TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS - IPASC

INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE

Approved by:

MARTIN.JEREMY.MARLON.1121270613

Digitally signed by MARTIN.JEREMY.MARLON.1121270613
DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=USA, cn=MARTIN.JEREMY.MARLON.1121270613
Date: 2013.01.08 16:14:37 -05'00'

Commandant Defense Information School
Supersedes TPI dated September 20, 2011

INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE

TRAINING PROGRAM OF INSTRUCTION

Table of Contents

PREFACE.....3
FUNCTIONAL AREA 1- PUBLIC AFFAIRS MANAGEMENT 6
FUNCTIONAL AREA 2- SERVICE UNIQUE 7
FUNCTIONAL AREA 3- COURSE ADMINISTRATION 7
REFERENCES.....8

TRAINING PROGRAM OF INSTRUCTION

Preface

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

TITLE: INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE

TRAINING LOCATION: Defense Information School, Fort Meade, MD

PURPOSE: This course provides professional development in the knowledge and skills needed to perform the duties of an intermediate public affairs specialist in a joint service environment.

TRAINING METHODOLOGY: This course is offered in residence only.

COURSE DESCRIPTION: The Intermediate Public Affairs Specialist Course provides higher-level training of public affairs activities in a joint service environment. Topics covered are in the areas of communication management, media relations, community relations and special issues. Students apply the knowledge and skills learned from instructor-led discussions to practical exercises in a joint environment.

SERVICE PREREQUISITES:

Service	Prerequisites:	Notes:
USA		
Officer	N/A	
Enlisted	E5 – E6	MOS 46Q or 46R
Civilian	GS07 – GS09	Assigned to a public affairs billet (series 1001,1035,1082); approved by Army Public Affairs Center (APAC)
USAF		
Officer	N/A	
Enlisted	E5 – E6	AFSC 3N052 or 3N055
Civilian	GS07 – GS09	Assigned to a public affairs billet (series 1035); approved by Service Director of Public Affairs
USN		
Officer	N/A	
Enlisted	E5 – E7	MC rating; minimum 1 year public affairs experience Specialty awarded: NEC 8153 Public Affairs Supervisor
Civilian	GS09 – GS13	Assigned to a public affairs billet (series 1035, 1082, 1084); approved by Chief of Information (O1-8)
USMC		
Officer	N/A	
Enlisted	E3 – E5	MOS 4341
Civilian	GS07 – GS11	Assigned to a public affairs billet (series 1035); approved by Director of Public Affairs

USCG		
Officer	N/A	
Enlisted	E5 – E9	Public affairs specialist with minimum of 18 months public affairs experience
Civilian	GS07 – GS09	Assigned to a public affairs billet (1035); approved by Programs Branch Chief
International		
International students attending this course must have an English Comprehension Level (ECL) of 85, and must be a graduate of the DINFOS-BPASC, DINFOS-BPAS-W, DINFOS-BPAS-B, DINFOS-BCC or AFIS-BJC course.		
Interagency		
Interagency students are not eligible to attend this course.		

COURSE PREREQUISITES: Not applicable.

CLASS SIZE:

MAXIMUM 24

MINIMUM 12

COURSE LENGTH: 10 Training Days

ACADEMIC HOURS: 70 hrs

ADMINISTRATIVE HOURS: 7 hrs

TOTAL COURSE HOURS: 77 hrs

TYPE/METHOD OF INSTRUCTION:

1. Lecture (L) 46 hrs
2. Demonstration (D) 0 hrs
3. Performance Exercise (PE) 7 hrs
4. Computer Aided Instruction (CAI) 0 hrs
5. Case Study (CS) 0 hrs
6. Exam Performance (EP) 16 hrs
7. Written Examination (EW) 1 hrs
8. Administrative Hours (AD) 7 hrs

COURSE MEASUREMENT PLAN: Located in the Course Training Standard.

TRAINING START DATE: January 22, 2013.

ENVIRONMENTAL IMPACT: No environmental impact.

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) for participating courses contains this information.

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Office of the Provost, Fort George G. Meade, MD 20755.

REFERENCES: Located in the last section of this TPI.

SAFETY FACTORS: ROUTINE

POC: Course Development Department, DINFOSDOTCourseDeveloper@DINFOS.DMA.mil, 301-677-5733

FUNCTIONAL AREA 1

PUBLIC AFFAIRS MANAGEMENT

TRAINING OUTCOMES:

UNIT 001 COMMUNICATION MANAGEMENT: Through instructor-led discussions, students examine decision-making models used to make ethical decisions. Students gain research skills and develop communication plans. They learn how to measure the effectiveness of PA programs and the management of civilian enterprise publication contracts. Students discuss PA strategic, operational and tactical level considerations.

