TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS PAQC

PUBLIC AFFAIRS QUALIFICATION COURSE

Approved by:

DEC 1 3 2009

Commandant Defense Information School
Supersedes TPI Dated January 2008

PUBLIC AFFAIRS QUALIFICATION COURSE

TRAINING PROGRAM OF INSTRUCTION

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TRAINING PROGRAM OF INSTRUCTION

Preface

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

TITLE: Public Affairs Qualification Course

TRAINING LOCATION: Defense Information School, Fort Meade, MD

SPECIALTY AWARDED: NONE

PURPOSE: The PAQC course provides entry-level public affairs training for mid- to senior-level non-commissioned officers and commissioned officers from all U.S. military services, selected foreign nations, and U.S. government agency civilians selected for public affairs assignments at all levels of command. This course will ensure those NCOs, officers and civilians are capable of performing the basic duties of Department of Defense military public affairs practitioners.

TRAINING METHODOLOGY: The Defense Information School offers this course in two training methodologies, a standard resident approach as well as an advanced distributed learning (ADL) program. The resident program offered at the Defense Information School on Fort Meade and the ADL training method following a strict regimented, instructor-led, interactive training curriculum.

The design of this Training Program requires that each training module or "Functional Area" stand dependent on the information taught in the previous and therefore requires successful completion of each module in a sequential manner. Failure of any module prevents the student from progressing to the next module.

COURSE DESCRIPTION: The course material is organized into the following eight Functional Areas: Theory and Doctrine; Community Relations; Internal Information; Multimedia; Media Relations; Communication Skills; Public Affairs Operations and a capstone Operations Support Exercise. The material presented within each functional area builds a progressive format, which exposes students to essential foundational knowledge, and builds upon that knowledge through a series of case studies, assigned readings, guided discussions, and practical applications. Each functional area stresses the importance that public affairs practitioner in the DOD must maintain a high standard of integrity. The student assignments and exercises require the student to draw on learned knowledge and skills developed in previous lessons and apply critical thinking skills to achieve high goals in continuing assignments. The course culminates in a three (3) day final exercise in a simulated military operations environment requiring the student to apply skills from knowledge and proficiencies gained throughout the course in order to perform the basic duties of military public affairs professional.

PREREQUISITES: Validation of student authentication is through the Army Training Requirements and Resources System (ATRRS).

Requests for waiver of prerequisites must be routed through the appropriate career field manager to the DINFOS Commandant and must be approved prior to student's acceptance into training.

Service	Military	Civilian
USA:	O1-O5 E6 – E9	a. GS-9 or above OR GS-7 Intern in Public Affairs Field (GS-1035 series) b. O-1 MUST HAVE COMPLETED Officer Basic Course before submitting into ATRRS. c. E-6 with waiver request routed through and approved by APAC
USN	O1-O4 E6 – E9	a. GS-5 Intern & above in Public Affairs field (includes GS-1035, 1082, 1083, 1087, 1001 and 301)
USAF	O1– O5 E7 – E9	a. GS-7 & above (1035 series) b. Officer AFSC: 35P1 b. Enlisted AFSC's (with SAF/PA concurrence): 3N071 and 3V072
USMC	O1-O4* E6 and above**	Civilian prerequisites are based on their billet description and authorization from HQMC PA.
USCG	O1-O4 & CWO E6 – E9	GS-11 & above
*Officers must have completed "The Basic School." **Enlisted personnel must have completed the Basic Public Affairs Specialist - Writer's Course (DINFOS BPASC, DINFOS-BPASC-ADL-R, DINFOS-BPAS-W, DINFOS-BJC, AFIS-BJC, or equivalent)		
International:	International students attending this course must score an 85 on the English Comprehension Level (ECL) test, have completed Specialized English Training (SET); obtain a score of 2+/2+ on the Oral Proficiency Interview (OPI) and have basic keyboard skills. Due to the extensive amount of writing required for the course, international students must have a solid understanding of English language usage, grammar and syntax.	
Interagency:	GS-9 or above OR GS-7 Intern in Public Affairs Field (GS-1035 series)	

SECURITY CLEARANCE: None Required

CLASS SIZE:

MAXIMUM 60

MINIMUM 15

COURSE LENGTH: 46 Days

ACADEMIC LENGTH RESIDENT CLASSROOM: 343 Hours

ADMINISTRATIVE HOURS: 19 Hours

TOTAL COURSE 367 Hours

INSTRUCTOR CONTACT HOURS: 3096 ICH Hrs. /per Class

TYPE/METHOD OF INSTRUCTION:

Type/Method	Hrs
Lecture (L)	154
Demonstration (D)	4
Performance Exercise (PE)/GH	128
Written Exams (EW)	9
Operations Support Exercise (Deployed), (EP)	36
Field Trip	8
Guided Discussion	9
Administrative Hours (AD)	19

TRAINING START DATE: Jan 2010

ENVIRONMENTAL IMPACT: None, DOD policy was followed to assess the environmental impact.

