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SECRETARY OF THE AIR FORCE**

AIR FORCE POLICY DIRECTIVE

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Public Affairs

PUBLIC AFFAIRS MANAGEMENT



COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This publication implements Department of Defense Directive 5122.05, *Assistant to the Secretary Of Defense for Public Affairs (ATSD(PA))*, Department of Defense Directive 5230.09, *Clearance of DoD Information for Public Release*, Department of Defense Directive 5410.18, *Public Affairs Community Relations Policy*, Department of Defense Instruction 5160.48, *DoD Public Affairs and Visual Information (PA&VI) Education And Training (E&T)*, Department of Defense Instruction 5400.13, *Public Affairs Operations*, Department of Defense Instruction 5400.18, *Public Affairs Community Relations Policy*, Joint Publication 3-61, *Public Affairs*, Air Force Doctrine Annex 3-61, *Public Affairs Operations*, and Air Force Manual 33-363, *Management of Records*, March 1, 2008 and is consistent with Title 10 United States Code.

This policy directive applies to all Air Force military and civilian personnel, members of the Air Force Reserve and Air National Guard.

Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through appropriate functional chain of command. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System Records Disposition Schedule.

SUMMARY OF CHANGES

Recent changes to this publication include the clarification of responsibilities of the Secretary of the Air Force Office of Public Affairs (SAF/PA) and updated responsibilities for Headquarters Air Force integration of communication activities.

1. Overview. The Air Force has an obligation to communicate with the American public, including Airmen and families, and it is in the national interest to communicate with the international public. Through the responsive release of accurate information and imagery to domestic and international audiences, public affairs puts operational actions in context, informs perceptions about Air Force operations, helps undermine adversarial propaganda efforts and contributes to the achievement of national, strategic and operational objectives. This directive establishes the framework for Air Force public affairs operations.

2. Policy. The Air Force shall conduct comprehensive, active communication programs at all levels of command—in garrison and while deployed—to provide Airmen and their families, Congress and the American public timely, factual and accurate Department of Defense and Air Force information that contributes to awareness and understanding of the Air Force mission.

2.1. The Air Force shall respond to requests for releasable information and material. To maintain the service's credibility, commanders shall ensure a timely and responsive flow of such information.

2.1.1. The Secretary of the Air Force authorizes delegating the review of information proposed for public release to the lowest level competent to evaluate the content. Generally, reviewers shall assess the potential implications of releasing the information, ensuring it is not classified, does not disclose operationally sensitive elements, and does not conflict with established government policies or programs.

2.1.2. Public affairs programs shall not practice propaganda, disinformation or activities intended to bias, mislead, misinform or deny otherwise releasable information.

2.2. The Air Force shall develop and maintain cooperative and responsive relations with the public and media. Public affairs activities will support leaders at all levels in fostering public trust and support through active community outreach.

2.3. The Air Force shall collect, preserve and accession visual information products to meet operational, informational, training, research, legal, historical and administrative needs.

2.4. The Air Force shall organize, train and equip its bands to conduct appropriate engagements to foster sustained public trust and support, sustain warfighter morale, build partnerships, foster national pride, patriotism and service and recruit talented Airmen.

3. Responsibilities.

3.1. The Air Force Director of Public Affairs is the principal official of the Secretary of the Air Force Office of Public Affairs (SAF/PA) and responsible for providing guidance, direction and oversight on the formulation, review and execution of public affairs plans, policies, programs and budgets. SAF/PA serves as the functional authority and career field manager for Air Force public affairs professionals.

3.1.1. The SAF/PA Director advises the Secretary of the Air Force, Chief of Staff of the Air Force, Secretariat, and Air Staff on all matters relating to Air Force communication strategies and programs.

3.1.2. SAF/PA plans, supervises, organizes/synchronizes, conducts, evaluates and assesses the impact of Headquarters Air Force and enterprise public affairs operations.

3.1.3. SAF/PA monitors and supports all Air Force content distributed in Defense Media Activity-produced Air Force products, ensuring they meet the needs and standards of Air Force leaders and audiences.

3.1.2. SAF/PA exercises supervisory responsibilities over its field operating agency, the Air Force Public Affairs Agency.

3.2. Commanders of Air Force major commands and direct reporting units shall develop procedures that implement command-unique policies that complement Air Force-level programs, and synchronize them with the Air Force Public Affairs Communication Strategy and related communication planning.

3.2.1. Commanders shall also initiate, manage and evaluate public affairs programs for their assigned organizations and units.

3.2.2. Major commands shall ensure theater concept plans, operations plans, functional plans and other theater- or mission-specific planning documents include public affairs logistics support and planning details and complement combatant command public affairs objectives, themes and messages.

HEATHER WILSON
Secretary of the Air Force

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

10 U.S. Code § 974, *Military musical units and musicians*

Department of Defense Directive 5122.05, *Assistant to the Secretary Of Defense for Public Affairs (ATSD(PA))*, August 7, 2017

Department of Defense Directive 5230.09, *Clearance of DoD Information for Public Release*, August 22, 2008 (Incorporating Change 2, April 14, 2017)

Department of Defense Directive 5410.18, *Public Affairs Community Relations Policy*, May 30, 2007

Department of Defense Instruction 5160.48, *DoD Public Affairs and Visual Information (PA&VI) Education And Training (E&T)*, March 21, 2011

Department of Defense Instruction 5400.13, *Public Affairs Operations*, October 15, 2008

Department of Defense Instruction 5400.18, *Public Affairs Community Relations Policy*, May 30, 2007

Joint Publication 3-61, *Public Affairs*, August 19, 2016

Air Force Doctrine Annex 3-61, *Public Affairs Operations*, July 28, 2017

Air Force Manual 33-363, *Management of Records*, March 1, 2008

Prescribed Forms

None

Adopted Forms

AF Form 847, *Recommendation for Change of Publication*