Defense Information School

6500 Mapes Road, Fort Meade, Maryland 20755

Intermediate Public Affairs Specialist Course
Training Program of Instruction

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Training Effective Date: 1 January 2022
Supersedes TPI dated: 8 January 2013

John S. Hutcheson
Colonel, U. S. Air Force
Commandant

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COURSE PREFACE

Purpose

This course provides professional development in the knowledge and skills needed to perform duties as an intermediate public affairs specialist in a local command environment.

Reason for New Training Program of Instruction

Supports tasks identified by the training task selection board held 24 March and 8 April 2021.

Implementation Date

Training for this course will begin in January 2022.

Specialty Awarded

See individual Service documentation for specialty awarded.

Training Delivery / Training Length

Resident / 10 Days

Course Description

The Intermediate Public Affairs Specialist Course provides continuing public affairs training. Throughout the 10-day course students are immersed in a scenario to learn to solve a communication problem. Students will continuously apply the research, planning, implementation and evaluation (RPIE) process to determine the relevant audience, the appropriate platform for engagement and the appropriate command messages.

Students learn how to counsel commanders on information and communication matters by advising subject matters experts (SMEs) on how to engage the public, preparing them for the engagement and providing a post-engagement analysis of the SME's performance.

Course Prerequisites

Students attending this course must have satisfied at least one of the following:

Basic Combat Correspondent (BCC or BCC-60), Basic Mass Communication Specialist (BMCSC), Basic Multimedia Illustrator Course (BMIC), Basic Multimedia Reproduction Course-USMC (BMRC), Basic Public Affairs Specialist (BPASC, DINFOS-BPASC-ADL-R), Basic Public Affairs Specialist-Writer (BPAS-W), Basic Photojournalist Course-USAF (BPJC), Basic Still Photography (BSP), Broadcast Communication Specialist (BCS), Broadcast Communication Specialist-USAF (BCS-USAF), Mass Communication Foundations (MCF), Visual Production Documentation (VPD).

SERVICE PREREQUISITES

See the Army Training Requirements and Resources System (ATRRS) site: https://www.atrrs.army.mil/atrrscc/ for Service prerequisites (school code 212).

Service		MOS/AFSC/Rating/Series	Prerequisite Courses (AKA "Hard Prerequisites)	Course Prerequisites (AKA "Soft Prerequisites)
USA			Basic Combat Correspondent (BCC or BCC-60), Basic Mass Communication Specialist (BMCSC), Basic Multimedia Illustrator Course (BMIC) Basic Multimedia Reproduction Course-USMC (BMRC) Basic Public Affairs Specialist (BPASC, DINFOS-BPASC-ADL-R), Basic Public Affairs Specialist-Writer (BPAS-W), Basic Photojournalist Course-USAF (BPJC),	None
Enlisted	E5 through E6	PA - 46S		
Civilian	GS-11 through GS-13	1001, 1035, 1082 Approved by Army Public Affairs Center (APAC)		
USAF				
Enlisted	E4 through E6 E7 (Guard/Reserve)	3N0XX		
Civilian	GS-9 through GS-11	Series 1001,1020,1035, 1060, 1071, 1082, 1083, or 1084 Assigned to a public affairs billet		
USN				
Enlisted	E3 through E6	MC rating; minimum 1-year public affairs experience		
Civilian	GS-7 through GS-11	Assigned to a public affairs billet (series 1035, 1082, 1084) approved by CHINFO		

Service		MOS/AFSC/Rating/Series	Prerequisite Courses (AKA "Hard Prerequisites) continued	Course Prequisites (AKA "Soft Prerequisites)
USMC			Basic Still Photography (BSP) Broadcast Communication Specialist (BCS), Broadcast Communication Specialist-USAF (BCS-USAF), Mass Communication Foundations (MCF), Visual Production Documentation (VPD)	None
Enlisted	E5 through E6	MOS 4512, 4541, 4571, 4591		
Civilian	GS-7 through GS-11	Assigned to a COMMSTRAT Unit (series 10XX)		
USCG				
Enlisted	E4 through E5	Public affairs specialist with a minimum of 18 months of public affairs experience		
Civilian	GS-7 through GS-9	Assigned to a public affairs billet (series 1035) approved by Programs Brach Chief		
International				
International students are strongly encouraged to comply with the course prerequisites as listed above. International students attending this course must have an English Comprehension Level (ECL) of 85 and must be a graduate of the DINFOS-BPASC, BPAS-W, BJC, BCC, BCS or MCF				
Interagency				
Interagency students are not eligible to attend this course.				

Point of Contact (POC)

The POC for this action is the Course Development Office, cdo@dinfos.edu.

TRAINING TASK INVENTORY

This Training Task Inventory (TTI) incorporates feedback from MCF. Learning outcomes have been aligned with the Public Affairs Training and Education Council's Military Communication Competency Model.

