

THE PUBLIC AFFAIRS PROFESSIONAL



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Chief's Corner



Col. William N. Nutter, Chief, Public Affairs, U.S. Army Reserve Command
Communicate, Collaborate, and Innovate

Welcome to the PA Professional! The intent behind publishing this communication tool is to advance the Army Reserve Public Affairs communication strategy to communicate, collaborate and innovate (PA2Ci). The constant and persistent information domain makes it imperative for each of us to stay current on communication technologies, best practices, and to improve our capabilities as communication professionals in the military. Our vision ultimately, is to support the continued professionalization of our career field, but more importantly establish a venue where we can share ideas and stir creativity in how we approach the public affairs profession.

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Crisis Communications

Paul Boyce, Office of the Chief of Public Affairs, U.S. Army Forces Command
*Plan, Prepare, Practice
Before Crisis Strikes*

Today's near-instant news coverage, ever-present cellphone calls and fast social-media updates add new immediacy to emergency situations that quickly may require rapid response and crisis communications. Over the past 13 years, technology options evolved rapidly even as Army units and posts worked to keep up with breaking situations and address immediate requests from news media, elected officials, military leaders and neighboring communities for the latest facts. [Click here for more.](#)

