

**TRAINING PROGRAM OF INSTRUCTION (TPI)
FOR
DINFOS-JIPAC
JOINT INTERMEDIATE PUBLIC AFFAIRS COURSE**

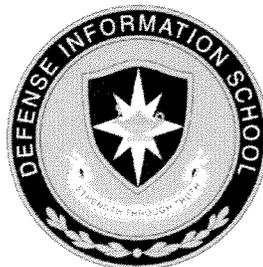


Approved by:

A handwritten signature in black ink, appearing to read "Mary Z. Keel". The signature is written in a cursive style.

Approved: May 19, 2010

Commandant Defense Information School
Supersedes JIPAC TPI dated 22 May 2008



**JOINT INTERMEDIATE PUBLIC AFFAIRS COURSE
TRAINING PROGRAM OF INSTRUCTION
TABLE OF CONTENTS**

COURSE DESCRIPTION:.....	3
TARGET POPULATION/PREREQUISITES.....	3
FUNCTIONAL AREA 1 PUBLIC AFFAIRS PLANNING.....	5
001- Public affairs planning at the operational level	5
FUNCTIONAL AREA 2 COMMUNICATIONS.....	6
001 - Public affairs planning at the operational level	6
FUNCTIONAL AREA 3 RESOURCE MANAGEMENT.....	7
001- Managing PA resources	7
FUNCTIONAL AREA 4 MEDIA OPERATIONS.....	8
001- Dealing with the media in an operational environment	8
FUNCTIONAL AREA 5 OPERATIONAL PUBLIC AFFAIRS.....	9
001- The Role of the PAO in an operational environment	9
FUNCTIONAL AREA 6 COURSE ADMINISTRATION.....	10
001 - Administration	10
REFERENCES.....	11

TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS - JIPAC

TITLE: Joint Intermediate Public Affairs Course

TRAINING LOCATION: Defense Information School, Fort George G. Meade, Maryland

SPECIALTY AWARDED: NONE

PURPOSE: Intermediate education and training to prepare public affairs practitioners to perform effectively across the spectrum of PA operations.

COURSE DESCRIPTION:

The JIPAC provides the knowledge and skills needed to perform the duties of a public affairs practitioner at the operational level. Particular emphasis is on PA professionals who will be performing duties as part of a deployed Joint Task Force. The scope of this training includes classroom discussion, guest speakers, and field trips.

TARGET POPULATION/PREREQUISITES

Previous education / training requirements for all services: Successful attendance of one of the following DINFOS courses: AFIS-PAOC; DINFOS-PAQC; DINFOS-PAOQC; DINFOS-PAOQC-ADL-R; DINFOS-PAQC-ADL-R.

Recommended for civilians who are involved in operational public affairs planning with military forces and who are deployable.

Service	Officer / Civilian	Notes
USA	Officer: O-3 and above Enlisted: E6 thru E9 Civilians: GS-11 to GS-14 1035 Series with APAC approval	Enlisted personnel must be a graduate of ANCOG/SLC and DINFOS PAQC.
USAF	Officer: O-3 to O-5 Enlisted: E7-E9 Civilian: GS-11 and above	Enlisted personnel that have not graduated from courses listed above must be a graduate of either DINFOS -BCC, DINFOS-BCC 60, DINFOS-BPAS-W, DINFOS-BPASC or DINFOS-BPASC-ADL-R, DINFOS-BSP.
USN	Officer: O-3 to O-5 Enlisted: Not open to Enlisted personnel Civilians: GS-11 to GS-14 / 1035 Series	Officers must have a minimum of 4 years public affairs experience. Civilians must have a minimum of 5 years public affairs experience.
USMC	Officer: O-3 to O-4 Enlisted: E7-E9 Civilians: GS-11 and above	
USCG	Officer: W-2 to O-5 Enlisted: Not open to Enlisted Personnel Civilian: GS-11 to GS-14	
International	International students attending this course must have an English Comprehension Level (ECL) of 85, obtain a 2+/2+ on the Oral Proficiency Interview (OPI), and possess basic typing skills. Students requesting enrollment must be O-4s or senior O-3s and graduates of the DINFOS PAQC/DINFOS PAOQC or AFIS PAOC, with a minimum of one year experience as a PAO. Students must have a solid understanding of English language usage, grammar and syntax.	

