



43 AMOG

MISSION BRIEF

PA- Public Affairs

Mission:

Deliver Trusted Public Affairs Counsel to Leadership, Promote Morale and Readiness, Maintain Public Trust and Support, and Project the U.S. Air Force's Global Influence

Vision:

Empower Team Pope to tell their warrior story and connect through captivating communication

Priorities:

Link Airmen with their Leaders and Mission, Nurture Community Engagement, Liaise with News Media

Who we are: Public Affairs operations support the warfighter, at home and abroad, and the public with capabilities that provide trusted counsel to leaders, enhance Airman morale and readiness to accomplish our mission, and gain and maintain public support for military operations.

What we do: We participate in all phases of operational and event planning to ensure PA capabilities are appropriately integrated, we advise commanders on the information environment and how to effectively leverage PA capabilities, and we synchronize communication activities to ensure consistency of themes, messages, images, actions, and operations.

Who we support:

We work directly for the 43 AMOG/CC and provide Public Affairs counsel to, and coverage of, all 43 AMOG entities as well as Team Pope tenants. We maintain all official Team Pope communication platforms, and we engage with local community leaders and organizations.

How we tie into the greater mission:

Public Affairs is integral to the greater mission as we advance Service priorities and achieve mission objectives through integrated planning, execution, and assessment of communication capabilities.

Our accomplishments:

We work closely with Public Affairs offices from four MAJCOMs to provide content from Team Pope's tenant organizations. We also recently launched a Team Pope Monthly Newsletter!

Our challenges:

Our office suffers from very low manpower. We also have not had an updated and fully integrated local communication strategy for years - this is currently being developed.

WHERE WE ARE GOING...

As our Airmen move out to ready and project joint power, we will be the conduit that clearly broadcasts our intentions, showcases our progression, and declares our readiness to execute the mission... without fail!