

The second iteration of the Joint Senior Public Affairs Course (JSPAC) concluded Thursday, 17 April, following three weeks of intensive in-residence coursework at the Defense Information School and at various sites in Washington, DC.

JSPAC students examined media analysis techniques, trends in new media, strategic thinking skills, multi-cultural communication, among other critical PA skills, and learned to apply these within the context of supporting current DoD media operations and strategic communication goals. Students also reviewed resource management requirements, internal DoD communication programs, and were introduced to State Department and United Nations public affairs activities during visits to Washington, DC.

The Defense Information School integrated JSPAC into its curriculum in 2007 to prepare senior-level public affairs practitioners to operate as strategic communication leaders in joint environments. The course provides a capstone experience for practitioners who will occupy public affairs jobs at the highest levels of military and civilian service. Using a blend of top-flight outside speakers, readings, written assignments and classroom discussion, JSPAC aims to better prepare senior PAOs to become effective strategic communication counselors.

JSPAC is open to 16 military and civilian personnel at the O5–O6 / GS14-15 levels and is organized by the DINFOS Public Affairs Leadership Department.

Those interested in obtaining additional information on JSPAC can contact **301-677-6007**



(photo by: Frank Urben, PALD)

Students of the second senior public affairs course participate in a round table discussion.