



United States

Defense Information School

DOD's Premier Center for Public Affairs and Visual Information Training



Information Guide

“STRENGTH THROUGH TRUTH”



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Mission, Vision, and Goals

The Defense Information School is a United States Department of Defense School located at Fort George G. Meade, Md. Members from all branches of the U.S. military, DOD civilians and international military personnel attend the school for training in public affairs, print journalism, photojournalism, photography, television and radio broadcasting, lithography, equipment maintenance and various forms of multimedia.

Mission

Grow and sustain a corps of professional organizational communicators who fulfill the communication needs of the military and government leaders and audiences

Vision

Be a recognized national asset for organizational communication success

Goals

Goal 1: Deliver total professional development support to organizational communicators throughout their careers

Goal 2: Sustain status as a premier accredited military and government training center and sought-after assignment for faculty and staff



Command Group



Colonel Jeremy M. Martin assumed his current duties as the commandant for the Defense Information School in December 2011. He leads the institution that serves as the Department of Defense school and center for public communication, responsible for training all U.S. military, selected foreign military, and civilian public affairs and visual information professionals.

His most recent assignments include Senior Military Assistant in the office of the Assistant Secretary of Defense for Public Affairs, Pentagon, Washington, D.C. where he served as an advisor to the Assistant Secretary on major issues requiring policy determinations related to the department's communications. In that role he coordinated daily with the White House, Interagency, and the Military Service Public

Affairs Chiefs on behalf of the Assistant Secretary and the Department of Defense. Colonel Martin has also served as the spokesperson for the Secretary of the Army, Headquarters, U.S. Army, the Pentagon and Washington, D.C. Director of Public Affairs, Joint Task Force Guantanamo, Guantanamo Bay, Cuba. DOD Press Officer and Public Affairs Advisor for the Under Secretary of Defense for Personnel and Readiness, Defense Press Operations, the Pentagon, and Washington, D.C. Additionally, Colonel Martin has provided public affairs support and counsel to senior Army and DOD leadership in combat theaters of operation, to include Bosnia, Iraq and Afghanistan.



Command Sergeant Major Emma M. Krouser assumed her current duties as the command sergeant major for the Defense Information School in December 2009. She is the senior enlisted advisor for the institution that serves as the Department of Defense school and center for public communication, responsible for training all U.S. military, selected foreign military, and civilian public affairs and visual information professionals.

She most recently served as the sergeant major of the 10th Press Camp Headquarters which activated in the fall of 2005 at Fort McPherson, Ga. From 2006-2007, Command Sgt. Major Krouser deployed with the 10th Press Camp Headquarters to Iraq to run the Combined Press Information Center. Previous assignments include service with the 501st

Corps Support Group, Camp Red Cloud, Uijongbu, South Korea; 101st Airborne Division, Fort Campbell, KY; two assignments with the 3rd Infantry Division, Fort Stewart, Ga., where she deployed to Iraq from November 2002-March 2003; 1st Signal Brigade, Seoul, South Korea, and the Army Public Affairs Center at Fort Meade, Md.

History

Over the last 80 years, formal training by a variety of schools has provided the skills and expertise the military services need to document and communicate the actions of the services. The consolidation of the Defense Information School and the Defense Visual Information School in 1996 and further consolidation with the Defense Photography School in the 1998 created a single focal point in the Department of Defense for these specialties fields. Advancements in information technology and recent base realignment and closure initiatives have contributed to the evolution of the school. The result is a single school proud of its historical roots and dedicated to serving the diverse requirements for public affairs, broadcasting and visual information.



Public Affairs Training

Prior to World War II, the armed forces' public affairs mission was accomplished mainly through the civilian press, but the lessons learned during the war years clearly indicated the need for a formalized public affairs training program in the military. If the military forces were to succeed in their vital mission of defending the nation, the active support of a well-informed public and an equally well-informed fighting force was necessary. As a result, the Army Information School was established in January 1946 at Carlisle Barracks, Pa.

When the school began, public affairs was still in its infancy, radio was approaching its zenith, and television was an exciting curiosity. The newspaper was still the strongest voice for telling the armed forces story. Few precedents existed, even in civilian education, from which to teach the use of mass communication techniques in support of an external and internal information program that would apply both at home and abroad.

The Army Information School continued operating through 1947, with the Navy, Air Force and Marine Corps sending small numbers of students to the school for training. During this period, the Air Force operated the Public Information School at Craig Air Force Base, Ala., and the Navy established a journalism school at Great Lakes Naval Training Center, Ill.

Early in 1948, a series of meetings with the Army Information School were held by representatives of each of the services to consider combining their separate information training efforts. Subsequently, the Armed Forces Information School was established. It was relocated to Fort Slocum, N.Y., in 1951, where larger and better-equipped facilities were provided. Although the Armed Forces Information School replaced the Army and Air Force's information schools, the Navy continued to operate its journalism school. Because individual services encountered difficulty in meeting their student quotas, the Armed Forces Information School reverted to an Army school again.

However, in 1961, a renewed effort began under the direction of the Secretary of Defense, Robert McNamara, and the Assistant Secretary of Defense for Public Affairs, Arthur Sylvester, to consolidate service information training. Sylvester asserted that since public affairs training is common to all services and since principles of mass communication have universal application, combining the individual service schools into a joint-service school would be both economical and efficient. On February 21, 1964, the Department of Defense issued a charter for the Defense Information School. In September 1965, DINFOS was moved to Fort Benjamin Harrison, Ind.

From 1964 to 1973, the Army exercised administrative control of the school through the deputy chief of staff for personnel, Department of the Army. In July 1973, the Army Training and Doctrine Command assumed responsibility for DINFOS, to relieve the general staff of day-to-day operational matters and to consolidate Army control of schools under a single command.

On July 28, 1992, the deputy secretary of defense approved the functional transfer and consolidation of service training for public affairs, visual information and broadcasting under the direction of the American Forces Information Service. The Defense Information School moved to Fort George G. Meade in 1995.

