



# INSTITUTE FOR SECURITY GOVERNANCE

*Advancing Knowledge, Building Capacity, Strengthening Partners*



## STRATEGIC COMMUNICATIONS, MEDIA, & PERCEPTION OF THE ARMED FORCES

**RESIDENT: N/A**  
**MOBILE: P309148**

**ELIGIBLE FUNDING: IMET, FMF/FMS**  
**CERTIFICATION: PME, E-IMET**

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

### OBJECTIVES

As an outcome 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 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:

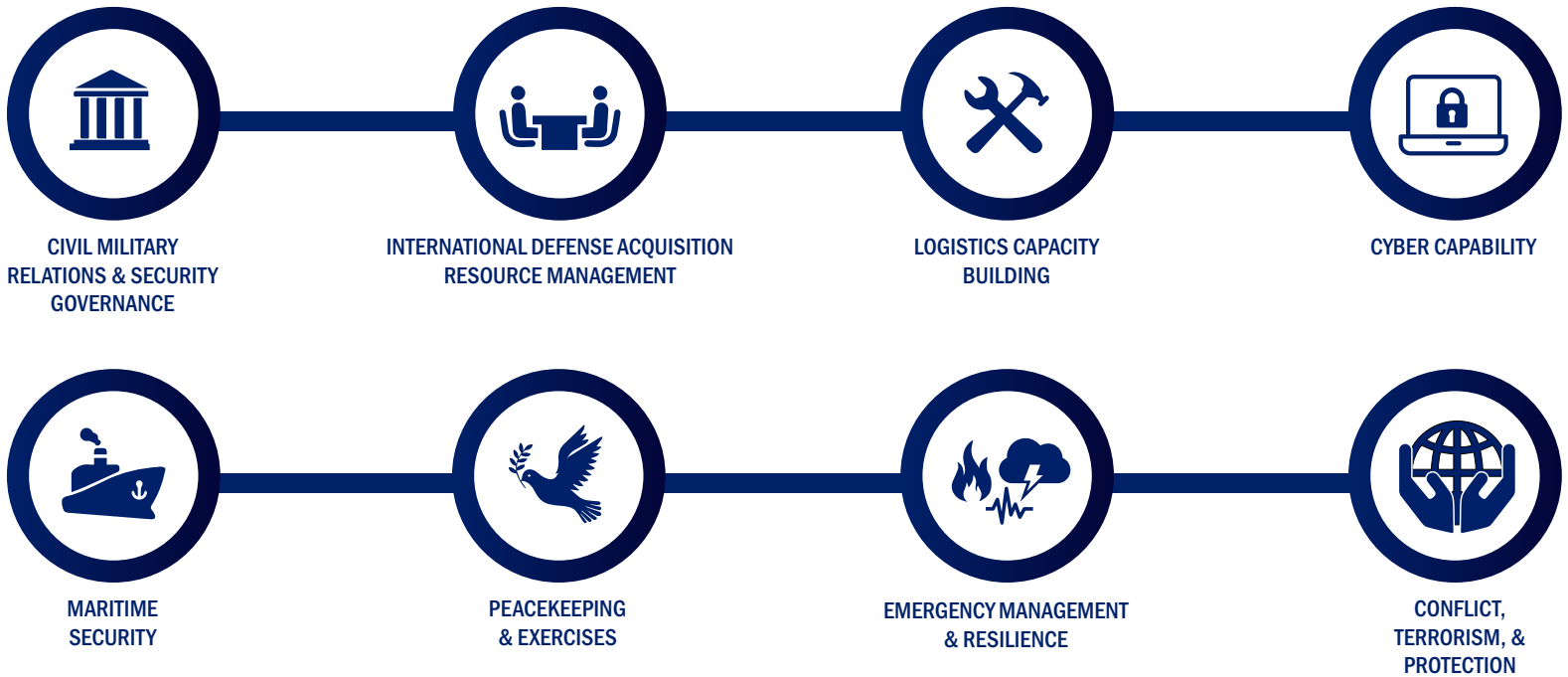
- ◆ Defining the media
- ◆ Ethics of journalism
- ◆ Strategic communications and public information
- ◆ Social media
- ◆ Crisis communications

### PARTICIPANTS

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.

## ISG PROGRAM AREAS

ISG programming has been developed over 25 years by providing military and civilian officials with unique education and professional development programs. Courses are designed to cultivate individual understanding of complex issues, foster peer-to-peer learning, and build international communities of interest.



## FACULTY

ISG has a diverse faculty team 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 American 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 US Government security cooperation efforts. Interested partner nation personnel should contact their government's international cooperation section, or the relevant US Embassy's security/military cooperation office for selection processes and enrollment. Interested US citizens may contact ISG to discuss availability.

## FUNDING

Educational programs are primarily implemented through Title 22 authorized programs (International Military Education and Training, Foreign Military Sales, Peacekeeping Operations) and various Title 10 authorized programs such as the Maritime Security Initiative (MSI) and Regional Defense Combating Terrorism and Irregular Warfare Fellowship Program (RDFFP).

## ABOUT ISG



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