

**TRAINING PROGRAM OF INSTRUCTION (TPI)**

**FOR**

**INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE- DINFOS - IPASC**



**Approved by:**

**Commandant, Defense Information School**  
Supersedes TPI Dated: 18 April 2007



**INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE**

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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 George G. Meade, Maryland

**SPECIALTY AWARDED:** None

**PURPOSE:** Graduates of this course will be able to perform duties of an intermediate to advanced level public affairs specialist, especially in a joint service environment. The scope of this training includes measuring effective public affairs programs, assessing markets for public information, conducting media operations, and managing resources.

**COURSE DESCRIPTION:** The students will be instructed on the higher level of public affairs activities required in a Joint/Deployed environment, including ethical norms and considerations, communications management and evaluation (to include civilian enterprise contracts), and Internet requirements, use and assessments. Course material is organized into the following Functional Areas: Public Affairs Management; Media Relations; Community Relations and Special Issues; Deployed Public Affairs Operations; and Service Specific Issues. Each functional area stresses the importance of maintaining a high standard of integrity.

**TARGET POPULATION/PREREQUISITES:** Attending Service members must possess one of the following specialty ratings to qualify for enrollment:

<b>Service</b>	<b>Prerequisites:</b>	<b>Notes:</b>
<b>USA</b>		
Officer	N/A	
Enlisted	E5-E6	MOS 46Q or 46 R
Civilian	GS07-GS09	Assigned to a Public Affairs billet (series 1001,1035,1082); approved by Service Chief of Information
<b>USAF</b>		
Officer	N/A	
Enlisted	E5-E7	AFSC 30N51
Civilian	GS07-GS09	Assigned to a Public Affairs billet (series 1001,1035,1082); approved by Service Chief of Information
<b>USN</b>		
Officer	N/A	
Enlisted	E5-E7	MC rating; minimum 1 year public affairs experience Specialty awarded: NEC 8153 Public Affairs Supervisor
Civilian	GS07-GS11	Assigned to a Public Affairs billet (series 1035, 1082); approved by Service Chief of Information.
<b>USMC</b>		
Officer	N/A	
Enlisted	E4-E6	MOS 4341
Civilian	GS07-GS09	Assigned to a Public Affairs billet (series 1035); approved by

		Service Chief of Information
<b>USCG</b>		
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 (series 1001,1035,1082); approved by Service Chief of Information
<b>International</b>		
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/DINFOS BPAS-B/DINFOS-BCC or AFIS BJC course.		
<b>Interagency</b>		
Interagency students are not eligible to attend this course.		

**SECURITY CLEARANCE:** None

**CLASS SIZE:** MAXIMUM: 24 MINIMUM: 12 ANNUAL CAP: 96 (four annual iterations)

**COURSE LENGTH:** 9 Training Days

Academic hours:	63 Hrs
Administrative hours:	7 Hrs
Total course hours:	70 Hrs

**TYPE/METHOD OF INSTRUCTION:**

Administrative (AD):	7 Hrs
Lecture (L):	33 Hrs
Performance Exercises (PE):	28 Hrs
Performance Examinations (EP):	1 Hr
Written Exams (EW):	1 Hr

**INSTRUCTOR/STUDENT RATIO:** 1:24AD, 1:24L, 6:24PE, 2:24EW, 6:24 EP

**INSTRUCTOR CONTACT HOURS:** 211 hours

**TRAINING START DATE:** September 1, 2011

**ENVIRONMENTAL IMPACT:** None

**MANPOWER:** The Inter-service Training Review Organization (ITRO) formula was used to determine the number of instructors required.

**EQUIPMENT AND FACILITIES:** Refer to the Course Design Resource Estimate (CDRE).

**SAFETY FACTORS:** Routine

**TRAINING DEVELOPMENT PROPONENT:** Defense Information School  
Curriculum Developer, Public Affairs Leadership Department: (301) 677-5733

