

Spring 2025 Continuity

Job Title: Public Affairs Commander

Immediate Chain:

- Wing Commander
- Chief of Staff
- A6/7

Area of Responsibility:

As the Public Affairs Commander, your role is to lead and oversee all operations conducted by the Public Affairs team. You are responsible for ensuring the detachment's image is accurately and professionally represented across all platforms. This includes mentoring your PA officers, reviewing their work for consistency and professionalism, and ensuring deadlines are met. While you may still contribute content directly, your primary responsibility is leadership, coordination, and quality control.

Weekly Flow:

You will review and approve key content and ensure it aligns with the detachment's message and standards:

Sunday:

Confirm the Newsletter is posted to the wing announcement chat before the end of the day.

Review and schedule the Senior Sunday Post in coordination with the PA Officer.

Verify that photos taken throughout the week are uploaded to the shared Google Drive folder.

Friday:

<p>You are the final check to uphold standards, manage workload distribution, and adapt as needed when circumstances shift. Your job is to set the tone, provide vision, and support your team's success through accountability, encouragement, and innovation.</p>	<p>Approve the LLAB recap post or reel and ensure it's posted on time.</p> <p>Monday / Wednesday: Supervise any additional posts or reels scheduled for those days.</p> <p>Assist with brainstorming ideas and guide your team on execution.</p> <p>You are also responsible for stepping in if a PA Officer is unable to complete their task or if priorities shift due to end-of-semester projects, interviews, or special assignments.</p>
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<p>Struggles I Experienced:</p> <ol style="list-style-type: none"> 1. A lot of fast changes and last-minute hiccups. 2. Unexpected circumstances arise within the team. 3. Technological hiccups 	<p>How Did I Address the Struggles?</p> <ol style="list-style-type: none"> 1. Keep your calm and don't let your team know you are stressed. You set the tone on how they react to problems. Come up with a plan and execute it 2. This may or may not happen to you. One of my team members was replaced due to some external conflict. Be quick to combat this situation 3. I had trouble with the live streaming platform due to poor planning. Just make sure you
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	know what to do.
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Advice:

- Lead with example and empathy—your tone will shape the culture of the PA team.
- Be the bridge between Cadet PA Officers and higher leadership.
- Don't try to do everything yourself—delegate smartly, then follow up.
- Prioritize building your team's confidence and creativity.
- Add to this continuity document as needed to keep it updated for the next commander.

Resources/Links:

Passwords Link: (I'd recommend you are the only one with access)

https://docs.google.com/document/d/1c_7C_QBSxR2OuOHzy07WhBWnoPjMNUUJ24N0kWIKj_s/edit?usp=sharing

canva.com → for the Detachment Weekly Newsletter and Alumni Newsletter

<https://www.canva.com/design/DAGj4Sxemkw/sU3rSFySqkvTAaGrYlqpGA/edit>

Another Continuity document from the 2024 Semester for PA:

<https://docs.google.com/document/d/1O1fLRVzIUfmYvikolj5CQiNseu6lrDmcith5CczsMJA/edit?usp=sharing>

Contact Information:

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