



## ANNEX 3-61 Public Affairs Operations



**Step 1:**

- Click on a DTM hyperlink
- The DTM will open in a PDF file for review

**Step 2:**

- Review each DTM
- Identify any DTMs requiring updates using the DTM Review Matrix provided in the tasking email

### Introduction to Public Affairs Operations

- Commander's Responsibility
- Department of Defense Guidance on Public Affairs
- PA Relationship to Strategic Communication
- PA Relationship to Information Operations
- PA Relationship to Combat Support
- PA Relationship to Building Partnerships
- PA Relationship to Effects-based Approach to Operations

### Global Information Environment

- Media Environment
- Society's Reliance on Information

### PA Principles

- PA Competencies
- PA Tasks

### PA Roles in Information Operations

- Strategic Effects
- Counterpropaganda
- Military Information Support Operations (MISO)
- Analysis and Dissemination

### Operational Engagement

- Command Relationships While Deployed
- Integration With Air and Space Operations
- Planning, Deployment, Execution, and Assessment

### Appendix A: DODD 5122.5 [E2] Principles of Information

### Appendix B: DODD 5122.5 [E3] Statement of DOD Principles for News Media Coverage of DOD Operations

**NOTE:**

- The DTM Review email should include a hyperlink to the applicable Table of Contents (TOC) page
- This example is the TOC page for Annex 3-61 Public Affairs Operations
- Each Volume/Annex has a TOC page listing associated Doctrine Topic Modules (DTMs)
- DTMs discuss a single doctrine concept, and may be accessed using the hyperlink on the TOC page