**FUNCTIONAL AREA 1**  
**Public Affairs Management**

**TPFN:** DINFOS-IPASC-001

**TERMINAL TRAINING OUTCOME:** The instruction and training throughout this functional area provide students with an intermediate level of knowledge of public affairs activities. Students will discuss the Joint Ethics Regulation, ethical norms, and the “Potter Box” as a means to track ethical thought, and relate these considerations to the leadership requirements of the public affairs specialist. Students will discuss the process of developing strategic and tactical communication plans, including the measurement of PA program effectiveness and the management of civilian enterprise publication contracts. Students will be able to assess whether or not website content adheres to security, accuracy, propriety and policy (SAPP) and will identify DoD and service policies, standards and concepts that apply to the design of a DoD website. Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

**FUNCTIONAL AREA HOURS AND TYPE:** 9.5L, .5PE, 2.0EP

**TOTAL FUNCTIONAL AREA HOURS:** 12

**UNIT(S):**

**001 – Public Affairs Leadership (Total Unit Hours = 2)**

- 001 Apply an ethical model for decision making
- 002 Define Defense Department ethical values
- 003 Describe decision-making models used to make ethical decisions

**002 – Communication Management (Total Unit Hours = 8)**

- 001 Develop a communication plan
- 002 Define PA strategic, operational and tactical level objectives
- 003 Describe communication planning elements and terminologies
- 004 Discuss tools for measuring effectiveness of PA programs (e.g., surveys, benchmarking, metrics, media analysis)
- 005 Describe the process for establishing a CE contract
- 006 Describe PA staff responsibilities for managing a CE contract

**003 – Website Policy (Total Unit Hours = 2)**

- 001 Ensure Website compliance with DoD/Service Web policies
- 002 Describe DoD/Service Web policies
- 003 Describe security considerations (SAPP)

**INSTRUCTOR/STUDENT RATIO:** 1:24L, 4:24PE, 6:24EP

**SAFETY FACTORS:** Routine

## **FUNCTIONAL AREA 2**

### **Media Relations**

**TPFN:** DINFOS-IPASC-002

**TERMINAL TRAINING OUTCOME:** The instruction and training throughout this functional area emphasizes hands-on skills necessary to meet the demands of today's 24-hour news cycle. Students will be able to identify, develop and assess content of command messages, as well as the particular DoD/Service policies, standards, and concepts that apply to the preparation of command messages. Students will prepare public affairs guidance. They will prepare a situation statement and present it during an on-camera interview. Students will also be required to develop themes, command messages, and talking points. They will use these skills to prepare a subject matter expert to conduct media interviews. Students will also plan and execute a press briefing. They will be critiqued on these performance exercises according to the format standards. Students will be assessed through a variety of performance-based exercises and must earn an aggregate score of at least 70 percent to successfully complete this functional area.

**FUNCTIONAL AREA HOURS AND TYPE:** 8L, 14PE, 11EP

**TOTAL FUNCTIONAL AREA HOURS:** 33

**UNIT(S):**

**001 – Command Messages (Total Unit Hours = 3)**

- 001 Develop command messages
- 002 Describe principles for developing command messages
- 003 Describe sources of information used when developing command messages

**002 – Public Affairs Guidance (Total Unit Hours = 3)**

- 001 Prepare Public Affairs Guidance
- 002 Prepare questions and responses for use internally and by SME

**003– On Camera Activities (Total Unit Hours = 17)**

- 001 Prepare a situation statement for an on-camera presentation
- 002 Describe different on-camera interview formats
- 003 Conduct a News Briefing
- 004 Perform as a Command spokesperson to the media during an on-camera interview

**004– Prepare a Subject Matter Expert (Total Unit Hours = 10)**

- 001 Prepare a subject matter expert (SME) to perform as a command spokesperson during an interview with an NMR
- 002 Monitor and evaluate interviews of SMEs

**INSTRUCTOR/STUDENT RATIO:** 1:24L, 4:24PE, 6:24EP

**SAFETY FACTORS:** Routine

**FUNCTIONAL AREA 3**  
**Community Relations and Special Issues**

**TPFN:** DINFOS-IPASC-003

**TERMINAL TRAINING OUTCOME:** The instruction and training in this functional area will cover Public Affairs responsibilities in the environmental arena and public affairs responsibilities and strategies for crisis communications. Students will discuss the evolution of environmental concerns, identify key environmental laws, explain DoD's environmental program, and discuss PA environmental challenges and messages. Crisis communication will cover the identifying characteristics of an issue, emergency and crisis; Public Affairs objectives of an emergency and crisis; and strategies to prevent a crisis from developing. Students will then individually develop a comprehensive checklist to help deliver command messages during a crisis. Students are critiqued on the effectiveness of their job aids. Additionally, they must score 70 percent or higher on the end-of-course exam.

