

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



Approved by:

Commandant Defense Information School  
Supersedes TPI dated 19 May 2010



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# 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 Meade, MD

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

**TRAINING METHODOLOGY:** Resident only

**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 public affairs 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.

**SERVICE PREREQUISITES:**

Service	Prerequisites:	Notes:
<b>USA</b>		
Officer	O-3 through O-5	Must have completed required PME level.
Enlisted	E-7 and above	Must have completed required PME level.
Civilian	GS-11 through GS-14	Must be a PAQC graduate, hold a public affairs or communications position (1035, 0301, and 1001 series), and have CP22 Program Manager approval.
<b>USAF</b>		
Officer	O-3 through O-5	Prospective students are selected by SAF/PAR through competitive nominations. SNCOs or civilians who have previously completed DINFOS-BCC, BCS, DINFOS-BPASC, DINFOS-BPASC-ADL, AFIS-BJC, DINFOS-BPAS-W, DINFOS-BPJC-USAF may attend with SAF/PAR-approved waivers. Other waivers may be granted on a case-by-case basis based on higher education and experience.
Enlisted	E-7 through E-9	
Civilian	GS-11 and above	
<b>USN</b>		
Officer	O-3 through O-5	Officers must have a minimum of four years of public affairs experience.
Enlisted	E-7 through E-9	
Civilian	GS-11 through GS-15 / 1035 Series	Civilians must have a minimum of five years of public affairs experience.
<b>USMC</b>		
Officer	O-3 through O-4	

Enlisted	E-7 through E-9	
Civilian	GS-11 and above	
<b>USCG</b>		
Officer	W-2 through O-5	
Enlisted	Not eligible	
Civilian	GS-11 through GS-14	
<b>International</b>		
International students attending this course will be from the defense ministries of nations operating within the Security Assistance Training Field Activity (SATFA) framework. Students must have an English Comprehension Level of 85 and obtain a score of 2+/2+ on the Oral Proficiency Interview. Students requesting enrollment must be O-4 or senior O-3 and graduates of the DINFOS PAQC; DINFOS PAOQC; or AFIS PAOC, with a minimum of one year experience as a Public Affairs Officer (PAO). Students must have a solid understanding of the English language in terms of usage, grammar and syntax.		
<b>Interagency</b>		
GS-11 through GS-14 in Public Affairs Series 1035 position with a minimum of five years experience as a public affairs officer.		

**COURSE PREREQUISITES:** See Army Training Requirements and Resources System (ATRRS) web site (<https://www.atrrs.army.mil/atrrscc/>). Use school code 212.

**Services:** AFIS-PAOC, DINFOS-PAQC, DINFOS-PAOQC, DINFOS-PAOQC-ADL-NR/R, DINFOS-PAQC-ADL-NR/R.

**Interagency:** Prerequisite Course Solution Sets. Must have graduated from course: AFIS-PAOC-PUBLIC AFFAIRS OFFICER or DINFOS-PAQC. DINFOS-PAOQC, DINFOS-PAOQC-ADL-R, or DINFOS-PAQC-ADL-R.

**International:** DINFOS-PAQC, DINFOS-PAOQC, or AFIS-PAOC.

**CLASS SIZE:**

Maximum	24 per iteration
Minimum	12 per iteration
Annual capacity	48 per fiscal year

**COURSE LENGTH:**

Academic hours	208 hours
Administrative hours	11 hours
Total Course hours	219 hours, 27 days

**TYPE/METHOD OF INSTRUCTION:**

Lecture (L)	102 hours
Guest Lecturer (GL)	24 hours
Performance Exercise (PE)	44 hours
Lecture Field Training (L-FT)	16 hours
Exam Performance (EP)	22 hours
Written Examination (EW)	0 hours
Administrative Hours (AD)	11 hours

**COURSE MEASUREMENT PLAN:** Located in the Course Training Standard (CTS).

**TRAINING START DATE:** 06 January 2014.

**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, Directorate of Training, 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](mailto:DINFOSDOTCourseDeveloper@DINFOS.DMA.mil)  
301-677-7391.

**FUNCTIONAL AREA 1**  
**COMMUNICATION THEORY**

**TRAINING OUTCOMES:**

**UNIT 001 COMMUNICATION THEORY:** Students examine contemporary communication theory concepts and principles with innovations and trends in emerging media capabilities. Students discuss the information environment, ethical principles of military communications, operational environment strategic communication policies, legal considerations, and issue management best practices.

**FUNCTIONAL AREA 2**  
**OPERATIONAL PUBLIC AFFAIRS**

**TRAINING OUTCOMES:**

**UNIT 001 OPERATIONAL PUBLIC AFFAIRS:** Students examine military communication capabilities. Students explain joint military operations non-kinetic effect capabilities. Students develop visual information product plans. In addition to public affairs' role in mission rehearsal exercises, students discuss commander and staff advising and counseling activities. Moreover, students discuss communication tactics, media operations in Joint Operational Environments, how visual information supports public affairs in operational environments with other government agencies, non-U.S. government organizations, and sources of social influences on inter-cultural communication.

**FUNCTIONAL AREA 3**  
**COMMUNICATION STRATEGY DEVELOPMENT**

**TRAINING OUTCOMES:**

**UNIT 001 COMMUNICATION STRATEGY DEVELOPMENT:** Students develop a strategic communication plan and evaluate a strategic communication plan's effectiveness. Students discuss communication research and assessment tools and methods, and analyze communication research findings. Students describe public affairs role and responsibilities in the Adaptive Planning & Execution System (APEX) and Joint Operational Planning Process (JOPP). Students analyze management sources and processes in public affairs support of operations. Moreover, students develop a capabilities-based public affairs Joint Manning Document and Annex Y plan. Students simulate briefing a communication strategy concept of operations.

**FUNCTIONAL AREA 4**  
**ADMINISTRATION**

**TRAINING OUTCOMES:**

**UNIT 001 ADMINISTRATION:** Students are required to complete certain administrative tasks necessary for effective course management. Administrative tasks include in-processing and orientation; out-processing and providing feedback for course critiques; and participation in graduation activities.

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