



DoW INSTRUCTION 5160.48

PUBLIC AFFAIRS AND VISUAL INFORMATION TRAINING AND EDUCATION

Originating Component: Office of the Assistant to the Secretary of War for Public Affairs

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Approved 08/25/2026 by: Sean Parnell, Assistant to the Secretary of War for Public Affairs

Purpose: In accordance with the authority in DoD Directive (DoDD) 5122.05, this issuance:

- Establishes policy, assigns responsibilities, and provides procedures for delivery of occupation training and education for public affairs (PA) and visual information (VI) to Service members through the War Media Activity (WMA) Defense Information School (DINFOS).
- Establishes the Public Affairs Training and Education Council (PATEC).
- Establishes the Training Task Selection Boards.

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SECTION 1: GENERAL ISSUANCE INFORMATION

1.1. APPLICABILITY.

This issuance applies to OSW, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff (CJCS) and the Joint Staff, the Combatant Commands, the Office of Inspector General of the Department of War, the Defense Agencies, the DoW Field Activities, and all other organizational entities within the DoW (referred to collectively in this issuance as the “DoW Components”).

1.2. POLICY.

- a. The DINFOS is the principal DoW resource to provide occupation training and education for Service member and DoW civilian PA and VI (PA/VI) personnel.
- b. Consistent, standardized, and cost-effective training and education programs are established and maintained to meet DoW objectives for Military Service PA/VI career fields.
- c. PA/VI training is administered in accordance with DoDD 1322.18.
- d. Cross-Service PA/VI skills, quotas, and related training issues are managed through the formal DINFOS governance processes outlined in Section 3.
- e. The DINFOS certifies satisfactory completion of individual PA/VI training to applicable standards and requirements agreed on by the PATEC in the Military Communicator Competency Model (MCCM) and the Training Task Selection Boards, in accordance with Paragraphs 3.2.b. and 3.3.a.
- f. The DoW will use the Structure and Manning Decision Review (SMDR) process to build the annual training and education mission for PA/VI requirements.
- g. PA/VI training and education will incorporate operations security principles and practices in accordance with DoDD 5205.02E to prepare personnel for their role in protecting critical information and indicators from unauthorized access and disclosure.

SECTION 2: RESPONSIBILITIES

2.1. ASSISTANT TO THE SECRETARY OF WAR FOR PUBLIC AFFAIRS (ATSW(PA)).

In addition to the responsibilities in Paragraph 2.3., the ATSW(PA):

- a. Aligns PA/VI training policies and procedures with other DoW policies and programs to support effective organizational alignment and implementation of OSW direction.
- b. Develops emerging DoW-wide PA/VI training and education requirements.

2.2. DIRECTOR, WMA.

Under the authority, direction, and control of the ATSW(PA) and in addition to the responsibilities in Paragraph 2.3., the Director, WMA:

- a. Oversees and provides direction for the effective and efficient operation of the DINFOS.
- b. Provides planning, programing, budgeting, and executing resources for DINFOS training programs validated through the Training Task Selection Boards as described in Paragraph 3.3. Resources may include equipment or personnel for course development and instruction.
- c. Informs the Military Services of additional resources required when programmed training is at risk due to reduced or constrained resources or when increased Service requirements exceed DINFOS training capacity.
- d. Through the Commandant, DINFOS:
 - (1) Develops programs and activities to provide training for common Military Service PA/VI skills, referred to as occupation training and education, to qualify Service members for PA/VI assignments throughout their careers.
 - (2) Develops a consistent process for the Military Services to establish PA/VI occupation training and education requirements as the basis for training curriculum and program development at the DINFOS.
 - (3) May adopt processes used by other DoW training and education institutions or as recommended by the PATEC in accordance with Paragraph 3.2.
 - (4) Manages assigned PA/VI Service members to serve as staff and faculty of the DINFOS designated through formal agreements to support associated levels of student capacity for each Military Service.
 - (5) Performs periodic reviews for adequacy of school operations, including institutional accreditation.

(6) Manages and requests additional resources for planned PA/VI training requirements for the DINFOS.

(7) Informs the Director, WMA and Military Services when programmed training is at risk due to reduced or constrained resources or when Service requirements exceed DINFOS training capacity.

(8) Publishes a training calendar describing available training resources and courses.

(9) Plans the annual training and education requirements within realistic resource projections via the SMDR process. The SMDR process validates training requirements and then reconciles those requirements to an affordable, acceptable, and executable training and education program resource(s).

(10) Publishes an annual schedule of courses not less than 1 year before the beginning of the fiscal year.

(11) Convenes the PATEC quarterly and as needed.

(12) Provides PA/VI training to other DoW Components, Federal agencies, and international students on a space-available, reimbursable basis without impairing core functions and activities.

(13) Publishes standardized Military Service skills requirements compiled and recorded in the MCCM in accordance with Paragraph 3.2.b.

(14) Enters into support agreements, memorandums of agreement, or memorandums of understanding in support of PA/VI training requirements, in accordance with DoD Instruction 4000.19.