**FUNCTIONAL AREA HOURS AND TYPE:** 5.5L, 0.5PE, 1EW

**TOTAL FUNCTIONAL AREA HOURS:** 7

**UNIT(S):**

**001 – Public Affairs and the Environment (Total Unit Hours = 2)**

- 001 Describe PA responsibilities in the environmental program
- 002 Describe PA role in the Environmental Impact Statement Process
- 003 Describe PA role in Installation Restoration Program process

**002 – Public Affairs in Crisis Response (Total Unit Hours = 4)**

- 001 Analyze crisis communication response to a scenario
- 002 Prepare a crisis communication checklist
- 003 Describe elements of crisis communication plans and checklists
- 004 Describe strategies for responding to crisis situations
- 005 Explain interagency communication relationships

**003 – Student Progress Measurement (Total Unit Hours = 1)**

- 001 Examination and Critique

**INSTRUCTOR/STUDENT RATIO:** 1:24L, 4:24PE, 2:24EW

**SAFETY FACTORS:** Routine

**FUNCTIONAL AREA 4**  
**Deployed Public Affairs Operations**

**TPFN:** DINFOS-IPASC-004

**TERMINAL TRAINING OUTCOME:** Students discuss socioeconomic considerations for overseas military operations, with primary emphasis placed on how to inform. Further discussion addresses ways of delivering information without offending host nations during operations overseas, establishing command relationships, managing resources in a deployed environment, and understanding the relationship between information operations and public affairs. Students will also analyze the purpose and use of deployment planning and execution documents.

**FUNCTIONAL AREA HOURS AND TYPE: 8L**

**TOTAL FUNCTIONAL AREA HOURS: 8**

**UNIT(S):**

**001 – Purpose and Functions of Deployed Public Affairs Operations (Total Unit Hours = 8)**

- 001 Explain various roles in a deployment operation
- 002 Describe key PA responsibilities on a deployment staff
- 003 Describe command relationships of a deployment operation
- 004 Describe organizational and functional relationships within a deployment operation
- 005 Discuss Resource Management in a deployment operation
- 006 Describe management principles employed in a deployment operation
- 007 Analyze Annex F guidance
- 008 Describe the relationship between Information Operations and Public Affairs

**INSTRUCTOR/STUDENT RATIO: 1:24L**

**SAFETY FACTORS:** Routine

**FUNCTIONAL AREA 5**  
**Service Specific**

**TPFN:** DINFOS-IPASC-005

**TERMINAL TRAINING OUTCOME:** Students will discuss Service-specific public affairs and visual information topics and issues with a service headquarters representative.

**FUNCTIONAL AREA HOURS AND TYPE:** 3L

**TOTAL FUNCTIONAL AREA HOURS:** 3

**UNIT(S):**

**001 – Service-Specific Issues**

- 001** Discuss the current Service public affairs and visual information program state
- 002** Discuss Service-specific enlisted training and assignment opportunities and trends

**INSTRUCTOR/STUDENT RATIO:** 1:24L

**SAFETY FACTORS:** Routine

**FUNCTIONAL AREA 6**  
**Course Administration**

**TPFN:** DINFOS-IPASC-006

**TERMINAL TRAINING OUTCOME:** During this time student records will be created, updated and archived as the student progresses through the course.

**FUNCTIONAL AREA HOURS AND TYPE:** 7AD

**TOTAL FUNCTIONAL AREA UNIT HOURS:** 7

**UNIT(S):**

**001 – In Processing (Total Unit Hours = 3)**

- 001 In-process
- 002 In- process (RQM)
- 003 Welcome (Dept Head, AD,)

**002 – Out Processing (Total Unit Hours = 4)**

- 001 End-of-Course Survey
- 002 Out-process
- 003 Out-process (RQM)
- 004 Graduation

**INSTRUCTOR/STUDENT RATIO:** 1:24AD

**SAFETY FACTORS:** Routine

## REFERENCES

### Handbooks & Manuals

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Online and Social Media. (2009).
- Commander's Handbook for Strategic Communication and Communication  
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