



CURTIS E. LEMAY CENTER

FOR DOCTRINE DEVELOPMENT AND EDUCATION



ANNEX 3-61 PUBLIC AFFAIRS OPERATIONS

SOCIETY'S RELIANCE ON INFORMATION

Last Reviewed: 19 June 2014

Society's demonstrated reliance on and demand for current information concerning world events present commanders with a valuable opportunity to employ [public affairs](#) (PA) operations. **Timely, accurate, and useful information provided during peacetime builds credibility with news media representatives and the public, translating into relationships vital to the warfighter.**

The relationship built between the military and the public in peacetime is vital to mission success in wartime or during [contingencies](#) since information coming from US/[coalition](#) forces will have a greater likelihood of being accepted as credible, truthful, and useful than would the adversary's information. The truth-based relationship strengthens PA operational capabilities to counter adversary [propaganda](#) and misinformation, to leverage credibility to shape global influence and deterrence, to build public trust and support, and to enhance Airman morale and readiness.

Although United States adversaries have used and misled domestic and international media to communicate propaganda during many conflicts, PA operations conducted by the US are truth-based and will not intentionally mislead the US Congress, public, or media.