MANPOWER: The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required for the resident portion of this course. Instructors for the online learning system are based on the ITRO for resident training.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information. The CDRE is located in the ISD COP.

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(s) of this TPI

INSTRUCTOR/STUDENT RATIO: 1:15 (L, PE, EW) 1: 5 (D, PE, EP)

SAFETY FACTORS: ROUTINE unless otherwise indicated

FUNCTIONAL AREA 1

THEORY AND DOCTRINE

TPFN: DINFOS-PAQC- 001

TERMINAL TRAINING OUTCOME: The instruction and training throughout this Functional Area provides the student with a foundation of knowledge required to perform the duties of a Department of Defense Military Public Affairs Officer. Upon completion of this functional area, students will understand and identify the primary principles of military public affairs policy, procedures and governing directives (laws, publications, etc.). They examine public relations functions within organizations, their impact on the public and their roles in society. Students analyze influences of the media on the historical development of the United States of America while exploring issues of special concern and current interest. Students discuss the evolution of the field, the range of roles and responsibilities that public relations practitioners assume in a variety of settings, and the ethics, significant issues and trends that have shaped the practice. They examine ethical problems in journalism and the media industry as a whole. The student determines appropriate guidelines for release of information and imagery, and assesses the potential news value of a given situation. The student applies critical thinking skills in practical applications as well as knowledge-based exams as a measure of functional area comprehension. Students must earn an aggregate score of seventy percent or higher to complete this functional area. Assessment strategies include, practical exercises, written and performance exams.

UNIT 001: Introduction to Public Affairs

001 Define DOD public affairs
002 Explain the roles and responsibilities of a Department of Defense public affairs officer
003 Describe each service's military public affairs organizations
004 Explain DOD principles of information
005 Explain how public opinion affects military operations
006 Describe the military/media relationship's historical effect on PA operations and policy.
007 Apply ethics in public affairs
008 Compare/contrast military public affairs with various aspects of civilian public relations
009 Apply the military decision making process to public affairs

UNIT 002: The Nature of News

001 Define news
002 Describe the various ethical standards in journalism
003 Define characteristics of various media (e.g. radio, television, print, internet)
004 Identify target audiences

UNIT 003: Policies and Planning

001 Explain Defense Support to Public Diplomacy
002 Explain how the communications model relates to public affairs
003 Identify basic elements of the military justice system
004 Describe public affairs aspects of national policy documents
005 Written Examination

TOTAL TPFN HOURS: 33

FUNCTIONAL AREA 2
COMMUNITY RELATIONS

TPFN: DINFOS-PAQC -002-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with the necessary skills to measure public opinion, community relations and the role of the media in the formation of public opinion in relation to community relations. Students study the ethical, moral, political, economic, and social consideration of mass communication. Using these learned skills and critical thinking in conjunction with applied practical experience, the students develop and recommend public affairs courses of action in the areas of community relations. Students understand how journalism and public communication research methods are used in measuring public opinion. The student applies critical thinking skills in practical applications as well as knowledge-based exams as a measure of functional area comprehension. Students [redacted] score of seventy percent or higher to complete this functional area. Assessment strategies include, practical exercises, written and performance exams.

UNIT 001 Introduction to Community Relations

001 Define community relations
002 Identify formal/informal components of community power structure
003 Explain how armed forces personnel behavior affects public opinion
004 Explain the key social, economic, and military operations' factors that affect a community relations environment
005 Identify methods for maintaining relationships with local, state, federal, and international government organizations
006 Apply Department of Defense community relations support criteria
007 Written Examination

TOTAL TPFN HOURS: 10

FUNCTIONAL AREA 3

INTERNAL INFORMATION

TPFN: DINFOS-PAQC -003-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with the necessary skills to support a military internal information program. Students explain the public affairs officer role in contracting a commercial enterprise newspaper, and identify the various techniques and process available to assess communications effectiveness. They will be able to identify the limitations of public opinion polls and other types of surveys and explain how an internal information program supports the command communication strategy. The student will apply critical thinking skills in practical applications as well as knowledge-based exams as a measure of functional area comprehension. Students must earn an aggregate score of seventy percent or higher to complete this functional area. Assessment strategies include, practical exercises, written and performance exams.

