TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS-JIPAC

JOINT INTERMEDIATE PUBLIC AFFAIRS COURSE

Approved by:

Approved: May 19, 2010

Commandant Defense Information School
Supersedes JIPAC TPI dated 22 May 2008

JOINT INTERMEDIATE PUBLIC AFFAIRS COURSE

TRAINING PROGRAM OF INSTRUCTION

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TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS - JIPAC

TITLE: Joint Intermediate Public Affairs Course

TRAINING LOCATION: Defense Information School, Fort George G. Meade, Maryland

SPECIALTY AWARDED: NONE

PURPOSE: Intermediate education and training to prepare public affairs practitioners to perform effectively across the spectrum of PA operations.

COURSE DESCRIPTION:
The JIPAC provides the knowledge and skills needed to perform the duties of a public affairs practitioner at the operational level. Particular emphasis is on PA professionals who will be performing duties as part of a deployed Joint Task Force. The scope of this training includes classroom discussion, guest speakers, and field trips.

TARGET POPULATION/PREREQUISITES
Previous education / training requirements for all services: Successful attendance of one of the following DINFOS courses: AFIS-PAOC; DINFOS-PAQC; DINFOS-PAOQC; DINFOS-PAOQC-ADL-R; DINFOS-PAQC-ADL-R.

Recommended for civilians who are involved in operational public affairs planning with military forces and who are deployable.

Service	Officer / Civilian	Notes
USA	Officer: O-3 and above Enlisted: E6 thru E9 Civilians: GS-11 to GS-14 1035 Series with APAC approval	Enlisted personnel must be a graduate of ANCOC/SLC and DINFOS PAQC.
USAF	Officer: O-3 to O-5 Enlisted: E7-E9 Civilian: GS-11 and above	Enlisted personnel that have not graduated from courses listed above must be a graduate of either DINFOS -BCC, DINFOS-BCC 60, DINFOS-BPAS-W, DINFOS-BPASC or DINFOS-BPASC-ADL-R, DINFOS-BSP.
USN	Officer: O-3 to O-5 Enlisted: Not open to Enlisted personnel Civilians: GS-11 to GS-14 / 1035 Series	Officers must have a minimum of 4 years public affairs experience. Civilians must have a minimum of 5 years public affairs experience.
USMC	Officer: O-3 to O-4 Enlisted: E7-E9 Civilians: GS-11 and above	
USCG	Officer: W-2 to O-5 Enlisted: Not open to Enlisted Personnel Civilian: GS-11 to GS-14	
International	International students attending this course must have an English Comprehension Level (ECL) of 85, obtain a 2+/2+ on the Oral Proficiency Interview (OPI), and possess basic typing skills. Students requesting enrollment must be O-4s or senior O-3s and graduates of the DINFOS PAQC/DINFOS PAOQC or AFIS PAOC, with a minimum of one year experience as a PAO. Students must have a solid understanding of English language usage, grammar and syntax.	

Interagency	Must be in a GS 1035 position at a grade of GS-11-14, with a minimum of five years experience as a public affairs officer.

SECURITY CLEARANCE: None

CLASS SIZE: 24

MAXIMUM	24
MINIMUM	12
ANNUAL COURSE CAP	48

COURSE LENGTH: 21 Training Days

ACADEMIC HOURS:	160 Hrs
ADMINISTRATIVE HOURS:	8 Hrs
TOTAL COURSE HOURS:	168 Hrs

INSTRUCTOR CONTACT HOURS: 414 Hrs

TYPE/METHOD OF INSTRUCTION:

Lecture (L) (Includes Guest Lectures)	111 Hrs
Performance Exercise (PE) (Includes Labs)	27 Hrs
Examinations	22 Hrs
Performance Examination (EP)	16 Hrs
Written Examination (EW)	6 Hrs
Administration (AD)	8 Hrs

TRAINING START DATE: 1 October 2010

ENVIRONMENTAL IMPACT: None

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

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Course Development Office of the Provost, Defense Information School, Fort George G. Meade, MD 20755 - 301-677-4420

