

Thank you for your interest in joining the Texas State Guard Public Affairs team.

The Public Affairs team is made of personnel identified as a PA personnel by TXSG CPAO COL Erinakes. Public Affairs personnel are required to take public affairs training. Training is offered by TMD PA and TXSG PA. Trainings are announced when available.

Public Affairs personnel designations are Public Affairs Officer (PAO) and Unit Public Affairs Representative (UPAR). This structure follows closely the structure within the TMD PA, Air Guard, and Army Guard.

1. TXSG has a Chief PAO who is COL Erinakes and his staff.
2. Each component has a PAO (for example, ACC PAO)
3. Each major subunit (one level below component level) has a PAO (for example, ACC 4<sup>th</sup> RGT PAO or TMB 1<sup>st</sup> BN PAO)
4. All other subunits have UPARs.

No application is automatic. You must have the permission of your commander to apply.

The process to become a member of the team depends upon the needs of headquarters, components and subunits. There are Public Affairs vacancies throughout the TXSG. Some are at TXSG Headquarters; others are at component level and subunit level (Battalions, companies, etc.) If vacancies are in components and subunits, you will be part of that component or subunit and will drill with that unit. Component PAOs are designated by the Component CDR and drill with the component at Camp Mabry (no housing is provided; meals on economy). If you are assigned to TXSG HQ Public Affairs you will have a two-day drill at Camp Mabry (no housing is provided; meals on economy).

While TXSG Public Affairs can recommend Public Affairs personnel to commanders, commanders at all levels make the final decision on who is to be their Public Affairs personnel.

Public Affairs is not just a 2-day drill obligation. Public Affairs personnel can have tasks that require attention 7 days a week. Public Affairs is an ongoing, continuous tasking. Events do not care that it is the weekend. Public affairs personnel should expect to spend hours on different tasks, such as writing stories or filtering through photographs or posting on official social media sites. TXSG PA personnel also assist TMD Public Affairs when a need occurs and TMD PA assists us if a need occurs.

No PAO has release authority. That authority rests with the TAG of his designee. All public affairs products must be approved through the Public Affairs approval process before distributing to the public.

Public affairs is more than taking a photograph. A member of the public affairs team must be willing to take on a number of tasks.

In some ways a Public Affairs member is like a journalist. You will be required to:

1. do the research and write stories.
2. cover stories on events, training, community service, and many other activities of units. Covering public affairs can require travel.
3. use proper grammar and spelling.
4. learn and follow military writing, formats, and rules.
5. learn/know several social media platforms.
6. use Microsoft programs

7. have your own photographic equipment, computer or laptop or tablet (fully functional tablet). The TXSG does not supply PA personnel with any equipment.
8. be willing to learn and take constructive criticism of your work products and accept heavy editing of your work
9. meet deadlines

In some ways a Public Affairs member is an administrative assistant, with assignments such as:

1. Produce Public Affairs documents
2. Send out emails
3. Schedule meetings for PA personnel
4. Component PAOs is a direct report to the Component CDR. Component PAOs conduct public affairs for the component and manage and supervise subunit PAOs and UPARs.