UNIT 001 Introduction to Internal Information

001 Compare/contrast the effectiveness of various products/methods that can be used to communicate to internal audiences
002 Identify elements of an internal information program
003 Assess communication effectiveness (command information, community relations, media relations)
004 Written Examination

TOTAL TPFN HOURS: 8

FUNCTIONAL AREA 4

MULTIMEDIA

TPFN: DINFOS-PAQC -004-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with the necessary skills to explore the role of information technology. Upon completion of this functional area, students will be able to understand their roles and responsibilities in the use of visual information and electronic imagery. Students determine appropriate guidelines for release of imagery. They receive instruction in spot news and feature photography as well as instruction in ethics, privacy, and law. Students will understand emerging technologies capabilities, limitations, coordination requirements and marketing capabilities. This functional area describes key components of still and video imagery as well as the use and understanding of the Defense Imagery Management Operations Center (DIMOC) support requirements. Students have practical exercises in writing and editing photo captions. The student will apply critical thinking skills in practical applications as well as knowledge-based exams as a measure of functional area comprehension. Students determine how to select images that best support the commands information strategy. Students must earn an aggregate score of seventy percent or higher to complete this functional area. Assessment strategies include, practical exercises, written and performance exams.

UNIT 001 Visual Information and Electronic Imagery

001 Identify concepts of video storytelling
002 Explain Defense Media Activity (DMA) support and services
003 Explain capabilities, processes, and requirements of visual information acquisition/distribution
004 Explain DOD guidelines on production and use of imagery
005 Write and Edit photo captions
006 Written Examination

UNIT 002 Visual Information Operations

001 Identify regulations, directives, and instructions concerning VI within DOD Explain Defense Media Activity (DMA) support and services
002 Identify and discuss the role of VI within DOD
003 Explain VI support contingency
004 Explain the requirements for imagery accessioning
005 Explain the VI production process
006 Discuss the importance of maintaining production control
007 Explain the process of preparing budgets
008 Describe the procedure for lifecycle equipment plans

TOTAL TPFN HOURS: 26

FUNCTIONAL AREA 5

MEDIA RELATIONS

TPFN: DINFOS-PAQC -005-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the student with the basic knowledge and skills necessary to facilitate and support modern media during on-going military operations. Upon completion of this functional area, a student will be able to select appropriate media types for communication of timely, accurate information to specific publics; respond verbally and in writing to queries from media organizations; prepare for and conduct media interviews; and select and prepare military spokespersons for media interviews. Using critical thinking skills, in conjunction with applied practical experience, the student will develop and recommend public affairs courses of action in the area of Media Relations. They will understand the relationship between news media and government, media coverage of government and politics, governmental and political information and persuasion techniques. Students will assess the potential news value of a given situation. They will research the legal rights and constraints of mass media, focusing on libel, privacy, copyright and other aspects of communication law. Students will also apply first amendment considerations and related communication issues through practical exercises. Using a combination of exercises and case studies, students will learn how to develop, train and execute crisis communications plans in support of command communications objectives. The student applies critical thinking skills in practical applications as well as knowledge-based exams as a measure of functional area comprehension. Students must earn an aggregate score of seventy percent or higher to complete this functional area. Assessment strategies include, practical exercises, written and performance exams.

UNIT 001 Introduction to Media Relations

001 Demonstrate how SAPP, ACA, FOIA, HIPPA, and Privacy Act rules apply to material with news value
002 Identify methods for maintaining media relationships
003 Explain employment of embedded media
004 Explain the public affairs officer's relationship with the media (media panel)
005 Discuss key current issues in various services
006 Take a field trip
007 Explain the public affairs role in crisis operations

UNIT 002 Media Techniques

001 Respond to a media query
002 Prepare for media interviews
003 Conduct Interviews
004 Explain how to conduct public affairs training
005 Develop command messages
006 Facilitate a news briefing in the role of public affairs officer
007 Conduct a press conference in the role of a military spokesperson
008 Brief a news media representative on interview/coverage ground rules
009 Written Examination

TOTAL TPFN HOURS: 81

FUNCTIONAL AREA 6

COMMUNICATION SKILLS

TPFN: DINFOS-PAQC-006-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with the basic foundational knowledge of effective written and verbal communication. Upon completion of this functional area, a student will be able to write, deliver and prepare a speech manuscript and to create and deliver a biographical introduction for a military spokesperson with high-quality journalism skills. The student will develop strategic communications plans through advanced training and practice in writing. Students receive practical and theoretical knowledge of visual communication processes related to all forms of journalism. The student will write initial and follow-up military news releases for both internal and external audiences, news features, editorials, and letters-to-the-editor, as well as newsspots for radio broadcast. The student will also design and lay out a military field newsletter and edit the content of the newsletter in Associated Press style.

