

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

**AIR FORCE MISSION DIRECTIVE 28**

**4 MAY 2021**



***Special Management***

**AIR FORCE PUBLIC AFFAIRS  
AGENCY (AFPAA)**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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OPR: AFPAA/CC

Certified by: SAF/PA  
(Brig Gen Patrick S. Ryder)

Supersedes: AFMD28, 4 April 2019

Pages: 4

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***SUMMARY OF CHANGES***

Recent changes to this publication include revision of language to account for the establishment of the United States Space Force and clarification of AFPAA's responsibilities to the Department of the Air Force.

**1. Mission.** The agency prepares all assigned regular forces for the Department of the Air Force, joint, or combined operations in the roles of force support and sustainment, power projection, and military operations other than war. As the Regular Air Force (RegAF) Department of the Air Force Combat Camera (COMCAM) force provider, AFPAA provides aerial and ground COMCAM capability to document operations and support activities to supported United States Air Force (USAF), United States Space Force (USSF), and joint commanders. It manages and provides USAF and USSF video production capability supporting senior leader strategic themes and messages. AFPAA protects and manages all USAF and USSF symbols and marks. It also accomplishes several Department of the Air Force-wide public affairs operations supporting the Office of the Secretary of the Air Force for Public Affairs (SAF/PA) and USAF and USSF senior leadership. The agency serves as the USAF- and USSF-wide Public Affairs aerial program manager, the USAF- and USSF-wide Visual Information program manager, and the USAF- and USSF-wide Public Web program manager. This organization is a field operating agency of SAF/PA.

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

2.1. Reports directly to the Office of the Secretary of the Air Force for Public Affairs;

2.2. Commands personnel assigned to AFPAA. Organizes, trains and equips the Regular Air Force (RegAF) COMCAM force with appropriate resources and infrastructure to accomplish the AFPAA mission on behalf of the Secretary of the Air Force (SecAF), as outlined in CJCSI 3205.01D, *Joint Combat Camera*, DoDI 5040.02, *Visual Information* and DoDI 5040.07, *Visual Information (VI) Productions*, and contained herein (or as directed). Deploys these forces in support of USAF, USSF, joint and combined operations on the ground and on aerial platforms in support of the full spectrum of military operations in combat and special operations environments; and

2.2.1. Manages all training requirements, including initial and continuation qualifications and tasks, for the COMCAM and Public Affairs global aerial photographer program as outlined in AFMAN 11-2AP Vol 1, *Combat Camera Aircrew Training*, and AFMAN 11-2AP Vol 2, *Combat Camera Evaluation Criteria*.

2.3. Provides administrative control over the 1st Combat Camera Squadron and its operating location, the 2d Audiovisual Squadron, and the 3d Audiovisual Squadron;

2.4. Performs administrative control and support for the Department of the Air Force National Media Engagement Office in New York City, New York, the Department of the Air Force National Entertainment Liaison Office in Los Angeles, California, and the Department of the Air Force Public Affairs military assignment team at the Air Force Personnel Center at Joint Base San Antonio-Randolph, Texas.

**3. Responsibilities.** The Commander, AFPAA, shall:

3.1. Prepare and employ regular Department of the Air Force COMCAM forces to provide aerial and ground documentation of missions across the full spectrum of military operations;

3.2. Manage the Department of the Air Force audiovisual production program as outlined in DoDI 5040.07, and employ audiovisual production capability through its 2d and 3d Audiovisual Squadrons, to support the SecAF, Chief of Staff of the Air Force (CSAF), Chief of Space Operations (CSO), and other Department of the Air Force senior leaders. These audiovisual productions support the USAF, USSF and the greater Department of the Air Force strategic themes and messages, public and command information, documentary, recruitment, and training development. Also, may provide support to Major Commands (MAJCOMs) and Field Commands (FLDCOMs) with limited capability within their commands;

3.3. Protect and manage all Department of the Air Force symbols and marks through the Air Force Branding and Trademark Licensing program, by negotiating the authorized use of USAF and USSF symbols and marks with commercial entities;

3.4. Execute Department of the Air Force public affairs missions supporting SAF/PA and the Department's public affairs functional community including:

3.4.1. Provide USAF and USSF public website operations, management, quality assurance, and compliance;

3.4.2. Provide USAF and USSF visual information management, including managing the audiovisual production program, the Defense Visual Information Activity Number (DVIAN) program, and serve as global Department of the Air Force final approval authority for any proposed visual information-related mission contracted with a commercial entity;

3.4.3. Provide support to the USAF and USSF public affairs career field managers to enhance career field professional development;

3.4.4. Provide centralized USAF and USSF band music licensing support and consultation;

3.4.5. Provide management of the Department of the Air Force's global public affairs equipment budget and lifecycle management of global public affairs and visual information mission equipment; and

3.4.6. Perform other missions as assigned by the Director, SAF/PA.

3.5. Manage all requirements levied upon the SecAF, CSAF and CSO as service secretary and chiefs of the military departments, respectfully, in DoDI 5040.02 and 5040.07 and further defined in AFI 35-101, *Public Affairs Operations*, and AFMAN 35-101, *Public Affairs Procedures*.

**4. Direct Communication.** Communicates with officials and staff assigned to the Secretariat, Air Staff, Office of the CSO (OCSO), MAJCOMs, FLDCOMs, Numbered Air Forces, FOAs, DRUs, the Air National Guard, DAF units and installations, sister services, the Department of Defense, other government agencies, and commercial entities, 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