Guidance for Creating Guidance
[Replace with Product Title]

Description

The purpose of this document is to provide guidance for the content and format for OST communication product guidance. Product guidance should follow as closely as possible the format used in this document. In the Description section of product guidance, give a description of the product that is consistent with, but expands on, what is given in the current OST Communication Plan. The description can include specific details about the products such as the estimated number of pages and the appearance. This section can be in paragraph form.

Purpose and Messages

In paragraph form, explain the purpose of the communication product and indicate the time period to be covered by the information. Using the format shown below, explain the messages that are to be conveyed in the product. The messages indicated must be consistent with the messages provided in the current OST Communication Plan.

Message 1	More detail about specific aspects of message to convey
Message 2	More detail about specific aspects of message to convey
Etc.	

Audiences

If introductory text is necessary, provide it at the beginning of the section in paragraph form. Then, using the format shown below, list the OST audiences that are the target for the product. The information listed here should be consistent with the current OST Communication Plan. Note: For products that are for Congress, indicate in the guidance whether they are for the Authorization/Appropriations Committee, the Investigations Subcommittee, or some other committee.

Audience 1	Why it is considered an audience
Audience 2	Why it is considered an audience
Etc.	

Evaluation Methods

Indicate the product evaluation method(s) listed in the current OST Communication Plan that will be used to determine if the product achieved its purpose, successfully conveyed its message, and reached the appropriate audiences. This section can be in paragraph form.

Roles and Responsibilities

If introductory text is necessary, provide it at the beginning of the section in paragraph form. Then, using the format below, list all the individuals with responsibilities associated with developing, approving, and producing the product. List people by name.

Person or Group	Role	Period of Involvement
Person or Group 1	Summary of the role	Month/Year to Month/Year
Person or Group 2	Summary of the role	Month/Year to Month/Year
Etc.		

Development

1. Provide step-by-step instructions for developing the product. Number each step in the development process and provide instructions in paragraph format. This section could include specific details about content that should be included and recommended information sources. List people by title or function rather than by name.

Approval Process

1. Provide step-by-step instructions for getting the product approved. Number each step in the approval process and provide instructions in paragraph format. List people (by title or function rather than by name) including the Product Champion and the appropriate members of OST management who must sign to approve the product before it moves to production. Refer to the sample communication product approval sheet in the Attachments.

Production

1. Provide step-by-step instructions for getting the product produced in either hard copy or electronically (or both). Number each step in the production process and provide instructions in paragraph format. List people by title or function rather than by name.

Schedule

If introductory text is necessary, provide it at the beginning of the section in paragraph form. Using the format below, provide specific dates for the development, approval, and production schedule. Include five to ten key milestone dates only. Do not attempt to create a detailed, day-by-day account of activities.

Month/Day/Year	Description of what should be accomplished
Month/Day/Year	Description of what should be accomplished

Etc.	

Distribution/Access

In paragraph form, describe how the product will be distributed. The information provided in this section should be consistent with the distribution mechanisms defined in the current OST Communication Plan.

Special Instructions

If other instructions are required but do not fit into other headings, describe them in this section either in list or paragraph form. This section can be inserted into the place most logical for a specific products' guidance.

Note: If a heading is provided but does not apply to a specific product's guidance, include the heading and in the section put the following statement: "[Section Title] does not apply to [Product Title]."

Attachments

If sample pages of the product have been created or other resource materials are available, they can be provided as attachments. Be sure to refer to attachments within the body of the guidance.

The attachment to this Guidance for Creating Guidance is a sample communication product approval sheet, which is on the following page.

OST Communication Product
Approval Sheet

Type of material submitted: (check one)

✍✍ ITSR TMS #_____ ✍ Other:_____
✍✍ Success Story ✍ Program Summary Document

Title of material:_____

FA/XC/EMSP:_____ Source:_____

Provided to:_____ Date: _____ Return to Diana by:_____
HQ Prog. Mgr. (2 weeks)

Provided to: Rashalee____ Date: _____ Return to Diana by:_____
(2 weeks)

Provided to:_____ Date: _____ Return to Diana by:_____
POC if edits needed (2 weeks)

Comments:_____

Recommended distribution:_____

FA/XC/EMSP:_____ Date:_____
Approval Signature

ITSR Editor:_____ Date:_____
Approval Signature

OD Signature:_____ Date:_____
Approval Signature

Product Champion:_____ Date:_____
Approval Signature