



STRATEGIC COMMUNICATIONS, MEDIA, & PERCEPTION OF THE ARMED FORCES

RESIDENT: N/A
MOBILE: P309148X

ELIGIBLE FUNDING: IMET, FMF/FMS
CERTIFICATION: PME

This course examines the fundamentals of media-military relations and how institutions, principles, and practices affect these relations. The objective is to enhance the methods civilian authorities and military officers in democracies use to develop successful strategic communications via an effective relationship with the media during peacetime, crisis, and war. It explores journalistic principles such as independence and neutrality, and identifies key challenges and opportunities faced by militaries when engaging the media.

OBJECTIVES

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

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

TOPICS

This course utilizes expert presentations, facilitated discussions, and small group exercises to equip participants with the skills needed to be effective interlocutors with the media and to formulate strategic communications campaigns to address national security challenges.

Sample course topics include:

- ◆ Defining the media
- ◆ The ethics of journalism
- ◆ Strategic communications & public information
- ◆ Social media
- ◆ Crisis communications

PARTICIPANTS

Participation from a wide spectrum of military and civilian officials--specifically Public Affairs Officers--from mid-career to senior positions, is ideal. Reporters, journalists, and other civil society groups should also be included. Female participants are strongly encouraged to attend.



FACULTY

ISG employs a diverse faculty with strong professional, academic, military, and government backgrounds. This faculty core is augmented by other government experts (both civilian and military) and subject matter experts (SMEs) drawn from universities, think tanks, international organizations, and industry.

ENROLLMENT

Courses are conducted for partner countries as part of the United States government's security assistance and security cooperation efforts. As such, participation in ISG courses is managed through the security cooperation office of the US Embassies in partner countries. Interested, non-US persons should contact the international cooperation section of their own government or the relevant US Embassy for selection processes and enrollment. ISG reserves limited space in courses for US citizens. Interested US citizens may contact ISG to discuss availability.

FUNDING

ISG can accept most types of US government funding. Courses are typically funded by IMET, FMF, FMS, CTIWFP, PKO, and other DoD-wide O&M funds (333, MSI, etc) on a case-by case basis. Cost estimates can be obtained by contacting ISG.

ABOUT ISG

The Institute for Security Governance (ISG) is a global security cooperation organization established to build partner capability and grow the field and practice of institutional capacity building (ICB). Located in Monterey, California, ISG serves as the Defense Security Cooperation Agency (DSCA)'s primary resource for ICB integration and implementation, project scoping and design, and education and advising expertise.

This course is a key component of ISG's 25-year-long effort to provide military and civilian officials with unique education and professional development programs. Designed to cultivate individual understanding of complex issues and foster peer-to-peer learning, this custom-tailored course offering brings theoretical and applied learning practices into a exciting and rich classroom environment.