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FOR DOCTRINE DEVELOPMENT AND EDUCATION



[ANNEX 3-61 PUBLIC AFFAIRS OPERATIONS](#)

PA RELATIONSHIP TO INFORMATION OPERATIONS

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Public affairs (PA) operations are an integral military capability of both informational flexible deterrent options and [information operations](#). A flexible deterrent option (FDO) is “a planning construct intended to facilitate early decision making by developing a wide range of interrelated responses that begin with deterrent-oriented actions carefully tailored to produce a desired effect” (JP 5-0, [Joint Operation Planning](#)). The FDO is the means by which the various diplomatic, information, military, and economic deterrent options available to the President are included in the [joint operation planning process](#). Information operations are “the integrated employment during military operations of [information-related capabilities](#) (IRCs) in concert with other lines of operation to influence, disrupt, corrupt, or usurp the decision making of adversaries and potential adversaries while protecting our own” (Annex 3-13, [Information Operations](#)). IO does not “own” individual capabilities but rather employs IRCs in an integrated manner to create a desired effect—to affect adversary, neutral, and friendly decision-making—contributing toward a specified end-state. PA plays a significant role throughout the [range of military options](#), with PA being one of the most prominent IRCs used prior to the outset of hostilities and during [stability operations](#). While PA cannot provide false or misleading information, it must be aware of the intent of other IRCs such as [military deception](#), [military information support operations](#), and [operations security](#) to lessen the chance of compromise. PA integration with other IRCs through IO is vital to ensure the capabilities complement rather than conflict with each other.
