



FACT SHEET

U.S. Air Force Fact Sheet PUBLIC AFFAIRS

The Public Affairs Office is tasked with keeping the base, the public and news media outlets informed about Cannon. Public Affairs manages command information, community relation and media relation programs for the 27th Special Operations Wing; it also encompasses the base photo studio, passport photo office and broadcaster section.

Internal Information

The objective of the internal information program is to keep the base's active duty, dependent, guard, reserve and retired community informed on base activities and functions. The primary outlet for this is the Cannon website at www.cannon.af.mil. The [27th Special Operations Wing Facebook](#) page is also available for real-time and up-to-date information for base activities.



PA Logo

Community Relations

The objective of the community relations program is to help the installation's surrounding community understand, accept and support the overarching Air Force mission. It also inspires patriotism and it encourages young men and women to serve in the military.

Community relations activities provide influential civilian opinion leaders and decision makers, as well as the public at large, opportunities to talk directly to Air Force people and observe Air Force readiness first hand. The 27th SOW/PA Community Relations section manages the base's interaction with the external public; primarily the Clovis and Portales areas and the state of New Mexico.

These activities include, but are not limited to:

- Coordinating and conducting base tours
- Planning and coordinating base open houses and air shows
- Processing requests for military aviation support at special events
- Coordinating requests for Air Force band participation at special events

- Maintaining liaison with elected officials' offices, national, state and local governmental agencies, local Chamber of Commerce, and charitable, civic and military support groups
- Responding to requests for official appearances and speeches by base leaders
- Planning Cannon's participation in the Air Force Civic Leader Tour Program

The Chief of Community Relations can be reached at 575-784-2981.

Media Relations

In accordance with Air Force policy, the 27th SOW/PA Media Relations section is charged with making "full disclosure, with minimum delay" of requested unclassified information.

In addition to responding to media queries, the section writes and issues press releases covering newsworthy base events. It maintains open lines of communication with local print, television, and radio outlets facilitating access to the base.

Working relations with media representatives are by nature both personal and professional. Both are necessary to successfully deal with the media. Public interest can be high not only because of the Air Force role in national defense, but also because of our considerable budget and our activities in science and technology.

Public support is critical because Air Force programs depend on public acceptance and funding. Our ability to carry out our mission, therefore, depends on our ability to communicate its accomplishments, problems and needs to the public.

The section also develops public affairs guidance for local news issues, and conducts pre-interview media training for base personnel.

The Chief of Media Relations can be reached at 575-784-1327.

The Public Affairs customer service element is open 7:30 a.m. to 3 p.m. Monday through Thursday. Passports are done on a walk-in basis; official photos (head and shoulders/full-length) are done by appointment only.

Point of Contact

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