

ART 5.7.1.2 PLAN PUBLIC AFFAIRS COMMUNICATIONS

Public affairs communications planning requires collaborative planning and staff understanding of the interdependence of all functional areas and the information aspects of the strategic environment and area of operations. Public affairs planning helps commanders and staffs consider the implications of each course of action on key audiences, both friendly and adversarial. Public perceptions, levels of support, enemy opposition, and countermeasures often change throughout an operation. Therefore, leaders consider effects of public affairs and strategic communication effects throughout the operations process. Planning does not cease with the production of a plan or order. It continues throughout the operation as orders are refined after feedback from continuous assessment. (FM 46-1) (OCPA)

NO.	Scale	Measure
01	Yes/No	The unit brought public affairs into the planning process at onset and kept it throughout the event or operation.
02	Yes/No	The staff used operational insight and articulation to create guidance for planning purposes.
03	Yes/No	The public affairs staff coordinated with staff and other information-related activities to ensure integration of the public affairs planning process.
04	Yes/No	The staff developed public affairs plans to conduct communication strategies, facilitation of media, and public engagement.
05	Time	The staff produced public affairs mission analysis in a timely manner.

Supporting Collective Tasks:

Task No.	Title	Proponent	Echelon