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SAF/PA Quarterly Newsletter
February 2021

Training and Development

Updates Added to PA/VI Learning Tool

New courses were recently added to PAVILION (<https://pavilion.dinfos.edu/>), the DINFOS online knowledge base of PA/VI resources. Topics include developing a PA/VI spend plan, budgeting basics, creating an equipment lifecycle tracker, disinformation and social media, and copyright and fair use.

Access a Universe of Learning With LinkedIn Learning

LinkedIn Learning (<https://www.linkedin.com/learning/>) provides access to more than 4,000 industry expert-taught courses in 70+ categories (e.g. software, creative, and business skills such as social media marketing, photography, videography, budgeting, animation, writing, and strategic planning). For access, contact your MAJCOM chief enlisted manager as each MAJCOM has a limited number of licenses.

Increase Your Digital Literacy With Digital University

The Air Force recently launched Digital University (accessible from mobile devices) to help enhance Airman and Guardian digital literacy through access to free courses from online providers such as Udemy, Pluralsight, and Udacity.

Air Installation Compatible Use Zone Workshop

The Air Force Civil Engineer Center will present a virtual 2021 AICUZ Workshop April 12-15. The interactive 4-day event includes a range of speakers from across the DoD. This workshop is a must for anyone who conducts outreach and communication with local communities or regional or state stakeholders, as well as for AICUZ program managers and mission sustainment team members. If you have encroachment

problems or challenges communicating with local communities, this workshop is for you!

Ideas for Career Field Webinars?

As part of the career fields effort to provide tools and opportunities for enhancing professional development, SAF/PA provides webinars on a variety of subjects relevant to communication capability and the PA mission. If you have ideas/topics for future webinars, please reach out to Lt Col Michael Meridith, SAF/PAR.

Interested in Squadron Command, AFIT, or EWI?

The 35P career field manager and the assignments officer, Ms. Sherry Medders and Maj Sara Harper, recently hosted a career field webinar providing information about opportunities for squadron command, the Air Force Institute of Technology Civilian Institution Masters Program (AFIT), and Education With Industry (EWI) in advance of the February 28 application due date.

Winter 21-22 VML timeline announced

The Winter '21-22 Vulnerable to Move List (VML) assignment cycle is right around the corner. The first day billet owners can submit requisitions in Talent Marketplace is Feb 10. Winter movers can answer assignment intent questions starting March 10 and submit assignment preferences April 7-21, 2021.

Review Your Records!

In light of upcoming boards for IDE, SDE, AFIT, EWI, squadron command and other special duties, this is the time to ensure your records are up to date. Officers should review PRDA, AMS and vMPF to check performance reports, SURFs, decorations and other important documents to verify they are on file and accurate. If you have items on your SURF that need to be corrected but are unsure of how to fix them, review the SURF Correction Cheat Sheet.

Civilian Developmental Education & Strategic Leader Nomination Call

The window to apply for Civilian Developmental Education and the Civilian Strategic Leader Program is open through Feb. 26; endorsers have until March 13 to review, and approve and submit to AFPC. To

learn about opportunities, visit the myPers Civilian Force Development Home Page. Please contact the PA Career Field Team before applying to ensure the program is developmentally appropriate for you. Once the CFT approves the opportunity, use MyVector to apply.

Enhance Your Development with AF Foundational Competencies Using MyVector

Airmen can now learn more about the Air Forces Foundational Competencies, take a self-assessment to determine their current proficiency, and gain additional feedback through 360 and/or supervisor assessments. There are 22 foundational competencies categorized into four major groups: 1) Developing Self, 2) Developing Others, 3) Developing Ideas and 4) Developing Organizations. Two additional competencies are on the horizon. The competencies are applicable across all ranks/grades and provide Total Force Airmen with a foundation for career success. Log into MyVector, select My Profile, and click on Air Force Competencies on the left.

Public Affairs & Leadership Book by Former CHINFO Available for Free
Former Chief of Navy Information Rear Admiral Tom Jurkowsky is the author of *The Secret Sauce for Organizational Success*, which includes his insights on public affairs, leadership, and communication in the face of a variety of challenges. The book highlights the importance of honesty, clear messaging, and a positive relationship with the press in order to effectively manage strategic communications and is available for free from Air University Press: <http://www.airuniversity.af.edu/AUPress/Display/Article/2275498/thesecondsaucefororganizationalcommunicationsandleadershipnth/?source=GovD>.

Management and Resources

New PA Pubs Released

In Nov 2020 the Air Force published the AFI 35-101 "Public Affairs Operations" "super pub, which combines previous AFIs on Security and Policy Review, Media Operations, Community Relations, Public Web and Social Communications, Environmental PA, VI, and Command Information. The following month the Air Force also published Air Force

Manual 35-101, Public Affairs Procedures. AFMAN 35-101 complements the AFI with specific and practical guidance on resource and manpower management, communication planning, media operations, PA travel, crisis communication, community engagement, environmental PA, and security and policy review. It also provides a host of sample documents that can be tailored for your use.

MICT Updated

Due to the recent update and publication of AFI 35-101, Public Affairs Operations, the PA Self-Assessment Checklist in the Management Internal Control Toolkit has also been updated. While the items and descriptions remain largely the same, references have been updated to point to the appropriate locations in the new AFI. Please review as appropriate to ensure you have a working knowledge of the requirements and supporting references.

Air Force Connect Provides Tools for Communicators

The Air Force Connect mobile app continues to be a useful communication tool for many Public Affairs units. To learn more, check out this Stars and Stripes story.