REFERENCES: Are found in the last page of this TPI

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 4:24PE, 2:24EW, 4:24EP

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 1

PUBLIC AFFAIRS PLANNING

TPFN: DINFOS-JIPAC-001

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with the skills necessary to insert the PAO and its assets into the fundamental planning and preparation for joint commanders in an operational environment. Upon completion of this functional area, the student will be able to identify the role of Public Affairs (PA) and how it works with other supporting communication agencies. The student will also be able to prepare the PA input to and execute the operational commander's communication strategy. The student applies critical thinking skills in practical applications as well as a knowledge-based exam to measure comprehension of the functional area. Assessment strategies include, scenario based exercises, written and performance exams. This functional area culminates with students developing a communications plan incorporating each functional area task. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 26L, 8GL, 18PE, 2EW, 10EP

TPFN TOTAL HOURS: 64

UNIT (S):

001- Public affairs planning at the operational level

001 Develop and recommend communication strategies ISO the commander's operational goals
002 Explain how and why PA and IO must remain separate and distinct
003 Define the role of PA as a member of the strategic communications triad of information operations, public affairs, and public diplomacy
004 Explain PA's role in support of civil military operations
005 Explain Joint Operations Planning and Execution System (JOPES) process
006 Prepare PA input to warning/fragmentary orders
007 Produce a communications plan
008 Functional Area Written Exam

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 4:24PE, 2:24EW, 4:24EP

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2
COMMUNICATIONS

TPFN: DINFOS-JIPAC-002

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with a working knowledge of communication theories and how they can be used in a deployed environment. Upon completion of this functional area and using the references given, the student will explain various communication theories, cultural influences on communication, and how they can be used in a field or deployed environment. The student will be able to analyze cultural differences and utilize those differences when performing as a PAO in an operational environment. The student's ability to perform these tasks will be evaluated through a written assignment. The student will be required to apply communication theory to a military case study. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 6L, 6GL, 1PE

TPFN TOTAL HOURS: 13

UNIT (S):

001 - Public affairs planning at the operational level

001 Compare application of communication theories to practical implementation in the field or deployed environment
002 Analyze cultural influences on human communication

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 4:24PE

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 3

RESOURCE MANAGEMENT

TPFN: DINFOS-JIPAC-003

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with an expanded view of how PA capabilities are requested and sourced. Students will also learn the Joint Manning Document (JMD), the process for creating the Joint Manning Document and how the document is approved. Upon completion of this functional area, the student will be able to explain the primary principles of the Program Plan Budget Execution (PPBE), the Request For Forces (RFF), Staff Augmentation (SA), and Individual Augmentation (IA) processes and how they are used for capability sourcing. The student's comprehension and ability to perform these tasks will be measured through the application of critical thinking skills in practical exercises as well as a knowledge-based exam. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 6L, 2PE, 2EW, 2EP

TOTAL TPFN HOURS: 12

UNIT (S):

001- Managing PA resources

001	Build and maintain a capabilities-based PA Joint Manning document
002	Describe the program plan budget execution process
003	Describe the Request for Forces (RFF), staff augmentation (SA), and Individual Augmentation (IA) processes for capability sourcing
004	Functional Area Written Exam

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

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 4
MEDIA OPERATIONS

TPFN: DINFOS-JIPAC-004

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with the skills necessary to manage various aspects of the media in an operational environment. The student will develop communication plans that deal with gathering and distributing VI products while utilizing the latest technology. Upon completion of this functional area, the student Will be able to execute media embed operations, present an issue brief using proper techniques for addressing inaccurate reporting, prepare a public affairs estimate, discuss the impact of new technology on PA, utilize VI assets, and develop a Measure of Effectiveness (MOE) to direct and drive communication strategies. The student's comprehension and ability to perform these tasks will be measured through the application of critical thinking skills in scenario based practical exercises. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 18L, 11GL, 6PE, 4EP

TOTAL TPFN HOURS: 39

UNIT (S):

