



PUBLIC AFFAIRS RELATIONSHIP TO COMMANDER'S COMMUNICATION SYNCHRONIZATION

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The Department of the Air Force (DAF) supports Department of Defense (DOD) efforts to synchronize, align, and integrate communication activities to facilitate an understanding of how the planning and execution of DOD strategies, plans, operations, and activities will be received or understood by key audiences. Inconsistencies between what US forces say and do can reduce DOD credibility and negatively affect current and future missions.

Commander's communication synchronization (CCS) is a commander's process for coordinating and synchronizing themes, messages, images, operations, and actions to support strategic communication-related objectives and ensure the integrity and consistency of themes and messages to the lowest tactical level through the integration and synchronization of all relevant communication activities.

As the DAF's primary capability for public communication, public affairs (PA) plays a crucial role in the CCS process; consistent with Joint Publication 3-61, [Public Affairs](#), PA typically leads the CCS process for the command. PA counsels leadership on how audiences may perceive military actions and assesses how conditions in the IE may affect operations. PA may create, strengthen, or preserve conditions favorable to accomplishing desired objectives by providing the public with timely, factual, and accurate information. PA also analyzes and assesses communication effects and their progress toward mission accomplishment. This assists commanders with decision making and adjusting their communication strategy when necessary.