Army/Air Force Visual Information Training

The Army recognized the value of aerial photography during World War I and began training at Langley Field, Va., in 1917. The school moved to Chanute Field, Ill., in 1922, however, the problem of inadequate classroom and laboratory space resulted in the transfer of training to the newly established Lowry Field, Colo. On February 12, 1938, a train brought the men and equipment of the photography department to Denver, and on February 26, 1938, the Army activated the Denver branch of the Air Corps Technical School. Training began two days later.

Lowry Field was named for Lt. Francis Lowry, an aerial artillery and photographic observer. Lowry, who grew up in Denver, was shot down and killed on his 33rd photographic mission over France in World War I.

When the Department of Photography transferred to Lowry Field, it offered instruction in ground and aerial photography, mosaics (preparing a composite picture from overlapping photographs), mapping, cinematography, camera repair, and field equipment. This program expanded in the next few years as the United States strengthened its military forces in Europe and Asia in response to aggression by Germany and Japan.



DINFOS at Fort Benjamin Harrison, Ind. September 1965. (Defense Department Photo)

On October 18, 1942, Lowry began a seven-day training week, with three daily shifts to meet the demand for trained specialists. On January 28, 1943, the Women's Army Auxiliary Corps sent its first group to Lowry's photography school to become laboratory technicians. This was the first group of women trained at a military technical school.

In March 1944, Brig. Gen. Albert L. Sneed instituted a systematic war orientation program at Lowry to support the Army policy of having the world's best-trained, best-equipped and best-informed Army. The Army had six goals; to explain reasons for fighting, to learn about the enemies, to know sides of other, to learn, to understand the news better, and finally, but maybe most important "To give us faith in our country and its future."

One of the first students to train and graduate at Lowry Field was a Marine. The Marine Corps continued to send students to Lowry for training in various photography and graphics courses and for the production documentation (combat camera) apprentice course in 1975.

In 1977, the Army moved its television repair, still photography, motion picture photography, and audio and television production courses to Lowry Air Force Base from Fort Monmouth, N.J.

Draftsmen who were trained by the Army Engineering School, Fort Belvoir, Va., and showed some skills as illustrators were used as graphic artists for years.

Although the Army established a separate specialty for illustrators, responsibility for training changed to the signal school in the early 1970s and was consolidated with Air Force training at Lowry Air Force Base in 1979.

Sailors received training in broadcast television systems maintenance and graphics at Lowry Air Force Base until the base closed in 1994. In December 1992, the Defense Visual Information School was created from elements of the 3420th Technical Training Squadron and the Army 560th Signal Battalion at Lowry Air Force Base. DVISCH, under the direction of the American Forces Information Service, moved to Fort George G. Meade, Md., in 1994.

Navy Visual Information Training

The Navy recognized that with the advent of flight came the need for aerial photographers. In 1918 ship's cook Walter L. Richardson, a photography enthusiast, often captured aviation activities on film at Pensacola Naval Air Station, Fla. The Navy decided its photographers were a valuable tool for training and documenting aircraft testing, accidents and other aviation-related activities. Before long, the Navy made Richardson its first designated photographer. The Navy began to use photography in aerial reconnaissance during World War I, and Richardson was soon commissioned



Service members mosaic mapping at the U.S. School of Aerial Photography, Langley Field, Va. (U.S. Air Force Photo)

and charged with organizing the first Naval School of Photography at Naval Air Station, Miami. As the war came to an end, so did the school.

It reopened in 1920 at Naval Air Station Anacostia, near Washington, D.C. However, because of limited facilities, the school at Anacostia was unable to keep up with growing fleet demands for trained photographers. In 1923, naval photography returned to its place of origin, Pensacola Naval Air Station.

On December 1, 1944, the Naval Training School (Motion Picture Camera) began training at Pensacola, moving from the Photographic Science Laboratory, Anacostia. That same year the Navy directed that the Naval Training School (Camera Repair) move from Rochester, N.Y., to Pensacola NAS. An Army barracks, built in 1939, was renovated in 1950 to house the schools of naval photography.



Photography School graduation from Lowry Field, Denver, Co. (Photo by Pvt. William Hamson, U.S. Army)

As of October 1, 1992, the Department of Defense consolidated all photographic training within the military, and the Naval Schools of Photography became the Defense Photography School, under the direction of Armed Forces Information School (AFIS).

Functional Transfer and Consolidation

In 1991, AFIS requested the Inter-service Training Review Organization to study the potential for consolidating the three schools providing public affairs, visual information and broadcast training into a single, joint facility. This study was completed in January 1992. It concluded that consolidation was both feasible and cost-effective.

On July 28, 1992, the deputy secretary of defense approved the functional transfer and consolidation of service training for public affairs, visual information and broadcasting into a single, joint-educational facility at Fort George G. Meade, Md. Effective in 1993, the Navy's School of Photography at Pensacola Naval Air Station and the visual information and broadcast elements of the Air Force 3420th Technical Training Group were transferred to AFIS, a DOD field activity under the assistant secretary of defense for public affairs.

In November 1992, AFIS requested the Army Corps of Engineers audit the requirements for the consolidated school, including personnel strengths, facility requirements, construction costs and other factors. Based on the finding of the audit, the decision was made to fund construction of the school. The Base Realignment and Closure program funded the movement of the Defense Visual Information School (Lowry) and the Defense Information School (Fort Benjamin Harrison).

On November 1, 1993, the Defense Visual Information School advance party occupied temporary facilities at Fort George G. Meade establishing its presence and coordinating support for the shipment of equipment and personnel from Colorado. Training ended at Lowry Air Force Base with the graduation of the last classes April 30, 1994 and the first class of the Basic Television Equipment Maintenance Course began in the temporary facilities on Fort Meade August 9, 1994.



U.S. Navy Schools of Photography in 1990, Pensacola Naval Air Station. (U.S. Navy Photo)



Present DINFOS at Fort George G. Meade, dedicated in 1998. (Photo by Pfc. Jamal Washington, U.S. Army)

The moving of training from Fort Benjamin Harrison began in April 1995, and the last Basic Journalist Course class graduated June 30, 1995. Three weeks later, on July 25, 1995, the first class of the Basic Journalist Course began training in the temporary facility. On Oct. 3, 1995, the Defense Information School and the Defense Visual Information School consolidated as the Defense Information School. On June 12, 1998, the Defense Photography School consolidated with the Defense Information School in a new facility on Fort George G. Meade, Md., completing the transfer and consolidation process.

