



CURTIS E. LEMAY CENTER

FOR DOCTRINE DEVELOPMENT AND EDUCATION



ANNEX 3-61 PUBLIC AFFAIRS OPERATIONS

PA ROLES IN INFORMATION OPERATIONS

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Public affairs (PA) operations are an important component of informational flexible deterrent options (IFDOs) and build a commander's predictive awareness of the international public information environment and the means to use information to create effects across the spectrum of Air Force operations. PA operations are a key military information-related capability (IRC) with the ability to create decisive effects in support of information operations (IO), and in support of the other activities, such as counterpropaganda operations. As an important military IRC, **PA operations are a force multiplier by analyzing and influencing the information environment's effect on military operations.** PA operations have the opportunity to create the greatest effect before the onset of hostilities. The strategic effect PA operations can create highlights the importance in ensuring PA personnel are involved at the earliest planning stages as well as during the execution and assessment of operations. It also highlights the importance of ensuring PA operations are synchronized and deconflicted with other IRCs through IO.