

PAG Template

A PPAG message shall have as a minimum the following addressees:

FROM: (SPONSORING COMMAND)
TO: SECDEF WASHINGTON DC//ASD(PA):DPL//
INFO: SECSTATE WASHINGTON DC//PA-P//
SECDEF WASHINGTON DC//USD(P)//
SECDEF WASHINGTON DC//ASD-RA (if Reserve or National Guard are participants)

PERTINENT EMBASSIES
CJCS WASHINGTON DC//PA//
AFFECTED THEATER COMMANDS PA DIRECTORATES
COMPONENT COMMANDS PA DIRECTORATES
PAO OF PARTICIPATING ARMED SERVICE(S)

Subject:

The subject line of the PPAG should state "PROPOSED PUBLIC AFFAIRS GUIDANCE - followed by the exercise and/or event name (U)." For coordination, it is best if the subject is unclassified. If an exercise or event is so sensitive that the actual name cannot be used, an unclassified short title should be used; e.g., "PROPOSED PUBLIC AFFAIRS GUIDANCE - CC-(U)."

Paragraph 1. References. Pertinent messages or other documents shall be cited in the reference section.

Paragraph 2. Background
Significant existing or anticipated problems

Paragraph 3. Purpose
Coordination, if any
Request OASD(PA) approval
Suspense date

Paragraph 4. PA Approach. The third paragraph shall discuss the public affairs approach for the exercise; i.e., **active** or **passive**. This may be a restatement of the PA policy indicated in the SMEB.

- An "**active approach**" involves efforts made to stimulate public or press interest such as distributing press releases and inviting the press to observe the exercise.
- A "**passive approach**" is where no action is taken to generate media and/or public interest in an issue or activity beyond answering specific inquiries. If a passive approach is desired, the PPAG shall so indicate and specify that the PAG is for response to query (RTQ) only.

PAG Template (Cont'd)

Paragraph 5. Contingency Statement and Public Statement.

A statement that explains the exercise and/or event. The statement shall be for public release in an active PA approach or for RTQ in a passive PA approach.

If an interim statement is needed before release of the PAG
5 Ws and H in News release format

Paragraph 6. Q & A

Numbered Q1./A1., Q2./A2., respectively.
Embed command messages into Q & As where possible for consistency and to reinforce points.

Paragraph 7. Miscellaneous

The seventh paragraph shall contain other pertinent information to include the following items (when a certain sub-paragraph is not applicable, so state):

- 7.1 Command Messages
- 7.2 Command Relationships
- 7.3 Media Information
 - Joint Information Bureau*
 - News media representative*
- 7.4 Media Coverage
 - Public Affairs Assessment*
- 7.5 DoD *Media Pool*
- 7.6 Internal Media coverage
 - Military journalist*
- 7.7 *Public Affairs Ground Rules*
 - Security Review*

Paragraph 8. Point of Contact

The eighth paragraph shall state the originating POC's name and phone number.

Paragraph 9. Declassification Instructions

Declassification instructions shall be the last part of the message and in accordance with subsection 4-207 of DoD 5200.1-R (reference (d)).