

TRAINING PROGRAM OF INSTRUCTION (TPI)
FOR
DEFENSE INFORMATION SCHOOL (DINFOS)
JOINT INTERMEDIATE PUBLIC AFFAIRS (PA) COURSE (JIPAC)



Approved by:

Commandant Defense Information School
Supersedes TPI dated 26 February 2014



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

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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: This course provides 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: JIPAC provides the knowledge and skills needed to perform the duties of a public affairs practitioner at the operational level. Particular emphasis is on preparing 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.

COURSE PREREQUISITES: Previous education/training requirements for all civilians and services: The candidate must be a graduate of one of the following courses: DINFOS-PAQC, or DINFOS-PAQC-ADL-NR/R. These course prerequisites are in addition to the service prerequisites listed below. If the prospective student does not meet the DINFOS course prerequisites, then the service must submit a waiver through the DINFOS Registrar’s Office for approval by the DINFOS Commandant.

SERVICE PREREQUISITES:

Service	Prerequisites:	Notes:
USA		
Officer	O-3 through O-5	
Enlisted	E-7 and above	Must have completed required PME level.
Civilian	GS-11 through GS-14	Students must be in 1035, 0301 (strategic communication positions) and 1001 series with Deputy Senior Civilian Advisor/Career Program Manager approval and PAQC graduate.
USAF		
Officer	O-3 through O-4	
Enlisted	E-6 through E-7 (AFSC3NXXX)	
Civilian	GS-12 through GS-13	
USN		
Officer	O-3 through O-5	
Enlisted	E-7 through E-9	
Civilian	GS-11 through GS-15	Students must be in the 1035 series and have a minimum of 5 years of public affairs experience.

USMC		
Officer	O-2 through O-4	
Enlisted	E-7 through E-9	
Civilian	GS-11 and above	
USCG		
Officer	W-2 through O-5	
Enlisted	E-6 through E-7	
Civilian	Not eligible	
International		
International students must have a solid understanding of English language usage, grammar and syntax. Students attending this course must have an English Comprehensive Level (ECL) of 85, obtain a 2+/2+ on the Oral Proficiency Interview (OPI), and have basic keyboard skills. Students requesting enrollment must be O-4's or senior O-3's and graduates of the DINFOS-PAQC, with a minimum of one year experience as a Public Affairs Officer (PAO).		
Interagency		
Interagency students must be a U.S. Government employee working in the PA career field (GS-1035).		

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

CLASS SIZE:

Maximum	24 students
Minimum	12 students
Annual capacity	48 students

COURSE LENGTH:

Academic Hours	201 hours
Administrative Hours	11 hours
Total Course Length	212 hours, 27 days

TYPE/METHOD OF INSTRUCTION:

Lecture (L)	111 hours
Performance Exercise (PE)	34 hours
Exam Performance (EP)	36 hours
Field Trip	20 hours
Administrative (AD)	11 hours

COURSE MEASUREMENT PLAN: Located in the Course Training Standard.

TRAINING START DATE: 10 April 2017

ENVIRONMENTAL IMPACT: No environmental impact.

MANPOWER: The Inter-service Training Review Organization (ITRO) formula was used to determine the number of instructors required. The Course Design Resource Estimate (CDRE) contains this information.

EQUIPMENT AND FACILITIES: The CDRE 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, dma.meade.dinfos.list.dot-cdd@mail.mil (301) 677-7391.

FUNCTIONAL AREA 1
PUBLIC AFFAIRS IN A JOINT OPERATIONAL ENVIRONMENT

TRAINING OUTCOMES:

UNIT 001 Execute PA in a Joint Operational Environment: Given a case study of an ethical issue, students will identify, compare, and contrast ethical considerations affecting military affairs operations. Students are provided with several examples of current communication theories along with a case study. Students then write an essay applying communication theory to the case study. Students conduct communication research, analyze the findings, and develop a hypothesis for future study. Students define the information environment and explain the uses. Students explain the purpose and use of the Adaptive Planning and Execution System (APEX) and Joint Planning Process (JPP) in operational planning. This information is used to develop the communication plan and the commander's communication strategy. Students identify and explain the function(s) of the major military communication activities. Students define sources of social influence and explain how these sources influence intercultural communication. Students develop the narrative for a joint operation.

FUNCTIONAL AREA 2
COMMANDER'S COMMUNICATION PLANNING

TRAINING OUTCOMES:

UNIT 001 Conduct Commander's Communication Synchronization Planning: Given case studies, scenarios, and Internet access, students must be able to identify three examples of interactive, emergent technologies and evaluate their strengths. Students identify major legal considerations affecting military public affairs operations. Students are provided commander's guidance and an historic scenario, from which they develop and present a communication strategy concept of operations. Students explain the use of non-lethal effects in support of joint military operations. Given a scenario, and applicable military and inter-organizational regulations and guidance, students outline how PA operations are defined in a unit's mission rehearsal.

FUNCTIONAL AREA 3
COMMANDER'S COMMUNICATION SYNCHRONIZATION

TRAINING OUTCOMES:

UNIT 001 Conduct Commander's Communication Synchronization: Students explain how visual information operations support public affairs operations. This knowledge is used to develop a plan to acquire, process, prioritize, and distribute visual information products. Students identify, compare, and contrast various methods public affairs professionals use to counter misinformation, disinformation, and adversary propaganda. Given a scenario and information gathered from their communication research, students create a communication plan. Students describe interface, integration, and synchronization with other governmental agencies (OGAs) in operational environments. Given a concept of operations, students develop public affairs input to the Joint Manning Document (JMD) in support of deliberate planning. Students identify various sources and processes available to assist in managing public affairs operations. Students explain the process of coordinating military PA plans into inter-organizational communication efforts.

FUNCTIONAL AREA 4
SERVICE SPECIFIC TRAINING

TRAINING OUTCOMES:

UNIT 001 Service Specific Training: Students participate in discussions with service representatives on current issues related to public affairs communities within their specific service. Students discuss major strategic challenges facing services. They discuss current policy and doctrine and its effect on PA objectives. Students gain an understanding of host-nation media environments. They discuss the elements needed to synchronize and leverage senior leader priorities and senior commander communication strategies.

FUNCTIONAL AREA 5
COURSE ADMINISTRATION

TRAINING OUTCOMES:

UNIT 001 Course 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.

References

- Department of Defense (2015). *Joint Publication 3-61. Public Affairs*. Washington, D.C.
- Department of Defense (2015). *Joint Publication 3-13. Information Operations*. Washington, D.C.
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- Lukaszewski, J. (2008). *Why should the boss listen to you, the seven disciplines of the trusted strategic advisor*. Jossey-Bass, A Wiley Imprint, San Francisco, CA.
- Sears, S. (1983). *Landscape turned red, the Battle of Antietam*. Mariner Books, Houghton Mifflin Co., New York, NY.
- Wade, N.M. (2012). *The joint forces operations doctrine smartbook*. Retrieved from https://www.the-lightningpress.com/smartbooks/the-joint-forces-operations-doctrine-smartbook-3rd-rev.ed/