UNIT 002 MEDIA RELATIONS: Students discuss DoD Internet-based services and capabilities policies. Students discuss guidelines for the release of information and how to formulate an effective response. Students also gain skills in developing command messages and practice preparing proposed public affairs guidance.

UNIT 003 COMMUNITY RELATIONS AND SPECIAL ISSUES: Instructor-led discussions encourage critical thinking as students examine PA roles and responsibilities in environmental programs. Students evaluate strategies for responding to crisis situations and prepare a crisis communication plan. Students also discuss interagency communication relationships.

UNIT 004 DEPLOYED PUBLIC AFFAIRS OPERATIONS: Through instructor-led discussions, students examine operational public affairs. Emphasis is on Joint Task Force Public Affairs planning and operations, Annex F preparation and media operations.
Students explore the relationship between information operations and public affairs.

FUNCTIONAL AREA 2

SERVICE UNIQUE

TRAINING OUTCOMES:

UNIT 001 SERVICE UNIQUE: Service representatives brief students on current Service issues related to public affairs and visual information program state. Students gain an understanding of each Service's operating strategies, operational support and way ahead for these communities.

FUNCTIONAL AREA 3

COURSE ADMINISTRATION

TRAINING OUTCOMES:

UNIT 001 COURSE ADMINISTRATION: During this time, student records are created, updated and archived. Students receive a course orientation, complete surveys, perform individual out-processing, and practice and perform a formal graduation ceremony.

REFERENCES

Broom, G. (2009). *Effective Public Relations (10th ed.)*. Upper Saddle River, NJ: Pearson Prentice Hall.

Center, A., Jackson, P., Smith, S., Stansberry, F. (2008). *Public Relations Practices: Managerial Case Studies and Problems (7th ed)*. Upper Saddle River, NJ: Pearson Prentice Hall.

Center for Disease Control. (2011). *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign.*

Council on Environmental Quality. (2007). *A Citizen's Guide to the NEPA: Having Your Voice Heard.* Executive Office of the President.

Defense Information School. (2008). *Consolidated Guidelines for Release.*

Defense Information School. (2008). *White Paper on SAPP and ACA.* Defense Information School. (2008). *Editors Course Textbook.* Fort George G. Meade, Md.

Defense Information School. (2007). *Communications Research.*

Executive Summary. (2002). *National Strategy for Homeland Security.* Office of the President.

Fearn-Banks, K. (2011). *Crisis Communication A Casebook Approach (4th ed.)*. New York, NY: Routledge.

Federal Emergency Management Agency. *Resource Conservation and Recovery Act (RCRA) Enforcement.* Retrieved November 30, 2012, from http://www.epa.gov/compliance/civil/rcra/index.html

Federal Emergency Management Agency. (2007). *Robert T. Stafford Disaster Relief and Emergency Assistance Act.*

Guth, D. & Marsh, C. (2012). *Public Relations: A Values-Driven Approach (5th ed.)*. Boston: Allyn & Bacon.

Howard, D., & Mathews, W. (2006). *On Deadline: Managing Media Relations (4th ed.)*. Long Grove, IL: Waveland Press.

HowTo.gov. *Social Media.* Retrieved June 2012 from http://www.howto.gov/social-media

Lenhart, Percell, et. al. (2011). *Social Media and Young Adults.* Pew Internet and American Life Project.

McLoughlin, B. (2003). *Encountering the Media: Media Strategies and Techniques.* Multimedia Publishing Ltd. Washington, D.C.: McLoughlin Media.

McLoughlin, B. (2003). *Encountering the Media Pocket Tips Booklet.* Multimedia Publishing Ltd. Washington, D.C.: McLoughlin Media.

McLoughlin, B. (1999). *Overcoming Panic and Fear: Risk and Crisis Communications.* Washington, D.C.: McLoughlin Media.

Military Law Review. (2003). *The Posse Comitatus Act.*

North, D. W. (1968). *A tutorial introduction to decision theory. IEEE Transactions on Systems Science and Cybernetics* 4(3), 200-210.

Plano Clark, V. & Creswell, J. (2010). *Understanding Research, A consumer's*

guide. Upper Saddle River, NJ: Merrill.

Potter, L. (2008). *The Communication Plan*: *The Heart of Strategic Communication* (*3rd ed*). San Francisco, CA: International Association of Business Communicators.

Public Relations Society of America. (2010). *PRSA Study Guide*. New York, NY: Universal Accreditation Board, Public Relations Society of America.

