

# 35P | PUBLIC AFFAIRS OFFICER



U.S. AIR FORCE

## WHO WE ARE

Public affairs officers serve as **advisors** to Air Force, Space Force and Joint commanders and lead PA forces and operations. We are among a small group **expert in the employment of information** to meet tactical and operational objectives in support of broader Air Force, Space Force and DoD strategies across the spectrum of military operations.

## WHAT WE DO

The global information environment is **dynamic and challenging**. No day is ever the same for a PA officer. Here are just a few of our responsibilities:

- Advice and counsel to leaders
- Communication strategy
- Research, planning, evaluation
- Clearing information for release
- Countering disinformation
- Media interviews and embeds
- Community engagement
- Social media
- Visual documentation
- Opinion leader engagement
- Contingency response
- Industry coordination
- Interagency synchronization
- Combat camera
- Entertainment industry liaison
- Airshows and flyovers



## WHERE WE SERVE

Public affairs is **critical to mission success** at every major Air Force and Space Force installation around the world. And with deployed opportunities in Southwest Asia, Africa, Central America and beyond, the opportunities as a PA officer are truly global.



“It is Department of Defense policy to make available **timely and accurate information** so that the public, the Congress, and the news media may assess and understand the facts about **national security and defense strategy**. “

*DODD 5122.5, DoD Principles of Information*

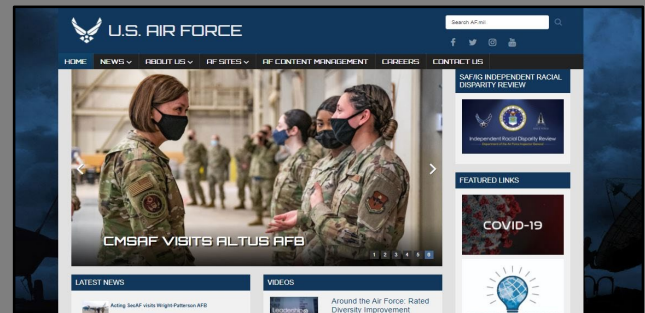
## PA CORE COMPETENCIES

- Trusted counsel to leaders
- Airman and Guardian morale and readiness
- Public trust and support
- Global influence and deterrence

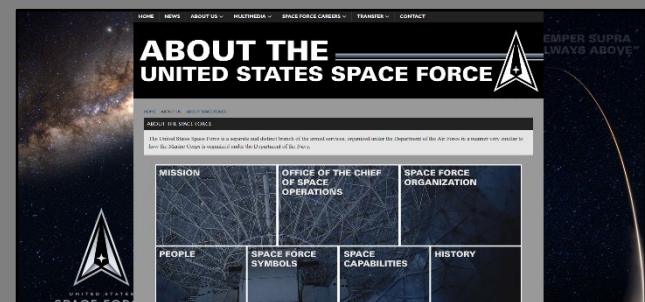


## TO LEARN MORE

You can see our work in action on the official pages of the [@usairforce](#) and [@spaceforcedod](#).



[af.mil](#)



[spaceforce.mil](#)

If a career in Public Affairs interests you, visit [publicaffairs.af.mil](#) to learn more about our major units and missions.

## THE IDEAL CANDIDATE

- ... has superior written communication skills (writes clearly and concisely), is well organized, and speaks with confidence and authority

## DESIRED DEGREES

- Communication / journalism
- Composition / writing / rhetoric
- Political science / public administration
- National security / international relations
- Marketing
- Psychology



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