In 2005, the Defense Base Closure and Realignment Commission recommended that DOD consolidate the Army Broadcasting Service, Soldiers Radio and TV, Soldiers Media Center, the Naval Media Center, the Air Force News Agency, and the Army and Air Force Hometown News Service into a new Defense Media Activity located at Ft. Meade, Md. It also requires DOD to collocate the Alexandria, Va., operations of AFIS, with the new DMA at Ft. Meade, Md. This consolidation of field activities resulted in DINFOS falling under the direction of DMA.

Courses Offered

The Defense Information School offers 32 different courses ranging from five to 124 days in length.

Broadcast Operations and Maintenance Department (BOMD)

BOMD provides training in two disciplines of study: Broadcast Maintenance and Broadcast Operations.

Courses:

Advanced Electronic Journalism Course (AEJC)

The Advanced Electronic Journalism Course provides in-depth training in advanced visual and audio communication to support the mission of news gathering. Instruction includes advanced lighting, editing, and storytelling techniques emphasizing uncontrolled action, subject-in-action sound bites, packaging, shot selection and visualization, natural and prompted audio collection, and advanced scripting.



U.S. Air Force Tech. Sgt. Glenn Stewart, an instructor for the Defense Information School's Broadcast Operations and Maintenance Department, describes some of the training maintenance students receive. Stewart made his comments to a group of administrators from Anne Arundel Community College during a tour of the schoolhouse. (Photo by Sgt. Jerry Saslav, U.S. Army)

Basic Combat Correspondent Course (BCC)

The Basic Combat Correspondent Course is designed to provide basic skills in video documentations and broadcast journalism to support the American Forces Network (AFN), and public affairs and combat camera missions throughout the armed forces. Upon graduation, students will be able to interact with command, community, and media to prepare, report, and release information in written and broadcast styles.

Broadcast Management Course (BMC)

The Broadcast Management Course provides American Forces Radio and Television Service (AFRTS) management, leadership, policy, and regulatory guidance for individuals who are in, or are about to enter, a leadership position in an AFN affiliate station. This includes Network Commanders, Detachment Chiefs, Station Managers, Operations Managers, Maintenance Managers and leaders in Broadcast Operational Detachments.

Broadcast Radio and Television System Maintenance Course (BRTSM)

The Broadcast Radio and Television System Maintenance Course is designed to provide an in-depth exploration of the principles and technological application in the following functional areas: broadcast television systems, audio, camera, video tape recorder, studio, transmission systems, computer systems, non-linear editors, and a contingency field training exercise.

Electronic Fund/Basic Television Equipment Maintenance Course (BTVEM)

The Electronic Fundamentals and Basic Television Equipment Maintenance Course (U.S. Army only) provides instruction and training on direct and alternating current principles, solid-state fundamentals, transistor amplifier theory, digital principles, and basic soldering techniques. Students then apply these basic electronic concepts to the maintenance and repair of broadcast television/radio equipment. At the conclusion of this course, students will be able to use audiovisual test equipment to monitor, troubleshoot, and repair monitors, receivers, television cameras, videotape recorders, audio systems, broadcast studios, automated audio and visual equipment, as well as transmission systems. Additionally, graduates will be able to set-up and maintain Video Teleconferencing and collaboration systems.

Electronic Journalism Course (EJC)

In the Electronic Journalism Course, emphasis is placed on the principles and techniques needed for television news and spot production. The students learn writing for electronic journalism voice-over and stand-ups, news coverage, operation of television camera systems, lighting, and non-linear editing.

Public Affairs Department (PAD)

The Public Affairs Department trains enlisted students in four courses with instruction comprising three distinct disciplines: public affairs, journalism and photojournalism. PAD also conducts public affairs instruction for the Navy's Basic Mass Communication Specialist Course, provides periodic English and writing training for DINFOS staff and faculty, and administers and grades the English Diagnostic Test for all required DINFOS courses. The department also supports Mobile Training Teams.



U.S. Army Pfc. Devin M. Wood goes "on camera" for an interview about a training scenario during the field training exercise of Basic Public Affairs Specialist Course Class 030-10. The FTX provides a chance for students to use the writing, research, and on-camera interview skills they have learned in a simulated real-world setting. (Photo by Petty Officer 1st Class Nathanael T. Miller, U.S. Navy)

Courses:

Basic Public Affairs Specialist Course (BPASC)

This course is prepares students to contribute to the global information arena. Students are military enlisted personnel, DOD civilians, and international military personnel. Students in this course prepare and release information, reporting news and command information in accordance with applicable directives. They study and practice theory, concepts and principles of public affairs, media relations and community relations. The students apply various research methods and the fundamentals of print journalism to include acceptable media English as it applies to news writing with emphasis on style, format and techniques, and practice basic operation of the digital camera.

Basic Public Affairs Specialist Course-Advanced Distributed Learning (BPASC-ADL)

This on-line course mirrors the skill sets taught in the residence course. However, students will conduct the bulk of their studies during a 26-week non-resident portion, followed by a two-week resident phase.

Editors Course (EC)

This course prepares students to perform duties as an editor of a print or electronic publication. Students apply the latest techniques and theory from military and civilian experts in layout and design, journalism, photography, graphics and new media. During the 20-day course, students learn how to better determine and refine their publication's content and design, coach writers and photographers, and manage web-based publications. The course will be renamed Content Management Course beginning in 2013.

Intermediate Photojournalism Course (IPC)

This course places special emphasis on the mastery of both written and visual communication. Graduates are able to effectively combine the understanding of theory with practical application to better communicate the commander's intent. Areas of instruction include visual and written communication theory, the interrelationships of writing and photography, news and feature writing, layout and design principles, and intermediate photographic techniques including electronic imaging, desktop publishing, digital cameras, image transmission, multimedia packaging, and archiving.