Summary of the Resource Conservation and Recovery Act. Retrieved November 30, 2012, from http://www.epa.gov/lawsregs/laws/rcra.html

Summary of the National Environmental Policy Act. Retrieved November 30, 2012, from http://www.epa.gov/lawsregs/laws/nepa.html

Summary of the Comprehensive Environmental Response, Compensation, and Liability Act (Superfund). Retrieved November 30, 2012, from http://www.epa.gov/lawsregs/laws/cercla.html

U.S. Air Force Public Affairs Agency. (2012). *Navigating the Social Network: The Air Force Guide to Effective Social Media Use.*

U.S. Air Force Instruction 35-101 (2010). *Public Affairs Responsibilities and Management.*

U.S. Army Regulation 360-1. (2011). *The Army Public Affairs Program.*

U. S. Army. (2011). *Army Social Media Handbook.*

U.S. Army Field Manual 5.0. (2005). *Army Planning and Orders Production.*

U.S. Army. (2009). *Army Social Media Best Practices (Tactics, Techniques and Procedures) Online and Social Media.*

U.S. Army Environmental Center. (2002*). U.S. Army Installation Environmental Program Management Guide.*

U.S. Army Environmantal Command. *Military Munitions Response Program (MMRP).* Retrieved November 30, 2012, from http://aec.army.mil/usaec/cleanup/mmrp00.html

U.S. Army. (2004). *Army Defense Environmental Restoration Program*: *Management Guidance for Active.* U.S. Army Assistant Chief of Staff for Installation Management Installations.

U.S. Marine Corps. (2011). *USMC Social Media Principles: The Social Corps.*

U.S. Navy Office of Information. CHINFO Instruction 5720.8A. (2011). *Navy PA Tactics Manual.* Navy Chief of Information (CHINFO).

U.S. Navy Office of Information. (2011). *Crisis Communication Stages-Social Media.* Navy Chief of Information (CHINFO).

U.S. Navy Office of Information. (2011). *Navy Public Affairs Tactics Manual.* Navy Chief of Information (CHINFO).

U.S. Navy Office of Information. (2011). *Social Media Handbook for Navy PAOs.* Navy Chief of Information (CHINFO).

U. S. Coast Guard. (2012). *Coast Guard Social Media Handbook.*

U. S. Coast Guard. (2012). *Coast Guard Public Affairs Manual.*

U.S. Department of Defense, DOD Manual 4715.20. (2012). *Defense Environmental Restoration Program (DERP) Management.*

U.S. Department of Defense, *DOD Social Media Hub*. Retrieved November 29, 2012, from http://www.defense.gov/socialmedia/

U.S. Department of Defense, Directive-Type Memorandum (DTM) 09-026. (2010). *Responsible and Effective Use of Internet-based Capabilities*.

U.S. Department of Defense, DOD Directive 3000.05. (2009). *Stability Operations*.

U.S. Department of Defense, DOD Directive 1344.10. (2008). *Political Activities by Members of the Armed Forces.*

U. S. Department of Defense, DOD Directive 5400.11-R. (2007). *DOD Privacy Program.*

U.S. Department of Defense, DOD Directive 5410.18. (2007). *Public Affairs Community Relations Policy.*

U.S. Department of Defense, DOD Directive S-3600.1. (2006). *Information Operations Memo.*

U.S. Department of Defense, DOD Directive 3020.44. (2007). *Defense Crisis Management.*

U.S. Department of Defense, DOD Directive 2077-4. (2004). *Policy on Public Affairs Relationship to Information Operations*.

U.S. Department of Defense, DOD Directive 5230.16. (2003). *Nuclear Accident and Incident Public Affairs Guidance.*

U.S. Department of Defense, DOD Directive 5400.7-R. (1998). *DOD Freedom of Information Act Program.*

U.S. Department of Defense, DOD Directive 3025.0. (1993). *Military Support to Civil Authorities.*

U.S. Department of Defense, DOD Instruction 1300.18. (2008). *DOD Personnel Casualty Matters, Policies, and Procedures.*

U.S. Department of Defense, DOD Instruction 5120.4. (1997). *DOD Newspapers and Civilian Enterprise Publications.*

U.S. Department of Defense, DOD Instruction 5400.14. (1996). *Procedures for Joint Public Affairs Operations.*

U.S. Department of Defense, DOD Instruction 5405.3. (1991). *Development of Proposed Public Affairs Guidance (PPAG).*

U.S. Department of Defense, Joint Publication 3-13. (2006). *Joint Doctrine for Information Operations.*

U.S. Department of Defense, Joint Publication 1-02. (2010). *Department of Defense Dictionary of Military and Associated Terms.*

U.S. Department of Defense, Joint Publication 3-61. (2010). *Public Affairs*. Chapters 1and 3.

