



PUBLIC AFFAIRS

DEPARTMENT OF DEFENSE
DEFENSE MEDIA ACTIVITY
DEFENSE INFORMATION SCHOOL
6500 MAPES ROAD
FORT MEADE, MD 20755-5620

Public Affairs & Communication Strategy Qualification Distance Learning Nonresident Course Welcome Letter

Welcome to the Public Affairs & Communication Strategy Qualification Distance Learning Nonresident Course (PACS-Q DL-NR). This course provides entry-level public affairs and communication strategy training for mid- to senior-level noncommissioned officers and commissioned officers from all U.S. Armed Forces and partner foreign nations, as well as U.S. government agency civilians selected for public affairs and communication strategy. This course will ensure that those NCOs, officers and civilians can perform the basic duties of Department of Defense military public affairs and communication strategy practitioners.

This 26-week course is divided into two phases: Phase I and Phase II. Phase I, also called Foundations, is 24 weeks of online training. Course instruction focuses on the foundational elements of strategic thinking; the communication planning process; principles and techniques associated with implementing effective communication strategies; and integrating communication into military planning and operations. You will need to apply yourself and be an active participant to establish a strong base of knowledge and enhance the abilities you'll need to operate in our ever-changing public affairs environment.

During Phase I, you will submit a comprehensive communication plan, compile a portfolio of communication products, and deliver a capabilities brief where you will persuasively articulate your value as a military communication professional to a board of instructors.

During the first week of the course, you will be required to take a test assessing your grammar and overall writing skills. You will have 1.5 hours to complete the test. Students who earn less than 70 percent on the test will receive remediation materials and retake the test during Week 4. Failure to pass the retest may result in removal from the course. The Purdue Online Writing Lab at <https://owl.purdue.edu/> has several useful resources that can help you brush up on your English and writing skills.

After you complete the online training, you will attend two weeks of resident training for Phase II also called Scenario. The only way to get credit for the course is to complete and pass both the non-resident (Phase I) and resident sections (Phase II).

TECHNOLOGY REQUIREMENTS

You will need computer access with a web browser, preferably Google Chrome, for the online portion of this course. The course is administered through Blackboard, and you will have weekly readings, individual assignments and group work. Microsoft Word,



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PowerPoint, and Google apps may be useful for completing assignments. Blackboard is the primary course delivery method. If you are unfamiliar with Blackboard, we will provide instructional videos for your review.

ADDITIONAL INFORMATION

Students not familiar with joint planning are encouraged to read Joint Publication 5-0, Joint Planning, as well as Joint Publication 3-0, Joint Operations, to become more familiar with operational terminology.

QUESTIONS

Please work with your training POC in your organization with any questions or concerns. You can also contact the DINFOS Registrar (dma.meade.dinfos.list.registrar@mail.mil) and your student service detachment on Fort Meade for any orders/logistics/service-related concerns.

Strength Through Truth