Public Affairs Leadership Department (PALD)



Mr. Donald Bishop, a retired Minister-Counselor in the State Department's Senior Foreign Service, briefed the current PAQC class on public diplomacy and DOD/DOS coordination. (Photo by Master Sgt. Justin D. Pyle, U.S. Air Force)

The Public Affairs Leadership Department provides basic and advanced public affairs training to U.S. and international military officers, members of the U.S. Coast Guard, senior enlisted personnel, and civilian personnel in DOD and other federal agencies. Instruction focuses on the doctrine, principles, techniques and application of military public affairs.

Courses:

Coast Guard Public Affairs Course (CGPAC)

The Coast Guard Public Affairs Course trains Coast Guard personnel in the principles, techniques, and skills required to conduct a unit's media relations public affairs program. This course is designed to provide an introduction to the basic theory, concepts, policy, and principles of one component of a unit public affairs program -- the basics of media relations practices. CGPAC focuses on guidelines for releasing information, crisis communication, defining and identifying news, and introductory media relations. The students will draft news releases, conduct on-camera interviews, and moderate and conduct a news briefing.

Combat Camera Leadership Course (CCLC)

The Combat Camera Leadership Course trains selected officers and senior noncommissioned officers in the principles, techniques and skills required to perform the duties and functions of a combat camera officer and combat camera noncommissioned officer in charge. The CCLC focuses on identifying the mission and functions of Combat Camera including the development of operational support plans, budgets, equipment and systems maintenance plans, policy and procedures, marketing plans, imagery management plans, and training plans. It also includes in-depth theoretical and working knowledge of how Combat Camera functions within the DOD.

Intermediate Public Affairs Specialist Course (IPASC)

Graduates of the Intermediate Public Affairs Specialist Course are able to perform duties of an intermediate to advanced-level public affairs specialist in a joint-service environment. The scope of this training includes measuring effective public affairs programs, assessing markets for public information, media operations, and resource management. Students are instructed on the higher level of public affairs activities required in a joint and deployed environment, including ethical norms and considerations, communication management and evaluation to include civilian enterprise contracts, and website requirements, use, and assessment.

Joint Expeditionary Public Affairs Course (JEPAC)

The Joint Expeditionary Public Affairs Course prepares public affairs officers and noncommissioned officers to rapidly transition into the duties and responsibilities of delivering effective public affairs in an expeditionary environment. The course addresses the training requirements for the public affairs professional with little or no expeditionary experience and who is pending deployment. JEPAC students will study and practice planning and execution of public affairs operations unique to an expeditionary environment with an emphasis on operational planning and integration on a joint staff. This course reinforces basic and intermediate skills within the context of an expeditionary mission. Candidates who benefit most from this course have minimal to no experience on a deployed joint staff.

Joint Intermediate Public Affairs Course (JIPAC)

The Joint Intermediate Public Affairs Course provides intermediate education and training to prepare public affairs practitioners to perform effectively across the spectrum of public affairs operations. JIPAC provides the knowledge and skills needed to perform the duties of a public affairs practitioner at the operational level. Particular emphasis is on the public affairs professional 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.

Joint Senior Enlisted Public Affairs Course (JSE PAC)

The Joint Senior Enlisted Public Affairs Course enhances the roles of senior enlisted public affairs advisors, including their service as public affairs officers at the highest and joint levels. The course provides graduate-level experience for senior enlisted public affairs professionals. Using guest lecturers, guided discussions, and a series of practical exercises, this course promotes critical thinking and planning skills to fulfill advisory roles at the highest levels.

Joint Senior Public Affairs Course (JSPAC)

The Joint Senior Public Affairs Course prepares public affairs practitioners to assert their roles as strategic communication leaders. This course provides high-level professional education to better prepare trained and experienced military and civilian public affairs officers to operate in a joint environment at a combatant command or other major command. Students will receive training in communicating with senior leadership and in developing a strategic vision and plan to prepare for major conflict. Such plans will synchronize with national geopolitical and military strategy and will require interagency coordination. JSPAC provides a capstone experience for seasoned practitioners who will occupy senior public affairs jobs at the highest levels of military service. Using a blend of top-flight outside speakers, readings, written assignments, and classroom discussion, this course better prepares senior public affairs officers to perform as effective communication counselors to combatant commanders, e.g., CJCS, unified commands, service chiefs., etc.

Public Affairs Qualification Course (PAQC)

The Public Affairs Qualification Course provides entry-level public affairs training for mid- to senior-level commissioned and senior noncommissioned 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.

Public Affairs Qualification Course – Advanced Distributed Learning (PAQC-ADL)



Public Affairs Qualification Course-Advance Distributed Learning students participate in a field training exercise as part of their course capstone. (Photo by Mr. Frank Urban, DINFOS Faculty)

The Public Affairs Qualification Course – Advanced Distributed Learning course, which consists of 26 weeks of online training and two weeks of resident training, provides entry-level public affairs training for mid- to senior-level commissioned and senior noncommissioned officers from all U.S. military services and U.S. government agency civilians selected for public affairs assignments at all levels of command.

Public Affairs Course for International Students (PACIS)

This course is intended for international military and civilian personnel selected by their governments to perform public affairs functions. Students are from the defense ministries of nations operating within the Security Assistance

Training Field Activity (SATFA) framework. The curriculum is broadly based on existing PAQC training tasks but requires a less rigorous English comprehension level. Rather than emphasize a U.S.-centric approach to military public affairs, this course compares and contrast U.S., NATO and UN approaches, and emphasizes basic public affairs knowledge and skills that can be adapted to the requirements of the individual nations.

Visual Information Management (VIM)

The Visual Information Management course provides professional development in the knowledge and skills needed to perform the duties of visual information management. Students apply pertinent doctrine and policy during seminars and practical exercises. Subjects covered are: ethics, functions of a VI activity, procedures for producing VI productions, VI records management, personnel issues, the budgeting process, equipment/supply management, contracting for services, customer relations, deploying VI assets, strategic planning, and an overview of the visual information process within the DOD.

