

"PLAN ON A PAGE" -- REQUEST FOR COMMAND/PUBLIC INFORMATION (Please provide as much detail as possible. Do not fill in the fields marked "for internal use only." Submit 30 days in advance)		
PHASE I - IDENTIFY		
a. BRIEFLY IDENTIFY COMMUNICATION NEED / 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. Please provide any additional information below and/or attach relevant documents when submitting this form.		
PHASE II - SELECT		
a. PRIMARY AUDIENCE:		
b. SECONDARY AUDIENCE(S) <input type="checkbox"/> Families <input type="checkbox"/> All personnel <input type="checkbox"/> Host Nation <input type="checkbox"/> State Department <input type="checkbox"/> Retirees		
c. LIST DESIRED OUTCOME(S)/ GOAL(S) (e.g., Increase awareness; increase participation; etc.)		
PHASE III - EXECUTE		
a. PREFERRED MEDIA CHANNELS (PAO does not guarantee availability of all requested channels)		
<input type="checkbox"/> AFN <input type="checkbox"/> USAG Wiesbaden Twitter <input type="checkbox"/> USAG Wiesbaden Instagram <input type="checkbox"/> Hot Topics <input type="checkbox"/> USAG Wiesbaden Facebook <input type="checkbox"/> Video Product <input type="checkbox"/> Garrison Website		
b. THEMES (FOR INTERNAL USE ONLY) (Bullet statements; should align with organizational communication plan and strategic communication guidance)		
c. TACTICS (FOR INTERNAL USE ONLY) (Bullet statements; describe specific communications products, messages, messengers, media and timeline)		
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)		

UPON COMPLETION - Send filled out form to:
 usarmy.wiesbaden.id-europe.list.public-affairs-office@mail.mil