

**BY ORDER OF THE  
SECRETARY OF THE AIR FORCE**

**AIR FORCE MISSION DIRECTIVE 28**

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**Special Management**

**AIR FORCE PUBLIC AFFAIRS  
AGENCY**



**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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(Brig Gen Kathleen A. Cook)

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**SUMMARY OF CHANGES**

This publication is new and must be completely reviewed.

**1. Mission.** The Air Force Public Affairs Agency (AFPAA) prepares all assigned active forces for Air Force, joint, or combined operations in the roles of force support and sustainment, power projection, and military operations other than war. As the active Air Force Combat Camera (COMCAM) force provider, AFPAA provides aerial and ground COMCAM capability to document operations and support activities to supported commanders. AFPAA provides Air Force video production capability supporting senior leader strategic themes and messages. It also accomplishes Air Force level public affairs operations supporting the Office of the Secretary of the Air Force for Public Affairs (SAF/PA) and Air Force senior leadership. This organization is a field operating agency of SAF/PA.

**2. Command.** The Director, AFPAA:

2.1. Reports directly to the Office of the Secretary of the Air Force for Public Affairs (SAF/PA).

2.2. Commands personnel assigned to AFPAA; organizes, trains and equips the active Force COMCAM force with appropriate resources and infrastructure to accomplish the AFPAA mission as contained herein (or as directed) and to deploy in support of Air Force, joint and combined operations on the ground in combat and special operations environments.

**3. Responsibilities.** The Director, AFPAA:

3.1. Prepares and employs active Air Force COMCAM forces to provide aerial and ground documentation of missions across the full spectrum of military operations.

3.2. Employs Air Force production capability to support the SECAF, CSAF and other Air Force senior leaders with video productions supporting Air Force strategic themes and messages, and MAJCOMs with capability not available within their commands.

3.3. Provides SECAF, CSAF, and other Air Force senior leaders direct messaging support to internal and external audiences through:

3.3.1. Monitoring and direction of Air Force strategic themes and messages on Air Force public affairs products and services provided by the Defense Media Activity;

3.3.2. Air Force imagery acquisition for distribution/release and records management.

3.4. Protects and manages all Air Force symbols and marks through the Air Force trademark and licensing program, by negotiating the authorized use of Air Force symbols and marks with commercial entities.

3.5. Executes Air Force level public affairs missions supporting SAF/PA and the public affairs functional community including:

3.5.1. Air Force public website operations and management;

3.5.2. Air Force visual information management;

3.5.3. Air Force public affairs functional training, not included in pipeline training and development of Air Force career development courses for the public affairs functional community;

3.5.4. Centralized Air Force band arrangements and compositions and music licensing support; and

3.5.5. Other missions as assigned by the Director, SAF/PA.

**4. Direct Communication.** Communicates with HQ USAF, MAJCOMs, Numbered Air Forces, FOAs, DRUs, the Air National Guard, AF units and installations, sister services, the Department of Defense, and other government agencies on matters of direct interest to AFPAA's mission areas and responsibilities.

**5. Relationships with Other Units or Agencies.** AFPAA may coordinate directly with other agencies to avoid duplication of effort, increase mission effectiveness, and promote collaboration and mutual support of public affairs activities.

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Director, Air Force Public Affairs