Visual Communications (VCOMM)



U.S. Navy Basic Mass Communication Specialist Course instructors do battle with paintballs during a combat patrol scenario during a BMCSC Class FTX. The FTX is the final training evolution for these sailors during their training at the Defense Information School. (Photo by Petty Officer 1st Class Nathanael T. Miller, U.S. Navy)

VCOMM teaches seven basic and intermediate level courses to all branches of the armed services, DOD civilians, and international military students in video production and documentation, still photography, multimedia illustration, graphic design, Web page, and reprographics.

Courses:

Basic Mass Communication Specialist Course – USN (BMCSC)

The Basic Mass Communication Specialist Course encompasses training in basic public affairs writing, photography, videography, digital multimedia, and digital production. Basic Mass Communication Specialist Course students are prepared to perform skills as a mass communications writer, learning theory, concepts and principles of public affairs and

community relations, applying fundamentals of print journalism to news writing, newspaper layout and design, basic digital camera operations, and photojournalism skills leading into the photo portion of the course, where students gain further photographic skills, including filters, optics, lighting, exposure and printing to produce feature and picture story assignments. Students learn electronic imaging including scanning and basic and intermediate image editing software techniques, as well as image transmission, archiving and editing. Emphasis in the videography section is placed on principles and techniques to produce television news and feature assignments; including writing for electronic journalism, voice-over and stand-up reporting, television camera and recorder systems, lighting, site surveying and video editing. Computer system fundamentals, vector-based presentation, multimedia authoring, Web page design and animation software skills are taught in the visual information portion of the course. In Production, students learn to operate bindery equipment, digital duplicating and high-speed digital production equipment, including color management for printing. The course culminates in a 4-day FTX where all skills are tested in a field environment.

Basic Multimedia Illustrator Course (BMIC)

The Basic Multimedia Illustrator Course provides students the skills required to perform the duties and fulfill the responsibilities required in the combat and field graphics and graphics designer career field. Training includes the principles of design and layout, fundamentals of color theory, drawing, color media, perspective, typography, printing, electronic imaging systems, graphic design, image editing, desktop publishing, multimedia, and telecommunications software. Students learn the operational principles of image scanners, digitizing devices, output to black and white and color printers, film and video recorders, plotters, image and data transmission and archiving data/image files, along with computer management principles and operator maintenance.

Basic Multimedia Reproduction Course-USMC (BMRC)

The Basic Multimedia Reproduction Course provides training in computer operations, basic color theory and design concepts, as well as computer graphics software supporting vector-based graphic design, page layout and image-editing, Web page design, Web authoring, and animation.

Students receive an orientation to maintenance, safety and security procedures in graphic and print shops, in addition to bindery equipment operations, various types of printing and production equipment, including large format color printers, digital duplicators, RIP-based printing and digital production equipment used to produce printed products.



Airman 1st Class Paul Labbe photographs a mock crime scene as part of training at the DINFOS Basic Still Photography course. (Master Sgt. Justin D. Pyle, U.S. Air Force)

Basic Still Photography (BSP)

The Basic Still Photography course provides class instruction and practical exercises in theory and application of photographic fundamentals, captioning, optics, light sources, camera operations for standard and studio photography, electronic flash, automatic paper processors, and picture story. Students also become skilled at using electronic imaging systems including digital cameras and imaging and graphic software. Students are introduced to combat documentation and field imagery transmission, editing, and archiving digital images capturing all aspects of the U.S. military, including field operations, exercises, training, and military life.

Digital Multimedia Course (DMC)

The Digital Multimedia Course provides intermediate level training in the knowledge and skills needed to create text, graphics, sound, animation, and full-motion video, and then integrate these elements into multimedia and Web-based packages. The course includes instruction in the operation of computer systems and input and output devices to acquire, enhance, design, manage, output, and archive digital imaging, graph design, and multimedia files. Students use software to create, manage, and output composite layouts, graphic designs, page layouts, video productions, Web pages, and interactive multimedia solutions. The Digital Multimedia course also includes theoretical and working instruction of computer fundamentals and functions, troubleshooting, networking, communications, color theory, and the principles and implementation of color management.

Intermediate Videography Course (IVC)

The Intermediate Videography Course focuses on learning and practicing the intermediate skills necessary to perform proficiently at a journeyman level of video storytelling and production. This

course reinforces basic skills and expands the concepts of narrative and non-narrative productions. It introduces advanced techniques with emphasis on advanced non-linear editing.

Video Production and Documentation (VPD)

The Video Production and Documentation course provides training to selected enlisted personnel in the principles, techniques, and skills required to perform the duties and functions of production and combat documentation specialists. This course provides training in the knowledge and skills needed to perform the duties required for visual information production assignments supporting video documentation of training and operations, public affairs, joint operations, and studio missions throughout the Armed Forces. The scope of training includes the operation of the digital video camera, lighting equipment, the principles of framing and composition, camera placement, audio and video editing, visualization, storytelling, and a working knowledge of audio and video applications for television electronic field production and studio operations.

Faculty Training and Development Office (FTDO)

Faculty Training and Development provides policy guidance, planning, administration, and management for faculty training, certification, and individual professional development. In addition to managing the Instructor Training Course and Master Instructor Program, FTDO also sits on all instructor certification boards and develops, coordinates, and conducts professional development seminars throughout the year.

Courses and programs: Instructor Training Course (ITC)

The Instructor Training Course is a 15-day training program designed to provide potential instructors with the fundamentals of effective teaching. The course curriculum includes basic knowledge and practical instructional skills using the concept of learning by doing. Students are introduced to learning theory, academic counseling, instructional design, and instructional technique. Students are actively involved in and responsible for preparing and conducting four separate evaluated training sessions.

Master Instructor Program (MIP)

The Master Instructor Program is a self-paced certification program designed to recognize instructors who have achieved a level of excellence in teaching skills, training management and curriculum development. The MIP creates a cadre of master instructor-designated personnel whose proficiency



Graduating class of the Instructor Training course at the Defense Information School. The 10 graduates are welcomed to the ranks after finding out exactly what it takes to instruct service members at DINFOS. (Photo by Seaman Ryan U. Williams, U.S. Navy)

and expertise acts as a learning multiplier and increases organizational communication effectiveness and teaching skills.

Students

DINFOS trains approximately 3,200 students annually. The student population is comprised of military and civilian members from the DOD, the five branches of the armed services, international students, and non-DOD civilians.

