

ART 5.7.1 Conduct Public Affairs Operations

Army public affairs fulfills the legal mandate to inform American people about the Army and helps to establish conditions that lead to public understanding and support. Effective public affairs generates and enables the sustainment of Army credibility with local, national, and international audiences during all Army operations and is a major contributor to the U.S. Government's strategic communication process. (FM 46-1) (OCPA)

NO.	Scale	Measure
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Supporting Collective Tasks:

Task No.	Title	Proponent	Echelon
71-8-5334	Conduct Public Affairs Operations (Battalion - Corps)	71 - Combined Arms (Collective)	Corps
71-8-5337	Implement Higher Headquarters Public Affairs Themes (Battalion - Corps)	71 - Combined Arms (Collective)	Corps