Air Force Public Affairs
Today’s priorities, Today’s Opportunities

Colonel Todd Vician
Public Affairs Agency
Air Force Public Affairs Agency

MISSION

Provide premier combat camera and video production capabilities and specialized PA program management to advance AF and DoD missions.

VISION

The benchmark for innovative communication capabilities in the DoD
Diverse mission and locations
Worldwide Operations
Combat Camera

**Mission:** Provide national and military leaders with imagery in support of operations and planning requirements during worldwide crises, contingencies, exercises and war.

**Capabilities:**
- Aircrew and Ground-Combat Qualified
- Advanced Imagery Gathering/Editing
- Austere/Independent Operations
- Battle Damage Assessment
- Sensitive Site Exploitation
- Night/low-light imagery acquisition
- Remote satellite transmission (DVIDS/BGAN)
Combat Camera was a phenomenal addition to the team immediately after the storm. They showed up self sufficient, ready to work… I would recommend to any commander to call Combat Camera as soon as possible after an event like ours.

COLONEL BRIAN LAIDLAW
325th Fighter Wing Commander
Audiovisual Productions

**Mission:**
Provide innovative and effective audiovisual productions that support communication and program objectives and advance Air Force and DoD priorities.

**Capabilities:**
- Video development and production
- Graphics
- Live production and transmission
- Social media video and graphics spots
**Program Management**

**Mission:** Provide Air Force-wide support to public affairs Airmen and missions.

- Photo/video equipment research, testing, evaluation & life-cycle
- Public Web management
- Public Affairs Intellectual Property management (brands, licenses, TM)
- Aerial photo/video training & standardization
Contested, congested information sphere…

Three Lines of Effort synched from Headquarters to Wings

• The Air Force We Need
• A More Lethal Ready Force
• Building the Air Force Faster & Smarter
Today’s (& Tomorrow’s) Opportunities

- Meeting people with information they need/want where they are
  - Universal access through their devices
  - Mobile friendly sites, apps, voice-user interface
  - Workforce assistance (access to content, data)
- Visual content accessible on demand
  - Surge capability for increased need to communicate
- Information is a Joint Function
  - Synchronization of information (MDC2 for information)
Information ~ a Joint Function

DOCTRINE
Manage and integrate information for commander’s objectives
Perception and attitude = key terrain

CAPABILITY
Characterize, assess, synthesize and understand behavior trends

TRAINING
Synchronize
Train and exercise related capabilities
Common Operating Picture ~ Growth Opportunity

Problem Set: Synchronize information activities, improve awareness & assessments
...military that figures out how to control information will be the most powerful military on the planet.

General John Hyten
U.S. Strategic Command