



CURTIS E. LEMAY CENTER

FOR DOCTRINE DEVELOPMENT AND EDUCATION



ANNEX 3-61 PUBLIC AFFAIRS OPERATIONS

INTRODUCTION TO PUBLIC AFFAIRS

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Public Affairs (PA) is defined as “Those public information, command information, and community engagement activities directed toward both the external and internal publics with interest in the Department of Defense” (Joint Publication [JP] 3-61, Public Affairs). **The Air Force conducts PA operations to communicate timely, truthful, and useful information about Air Force activities to Air Force, domestic, and international audiences.** PA operations assist commanders to achieve effects such as deterring conflict; fostering public trust and support for operations; countering adversary propaganda or misinformation that may affect unit morale or readiness; restoring peace; or waging war. By disseminating information concerning air, space, and cyberspace capabilities, preparations, and results, PA operations enhance Airman morale and readiness to accomplish the mission, gain and maintain public support for military operations, and communicate United States resolve in a manner that provides global influence and deterrence. **Truth is the foundation of all public affairs operations,** both in terms of credibility and capability. Timely and agile dissemination is essential to help achieve desired information effects.