

AFSC 35P4, Staff
AFSC 35P3, Qualified
AFSC 35P1, Entry

PUBLIC AFFAIRS
(Changed 31 Oct 15, Effective 26 Feb 15)

1. Specialty Summary. Provides public affairs advice, trusted counsel, and support to commanders, other senior leaders, and unit personnel. Leverages communication capabilities through an integrated approach to advance commanders' mission priorities by researching, planning, resourcing, executing, and evaluating public affairs operations. Communicates timely, truthful, accurate, and credible information about Air Force activities to internal and external military and civilian domestic and international audiences, while maintaining due regard for security, accuracy, privacy, and propriety. Builds, maintains, and strengthens public trust and support for the Air Force. Provides leaders with communication tools to build, maintain, and strengthen Airman morale and readiness. Contributes to U.S. global influence and deterrence through information engagement. Related DoD Occupational Groups: 270700 and 270600.

2. Duties and Responsibilities:

- 2.1. Delivers candid and timely communication counsel and guidance to Air Force leaders on the communication and public perception implications of key decisions, policies, and operations and their potential impact on mission success. Participates in the development of plans and policies and monitors operations to assure consideration of such implications.
- 2.2. Researches, plans, executes, and assesses communication strategies and activities. Ensures all public affairs efforts adhere to applicable federal law, DOD principles governing the release of information, and Air Force policies. Advocates for and manages funds, manpower, training, and equipment to effectively execute public affairs operations to support the mission. Plans, directs, and leads public affairs deployments.
- 2.3. Ensures a free flow of releasable information to the news media. Establishes and maintains relationships with news media representatives, facilitates media access, prepares Air Force subject matter experts for media interviews, and evaluates media coverage. Supports DOD-approved entertainment industry, documentary, and publication requests.
- 2.4. Promotes public knowledge and understanding of Air Force missions, organizations, and capabilities. Fosters coordination, cooperation, and mutual appreciation between the Air Force, local communities, state and federal agencies, and DOD/interagency components. Evaluates requests for Air Force support to public events and coordinates appropriate participation to achieve the commander's communication objectives. Manages environmental public affairs issues and events and ensures legal mandates for community involvement are met. Assists Air Force recruiting efforts. Advises on capabilities, employment, and limitations of Air Force bands and their use in achieving strategic effects based on the commander's priorities, initiatives, and intent.
- 2.5. Establishes the means to link Airmen and their leaders through a robust command information program. Advises about content, propriety, timing, and relative importance of information for internal release through all available means. Contributes to the morale, readiness, productivity, and retention typical of a well-informed force.
- 2.6. Plans for and manages visual information requirements and directs the centralized collection, management, and distribution of imagery for planning, operational, documentation, public affairs, and historical use. Plans for, directs, and leads Combat Camera Airmen in the visual documentation of exercises and combat, contingency, and peacetime operations.

3. Specialty Qualifications:

- 3.1. Knowledge is mandatory of: missions, roles, functions, organizational structures, relationships, operational planning objectives, policies, customs and courtesies, and history of the Air Force; oral, written, and visual communication concepts and principles; traditional and emerging methods and techniques of disseminating information; basic communication theory; legal and ethical considerations surrounding the practice of communication; communication research and analysis; and joint expeditionary operating environments.
- 3.2. Education. For entry education requirements see [Appendix A, 35P CIP Education Matrix](#).
- 3.3. Training. For award of AFSC 35P3, completion of the Defense Information School Public Affairs Course is mandatory for active-duty officers. Reserve Component officers may satisfy this requirement by completion of the DINFOS PAQC Advanced Distributed Learning course although completion by the full in-residence course is preferred.
- 3.4. Experience. For award of AFSC 35P3, a minimum of 18 months of commissioned experience in public affairs assignments is mandatory.
- 3.5. Other. For entry into this specialty, prior enlisted service in any 3N0XX AFSC is desirable.
 - 3.5.1. For entry and retention of AFSC 35PX, the following are mandatory:
 - 3.5.1.2. A valid state driver's license to operate government motor vehicles in accordance with AFI 24-301, *Vehicle Operations*.
 - 3.5.2. No record of disciplinary action (Letter of Reprimand [LOR] or Article 15) for:
 - 3.5.2.1. Failure to exercise sound leadership principles, especially with respect to morale or welfare of subordinates; or
 - 3.5.2.2. Engaging in an unprofessional or inappropriate relationship as defined in AFI 36-2909, *Professional and Unprofessional Relationships*; or documented failures (LOA, LOR or Article 15); or
 - 3.5.2.3. Taking or failing to take action in situations, thereby exhibiting a lack of integrity; or
 - 3.5.2.4. A violation of Article 107, false official statements, Uniform Code of Military Justice (UCMJ).
 - 3.5.2.5. No convictions by a general, special or summary court-martial.
 - 3.5.2.6. No Unfavorable Information File.

3.5.2.7. Never been convicted by a civilian court of a Category 1, 2, or 3 offense, nor exceeded the accepted number of Category 4 offenses. Category 3 and 4 traffic offenses alone are not disqualifying. *NOTE:* Categories of offenses are described and listed in AFI 36-2002, *Regular Air Force and Special Category Accessions*, Uniform Guide List of Typical Offenses.

3.5.3. For retention of AFSC 35PX, the following are mandatory:

3.5.3.1. Specialty requires routine access to Tier 3 (T3) information, systems or similar classified environments. For award and retention of AFSC 35PX, completion of a current T3 Investigation IAW DoDM 5200.02_AFMAN 16-1405, *Air Force Personnel Security Program*.

3.5.3.2. No recorded evidence of substance abuse, emotional instability, personality disorder, or other unresolved mental health problems.