



Department of Defense DIRECTIVE

NUMBER 5160.48

July 2, 2004

ASD(PA)

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

- References:
- (a) DoD Directive 5160.48, "DoD Public Affairs and Visual Information (PA&VI) Education and Training (E&T)," January 6, 1997 (hereby canceled)
 - (b) Deputy Secretary of Defense Memorandum, "Functional Transfer and Consolidation of Service Training Activities at Fort Meade under DoD Field Activity," July 28, 1992
 - (c) Chairman of the Joint Chiefs of Staff Instruction 3500.01B, "Joint Training Policy for the Armed Forces of the United States," December 31, 1999
 - (d) [DoD Directive 5122.5](#), "Assistant Secretary of Defense for Public Affairs, (ASD(PA))," September 27, 2000
 - (e) through (i), see enclosure 1

1. REISSUANCE AND PURPOSE

This Directive:

- 1.1. Reissues reference (a).
- 1.2. Establishes policy and updates responsibilities for Public Affairs and Visual Information (PA&VI) Education and Training (E&T) in the Department of Defense.
- 1.3. Designates the Defense Information School (DINFOS), Fort Meade, MD, as the principal source of PA&VI E&T in the Department of Defense for common core training.

1.4. Implements PA&VI E&T policies in references (b), (c), (d), and Directive 5122.10, 10 U.S.C. 153, DoD Instruction 4000.19, DoD Directive 5400.13, and DoD Instruction 1322.18 (references (e) through (i)).

2. APPLICABILITY

This Directive applies to the Office of the Secretary of Defense (OSD), the Military Departments, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Office of Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities in the Department of Defense (hereafter referred to collectively as the "DoD Components"). The term "Military Services," as used herein, refers to the Army, the Navy, the Air Force, and the Marine Corps.

3. DEFINITIONS

Terms used in this Directive are defined in enclosure 2.

4. POLICY

It is DoD policy that:

4.1. 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 career fields of PA&VI. Those programs shall meet the near-term and long-term career development requirements of DoD military and civilian personnel.

4.2. The DINFOS shall be the principal resource in the Department of Defense for joint-Service E&T in the career fields of PA&VI. The DINFOS shall educate and train military and civilian members of all the Military Departments, the Coast Guard, and other DoD Components. The DINFOS may provide E&T to other Federal Agencies and international students on a space available and reimbursable basis.

4.3. All common-core E&T curricula in the career fields of PA&VI shall be consolidated where possible to ensure that 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 (Public Affairs) (ASD(PA)) and affected Service partners to ensure the most efficient use of PA&VI training resources.

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

4.5. Background on PA&VI E&T is provided in enclosure 3.

5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense for Public Affairs (ASD(PA)) shall:

5.1.1. Provide policy 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.

5.1.2. Provide oversight to the Director, American Forces Information Service (AFIS).

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

5.1.4. Ensure that the Director, AFIS shall:

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

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

5.1.4.3. Exercise functional control over the planning, programming, and budgeting processes incident to the operation of the DINFOS.

5.1.4.4. Provide resources through the Planning, Programming, Budgeting, and Execution (PPBE) process, to support new joint-Service training program requirements, or revision of an existing training program. The Director, AFIS shall resource training programs commencing in the year that the required funding is provided in the budget. The requiring Military Services shall provide resources to support stand-alone and Service-specific training requirements. Those resources may include equipment and/or personnel for course development and instruction.

5.1.4.5. Develop, implement, and maintain the Training Task Selection Board (TTSB) as the uniform process to establish PA&VI career field training requirements of the OSD, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Military Departments, and the Coast Guard for E&T programs to meet joint-Service common-core training requirements, to include other DoD Components authorized to establish training requirements.

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

5.1.4.7. Implement a single and centralized training management system to identify Military Service and other 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.

5.1.4.8. 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.

5.1.4.9. 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.

5.1.4.10. Determine staff and faculty personnel requirements to support the operation of the DINFOS in accordance with guidance provided by the Director, Washington Headquarters Services, and in coordination with the Military Services.

5.1.4.11. 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.

5.2. The Commanders of the Combatant Commands, through the Chairman of the Joint Chiefs of Staff, shall identify and provide the ASD(PA) their joint-Service PA&VI E&T requirements.

5.3. The Secretaries of the Military Departments shall:

5.3.1. Implement policy and procedures consistent with this Directive.

5.3.2. Plan, program, and budget to support Service-specific training requirements in the career fields of PA&VI. At the annual Structure Manning Decision Review (SMDR) provide training quota requirements for the out-years.

5.3.3. 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 the DINFOS' capacity to train. The Military Service shall provide resources to support training of those extra students as long as the training is required, while the AFIS expeditiously secures resources through the PPBE and personnel acquisition processes.

5.3.4. Provide Military Service personnel to the staff and faculty of the DINFOS.

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

5.3.6. Identify annual student training requirements for attending the DINFOS by participation in a single and centralized training management system. The Military Departments shall execute timely entry and maintenance of student data in Service-unique training management systems.

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

5.3.8. Provide command and control of students at the DINFOS.

6. EFFECTIVE DATE

This Directive is effective immediately.



Paul Wolfowitz
Deputy Secretary of Defense

Enclosures - 3

- E1. References, continued
- E2. Definitions
- E3. Background on PA&VI E&T

E1. ENCLOSURE 1

REFERENCES, continued

- (e) [DoD Directive 5122.10](#), "American Forces Information Service (AFIS)," November 21, 2000
- (f) Section 153 of title 10, United States Code
- (g) [DoD Instruction 4000.19](#), "Interservice and Intragovernmental Support," August 9, 1995
- (h) [DoD Directive 5400.13](#), "Joint Public Affairs Operations," January 9, 1996
- (i) [DoD Directive 1322.18](#), "Military Training," January 9, 1987

E2. ENCLOSURE 2

DEFINITIONS

E2.1.1. Joint-Service Training. Consolidated training for two or more Military Departments, including the Coast Guard.

E2.1.2. Public Affairs And Visual Information (PA&VI) Education And Training (E&T). All joint-Service PA&VI E&T supporting the mission areas of community relations, media relations, internal information, VI, 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.

E2.1.3. Service-Specific Training. Training to meet the requirements of a single Military Department.

E2.1.4. Structure Manning Decision Review. The established annual Army process used by the DINFOS to identify joint-Service training requirements for the out-years.

E2.1.5. Training Task Selection Board (TTSB). The principal forum for Military Department representatives to identify and establish career field training requirements to the DINFOS. Those requirements provide the basis for development of E&T programs at the 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.

E3. ENCLOSURE 3
BACKGROUND ON PA&VI E&T

E3.1. MISSION

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

E3.2. ORGANIZATION AND MANAGEMENT

E3.2.1. The DINFOS is established as the principal source of joint PA & VI E&T under the authority, direction, and control of the ASD(PA), in accordance with reference (b). The DINFOS shall consist of a Commandant and such subordinate elements as the Commandant establishes, within resources authorized by the ASD(PA).

E3.2.2. The Board of Directors and Executive Council are established to advise the ASD(PA) on matters pertaining to the DINFOS area of responsibility, and shall consist of the following:

E3.2.2.1. The ASD(PA), Chair.

E3.2.2.2. The Chiefs/Directors of each Military Service Public Affairs and Information Office, each of the Military Service's senior representatives for Visual Information matters, and the Coast Guard.

E3.2.2.3. 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, the Joint Forces Command, and the Military Services' Training Commands.