TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS - IPASC

INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE

Approved by:

Commandant Defense Information School
Supersedes TPI dated September 20, 2011

INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE

TRAINING PROGRAM OF INSTRUCTION

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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,](mailto: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.

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