Interagency	Must be in a GS 1035 position at a grade of GS-11-14, with a minimum of five years experience as a public affairs officer.
--------------------	--

SECURITY CLEARANCE: None

CLASS SIZE: 24

MAXIMUM	24
MINIMUM	12
ANNUAL COURSE CAP	48

COURSE LENGTH: 21 Training Days

ACADEMIC HOURS:	160 Hrs
ADMINISTRATIVE HOURS:	8 Hrs
TOTAL COURSE HOURS:	168 Hrs

INSTRUCTOR CONTACT HOURS: 414 Hrs

TYPE/METHOD OF INSTRUCTION:

Lecture (L) (Includes Guest Lectures)	111 Hrs
Performance Exercise (PE) (Includes Labs)	27 Hrs
Examinations	22 Hrs
Performance Examination (EP)	16 Hrs
Written Examination (EW)	6 Hrs
Administration (AD)	8 Hrs

TRAINING START DATE: 1 October 2010

ENVIRONMENTAL IMPACT: None

MANPOWER: The Inter-service Training Review Organization (ITRO) formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Course Development Office of the Provost, Defense Information School, Fort George G. Meade, MD 20755 - 301-677-4420

REFERENCES: Are found in the last page of this TPI

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 4:24PE, 2:24EW, 4:24EP

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 1
PUBLIC AFFAIRS PLANNING

TPFN: DINFOS-JIPAC-001

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with the skills necessary to insert the PAO and its assets into the fundamental planning and preparation for joint commanders in an operational environment. Upon completion of this functional area, the student will be able to identify the role of Public Affairs (PA) and how it works with other supporting communication agencies. The student will also be able to prepare the PA input to and execute the operational commander's communication strategy. The student applies critical thinking skills in practical applications as well as a knowledge-based exam to measure comprehension of the functional area. Assessment strategies include, scenario based exercises, written and performance exams. This functional area culminates with students developing a communications plan incorporating each functional area task. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 26L, 8GL, 18PE, 2EW, 10EP

TPFN TOTAL HOURS: 64

UNIT (S):

001- Public affairs planning at the operational level

- 001 Develop and recommend communication strategies ISO the commander's operational goals
- 002 Explain how and why PA and IO must remain separate and distinct
- 003 Define the role of PA as a member of the strategic communications triad of information operations, public affairs, and public diplomacy
- 004 Explain PA's role in support of civil military operations
- 005 Explain Joint Operations Planning and Execution System (JOPES) process
- 006 Prepare PA input to warning/fragmentary orders
- 007 Produce a communications plan
- 008 Functional Area Written Exam

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 4:24PE, 2:24EW, 4:24EP

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2
COMMUNICATIONS

TPFN: DINFOS-JIPAC-002

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with a working knowledge of communication theories and how they can be used in a deployed environment. Upon completion of this functional area and using the references given, the student will explain various communication theories, cultural influences on communication, and how they can be used in a field or deployed environment. The student will be able to analyze cultural differences and utilize those differences when performing as a PAO in an operational environment. The student's ability to perform these tasks will be evaluated through a written assignment. The student will be required to apply communication theory to a military case study. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 6L, 6GL, 1PE

TPFN TOTAL HOURS: 13

UNIT (S):

001 - Public affairs planning at the operational level

- 001 Compare application of communication theories to practical implementation in the field or deployed environment
- 002 Analyze cultural influences on human communication

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 4:24PE

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 3
RESOURCE MANAGEMENT

TPFN: DINFOS-JIPAC-003

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with an expanded view of how PA capabilities are requested and sourced. Students will also learn the Joint Manning Document (JMD), the process for creating the Joint Manning Document and how the document is approved. Upon completion of this functional area, the student will be able to explain the primary principles of the Program Plan Budget Execution (PPBE), the Request For Forces (RFF), Staff Augmentation (SA), and Individual Augmentation (IA) processes and how they are used for capability sourcing. The student's comprehension and ability to perform these tasks will be measured through the application of critical thinking skills in practical exercises as well as a knowledge-based exam. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 6L, 2PE, 2EW, 2EP

TOTAL TPFN HOURS: 12

UNIT (S):

001- Managing PA resources

- 001 Build and maintain a capabilities-based PA Joint Manning document
- 002 Describe the program plan budget execution process
- 003 Describe the Request for Forces (RFF), staff augmentation (SA), and Individual Augmentation (IA) processes for capability sourcing
- 004 Functional Area Written Exam

INSTRUCTOR/STUDENT RATIO: 2:24L, 4:24PE, 2:24EW, 4:24EP

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 4
MEDIA OPERATIONS

TPFN: DINFOS-JIPAC-004

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with the skills necessary to manage various aspects of the media in an operational environment. The student will develop communication plans that deal with gathering and distributing VI products while utilizing the latest technology. Upon completion of this functional area, the student Will be able to execute media embed operations, present an issue brief using proper techniques for addressing inaccurate reporting, prepare a public affairs estimate, discuss the impact of new technology on PA, utilize VI assets, and develop a Measure of Effectiveness (MOE) to direct and drive communication strategies. The student's comprehension and ability to perform these tasks will be measured through the application of critical thinking skills in scenario based practical exercises. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 18L, 11GL, 6PE, 4EP

