

1st FIGHTER WING

COMMUNICATION GUIDE



DECEMBER 1, 2016





FORWARD

FROM THE COMMANDER

COL. PETER M. FESLER

The 1st Fighter Wing (FW) has an incredible story to tell and it is our charge to communicate that story. Our Airmen do amazing things under very difficult circumstances every day.

We owe it to ourselves to lean forward on communications and ensure our stories are told. Our message is the primary method by which we recruit, retain and gain resources within the nation we serve to protect. Likewise, our message serves to assure allies and deter adversaries.

This 1st FW communications plan establishes six interdependent lines of effort that together, provide a framework for our messaging. The plan also provides applicable guidance to commanders, supervisors and all Airmen to encourage innovative and robust communications activities across our command.

Thank you for everything you have done and everything you will do to ensure our Airmen, our leaders, and our nation hear our story, understand our message and support our mission.

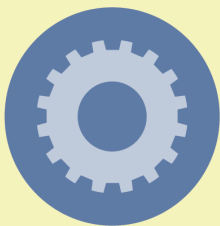
OVERVIEW

WHAT DOES THIS PLAN MEAN FOR ME?

Your **commander** has a **message** to communicate.



You are the **face** of that **message**.



WHERE DO I FIT IN?



*No matter who you are,
you have a place in
the mission.*



YOU HAVE A STORY.

HOW CAN I SUPPORT THIS PLAN?

Provide your
perspective!



- » Is it new?
- » Is it cool?
- » Is it innovative?

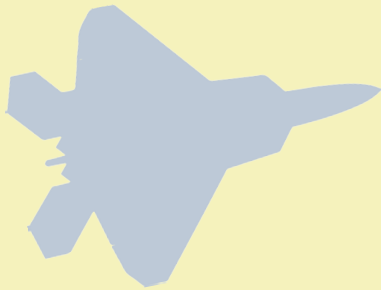


What may seem **ordinary** can be seen as
extraordinary in the eyes of our **community**.

INTENT

ACC provides combat-ready forces to deliver dominant combat airpower in support of our national security across five core functions; Air Superiority, Global Integrated Intelligence, Surveillance and Reconnaissance, Global Precision Attack, Personal Recovery, and Command and Control. While the 1st FW contributes in part to all of these functions, we are uniquely trained, organized and equipped to provide an unequalled capacity to gain and maintain Air Superiority against any potential adversary in any region of the global airspace. Our mission depends on Airmen and other key stakeholders understanding:

Air Superiority is the core function primarily responsible for providing the Joint Force the freedom to operate in contested environments. Air Superiority accomplishes this mission by protecting the Joint Forces' ability to attack as well protecting the Joint Force from attack.



Our communications plan **builds on a century of history** and **excellence**

“ We are uniquely trained, organized and equipped to provide an unequalled capacity to gain and maintain Air Superiority against any potential adversary in any region of the global airspace. ”

Five Facts articulate the **foundation** of our communications plan:

- » The 1st Fighter Wing is America's **premier air-to-air fighting force**.
- » The 1st Fighter Wing stands ready today to **deny any enemy** the use of the air domain against America and its allies.
- » The 1st Fighter Wing operates the world's **most capable 5th generation fighter**, the F-22 Raptor.
- » 1st Fighter Wing pilots exploit the Raptor's unique fusion of advanced on-board sensors, stealth technology, super-cruise and maneuverability to **defeat any enemy airspace denial strategy**.
- » The 1st Fighter Wing team regularly **deploys to and trains with NATO, other allied partners, and sister service forces**. The Raptor's networked sensor processing enables the F-22 to “**quarterback**” partner assets to maximize their employment.

LINEs of EFFORT

The 1st FW's **COMMUNICATION PLAN** is built on **3 TIERS**.

Each **TIER** focuses on **6 LINEs OF EFFORT**:

» **Foundations of Air Superiority**

WHAT? WHO?

