



CURTIS E. LEMAY CENTER FOR DOCTRINE DEVELOPMENT AND EDUCATION



AIR FORCE DOCTRINE PUBLICATION (AFDP) 3-61 PUBLIC AFFAIRS OPERATIONS

SOCIETY'S RELIANCE ON INFORMATION

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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 and coalition forces will have a higher likelihood of being accepted as credible, truthful, and useful than would the adversary's information. This truth-based relationship strengthens PA operational capabilities to counter adversary [propaganda](#) and disinformation. It leverages credibility to shape global influence and deterrence. It also builds public trust and supports and enhances the morale and readiness of the Service's personnel and families.

Although US 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.