International Students

DINFOS has trained more than 1,018 international public affairs and visual information experts from more than 75 countries as part of the Security Cooperation and Training Program.

Foreign countries send students to DINFOS as part of an ongoing effort to:

-Enhance development of expertise and systems needed for effective management and operation of its defense establishment

-Foster the development of its own professional and technical training capability

-Promote rapport with the U.S. military to operate in peacekeeping missions and in coalition environments

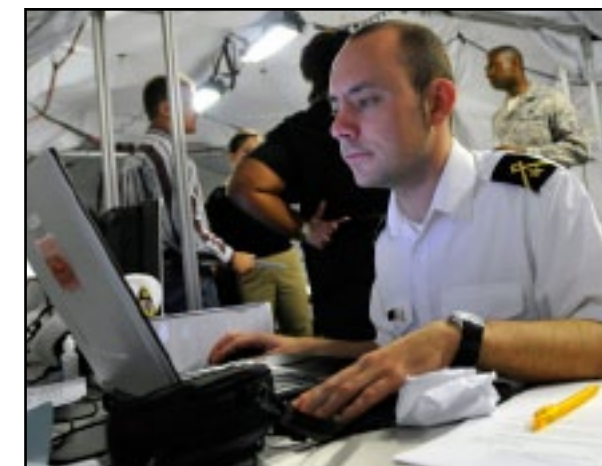
-Promote better understanding of the United States, its people, political system, democratic values, and way of life

-Increase the international military student awareness of the U.S. commitment to the basic principles of internationally recognized human rights

-Develop skills needed for effective operation and maintenance of equipment acquired from the United States

Emerging Media Training

Supporting DOD communication goals through the use of public affairs and visual information requires DINFOS to keep up with current technology and emerging media trends. Keeping up with cutting edge trends in communication helps our students act as force multipliers for their commands. Integrating training on social media platforms, such as Facebook and Twitter, into course curriculums helps graduates augment their commander's communication programs of by engaging a broader portion of American and international audiences.



Estonian Navy Chief Petty Officer Roland Murof participates in a field training exercise at the Defense Information School (DINFOS) before graduating from PAQC. (photo by Petty Officer 2nd Class Thomas Gilligan, U.S. Navy)

Hall of Fame

The DINFOS Hall of Fame was established to recognize living or deceased DINFOS and predecessor school graduates who have demonstrated significant contributions to the military, their chosen profession, or to the nation.

Distinguished International Alumni

The Distinguished International Alumni Program was established to provide a visible and prestigious means to honor international graduates who have attained, through merit, the highest positions in their armed forces or government.

U.S. Army Public Affairs Hall of Fame

The U.S. Army Public Affairs Hall of Fame was founded in 2000 by Maj. Gen. John G. Meyer, former chief of U.S. Army Public Affairs, and became a permanent fixture at DINFOS August 18, 2011.

The hall of fame was created to honor the accomplishments and contributions of past civilian and military Army public relations specialists. Among those already in the hall of fame are Gen. Douglas MacArthur, the first person to be formally assigned as a public relations officer; Col. Franklin S. Forsberg, helped start Stars and Stripes; and Sgt. Maj. Gary Beylickjian, addressed the writing, photography, design and layout of Army newspapers.

To be inducted, a candidate must be retired or separated from military service for more than three years or deceased; rank does not matter. Once the individual is nominated by colleagues, the nomination moves onto a committee consisting of senior leadership from the Army Public Affairs Center and a member of the hall of fame.

SSG Paul D. Savanuck Memorial Library

Previously called the Technical Reference Center, the library was renamed in Savanuck's honor July 18, 2003. He graduated from the DINFOS Basic Military Journalist Course December 16, 1967, Fort Benjamin Harrison, Ind.

The goal of the SSG Paul D. Savanuck Memorial Library is to provide professional assistance to students, faculty, and staff in searching for accessing and retrieving information, whether in print or Web-based databases, indexes, and websites.

Staff Sgt. Paul D. Savanuck, an Army journalist and Baltimorean, was one of 11 Americans who died April 18, 1969, near Cam Lo, Vietnam, during the Vietnam War. Savanuck was killed in action only 14 days after reporting for duty in Vietnam. He was a journalist who worked for the Pacific Stars and Stripes newspaper.

Faculty and Staff

The Defense Information School has an authorized staff of 208 military personnel, 121 civilians, and 93 contractors. DINFOS staff and faculty consists of instructors, support staff, and key leadership positions such as the commandant and command sergeant major.

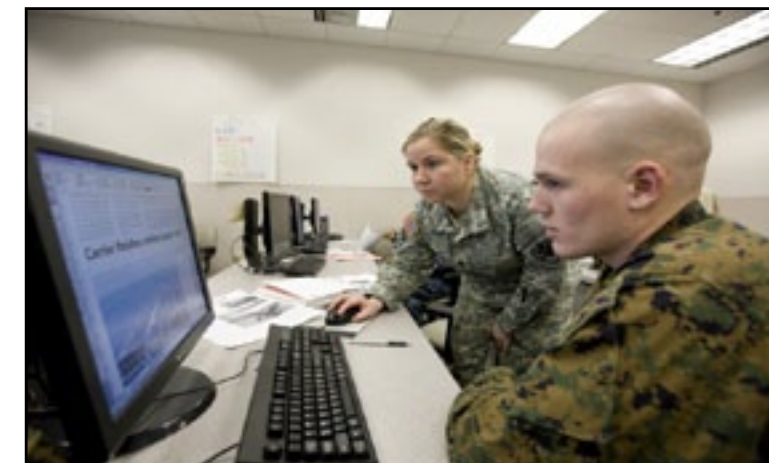
Authorized Staff:

208 Military

- 78 Army
- 38 Navy
- 16 Marine Corps
- 75 Air Force
- 3 Coast Guard
- 6 Reservist (All components)

121 Civilians

93 Contractors



Sgt. 1st Class Angela D. McKinzie, a DINFOS instructor, explains the concepts of layout and design to Marine Pfc. James D. Frazer. (Photo by Staff Sgt. Casey Nelsen, U.S. Army)

Reserve Instructor Program

The Reserve Instructor Program provides the academic departments with qualified, certified adjunct faculty to enhance training. This is a voluntary program and service members remain assigned to their units and are brought to DINFOS on short-term tours to teach. In order to become a member of the program, the service member must complete an application and be accepted into this competitive and rewarding program.

