



## CURTIS E. LEMAY CENTER FOR DOCTRINE DEVELOPMENT AND EDUCATION



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

## OPERATIONAL ENGAGEMENT

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Public affairs (PA) operations are continuously conducted across the range of military operations. The continuous planning, execution, and assessment of the broad range of PA operations enhance a commander's ability to shape the [information environment](#), achieve desired effects, and meet operational objectives. The basic [tenets](#), capabilities, and [activities](#) of PA operations remain the same whether units are at home station or deployed—only the specific focus of the operations change. PA operations are most effective in war or contingencies when integrated with other [information-related capabilities](#). They are part of [strategy development](#), planning, and execution phases of operations.

To provide the relevant counsel in support of operations, **PA is fully integrated into the activities of the [air operations center \(AOC\)](#) and related information operations teams, cells, and other bodies, with the requisite and rapid access to critical information.** PA personnel in the AOC develop communication strategies and plans and monitor current operations for emerging issues that have the potential to impact the overall operation positively or negatively (e.g., a successful strike using a new weapon system, civilian casualties, fratricide, etc.). PA expertise is essential to interpret events in the information environment. It enhances the operational courses of action available to commanders, particularly when fully integrated into joint operation or campaign plans. Similarly, PA should also be fully integrated into the operational activities and components of Space Force organizations.

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