



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.

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