Students learn effective methods of gathering, analyzing, and writing broadcast news and features products. They will conduct critical analysis of broadcast news practices, decisions and principles. Students deliver public speeches and create journalistic stories for a diverse audience. They practice techniques of gathering, analyzing, and writing news and features for newspapers and practice interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills. They learn and apply skills in researching Internet and non-Internet sources. Students practice the fundamentals of editing newspapers, including both individual and team projects with an emphasis on judgment, fairness, accuracy, editorial balance, and language usage. Students practice writing news, editing copy, and writing headlines using computer-editing technology. This course prepares student journalists to enter the rapidly evolving, fast-paced world of news. The student will apply critical thinking skills in practical applications as well as knowledge-based exams as a measure of functional area comprehension. Students must earn an aggregate score of seventy percent or higher to complete this functional area. Assessment strategies include, practical exercises, written and performance exams.

UNIT 001 Communication Planning

001 Define PA's role in social media
002 Demonstrate proficiency in social media engagement
003 Review government web sites
004 Written Examination (Social Media and Internet)

UNIT 002 Speech Writing

001 Write a speech
002 Deliver a speech

UNIT 003 Print Journalism

001 Compare/contrast commercial journalism and military public affairs (roles, products, staffs, philosophies)
002 Copy edit a selected piece of text in accordance with the AP stylebook
003 Create and review PA news products
004 Written Examination (Headlines)
005 Written Examination (Features)

UNIT 004 Broadcast Journalism

001 Evaluate a public service announcement

TOTAL TPFN HOURS: 100

FUNCTIONAL AREA 7

PUBLIC AFFAIRS OPERATIONS

Terminal Training Outcome: The instruction and training throughout this functional area provides the student with a foundation of knowledge required to support public affairs operations. Students learn the primary principles of military public affairs policy, procedures and governing directives (laws, publications, etc.). The student will develop strategic communications plans, determining appropriate guidelines for release of information and imagery, and assess the potential news value of a given situation within his or her service. Students will develop and recommend public affairs courses of action in the areas of media relations, community relations, and internal information. Using learned critical thinking skills, in conjunction with applied practical experience, students will develop and recommend public affairs courses of action and internal information. Students will explore the interplay among and between the media, government, and the political process. Students will apply critical thinking skills in practical applications as well as knowledge-based exams as a measure of functional area comprehension. Students must earn an aggregate score of seventy percent or higher to complete this functional area. Assessment strategies include, practical exercises, written and performance exams.

UNIT 001 Operations

001 Introduction to PA and PA Basics
002 Explain public affairs support to military operations other than war
003 Explain public affairs role in the National Environmental Protection Act And Installation Restoration Program
004 Explain public affairs support to civil authorities
005 Describe the integration of public affairs into all phases of planning
006 Write the Public Affairs annex
007 Define and discuss PA's role and responsibilities as they pertain to information operations
008 Write a PA communications plan
009 Explain public affairs implications
010 Write a PA estimate
011 Brief a PA estimate
012 Describe the commander's role in his communication program
013 Brief the commander on public affairs issues

UNIT 002 Joint Operations

001 Define strategic communication
002 Engage a joint PA panel
003 Explain the structure, mission, and operation of a Joint Information Bureau (JIB), Joint Information Center (JIC), and Combined Press Information Center (CPIC)
004 Written Examination

TOTAL TPFN HOURS: 50

FUNCTIONAL AREA 8

OPERATIONS SUPPORT EXERCISE (DEPLOYED)

Terminal Training Outcome: The purpose of the field training exercise is to evaluate the student's ability to use critical thinking skills to evaluate given scenarios drawing from and applying the knowledge and skills gained through the seven functional areas of this course under typical public affairs working conditions and situations. Students are given intensive practice in applications to produce effective public affairs responses to various real time scenarios. Students will participate in mock, desktop crisis scenario planning to develop public relations and spokesperson skills to manage issues and communication with the media. Students must earn an aggregate score of seventy percent or higher to complete this functional area. Assessment strategies include, practical exercises, written and performance exams.

UNIT 001 Operations Support Exercise (Deployed)

001 Operations Support Exercise Preparation
002 Operations Support Exercise - Deployed

TOTAL TPFN HOURS: 40

FUNCTIONAL AREA 9

COURSE ADMINISTRATION

TPFN: DINFOS-PAQC-009-

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

UNIT 001- In-processing

001 English Diagnostic Assessment
002 In-process (Service Detachments)
003 In-process (RQM)
004 Welcome (Dept. Head, AD, NCOIC)
005 Welcome (CMDT, DOT, Chaplain)
006 Student Mid-Term Counseling

UNIT 002 - Out-processing

001 End-of-course survey
002 Out-process (Service Detachments)
003 Out-process (RQM)
004 Graduation preparation
005 Graduation

TOTAL TPFN HOURS: 19

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