Terminal Learning Objectives (TLOs)	Competency	Training Importance High, Medium, Low				
Enabling Objectives (ELOs)	Knowledge / Performance	USA	USAF	USMC	USN	USCG
1. Provide Public Affairs Guidance to local command	Performance	High	High	High	High	High
1.1 Identify themes to support Commander's Intent						
1.2 Compose effective responses						
1.3 Create supporting talking points						
1.4 Develop command messages						
1.5 Provide counsel on information and communication matters						
1.6 Describe the relationship between IO and PA						
1.7 Describe community outreach operations						
1.8 Understand how to coordinate guest visits and media escorts						
1.9 Peer-review documents for command messaging						
1.10 Produce a draft press release						
1.11 Develop a quote for senior leaders						
2. Prepare a SME for an engagement	Performance	High	High	High	High	High
2.1 Conduct background and communication product interviews						
2.2 Provide actionable feedback on interview responses						
2.3 Provide SME with command messages and commander's						

intent						
2.4 Conduct practice interview with SME						
2.5 Provide post-interview analysis of performance						
2.6 Identify bridging techniques for the SME						
3. Solve a Communication Problem	Performance	High	High	High	High	High
3.1 Apply the RPIE process						
3.2 Identify and combat mis/dis/mal-information						
3.3 Determine release of public information for visual products						
3.4 Discuss ethics (imagery editing, VI and PA policies)						
3.5 Review public release information (SAPP, FOIA, Privacy Act, COPPA, HIPPA, copyright law, etc).						
3.6 Determine relevant audience						
3.7 Identify appropriate social media platforms for engagement						
3.8 Draft response to queries (RTQ)						
3.9 Write the implementation plan for the COMMPLAN						

COURSE OUTLINE

Functional Area narratives describe how the course is organized to meet the level of student competency as identified by the Terminal Learning Objectives (TLO's) listed in the TTI and include projected instructional hours for each functional area.

FUNCTIONAL AREA 1: Public Affairs / Communication Strategy and Engagement Preparation

Students build a foundation for strategic public affairs/communications strategy (PA/CS) thinking and execution. They will discuss the information environment; information operations and the critical role public affairs and communications strategists play in shaping information. They will also learn key RPIE techniques essential to mission success. This functional area provides students with the foundation for understanding how proposed public affairs guidance (PPAG) is built and used effectively to meet commander's intent. They will also learn how to craft messages, themes and talking points to build an effective response.

Those skills are then used to prepare a SME for an engagement to meet strategic goals and mission objectives. Students will navigate the RPIE process through a scenario where their command is faced with a communication problem. They will review the aspects of a communication plan, and produce the implementation plan to address the existing communication challenge that the scenario command faces. Students will coach and critique subject matter experts on how to craft messages, themes and talking points articulating the command's position. Students will offer SMEs tips on navigating tough questions by using bridging techniques. Students will also practice their role as a PA/CS spokesperson during the engagement preparation scenario. Students will provide feedback on the engagement and determine the outcome based upon the event.

Total Unit Hours: 67

Course Administration

The course administration hours include student in- and out-processing, gear issue and graduation.

Total Unit Hours: 9
Total Course Hours: 76

MEASUREMENT PLAN

This Measurement Plan establishes procedures for evaluating student achievement of objectives in the IPASC Course. All summative assessments are a permanent part of students' academic records and count toward their final grade. Each assessment is weighted to indicate its relative importance to the overall course grade.

Grading Policy
1. **Minimum academic standard:** The minimum passing score for each evaluated item is 70 percent. The maximum score on a re-administered exam meeting the minimum standard is a score of 70 percent. Students must achieve a minimum passing score on each assessment before progressing in the course.

Recycles/Elimination:
Students will not be recommended for recycle, and will instead be recommended for elimination.

Functional Area 1 – Public Affairs / Communication Strategy and Engagement Preparation				
Assessment		**TLO Tested**	**Performance Outcome**	**Weight**
Performance Examination	Elements of PAG	TLO1 - Provide public affairs guidance to local command	Given an opportunity to provide public affairs guidance to local command, students will learn and then demonstrate the ability to develop communication messages and manage corresponding documentation that support the commander's intent during public engagement activities.	30%

ELO(s)
1.1 Identify themes to support Commander's intent
1.2 Compose effective responses
1.3 Create supporting talking points
1.4 Develop command messages
1.5 Provide counsel to command information and communication matters
1.6 Describe the relationship between IO and PA
1.7 Describe community outreach operations
1.8 Understand how to coordinate guest visits and media escorts
1.9 Peer-review documents for command messaging
1.10 Produce a draft press release
1.11 Develop a quote for senior leaders

Assessment		**TLO Tested**	**Performance Outcome**	**Weight**
Performance Examination	Engagement Prep	TLO 2 - Prepare SME for an engagement	Given an opportunity to prepare a SME for engagement, students will demonstrate the ability to coach and critique subject matter experts for successful engagements and the application of effective response techniques during interviews in support of the commander's communication objectives.	35%

ELO(s)
2.1 Conduct background and communication product interviews
2.2 Provide actionable feedback on interview responses
2.3 Provide SME with command messages and commander's intent
2.4 Conduct practice interview with SME
2.5 Provide post interview analysis of performance
2.6 Identify bridging techniques for the SME

Assessment		TLO Tested	Performance Outcome	Weight
Performance Examination	Implementation Plan	TLO 3 - Solve a communication problem	Given the opportunity to solve a communication problem, students will demonstrate the ability to apply the RPIE process by developing the implementation plan for a Communication Plan.	35%
ELO(s) 3.1 Apply the RPIE process 3.2 Identify and combat mis/dis/mal information 3.3 Determine release of public information for visual products 3.4 Discuss ethics (imagery editing, VI and PA policies) 3.5 Review public release information (SAPP, FOIA, Privacy Act, HIPPA, COPPA, copyright law, etc). 3.6 Determine relevant audience 3.7 Identify appropriate social media platforms for engagement 3.8 Draft response to queries (RTQ) 3.9 Write the implementation plan for the COMMPLAN				

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