

## Abstract

In the increasingly controversial arena of military operations, specifically post initiation of *Operation Iraqi Freedom* (OIF), it becomes more imperative for the US military to exercise greater levels of public disclosure of information in the wake of negative news coverage to ensure positive credibility among Americans. The purpose of this study is to draw empirical correlations between levels of information disclosure and public perceptions of organizational credibility. That is, the greater the level of disclosure, the more positive the perception of organizational credibility. This is determined by measuring respondent attitudes concerning credibility, their assessment of military expertness, character, and sociability, as well as their perception of attitude and organizational trust. To best measure these dimensions of organizational credibility, hierarchical multiple regression analysis was used. Findings confirm greater disclosure equals a more positive reputation, which is contrary to traditional military public affairs strategies.