001- Dealing with the media in an operational environment

001 Develop and execute media embed operations
002 Prepare an issue brief for presentation to a target audience
003 Describe the PA implications and potential actions resulting from emerging telecommunications and related technologies
004 Describe the methods and tools of inquiry in communication research and existing information gathering processes
005 Develop a plan to acquire, process, prioritize, and distribute communication products

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 4:24PE, 4:24EP

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 5

OPERATIONAL PUBLIC AFFAIRS

TPFN: DINFOS-JIPAC-005

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area prepares the PA practitioner for the ethical and constitutional issues of working in an operational environment while working within a joint task force. Upon completion of this functional area, the student will be able to recognize and explain the ethical and constitutional challenges of working in a joint environment with DOD and non-DOD agencies. The student's comprehension and ability to perform these tasks will be measured through a functional area written exam. Students must earn an aggregate score of 70% or higher to complete this functional area.

TPFN HOURS AND TYPE: 19L, 11GL, 2EW

TOTAL TPFN HOURS: 32

UNITS:

001- The Role of the PAO in an operational environment

001 Explain the PA's role in generating non-kinetic effects in support of operations
002 Explain the challenges of PA Commend and Control (C2), and PA mission requirements in a Unified or JTF command
003 Describe points of interface and integration with non-DoD agencies
004 Explain PA input to the Law of Land Warfare to include LOAC
005 Describe the sources of information and guidance for Status of Forces Agreements (SOFA)
006 Recognize ethical issues in public affairs program planning and execution
007 Explain constitutional issues relating to PA operations
008 Functional Area Written Exam

INSTRUCTOR/STUDENT RATIO: 2:24L, 2:24GL, 2:24EW

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 6
COURSE ADMINISTRATION

TPFN: DINFOS-006

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

TPFN HOURS AND TYPE: 8 AD

TOTAL TPFN HOURS: 8

UNITS:

001 - Administration

001	In-processing
002	In-processing (RQM)
003	Student Counseling
004	End of Course Critique
005	Out-processing
006	Out-processing (RQM)
007	Graduation

INSTRUCTOR/STUDENT RATIO: 1:24

SAFETY FACTORS: ROUTINE

References

American Psychological Association. (2005). Concise rules of APA style. Washington, DC: American Psychological Association.

Cohen, R. (1997). Negotiating across cultures: International communication in an interdependent world.

CJSI3205.01A Joint Combat Camera

CJCSI 3210.01B Joint Information Operations Policy

DoD Directive 5040.4, Joint Combat Camera Program

DoD Directive 5400.13, Joint Public Affairs Operations

DoD Instruction 5400.14, Procedures for Joint Public Affairs Operations

DoD Instruction 5405.3, Development of Proposed Public Affairs Guidance

DoD Instruction 5400.14, Procedures for Joint Public Affairs Operations

DoD Directive 5120.20, Armed Forces Radio and Television Service

DoD Directive 5230.9, Clearance of DoD Information for Public Release

DoD Directive 5400.7-R, DoD Freedom of Information Act Program

Em Griffin. (2005). First look at communication theory (6th ed.)

Geertz, Clifford. (2000) Interpretation of cultures

Johannesen, Richard L. (2001) Ethics in human communication (5th ed.)

Joint Pub 3-0, Doctrine for Joint Operations

Joint Pub 3-07.6, Joint Tactics, Techniques and Procedures for Foreign Humanitarian Assistance Operations

Joint Pub 3-13, Joint Doctrine for Information Operations

Joint Pub 3-53, Doctrine for Joint Psychological Operations

Joint Pub 3-54, Joint Doctrine for Operations Security

Joint Pub 3-57, Joint Doctrine for Civil-Military Operations

Joint Pub 3-57.1, Joint Doctrine for Civil Affairs

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Pitch, Anthony S. (2000). The Burning of Washington: The british invasion of 1814

Thussu, Daya Kishan. (2006). International communication: Continuity and change (2nd ed.)