



INSTITUTE FOR SECURITY GOVERNANCE

DEFENSE SECURITY COOPERATION UNIVERSITY

STRATEGIC COMMUNICATIONS, MEDIA, AND PERCEPTION OF THE ARMED FORCES

RESIDENT: N/A

MOBILE: P309148

CERTIFICATION: PME, E-IMET

This course examines fundamentals of media-military relations and how institutions, principles, and practices affect these relations. The course goal is to develop participants who are able to design successful strategic communications that enhance methods civilian authorities use during peacetime, crisis, and war to build effective relationships with the media.

OBJECTIVES

Upon conclusion of this course, participants will be able to:

- ◆ Articulate fundamental concepts related to media-military relations.
- ◆ Identify principles of fair and unbiased journalism.
- ◆ Strategically communicate core messages to target audiences using appropriate mediums.
- ◆ Develop professional networks to address shared security interests.

TOPICS

This course uses expert presentations, facilitated discussions, and small-group exercises to equip participants with skills needed to be effective interlocutors with the media, and to formulate strategic communications campaigns to address national security challenges. Course topics may include:

- ◆ Defining the media
- ◆ Ethics of journalism
- ◆ Strategic communications and public information
- ◆ Social media
- ◆ Crisis communications

PARTICIPANTS

Military and civilian officials, specifically Public Affairs Officers in mid- and senior-career positions, are ideally suited to attend.

INSTITUTE FOR SECURITY GOVERNANCE (ISG) EDUCATION PORTFOLIOS

ISG's tailored education and professional development courses help build a comprehensive knowledge base and strengthen partner capacities to confront complex security and defense challenges. Courses are designed to cultivate individual understanding of complex issues; foster peer-to-peer learning; and build international communities of practice.



FACULTY

ISG's faculty team is grounded in professional experience from academic, military, government, and civil sectors. The core faculty are augmented by experts drawn from other parts of government, and U.S. and international subject matter experts drawn from universities, industry, think tanks, international organizations, and non-governmental organizations.

ENROLLMENT

Courses are conducted as part of the U.S. Government's Security Cooperation efforts. Interested partner nation personnel should contact their government's international cooperation section, or the relevant U.S. Embassy's Security Cooperation organization for selection processes and enrollment. Interested U.S. citizens may contact ISG to discuss availability.

FUNDING

Educational programs are primarily implemented through Title 22 authorized programs, including International Military Education and Training (IMET), Foreign Military Sales (FMS), Peacekeeping Operations (PKO), and various Title 10 authorized programs, including the Maritime Security Initiative (MSI) and Regional Defense Fellowship Program (RDFFP).

ABOUT ISG



The Defense Security Cooperation University's (DSCU) Institute for Security Governance (ISG) is the Department of Defense's leading implementer for Institutional Capacity Building (ICB) and one of its primary international schoolhouses. As a component of the Defense Security Cooperation Agency (DSCA), ISG is charged with building partner institutional capacity and capability through tailored advising, education, and professional development programs grounded in American values and approaches.