



CURTIS E. LEMAY CENTER

FOR DOCTRINE DEVELOPMENT AND EDUCATION



ANNEX 3-61 PUBLIC AFFAIRS OPERATIONS

PA RELATIONSHIP TO BUILDING PARTNERSHIPS

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Building Partnerships (BP) is interacting through words and deeds with domestic partners, foreign governments, militaries, and populations in order to build trust-based relationships for mutual benefit. An important aspect of BP is the ability to influence the perceptions, will, and behavior of competitors and adversaries so they act in a manner more favorable to US and partner nation interests.

BP has two principal missions: Shape and Communicate.

- ★ **Shape** refers to conducting activities to affect the perceptions, will, behavior, and capabilities of partner, competitor, or adversary leaders, military forces, and relevant populations to further US national security or shared global security interests.
- ★ **Communicate** refers to developing and presenting information to accomplish the same.

Public affairs supports BP by making foreign audiences aware of US capabilities and resolve while also building and sustaining domestic public trust and support of Air Force contributions to national security.
