



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

Welcome to the Intermediate Public Affairs Specialist Course

DESCRIPTION

This course offers intermediate Public Affairs and Communications Strategy and Operations professionals, both military and civilian, a challenging academic curriculum designed to develop students during their transition from content producer to strategic thinker and leader in the joint public affairs and strategic communications environment.

KEY COURSE EVENTS

The course features full-duty-days of lecture, discussion, practical exercise, assignments, structured lab time and mentorship opportunities. This is an intensive 10-day instruction period and off-duty hours of academic research and writing will be required. Homework should be expected on most evenings. This can range from read-ahead material study to group/individual assignments.

Class hours are 0855 – 1630 EST. There is no anticipated formal instruction during the evenings or on the weekend.

Students will work in small teams composed of their fellow PA/CommStrat classmates, (both military and civilian) to create a communication strategy implementation plan. This plan will be scenario-based and will focus on the research, planning, implementation and evaluation (RPIE) process of solving a communication problem. The implementation strategy will be presented to a command team who will evaluate the potential effectiveness in solving the command's communication problem.

During a scenario-based assessment, students will individually build elements of proposed public affairs guidance (PPAG) refining their ability to create messages, themes and talking points. Students will create comments for leadership and refine guidelines and review requirements for executing public affairs guidance within a command. During the scenario, students will also work in small teams to facilitate engagement with the local community and media. This will include facilitating a media engagement with a local reporter and selecting and preparing a subject-matter-expert for cradle to grave engagement.

Throughout the course, instructors will lead discussions in PA and the Information Environment, Ethics, Release of Information, Issues Management, and Social Media. Students should be prepared to contribute to the group discussion daily and share experiences as they relate to class interaction. This course is as interactive and collaborative as it is educational.

An informal graduation takes place on the final training day. Do not schedule flights departing from Baltimore/Washington International (BWI) Thurgood Marshall Airport prior to 1800 on the final training day. You will not be released early.

ITEMS TO CONSIDER

This is a unique opportunity to participate in a scenario-based exercise designed to stress and test your PA/CommStrat skill sets. You will be called upon to execute fundamental public affairs duties, exercise strategic thinking, perform complex problem solving, anticipate and guide

course of action development, conduct public affairs planning, and make public affairs recommendations.

Sharing experiences and best practices with your fellow students is one of the benefits of attending the course. Feel free to share material from your present and previous assignments/experiences that you may find useful during the exercises and discussions.

EQUIPMENT AND TECHNOLOGY

You are not required to bring a computer, but it is encouraged if you have one at your disposal. **You will be provided a DINFOS-issued laptop on Day 1.** Wi-Fi will be available inside of DINFOS. If you do bring a computer, it should be loaded with Microsoft Word, PowerPoint and a web browser (preferably Google Chrome).

Students who have not used Google apps, such as Google email, Classroom, Hangouts, documents, etc., please watch the first four minutes of this [introductory video](#). Students will receive an @dinfos.edu email address, which will provide access to these Google apps during the course.

Students must have completed their annual Cyber Security Awareness Challenge in order to access DINFOS computer systems. **Please have both a hard copy and access to an electronic copy available on Training Day One.**

REASONABLE ACCOMMODATIONS

If you require reasonable accommodations, please inform the Registrar (dma.meade.dinfos.list.academic-records@mail.mil) as soon as possible so the office can work with the training department and logistics to provide needed resources on training day one.

UNIFORM AND CLOTHING REQUIREMENTS

DINFOS military students are expected to maintain their personal appearance in accordance with applicable service regulations. Civilians are expected to be professional in appearance.

For Daily Wear:

- All Services: Current Duty Uniform. Flight suits are not an authorized uniform at DINFOS. See service specific guidelines at: [uniform policies](#)
- Civilians: Business casual. No jeans.
- Students are required to wear dress uniforms (without service coat) on the last Friday of the month.

LATE ARRIVALS

Students arriving late risk losing their course reservation to a person on the "standby" list. If you are going to be late, contact the DINFOS Registrar's Office at (301) 677-4343.

ABSENCE POLICY

Absences for non-emergency, personal reasons are not normally approved. Clear your schedule now. Absence requests will be reviewed individually and granted for emergencies only.

QUESTIONS

For questions regarding orders, billeting, student det in-processing, rental cars, healthcare, dining facility, pay, etc., please work with your training POC in your organization. You can also contact the DINFOS

Registrar at dma.meade.dinfos.list.registrar@mail.mil to provide further guidance.

Strength Through Truth