



Department of Defense INSTRUCTION

NUMBER 5160.48

March 21, 2011

ASD(PA)

SUBJECT: DoD Public Affairs and Visual Information (PA&VI) Education and Training (E&T)

References: See Enclosure 1

1. PURPOSE. This Instruction:

a. Reissues DoD Directive (DoDD) 5160.48 (Reference (a)) as a DoD Instruction (DoDI) in accordance with the authority in DoDD 5122.05 (Reference (b)) to establish policy and assign responsibilities for PA&VI E&T across the DoD.

b. Designates the Defense Information School (DINFOS) in the Defense Media Activity (DMA) as the principal source of PA&VI E&T common core training in the DoD. The DINFOS charter is at Enclosure 2.

c. Implements PA&VI E&T guidance in References (b) through (i).

2. APPLICABILITY. This Instruction applies to OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the DoD (hereafter referred to collectively as the "DoD Components").

3. DEFINITIONS. These terms and their definitions are for the purpose of this Instruction.

a. Joint-Service training. Consolidated training for two or more Military Departments, including the Coast Guard.

b. PA&VI E&T. All joint-Service PA&VI E&T supporting the mission areas of community relations, media relations, internal information, visual information, and combat camera. Specific career fields in PA&VI include broadcasting (radio and television), journalism (photo, broadcast,

electronic, and print), still photography, videography, electronic imaging, lithography, graphic arts, and related maintenance specialties.

c. Service-specific training. Training to meet the requirements of a single Military Department.

d. Structure Manning Decision Review (SMDR). The established annual Army process used by DINFOS to identify joint-Service training requirements for the out-years.

e. Training Task Selection Board (TTSB). The principal forum for Military Department representatives to identify and establish career-field training requirements to DINFOS. Those requirements provide the basis for development of E&T programs at DINFOS or other sources, such as contract training. Other DoD Components that have the authority to establish training requirements may participate in the TTSB process.

4. POLICY. It is DoD policy that:

a. Uniform standardized and cost-effective E&T programs, to include graphic arts and lithography, shall be established and maintained to meet DoD E&T objectives for the PA&VI career fields. Those programs shall meet the near-and long-term career development requirements of Service members and DoD personnel.

b. DINFOS shall be the principal DoD resource for joint-Service E&T in the PA&VI career fields. DINFOS shall educate and train Service members and DoD personnel. DINFOS may provide E&T to other Federal agencies and international students on a space-available and reimbursable basis.

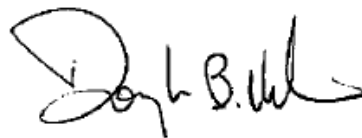
c. All common-core E&T curriculums in the PA&VI career fields shall be consolidated where possible to ensure training is accomplished in the most cost-effective manner. Service-specific training shall be accomplished with joint-Service training where collocation is cost effective; however, where more efficient, contracting out Service-unique requirements may be pursued in coordination with the Assistant Secretary of Defense for Public Affairs (ASD(PA)), the Director, DMA, and the Military Departments.

d. A uniform process shall be established by which the Military Departments may establish PA&VI career field common core and Service-specific E&T requirements as the basis for training program development at DINFOS.

5. RESPONSIBILITIES. See Enclosure 3.

6. RELEASABILITY. UNLIMITED. This Instruction is approved for public release and is available on the Internet from the DoD Issuances Website at <http://www.dtic.mil/whs/directives>.

7. EFFECTIVE DATE. This Instruction is effective upon its publication to the DoD Issuances Website.

A handwritten signature in black ink, appearing to read "Douglas B. Wilson". The signature is fluid and cursive, with the first name "Douglas" being the most prominent part.

Douglas B. Wilson
Assistant Secretary of Defense
for Public Affairs

Enclosures

1. References
2. DINFOS Charter
3. Responsibilities

ENCLOSURE 1

REFERENCES

- (a) DoD Directive 5160.48, "DoD Public Affairs and Visual Information (PA&VI) Education and Training (E&T)," July 2, 2004 (hereby cancelled)
- (b) DoD Directive 5122.05, "Assistant Secretary of Defense for Public Affairs (ASD(PA))," September 5, 2008
- (c) DoD Directive 5105.74, "Defense Media Activity (DMA)," December 18, 2007
- (d) DoD Instruction 5105.18, "DoD Intergovernmental and Intragovernmental Committee Management Program," July 10, 2009
- (e) Deputy Secretary of Defense Memorandum, "Functional Transfer and Consolidation of Service Training Activities at Fort Meade under DoD Field," July 28, 1992
- (f) Section 153 of title 10, United States Code
- (g) DoD Instruction 4000.19, "Interservice and Intragovernmental Support," August 9, 1995
- (h) DoD Instruction 5400.13, "Public Affairs (PA) Operations," October 15, 2008
- (i) DoD Directive 1322.18, "Military Training," January 13, 2009

ENCLOSURE 2

DINFOS CHARTER

1. MISSION. To grow and sustain a corps of professional organizational communicators who fulfill the communication needs of military leaders and audiences.

