



by Kevin Sandell

Editor's Note: This is the second of a two-part series focused on improving your unit's communication efforts through your Public Affairs Office. The first part of this series can be read [here](#).

The unit public affairs office (PAO) – and ultimately the unit's ability to communicate with its internal and external audiences – deteriorates without two critical factors: commander support and emphasis. Public affairs is a commander responsibility, and the ability to shape and affect the information environment ultimately falls to the commander. By laying out his/her intent for public affairs, the commander emboldens the unit's PAO to synchronize public and command information, crisis communication, visual information, and community engagement activities.

Share this:

- [Email](#)
- [Tweet](#)
- 
- [Print](#)
- [WhatsApp](#)