



# CURTIS E. LEMAY CENTER

FOR DOCTRINE DEVELOPMENT AND EDUCATION



## ANNEX 3-61 PUBLIC AFFAIRS OPERATIONS

### **PA RELATIONSHIP TO COMMUNICATION SYNCHRONIZATION**

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The Air Force supports Department of Defense (DOD) efforts to synchronize, align, and coordinate communication activities to facilitate an understanding of how the planning and execution of DOD strategies, plans, operations, and activities will be received or understood by key audiences. Inconsistencies between what US forces say and do can reduce DOD credibility and negatively affect current and future missions.

Communication synchronization entails focused efforts to create, strengthen, or preserve conditions favorable for the advancement of national interests, policies, and objectives. Within DOD, joint force commanders (JFCs) implement higher-level communication guidance through the commander's communication synchronization process. JFCs provide guidance and their staffs develop the approach for achieving information-related objectives and ensuring the integrity and consistency of themes, messages, images, and actions to the lowest level through the integration and synchronization of relevant information-related capabilities. ([JP 1, Doctrine for the Armed Forces of the United States.](#))

As the Air Force's primary conduit for public information, public affairs (PA) plays a key role in the communication synchronization process. It counsels leadership on how audiences may perceive military actions, as well as how the information environment may affect operations. PA may create, strengthen, or preserve conditions favorable to accomplishing desired objectives by providing the public timely, factual, and accurate information. PA also analyzes and assesses communication effects and their progress toward mission accomplishment. This assists commanders with decision making and adjusting their communication strategy when necessary.

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