Directorates

Office of the Commandant

Provides expert advice, counsel, and assistance to the commandant and other DINFOS leaders on governance and resource management matters of DINFOS. Assists the commandant in coordinating the DINFOS activities.

Office of the Provost

Senior advisor to the school commandant on matters of academic policy, governance, and accreditation. Provides oversight for management of support services, budget, the international military student office, academic advisor, registrar, quota management, and distance education.

Directorate of Training

Provides overall management to the Broadcast Operations and Maintenance Department, Public Affairs Department, Public Affairs Leadership Department, Visual Communications Department, and Faculty Training and Development Office.

Directorate of Plans and Technology

Provides integrated and effective planning, technology, and contract support to posture the school to meet dynamic training mission requirements.

Logistics Directorate

Provides logistical and facility support to the Defense Information School.

Accreditation

DINFOS is accredited by the Council on Occupational Education and the American Council on Education. Both accreditation institutions have recommended college credit for the majority of DINFOS classes.

Hall of Heroes

The Hall of Heroes was created in 2006 to honor men and women who gave their lives in combat while serving in a public affairs or visual Information job specialty. One hundred-eight plaques presently hang there, each plaque has a service member's name, rank, branch of service, date of death, and the name of the conflict.

The warriors honored there range from enlisted (E-1) to officer (O-4), and at present; span the Army, Marine Corps, Navy and Air Force. The earliest plaque dates from the Korean War - not because that's when the first communications specialist was killed in action, but because that's when casualties were first listed according to their occupation. The plaques are not arranged in any particular order; they are not grouped by rank service or conflict. Instead, the individuals honored served as one team, with one mission: to tell the stories of the men and women of the U.S. Military.



U.S. Air Force Capt. Denise Burnham views a plaque in honor of Staff Sgt. James P. Hunter, after a Remembrance Ceremony in the Hall Of Heroes at the Defense Information School July 9, 2010. Hunter was killed in Kandahar, Afghanistan by an explosion on June 18, 2010. (Photo By Sgt. Jerry L. Saslav, U.S. Army)

Honaker Training Studios

On June 26, 2006, the television studios used by DINFOS students were officially named Colonel Errol K. "Buck" Honaker Training Studios to honor his vision and passion for the public affairs and visual information field. Honaker was instrumental in developing opportunities for visual information and public affairs service members. He also established the 560th Signal Battalion and re-wrote the combat camera field manual.

Mobile Training Team

Military units and government organizations may request a mobile training team from DINFOS to train, coach, and mentor members of their organizations in basic and advanced public affairs and visual information skills. DINFOS MTT have played a key role in the support of Operation Enduring Freedom and Operation Iraqi Freedom. In 2004, a DINFOS MTT, comprised of six instructors, deployed to Iraq to teach basic knowledge about public affairs, media relations, and journalism to members of the new Iraqi government. In 2005, a team comprised of four instructors was sent to Afghanistan in support of Operation Enduring Freedom to train Afghan students in the fundamentals and principles of a free press through practical exercises such as conducting news interviews.

DINFOS instructors have continued delivering outstanding public affairs and visual information training to organizations in places such as Mexico City, Guatemala, various location throughout Europe, and at military installations and government organizations across the United States.



Army Maj. Kristine Coan was second in charge of the mobile training team dispatched from the Defense Information School at Fort Meade, Md., to train Iraqi ministry workers in public affairs, journalism and media relations. (Photo by Petty Officer 1st Class Joel I. Huval, U.S. Navy)

The Way Ahead

DINFOS currently trains approximately 3,200 service members, civilians, and international students through 32 different courses varying five to 124 days in length. In recent years, the demand for more public affairs, journalism, visual information, and broadcast professionals across the defense department has required DINFOS to plan to increase projected student load by more than 30 percent or 1,000 students per year.

By 2014, DINFOS plans to complete 62,000 gross square feet of internal renovations and expand the building size by 80,400 gross square feet. The renovations and expansion are projected to include classroom upgrades to improve facilitation of instruction, a new gymnasium, a new third floor administration area for the public affairs and public affairs leadership department, and 31 additional classrooms to accommodate the increased student load.

Communicators of Excellence Awards

Established in 2004, the Communicators of Excellence Award Ceremony is held to recognize separate, major media competitions under one venue. The competitions operate under the guidance of the Office of the Secretary of Defense for Public Affairs and are administered by the Commandant of the Defense Information School with cooperation from local and national professional agencies.

Competitions

The Visual Information Awards Program

The Visual Information Awards Program is designed to recognize, reward, and promote excellence among military photographers, videographers, journalists, and graphic artists for their achievements in furthering the objectives of military photography, videography, and graphic arts within the military. The categories consist of:

Military Photographer of the Year

Military Graphic Artist of the Year

Military Videographer of the Year

Thomas Jefferson Awards Program

The Thomas Jefferson Awards Program recognizes excellence in and professionalism in Department of Defense print and broadcast media. The categories consist of:

Broadcast Journalist of the Year

Print Journalist of the Year

Outstanding New Broadcaster of the Year

Outstanding New Writer of the Year

Visual Information Production Awards Program

The principle purpose of the this awards program is to recognize service members and organizations that effectively use visual information to produce documentaries, training, recruitment, and internal and public information productions as a tool to achieve communication objectives. This awards program is held biannually due to the pace of acquisition and production creation within DOD.