TOTAL TPFN HOURS: 39

UNIT (S):

001- Dealing with the media in an operational environment

- 001 Develop and execute media embed operations
- 002 Prepare an issue brief for presentation to a target audience
- 003 Describe the PA implications and potential actions resulting from emerging telecommunications and related technologies
- 004 Describe the methods and tools of inquiry in communication research and existing information gathering processes
- 005 Develop a plan to acquire, process, prioritize, and distribute communication products

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 4:24PE, 4:24EP

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 5
OPERATIONAL PUBLIC AFFAIRS

TPFN: DINFOS-JIPAC-005

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area prepares the PA practitioner for the ethical and constitutional issues of working in an operational environment while working within a joint task force. Upon completion of this functional area, the student will be able to recognize and explain the ethical and constitutional challenges of working in a joint environment with DOD and non-DOD agencies. The student's comprehension and ability to perform these tasks will be measured through a functional area written exam. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 19L, 11GL, 2EW

TOTAL TPFN HOURS: 32

UNITS:

001- The Role of the PAO in an operational environment

- 001 Explain the PA's role in generating non-kinetic effects in support of operations
- 002 Explain the challenges of PA Command and Control (C2), and PA mission requirements in a Unified or JTF command
- 003 Describe points of interface and integration with non-DoD agencies
- 004 Explain PA input to the Law of Land Warfare to include LOAC
- 005 Describe the sources of information and guidance for Status of Forces Agreements (SOFA)
- 006 Recognize ethical issues in public affairs program planning and execution
- 007 Explain constitutional issues relating to PA operations
- 008 Functional Area Written Exam

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 2:24EW

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 6
COURSE ADMINISTRATION

TPFN: DINFOS-006

TERMINAL TRAINING OUTCOME: During this time student records will be created, updated, and archived as the student progresses through the course

TPFN HOURS AND TYPE: 8 AD

TOTAL TPFN HOURS: 8

UNITS:

001 - Administration

- 001 In-processing
- 002 In-processing (RQM)
- 003 Student Counseling
- 004 End of Course Critique
- 005 Out-processing
- 006 Out-processing (RQM)
- 007 Graduation

INSTRUCTOR/STUDENT RATIO: 1:24

SAFETY FACTORS: ROUTINE

References

- American Psychological Association. (2005). Concise rules of APA style. Washington, DC: American Psychological Association.
- Cohen, R. (1997). Negotiating across cultures: International communication in an interdependent world.
- CJSI3205.01A Joint Combat Camera
- CJCSI 3210.01B Joint Information Operations Policy
- DoD Directive 5040.4, Joint Combat Camera Program
- DoD Directive 5400.13, Joint Public Affairs Operations
- DoD Instruction 5400.14, Procedures for Joint Public Affairs Operations
- DoD Instruction 5405.3, Development of Proposed Public Affairs Guidance
- DoD Instruction 5400.14, Procedures for Joint Public Affairs Operations
- DoD Directive 5120.20, Armed Forces Radio and Television Service
- DoD Directive 5230.9, Clearance of DoD Information for Public Release
- DoD Directive 5400.7-R, DoD Freedom of Information Act Program
- Em Griffin. (2005). First look at communication theory (6th ed.)
- Geertz, Clifford. (2000) Interpretation of cultures
- Johannesen, Richard L. (2001) Ethics in human communication (5th ed.)
- Joint Pub 3-0, Doctrine for Joint Operations
- Joint Pub 3-07.6, Joint Tactics, Techniques and Procedures for Foreign Humanitarian Assistance Operations
- Joint Pub 3-13, Joint Doctrine for Information Operations
- Joint Pub 3-53, Doctrine for Joint Psychological Operations
- Joint Pub 3-54, Joint Doctrine for Operations Security
- Joint Pub 3-57, Joint Doctrine for Civil-Military Operations
- Joint Pub 3-57.1, Joint Doctrine for Civil Affairs
- Joint Pub 3-0, Doctrine for Joint Operations
- Joint Pub 3-07.6, Joint Tactics, Techniques and Procedures for Foreign Humanitarian Assistance Operations
- Pitch, Anthony S. (2000). The Burning of Washington: The british invasion of 1814
- Thussu, Daya Kishan. (2006). International communication: Continuity and change (2nd ed.)

