

1. COMMAND	2. DATE
3. ISSUE	4. ACCOUNT NO.
5. COMMAND STRATEGIC GOAL SUPPORTED	
6. PUBLIC AFFAIRS OFFICER (NAME, RANK, CODE)	7. ACCOUNT MANAGER (NAME, RANK, CODE)
I. SITUATION	
8. RESEARCH METHODS USED IN SITUATION IDENTIFICATION AND ANALYSIS	
9. SITUATION IDENTIFICATION (WHAT'S HAPPENING NOW? WHAT IS THE SOURCE OF THE CONCERN? WHY IS IT OF CONSEQUENCE TO THE COMMAND?)	
10a. INTERNAL AND EXTERNAL SITUATION ANALYSIS (WHERE IS THIS A PROBLEM? WHAT POSITIVE AND NEGATIVE FORCES ARE OPERATING NOW? WHO IS INVOLVED AND/OR AFFECTED? HOW ARE THEY INVOLVED AND/OR AFFECTED? WHAT ARE THEIR ATTITUDES ABOUT THE PROBLEM/SITUATION? HOW MUCH DO PEOPLE USE INFORMATION IN THE PROBLEM/SITUATION? WHAT KINDS OF INFORMATION DO PEOPLE USE? HOW DO PEOPLE USE INFORMATION? WHAT PREDICTS INFORMATION USE?)	
10b. COMMAND STRENGTHS AND WEAKNESSES RELATED TO THE ISSUE	

II. STRATEGY

11a. INTERNAL TARGET AUDIENCE

11b. INTERNAL SUB-TARGET(s)

12a. EXTERNAL TARGET AUDIENCE

12b. EXTERNAL SUB-TARGET(s)

13. OJECTIVE
WHAT MUST BE ACHIEVED WITH EACH PUBLIC TO ACCOMPLISH THE STRATEGIC GOALS OF THE COMMAND? HOW DOES YOUR PLAN MEET THE GOALS OF LEADERSHIP? HOW DOES YOUR PLAN ENHANCE MORALE AND/OR READINESS? HOW DOES YOUR PLAN HELP BUILD PUBLIC TRUST AND SUPPORT?

14. METRICS THAT WILL BE USED TO MEASURE OUTCOME

15a. INITIAL ATTITUDE MEASURE RESEARCH QUESTION(s)

15b. INITIAL ATTITUDE MEASURE FINDINGS

16. RESOURCES NEEDED

III. IMPLEMENTATION

17. MESSAGE CONTENT

18. MESSAGE STYLE

19. SPECIFIC MESSAGES/COMMUNICATION POINTS (SPECIFY INTERNAL, MEDIA, COMREL)

20. MEDIA TO BE USED, NAME, AFFILIATION, REPORTER, CONTACT INFO (SPECIFY INTERNAL, MEDIA, COMREL)

21. CHANGE AGENTS/COMMUNICATORS (SPECIFY INTERNAL, MEDIA, COMREL)

22. SEQUENCE OF EVENTS/SCHEDULE (SPECIFY INTERNAL, MEDIA, COMREL)

23. TEAM ASSIGNMENTS (SPECIFY INTERNAL, MEDIA, COMREL)

IV. EVALUATION

24. POST-EVENT ATTITUDE MEASURE FINDINGS (SAME QUESTION[s] AS IN BLOCK 15a)

25. WAS YOUR PLAN APPROPRIATE TO MEET THE OBJECTIVE? WAS YOUR CHOSEN APPROACH THE BEST ONE TO USE? WHAT WAS THE IMPACT ON TARGET AUDIENCE(s)?

26. LESSONS LEARNED

27. ADJUSTMENTS NEEDED TO CORRECT SHORTFALLS IN THIS PLAN OR TO REINFORCE MESSAGES

28. RETURN TO BLOCK 8

V. ADDITIONAL COMMENTS (INCLUDE PERTINENT BLOCK NO.)

V. ADDITIONAL COMMENTS (INCLUDE PERTINENT BLOCK NO.)