2. ORGANIZATION AND MANAGEMENT

a. DINFOS is the principal source of joint PA&VI E&T. The Commandant, DINFOS, reports to the Director, DMA, who is under the authority, direction, and control of the ASD(PA) in accordance with Reference (b) and DoDD 5105.74 (Reference (c)). DINFOS shall consist of a Commandant and such subordinate elements as the Commandant establishes, within available resources.

b. A Board of Directors of DINFOS, established in accordance with DoDI 5105.18 (Reference (d)), shall advise the ASD(PA) on matters pertaining to DINFOS' area of responsibility, and shall consist of:

(1) The ASD(PA), serving as Chair.

(2) The Chief or Director of the Army, Navy, Marine Corps, Air Force and Coast Guard Public Affairs or Information Office.

(3) The Chief or Director of the Army, Navy, Marine Corps, Air Force and Coast Guard office for visual information matters.

(4) The Director, DMA.

(5) Representatives of the Chairman of the Joint Chiefs of Staff, the Under Secretary of Defense for Personnel and Readiness, the Assistant Secretary of Defense for Reserve Affairs, the Combatant Commands, and the Military Services' training commands.

3. PROCEDURES. The Commandant, DINFOS, shall:

a. Report to the Director, DMA.

b. Enter into contracts, host-tenant inter-Service support agreements, or other arrangements with private institutions, individuals, other governmental departments and agencies, colleges, and universities to provide basic and advanced E&T, as well as base operating support.

c. Determine staff and faculty personnel requirements to support the operation of DINFOS in accordance with available resources, manpower, and budget guidance provided by the Director, DMA, and in coordination with the Military Services.

d. Develop, implement, and maintain the TTSB process as the uniform process to establish PA&VI career-field training requirements of OSD, the Joint Staff, the Combatant Commands, and the Military Departments for E&T programs to meet joint-Service common-core training requirements, to include other DoD Components authorized to establish training requirements.

e. Ensure the TTSB shall incorporate knowledge and skill performance standards to support the training requirements of personnel assigned to joint billets in the PA&VI career fields.

f. Implement a single and centralized training management system to identify DoD Component student training quota requirements, allocate student quotas on a fair-share basis, manage training seats, and provide other training management information in a cost-effective and transparent manner.

g. Maintain programs to perform periodic reviews for adequacy and compliance with established standards in the areas of resource management, student services and accommodations, equipment, facilities, quota management, and training program content.

h. Publish an annual schedule of PA&VI courses not less than 1 year before the beginning of the fiscal year for which the academic schedule pertains.

ENCLOSURE 3

RESPONSIBILITIES

1. ASD(PA). The ASD(PA) shall:

a. Provide guidance to the Secretaries of the Military Departments and the Directors of the Defense Agencies in their respective areas of responsibility for DoD PA&VI E&T.

b. Establish joint-Service E&T requirements for personnel assigned to joint billets in the PA&VI career fields based on requirements gathered from the Military Departments and the Combatant Commanders, through the Chairman of the Joint Chiefs of Staff.

2. DIRECTOR, DMA. The Director, DMA, under the authority, direction, and control of the ASD(PA), shall:

a. Oversee the planning, development, consolidation, execution, and evaluation of E&T programs provided by DINFOS and other sources to meet Military Department training requirements in the PA&VI career fields.

b. Implement established DoD policy and provide guidance and procedures for the development of PA&VI E&T programs to meet joint and Service-specific training requirements established by the Military Departments for officer, enlisted, and civilian personnel; other Federal and non-DoD agencies; and international students.

c. Plan, budget, and provide manpower through the planning, programming, budgeting and execution processes to:

(1) Support DINFOS programs and operations.

(2) Support new joint-Service training program requirements or revision of an existing training program (stand-alone and Service-specific training requirements shall be resourced by the Secretaries of the Military Departments).

(3) Resource training programs commencing in the year that the required funding is provided in the budget. Resources may include equipment or personnel for course development and instruction.

3. SECRETARIES OF THE MILITARY DEPARTMENTS. The Secretaries of the Military Departments shall:

a. Develop guidance to implement this Instruction within their Department as necessary.

b. Plan, program, and budget resources to support stand-alone and Service-specific training requirements and Service-specific training requirements in the PA&VI career fields. At the annual SMDR, provide training quota requirements for the out-years.

c. Provide resources to support training of students when emergent short-term quota requirements have not been programmed through the annual SMDR process and those requirements exceed DINFOS' capacity to train. Provide resources to support training of those extra students as long as the training is required, while the DMA expeditiously secures resources through the Planning, Programming, Budgeting, and Execution and personnel acquisition processes.

d. Assign members to serve as staff and faculty of DINFOS.

e. Provide qualified representation to the TTSBs and related forums to establish joint and Service-specific training requirements in the PA&VI career fields.

f. Identify annual student training requirements for attending DINFOS by participation in a single and centralized training management system. Execute timely entry and maintenance of student data in Service-unique training management systems.

g. Provide and maintain an interface between the centralized training management system for DINFOS courses and Service-unique training management systems.