U.S. Department of Defense, Joint Publication 3.16. (2007). *Multinational Operations.*

U.S. Department of Defense, Joint Publication 3-0. (2007). *Executive Overview*, Chapters 1 and 2.

U.S. Department of Defense, Joint Publication 5-0. (2006). *Joint Operation Planning.*

U.S. Department of Defense. (2005). *Strategy for Homeland Defense and Civil Support.*

U.S. Department of Health & Human Services. (2003). *Summary of the HIPAA Privacy Rule.*

U.S. Department of Justice. (2010). *Freedom of Information Act Reference Guide: Introduction.* Retrieved November 29, 2012, from http://www.justice.gov/oip/referenceguide.htm#in

Young, A. (2010). *Brand Media Strategy: Integrated Communications Planning in the Digital Era.* New York: Palgrave Macmillan.

Wilson, L. & Ogden, J. (2004). *Strategic Communications Planning for Effective Public Relations & Marketing* (*5th ed.*). Dubuque, IA: Kendall/Hunt.

DINFOS CORRESPONDENCE ROUTE SHEET

1. Originating Dept/POC Name/Contact #	2. Due Date (If Required)	3. Tracking Number
CDD / Mrs. Ingrid Aybar Jackson / 7-5733	29 Oct 2012	

4. Subject: IPASC TPI

5. Purpose: Review and approve the enclosed TPI

Background: The TPI is based upon the TTI approved at the IPASC Training Task Selection Board held on 8 May 2012.

Recommendation: Review and **digitally sign** the enclosed TPI for implementation in January 2013.

Additional Comments: No additional comments.

List of Enclosures:
1. TPI
2. Value Template with CORE (Log)

	CODE	SIGNATURE	DATE	COMMENTS
Dept. CD	F			Will archive document and coordinate the update of the Course Catalogue on DINFOS site.
RQM	A			
Commandant	S			
Deputy Commandant	R		4 Jan 13	
Provost	R		11-27-2012	corrections made /
Director of Staff	R		11-27-2012	
CG Admin	L		27 Nov 12	make corrections
CD	A	By Roderick R. Cunningham, LTC, USA Director of Training	27 NOV 12	Prepare document for digital signature.
DoT	R	James L. Gilbert, DCSC Deputy Director of Training	26 Nov 12	RC
D-DoT	R		11/19/12	
DoT Academic Ops	L		19 Nov 2012	
CDD	R		11-14-2012	- wait for CORE Approval -
Dept Head	R		10-25-2012	
Dept AD	R		10/24/12	
Dept CD	Initiate		Oct 24 2012	

Code: **I-Information** **L-Log** **R-Review** **S-Signature** **A – Action** **F – Final**

DINFOS CORRESPONDENCE ROUTE SHEET

1. Originating Dept./POC Name/Contact #	2. Due Date (If Required)	3. Tracking Number
CDD / Ingrid Aybar Jackson/ 7-5733	05/DEC/2014	#245

4. Subject: IVC TPI

5. Purpose: Review and approve the enclosed TPI

Background: The TPI is based upon the TTI approved at the **IVC** Training Task Selection Board held on 1-2 April 2014.

Recommendation: Review and **digitally sign** enclosed TPI for implementation on 30/MAR/2014 .

Additional Comments: The digital file of the TPI is available for Commandant's digital signature on the DCP.

List of Enclosures:
1. TPI

	CODE	SIGNATURE	DATE	COMMENTS
Course Developer	F			Archive document and coordinate the update of the Course Catalogue on DINFOS site.
Registrar (RQM)	A	[signature]	8 JAN 2015	
Commandant	S	[signature]	8 JAN 15	electronic copy sent 1/5/15
Deputy Commandant	R	[signature]	2 Dec	See edits
Director of Staff	R	[signature]	2 Dec 14	~~See edits~~.
Provost	R	N/A		
Command Group Admin	L	C Methun	2 Dec 14	
CDD	A	M O'Shea		Prepare document for digital signature.
DoT	R	[signature]	25 Nov 2014	See correction
Deputy DoT	R			
DoT Academic Ops	L			
IMSO	R	N/A		
Department Head Room 2195	R	Bruce C. Colkitt, DoDC VCOMM Department Head	21 Nov 14	SEE POST-IT NOTES
Academic Director R	R	N/A		
CDD Chief	R			
Course Developer	Initiate	[signature]	November 14, 2014	

DOT Admin Pat Carpenter 21 Nov 14

Revised 9/5/2012

Code: **I-Information** **L-Log** **R-Review** **S-Signature** **A – Action** **F – Final**