1. Raptor weapons system
2. Raptor pilots
3. Raptor Support Team

» **Development of Air Superiority**

HOW?

4. Raptor tactics & training
5. Raptor readiness

» **Delivery of Air Superiority**

WHY?

6. Raptor dominance



IN OTHER WORDS...



EXECUTION

Each line of effort focuses on **what** to communicate, and **how** that focus could be communicated.

FOUNDATIONS of AIR SUPERIORITY

Raptor Weapons System

WHAT: *The F-22 is the world's most capable 5th generation fighter and will continue to be so into the future.*

HOW: Airframe: LO, Thrust Vectoring, Adv. Flight Ctrls.
Avionics: Integrated Avionics
Weapons: AIM-9X, AIM-120, SDB, JDAM

Raptor Pilots

WHAT: *1st FW pilots are the lead echelon of AF warriors.*

HOW: Personal/Human Interest Stories
Trophies/Awards/Achievement

Raptor Support Team

WHAT: *The 1st FW team and mission partners provide an unparalleled foundation for Raptor success.*

HOW: *Maintaining the Raptor:* Airframe, Avionics, Engines, LO, Crew Chiefs, WPNs, AGE
Ops Support: AFE, SERE, IN, 633 MDG, SARM
Airfield Support: WX, ATC, 633 MSG (SF, Fire)



DEVELOPMENT of AIR SUPERIORITY

Raptor Tactics & Training

WHAT: *Ready today to deny any enemy the use of the air domain.*

HOW: *Flight Training:* 71FTS, DACT, Local Exercises
Simulator Training
5th Gen/3-1 Tactics

Raptor Readiness

COMMUNICATION FOCUS: *The F-22: America's "Break glass in case of emergency" rapid reaction air supremacy force.*

DISCUSSION TOPICS:

Operational Readiness Exercises/Inspections
Off-station exercises
Deployments
Senior leader media engagements

DELIVERY of AIR SUPERIORITY

Raptor Dominance

COMMUNICATION FOCUS: *America's premier Air Dominance Wing, led by next generation Airmen, integrated with our mission partners, and ready to fly, fight, & win ... anytime, anyplace.*

DISCUSSION TOPICS:

Deployments/exercises
Senior leader media engagements



F-22

RAPTOR



1st FIGHTER WING

FORWARD
FASTER



SIZE

LENGTH: 62 feet, 1 inch
HEIGHT: 16 feet, 8 inches
WEIGHT: 43,340 pounds



FEATURES

INTEGRATED AVIONICS
STEALTH
SUPERCruise
MANEUVERABILITY



WEAPONS

GUN: 20-mm Vulcan cannon
MISSILES: AIM-9X & AIM-120
BOMBS: JDAM & SDB



SPECS

COST: \$143M
INVENTORY: 183
SPEED: MACH 2 Class w/ Supercruise

QUESTIONS? STORY IDEAS?



WE WANT TO KNOW!

633RD AIR BASE WING
PUBLIC AFFAIRS

STAY CONNECTED.



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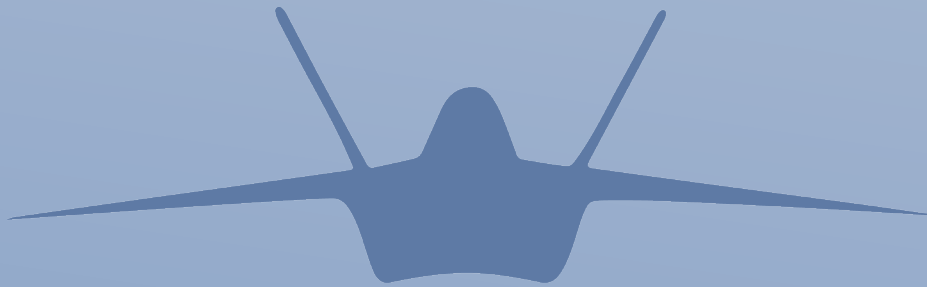


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