

INSTITUTE FOR SECURITY GOVERNANCE

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STRATEGIC COMMUNICATIONS, MEDIA, & PERCEPTION OF THE ARMED FORCES

RESIDENT: N/A
MOBILE: P309148

ELIGIBLE FUNDING: IMET, FMF/FMS
CERTIFICATION: PME, (E-IMET PENDING)

This course examines the fundamentals of media-military relations and how institutions, principles, and practices affect these relations. The course objective is 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

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 that 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:

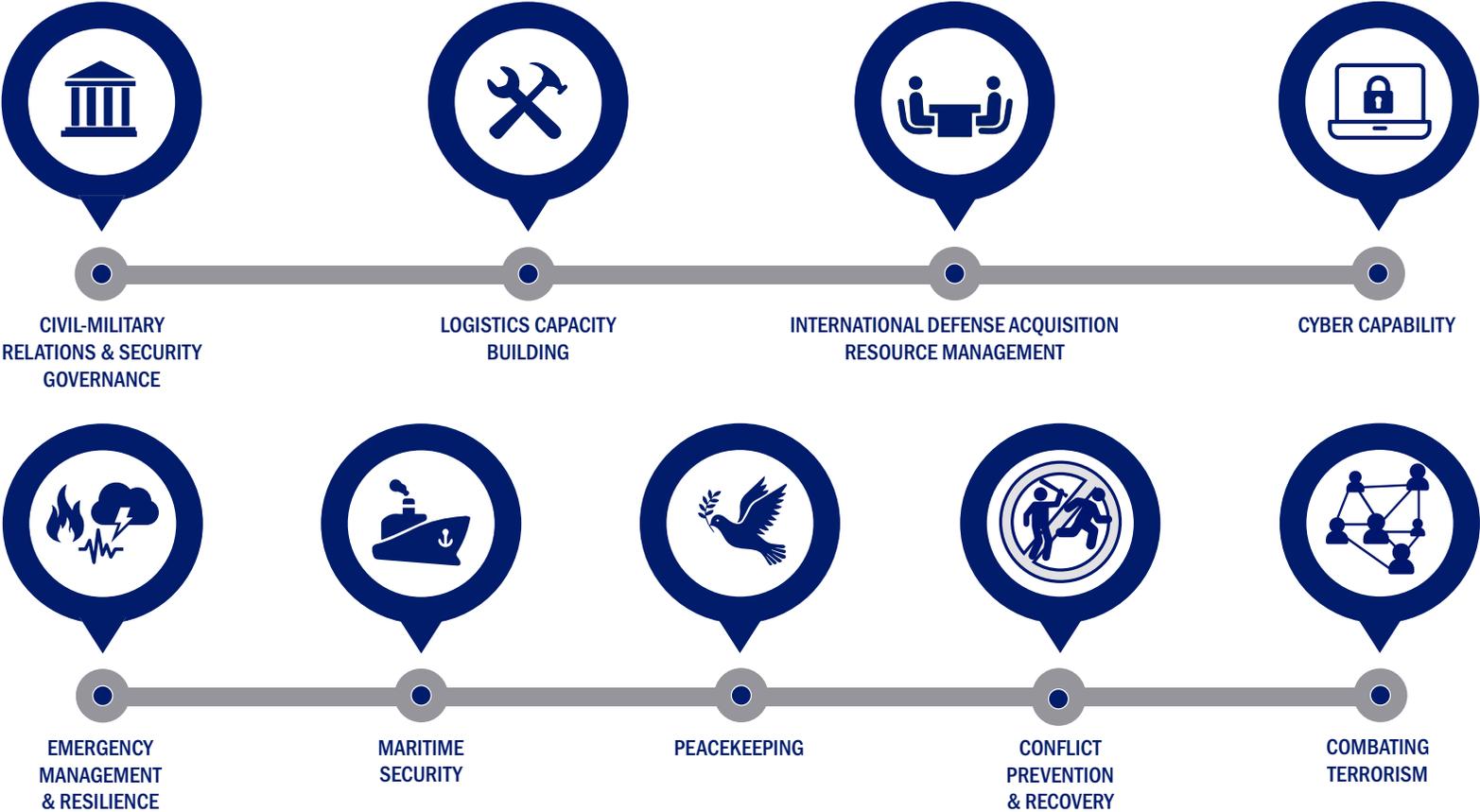
- ◆ Defining the media
- ◆ Ethics of journalism
- ◆ Strategic communications and public information
- ◆ Social media
- ◆ Crisis communications

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 connected networks of international peers through a professional learning environment.



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 with partner nations as part of the US Government security cooperation effort. Participation in ISG courses is managed through the Security Cooperation Office of the US Embassy in-country. Interested partner nation personnel should work through their government’s international cooperation section, or the relevant US Embassy’s security/military cooperation section for selection processes and enrollment. Where appropriate, 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, CTIWWP/RDFP, PKO, and other DoD-wide O&M funds (333, 332, MSI, etc.). Cost estimates can be obtained by contacting ISG or the applicable NETSAFA Country Program Manager.

ABOUT ISG



The Institute for Security Governance (ISG) is a Defense Security Cooperation Agency (DSCA) schoolhouse, and leading Institutional Capacity Building (ICB) implementer, focused on helping partners build effective and accountable security institutions. ISG’s tailored ICB approach supports partners in developing, resourcing, and sustaining the institutional capabilities and professionalization necessary to pursue common security cooperation objectives.