

AIR FORCE PUBLIC AFFAIRS AGENCY



MISSION

Air Force Public Affairs Agency creates, prints, and broadcasts Web-based products that support Air Force and DOD communication goals; provides news, information, and entertainment programs through American Forces Radio and Television Service; provides senior Air Force leaders with the means of communicating news and information to the Air Force community and the public.

Structure

Directorate of News Operations
Air Force Broadcasting Service
Army and Air Force Hometown News Service
Directorate of Staff

LINEAGE

Air Force Service Information and News Center established and activated as a separate operating agency, 1 Jun 1978
Redesignated Air Force News Center, 1 Apr 1990
Status changed to a field operating agency of the USAF, 5 Feb 1991
Redesignated Air Force News Agency, 1 Aug 1991
Redesignated Air Force Public Affairs Agency, 1 Oct 2008

STATIONS

Kelly AFB, TX
San Antonio, TX

ASSIGNMENTS

United States Air Force, 1 Jun 1978

COMMANDERS

Col Roger L. Williams, #1981
Col Joseph S. Panvini, #1995
Col Harold J. Smarkota, Jr., #1997
Col Anthony J. Epifano, #2002
Col Janice L. Gunnoe, #2005
Robin K. Crumm, #2007
Col Clifton Douglas, Jr., #2008
Larry Clavette, #2010

HONORS

Service Streamers

Campaign Streamers

Armed Forces Expeditionary Streamers

Decorations

Air Force Organizational Excellence Awards

1 Jan 1981-31 Dec 1984

1 Jan 1986-31 Dec 1986

1 Sep 1992-31 Aug 1994

1 Sep 1994-31 Aug 1996

1 Sep 1996-31 Aug 1998

1 Sep 1998-31 Aug 2000

1 Sep 2001-31 Aug 2003

1 Sep 2003-31 Aug 2004

EMBLEM





Air Force News Agency

Air Force Public Affairs Agency emblem: Per fess Vert and Dark Blue the upper portion further divided per pale of the first and Azure overall four directional arrows forming a cross Argent surmounted by a disc divided per fess nebuly Light Blue and Argent, bearing three mullets of five points Or; all within a diminished bordure of the fourth. Attached below the shield, a White scroll edged with a narrow Yellow border and inscribed "AIR FORCE PUBLIC AFFAIRS AGENCY" in Blue letters. **SIGNIFICANCE:** Ultramarine blue and Air Force yellow are the Air Force colors. Blue alludes to the sky, the primary theater of Air Force operations. Yellow refers to the sun and the excellence required of Air Force personnel. The sphere in the center indicates the unbroken line of the Secretary of the Air Force Office of Public Affairs. In that circle, the three stars above the field of clouds represent the three major functions of the Air Force's Public Affairs - Internal Communication, Media Operations, and Civic Outreach Operations. The outpointing arrows represent the passing of information to the Air Force, its members, and persons related by affiliation or desire to the US Air Force, the mission of the Air Force Public Affairs Agency. The smaller inward pointing arrows symbolize the input of information to the Air Force Public Affairs Agency from the Air Force and its leaders. (Approved, 14 Aug 1979)

MOTTO

OPERATIONS

Air Force Public Affairs Agency traces its history back to 1 Jun 1978, when the Air Force Service Information and News Center (later Air Force News Center) activated at Kelly, formed by the merger of several Secretary of the Air Force Public Affairs functions.

Air Force Service Information and News Center as a separate operating agency, was responsible to the Department of the Air Force through the Director of Public Affairs in the Office of the Secretary of the Air Force. Its four directorates support the Air Force public-affairs program.

The Directorate of Internal Information provides information products and services to keep Air Force military and civilian members informed about Air Force matters and Air Force, DoD, and national policies, decisions, and actions. Thus, the directorate helps promote high morale and positive motivation of Air Force personnel and units. Printed and audiovisual products produced include Airman magazine; the Commander's Policy Letter and its Supplement for Air Force Commanders; Air Force News Service releases for base newspapers; Air Force Now, Air Force Weekly, and the Lithograph Series. To assist Air Force public-affairs offices, the directorate publishes biographies of general officers and high-ranking civilians; and fact sheets, speech inserts, foldouts, slide briefings, and articles on Air Force subjects of interest. It also manages the Air Force's base newspaper program and monitors the Commander's Call program.

The Directorate of Army and Air Force Hometown News provides stories about newsworthy activities of Army and Air Force people to their hometown newspapers and other local media. The program reports accomplishments and activities of active-duty people, Reservists, and people enrolled in the commissioning programs (Army and Air Force service academies, Army and Air Force ROTC, Army Officers' Candidate School, and Air Force Officers' Training School). Hometown news releases for newspapers and taped radio and audiovisual interviews make it possible for Army and Air Force people to receive public recognition of their accomplishments and retain their identities in their hometown communities. The releases also keep the public abreast of Army and Air Force activities, engender citizen support, and enhance local recruiting efforts.

The Directorate of American Forces Radio and Television manages and operationally controls all Air Force radio and television outlets in Europe, Alaska, Greenland, the Middle East, and the Pacific area. The directorate coordinates with DoD and other military departments on matters of joint interest, and also is the point of contact for Air Force activities seeking counsel on AFRT matters.

The Directorate of Administration handles the Center's administrative matters. The directorate also is responsible for the reproduction of the Center's information products through in-house, local base, or commercial printing. These products, along with some material provided by DoD's American Forces Information Service, are distributed worldwide by the directorate to more than 7,000 addresses.

The importance of Air Force News Agency came to the fore during Operation Desert Shield/Desert Storm, when its personnel set up and operated the Air Force Desert Storm hotline. With the twenty-four hour information line, over 60,000 callers got news about family and friends serving in the Persian Gulf region, getting reassurance from a "real" person instead of a recorded message.

In Oct 1991, Air Force News Agency broke ground on East Kelly for its new, \$4 million headquarters building. Some 160 people located in three separate buildings on main Kelly moved into their modern, 40,000-square-foot facility in May 1994. Since the Base Realignment

and Closure commissioners did not specifically direct Air Force News Agency to realign to Lackland AFB, its leaders pushed hard during initial planning in the summer and fall of 1995 to remain in the new building on East Kelly. Kelly, Lackland, and Greater Kelly Development Corporation officials agreed to this arrangement early on. When the Greater Kelly Development Corporation assumed full responsibility for East Kelly on 1 Oct 1997, Air Force News Agency became a tenant to San Antonio's redevelopment authority.

USAF Unit Histories

Created: 27 Feb 2023

Updated:

Sources

Air Force Historical Research Agency. U.S. Air Force. Maxwell AFB, AL.

The Institute of Heraldry. U.S. Army. Fort Belvoir, VA.

Air Force News. Air Force Public Affairs Agency.