*Template last updated on 13 October 2021*

**How to Use this Template**

Fill in the brackets with the appropriate information. Instructions and examples are provided to help guide you. Remove any bracket symbols and gray boxes when finished.

This is an ongoing document, so *there may be several iterations with updated facts and messaging. Consider using a color code system to track each version.*

## **Subject:** [ Subject ] as of [ DDMMYYYY HH:mm ]

**PA Posture/Guidance:**

[ Write a bulleted list that includes: ]

* [ **Active / Passive** ][ Guidance statement, e.g., “PA posture in coordination with FEMA” ]
* [ Coordinating and approval procedure(s), e.g., “Release authority is approved at the local PAO level with the understanding that top line messaging will be incorporated in all products” ]
* [ Key themes, e.g., “Team Effort” ]
* [ Important keywords for use in releases, e.g., “FEMA” ]
* [ Messaging and talking points]
* [ Prohibited language that goes against the top-line message ]
* [ Summary of all key, releasable facts ]

**Top Line Messages:**

The [ organization ] has [ # ] primary focus areas in its [ current mission ]:

1. [ Focus #1 ]

* [ Add relevant information about the focus area ]

1. [ Focus #2 ]

* [ Add relevant information about the focus area ]

1. [ Focus #3 ]

* [ Add relevant information about the focus area ]

**Q&A:**

**Q1:** [ Provide anticipated questions or previously asked questions, e.g.,“Do you have any photos/video of response efforts to Hurricane Maria?”]

**A1:** [ Provide an approved response for all questions, e.g., “Please visit the DVIDS Hurricane Maria feature page. [www.dvidshub.net/feature/hurricanemaria](http://www.dvidshub.net/feature/hurricanemaria)” ]

**Q2: [ ]**

A2: [ ]

**Q3: [ ]**

A3: [ ]

**Q4: [ ]**

A4: [ ]

**Q5: [ ]**

A5: [ ]

**Q6: [ ]**

A6: [ ]

**Q7: [ ]**

A7: [ ]

**Q8: [ ]**

A8: [ ]

**Q9: [ ]**

A9: [ ]

**Q10: [ ]**

A10: [ ]