

### ART 5.7.1.3 EXECUTE COMMUNICATION STRATEGIES

Public affairs professionals develop strategies to fulfill commanders' responsibilities to communicate with the American public. Public affairs coordinates with other information activities to provide commanders an overarching, complementary communication engagement strategy. These activities include military information support operations, civil affairs, combat camera, and other government agencies to communicate U.S. strategic objectives to foreign audiences. (FM 46-1) (OCPA)

NO.	Scale	Measure
01	Yes/No	The staff provided public affairs plans to the commander for conducting communication strategies, facilitation of media, and public engagement.
02	Yes/No	Commander's message effectively reached intended audiences in a timely manner.
03	Yes/No	The staff conveyed the commander's intent in a way that supports mission accomplishment.
04	Yes/No	Communication strategies supported the commander's intent led to mission accomplishment.

#### Supporting Collective Tasks:

Task No.	Title	Proponent	Echelon
07-5-1609	Prepare a Communication Annex	07 - Infantry (Collective)	Team (TOE)