



DIGITAL & VIDEO STORYBOARDS SUBMISSION GUIDANCE LAST UPDATED 16 MAY 2017  
SEND TO [OCCHSTORYBOARDS@GMAIL.COM](mailto:OCCHSTORYBOARDS@GMAIL.COM)

## ESSENTIAL ELEMENTS

- **2 Immediate and Quality .JPEG photos or 1 video file .mpeg, .amv, .mov, .wmv less than 2 min long with 5Ws in email:**
  1. **WHO:** Chaplain or Religious Affairs Specialist NCO Identified by Name & Rank, Unit, Regiment, Battalion, Brigade
  2. **WHAT:** description of the event?
  3. **WHEN:** DTG
  4. **WHERE:** Location
  5. **WHY:** So What, key quote, line of effort, theme or take away
- **Name, Rank, Unit, E-mail, Phone Number of POC Submitting**
- **Include Link to news story, video, podcast or post on Social Media if applicable: @TwitterHandle \ @FacebookProfile \ Flickr Album**
- **Coordinate permissions and release of media with Families and your unit PAO to not violate OPSEC.**

## APPROPRIATE TOPICS

### CHAPLAIN CORPS CAMPAIGN PLAN

Interoperability / JIIM

Leader Development

Recruiting and Diversity

Religious Professionals

Providing Care for Soldiers & Families

Called by God to Serve Soldiers and Families

Chaplain & Religious Affairs Specialist Identity

Best Practices & New Programs, Chief of Chaplains Initiatives

Talent Management

### KEY MESSAGING

UMT Good News Stories, Services, Events from Field

Nurture The Living | Care for the Wounded | Honor the Fallen

### SOCIAL MEDIA CAMPAIGN

Meet Your Army Monday

Goodbye! Welcome Home! Deployments & Re-Deployments

Defense Support to Civil Authorities

