. Forward the published link from the STAND-TO! email to agency distribution lists.

Subscribe to STAND-TO: <http://www.army.mil/standto/subscribe.html>

www.army.mil/standto/