Quality Assurance Checklists Due ASAP

Multidisciplinary Review Board Quality Assurance checklists for public-facing Air Force websites were due Dec. 31. If you haven't completed the MDRB-QA checklist and submitted it to the Air Force Public Web team, please contact us ASAP. This annual requirement is outlined in AFI 35-101 and helps ensure your website meets Section 508 accessibility, OPSEC, legal, contracting, Privacy Act and other requirements.

Adobe Creative Cloud Questions Answered

For any questions or concerns regarding Adobe Creative Cloud software installation packages, licensing issues and authorized unit download POCs, contact AFPAA/AOX.

DVIAN/DVIDS Help Offered

All Air Force and Space Force units performing visual information activities are required to have a current DVIAN in accordance with AFI

35-101. DVIANs are issued by AFPAA and are valid for five years. If any organization has an outdated DVIAN or needs an initial assignment, please contact AFPAA/AOX for more information. As a reminder, DVIDS unit pages are only authorized for organizations with a current DVIAN. If a unit does not have an approved DVIAN, users must work through their host wing PA office to upload imagery to DVIDS.

New Referral Certificate Rating and Ranking Process

AFPC staffing specialists are implementing a new rating and ranking system for hiring certificates, with the initial rollout this month. The Air Force will use the new system for all competitive candidate referrals. The goal is to expedite the current hiring process by leveraging USA Staffing and USA Jobs assessment technology to identify the best-qualified candidates. The new process evaluates candidates by considering the quality of their experience, education, and training and placing them into Best, Fully or Basically Qualified categories. Groupings will include candidates with similar levels of job-related competencies. Evaluation criteria is based on the assessments, which are developed from the position descriptions knowledge, skills, abilities and major duties. Staffing specialists will review and verify qualifications of candidates before referral. For more information, please refer questions to your local civilian personnel office.

Hiring Managers Playbook / Toolkit Available

AFPCs Hiring Managers Playbook provides Air Force hiring managers and selecting officials with important information to help them fill vacancies. Topics include recruitment sources, how to initiate a Request for Personnel Action, selection procedures and how to successfully onboard an employee.

In addition, the DoD Hiring Managers Toolkit is composed of 23 guides, tip sheets, checklists, and templates to equip hiring managers with end-to-end guidance and information to enhance the hiring process.

Strategy and Assessments

Vector 2.0 Introduces New Features:

The Vector application launched in Sep 2020 has vastly expanded capabilities. It now facilitates planning, execution, and assessment of PA activities and provides a useful quote database.

AETC/PA has already been taking advantage of these capabilities by 1) crafting a long-term communication plan, 2) organizing campaigns, events, and engagements supporting that plan, and 3) capturing articles and quotes from earned media generated by their events/engagements. Automated reports roll up useful metrics for your activity:

Engagement Report:

Media Analysis Report:

A quote database allows easy searches based on words contained in the quote, keywords, or topics, and you can also easily filter to a specific/desired principal.

Making use of Vector is easy. Begin by watching the training video.

Then, for additional training on media analysis, please visit the second training video.

First Alert Adds to Social Listening Toolkit

First Alert, by Dataminr, is a commercial real-time alert service covering unfolding incidents across the globe, keeping clients ahead of fast-moving situations so they can mobilize and respond. Algorithms skim publicly available information sources, including social networks, and users can customize dashboards and notifications so that alerts are generated based on their preferences.

An existing enterprise-wide contract makes First Alert available to DoD employees at no cost to you or your unit. To activate your account, simply email ps.dod@dataminr.com from your .mil email address and include AF Account Request in the subject line. Accounts can be created in bulk by providing multiple addresses in a single email. To assist with initial account configuration of alert settings, include your unit or organization as well as your role and any topical or geographical interests.

Media Operations

Public Affairs Guidance Updates/Resource

We anticipate policy changes that will affect DoD in the coming weeks and months. The Press Desk continues to work with OSD/PA to make sure that as soon as talking points are available, they are sent to MAJCOMs for distribution.

All SAF/PA-approved PAG is maintained on the Tell the Air Force Story website.

Share Your Best Practices

Did your team hold a press conference in response to a crisis? Rock an interview? Communicate authentically on a topic using social media and truly connect to your audience? We are interested in capturing examples of best practices from your units. Please submit your items to Maj. Holly Hess in SAF/PAO.

Other News

Brig. Gen. Harry J. Dalton Jr. Passes

In 2020, the Public Affairs family lost retired Air Force Brig. Gen. Harry J. Dalton Jr, the first career PAO to attain general officer rank and become SAF/PA Director. In addition to being the namesake for our career field's annual award recognizing the top PA team, his name is also featured proudly on SAF/PA's conference room in the Pentagon. Brig. Gen. Dalton was a mentor to many PA professionals and a career field pioneer who will be sorely missed.

AFPAAA Annual Meeting

The 27th annual membership meeting of the Air Force Public Affairs Alumni Association will take place Oct. 7-9 at Wright-Patterson AFB and Fairborn, Ohio. For information on how to register, visit <https://www.AFPAAA.org/registration.html>.

(AFPAAA, Lou Timmons, loutimmons@gmail.com)

Air Force Public Affairs Hall of Fame

The Air Force Public Affairs Alumni Association is establishing an Air Force Public Affairs Hall of Fame to recognize and honor those who have made significant and lasting contributions to the creation, growth,

and operation of the Air Force Public Affairs family of career fields, including the Information/Public Affairs, Band, Visual Information/ Combat Camera and Broadcasting specialties. For more information, including nomination procedures, visit <https://www.afpaaa.org/halloffame.html>.

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