

35P | PUBLIC AFFAIRS OFFICER



U.S. AIR FORCE

WHO WE ARE

Public affairs officers (PAO) 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**, and we serve a role in every aspect of military operations, leveraging information to meet mission objectives and educate the public on military activities.



WHAT WE DO

The global information environment is **dynamic and challenging**. No day is ever the same for a PA officer. As one of the six principal capabilities of Air Force Information Warfare (IW), Public Affairs serves as DoD's **primary public communication capability**. Our responsibilities include:

- Advice and counsel to leaders
- Communication strategy
- Research, planning, evaluation
- Media interviews/flights/embeds
- Community engagement
- Air shows, flyovers, public events
- Opinion leader engagement
- Industry/think tank engagement
- Countering mis-/disinformation
- Integration with other Information Warfare capabilities
- Contingency and crisis response
- Audiovisual production
- Visual documentation
- Combat camera
- Entertainment industry liaison
- National media outreach
- Interagency coordination

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



THE IDEAL CANDIDATE

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

DESIRED DEGREES

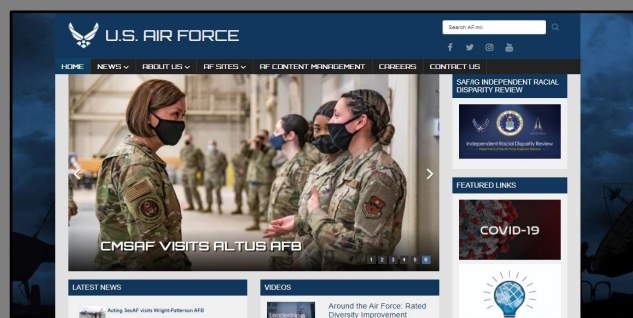
- Communication / journalism
- Rhetoric / writing / composition
- Political science / government / public admin
- National security / international relations
- Marketing
- Psychology

UNIQUE EXPERIENCES

- Apply relevant education with global impact from Day One!
- Air Force-funded master's degree and the opportunity to train with industry leaders
- Leadership and command opportunities
- Opportunities to live and serve worldwide

TO LEARN MORE

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



[af.mil](#)



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



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