2010 Visual Information Award Winners



Military Photographer of the Year
Master Sgt. Jeremy T. Lock, USAF



Military Graphic Artist of the Year
Sgt. Shawn P. Sales, USMC

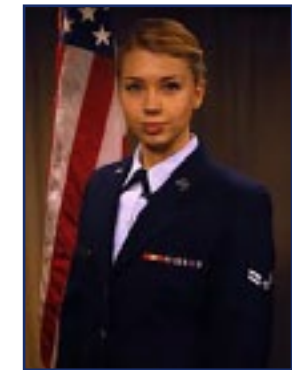


Military Videographer of the Year
Staff Sgt. Burt Traynor, USAF

2010 Thomas Jefferson Award Winners



Broadcast Journalist of the Year
Mr. Dave Annarino, USA



New Broadcaster of the Year
Airman 1st Class Tori Fleck



Print Journalist of the Year
Mr. Randy Roughton, USAF



Military Graphic Artist of the Year
Cpl. Reece E. Lodder, USMC

Sample Communicators of Excellence Entries



Illustration by Sgt. Shawn P. Sales, USMC



Illustration by Lance Cpl. Michael J. Petersheim, USMC



Photo by Petty Officer 1st Class Brien R. Aho, USN

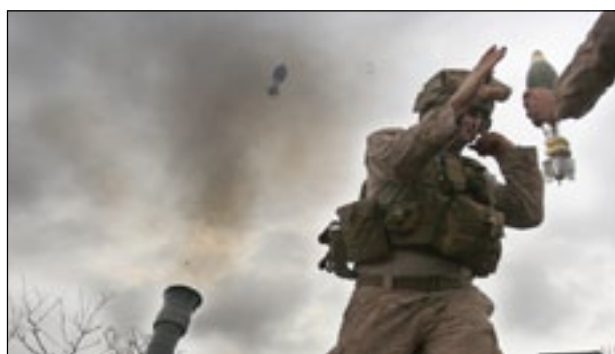


Photo by Cpl. Preston M. Reed, USMC

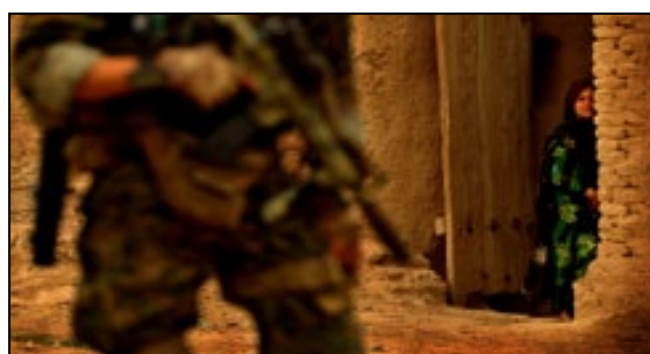
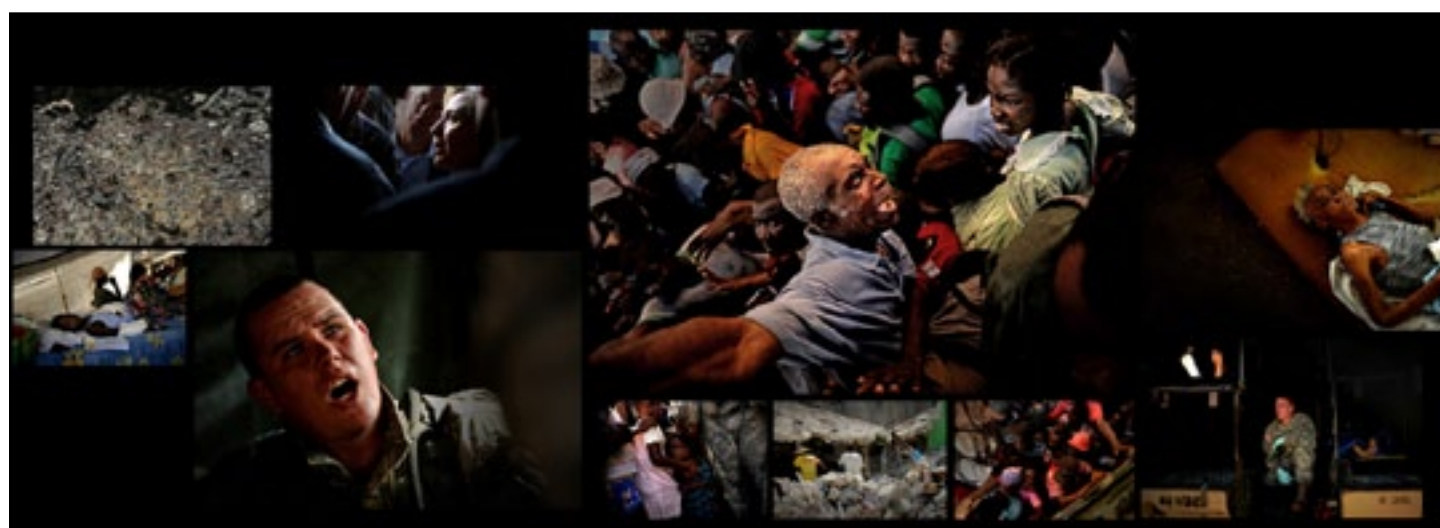


Photo by Staff Sgt. Nicholas J. Pilch, USA



Picture Story by Master Sgt. Jeremy T. Lock, USAF

Past Commandants

*Col. John J. Christy, USA - July 1964 October 1969 **

*Col. Peter J. Lacey, Jr., USA - October 1969 -February 1971 **

*Col. Frank E. Meek, Jr., USAF - March 1971 January 1972 **

Col. Walter N. Moore, USA - February 1972 - August 1974

Col. Robert D. Bentley, USA - September 1974 - September 1977

*Col. Donald E. Gelke, USA - September 1977 - July 1981 **

*Col. Billy E. Spangler, USA - July 1981 - August 1983 **

Col. Gary L. Werner, USA - August 1983 - December 1985

Col. Edward M. McDonald, USA - December 1985 - August 1989

Col. Richard O. Hahn, USA - August 1989 - February 1992

Col. Kristin L. Wells, USAF - February 1992 - May 1994

Col. Ronald A. Grubb, USA - May 1994 - July 1998

Col. Larry F. Icenogle, USA - July 1998 - September 2000

Col. Hiram Bell Jr., USA - September 2000 to July 2006

Capt. Warren C. Graham III, USN - July 2006 - June 2009

Col. Gary L. Keck, USA - June 2009 - December 2011

*** Deceased**