2.3. PRINCIPAL STAFF ASSISTANTS AND DEFENSE AGENCY AND DOW FIELD ACTIVITY DIRECTORS.

The Principal Staff Assistants and Defense Agency and DoW Field Activity directors:

- a. Request PA/VI training allocations for Service members in coordination with the corresponding Military Service.
- b. Coordinate with the DINFOS to request and resource civilian training allocations.

2.4. SECRETARIES OF THE MILITARY DEPARTMENTS.

The Secretaries of the Military Departments:

- a. Maintain Military Service processes to track and provide Service members with timely and effective PA/VI training.

- b. Submit annual student training requirements through the SMDR process.
- c. Coordinate with the Director, WMA for inclusion of DINFOS requirements in PA/VI training in accordance with Paragraphs 3.2.b. and 3.3.a.
- d. Coordinate with the Director, WMA to identify training or training assistance the DINFOS may provide for Service-unique training needs.
- e. Plan, program, and provide resources for under-resourced Service requirements.
- f. Plan, program, and provide resources when emergent requirements for training or increased student capacity have not been programmed through the SMDR process.
- g. Plan, program, and provide resources for Service-specific PA/VI training to meet mission requirements.
- h. Designate representatives to the PATEC in accordance with Paragraph 3.2.
- i. Assign Service members to work as staff and faculty of the DINFOS to support Service-level of student capacity.
- j. Input and maintain accurate information in Service-specific information systems for DINFOS course information, if the Military Service concerned does not use the DINFOS centralized training management system.

2.5. CJCS.

The CJCS:

- a. Consolidates and monitors Combatant Command PA/VI skill needs, lessons learned, and observations collected in authorized CJCS information systems to inform the Joint Strategic Planning System.
- b. Advises Service liaison offices when skills gaps are identified as Service-specific.

2.6. COMBATANT COMMANDERS.

The Combatant Commanders:

- a. Report PA/VI shortfalls, lessons learned, observations, and recommendations via CJCS authorized information systems to inform the Joint Strategic Planning System.
- b. When required, communicate with the appropriate Military Service or Combatant Command Support Agent to obtain training allocations provided by the DINFOS.

SECTION 3: DINFOS GOVERNANCE PROCEDURES

3.1. OVERVIEW.

- a. As the principal DoW resource to provide PA/VI occupation training and education in accordance with Paragraph 1.2.a., the DINFOS equitably addresses the occupational training requirements for Service members from each Military Service and the DoW civilian workforce.
- b. The PATEC is the primary PA functional community forum for providing oversight and guidance for the delivery of training and education at the DINFOS.
- c. The MCCM provides requirements data and a framework for DINFOS training and education programming, regardless of Military Service.
- d. The Training Task Selection Boards identify specific training tasks to be taught at the DINFOS that are aligned with the MCCM.
- e. Military Service training not provided by the DINFOS can be resourced through accredited non-DoW training or educational institutions.

3.2. PATEC.

The PATEC:

- a. Serves as a governance body to discuss and deliberate current and emerging PA/VI training policies, processes, and program changes supporting the Military Services to address training of PA/VI skills efficiently and effectively.
- b. Reviews and validates the MCCM on an annual basis.
- c. Membership includes, but is not limited to, representatives from:
 - (1) Each of the Military Services, including the Reserve Components.
 - (2) The Office of the Director, WMA.
 - (3) The National Guard Bureau.
 - (4) The Office of the ATSW(PA).
 - (5) The Office of the CJCS for Public Affairs.
- d. Is managed by the Provost, DINFOS.
- e. Members will establish business processes for the rules of operation.

f. Meets at least quarterly or as needed at the request of a member and with concurrence of the PATEC Secretariat.

g. Provides regular updates on PA/VI training and education to relevant leadership, including, but not limited to:

- (1) Military Service PA leadership.
- (2) The National Guard Bureau PA Director.
- (3) The Special Assistant to the CJCS for Public Affairs.
- (4) The ATSW(PA).

3.3. TRAINING TASK SELECTION BOARDS.

The Training Task Selection Boards:

a. Are the principal forums for Military Service representatives to identify and establish their career field training requirements for specific courses. These requirements provide the basis for development of training and education programs at the DINFOS in accordance with Paragraph 1.2.g. and the MCCM, which is validated by the PATEC in accordance with Paragraph 3.2.b. Each course taught at the DINFOS is assigned to a Training Task Selection Board.

b. Provide the principal planning forums to determine course curriculum for cross-Service occupational skills to support effective delivery of PA/VI training to Service members and DoW civilians.

c. Are chaired and managed by the Provost, DINFOS.

d. Consist of members designated by each Military Service. Other Service members and DoW civilian representatives of each Military Service may attend meetings to provide subject matter expertise or perspectives as needed to inform the board.

GLOSSARY

G.1. ACRONYMS.

ACRONYM	MEANING
ATSW(PA)	Assistant to the Secretary of War for Public Affairs
CJCS	Chairman of the Joint Chiefs of Staff
DINFOS	Defense Information School
DoDD	DoD directive
DoW	Department of War
MCCM	Military Communicator Competency Model
OSW	Office of the Secretary of War
PA	public affairs
PATEC	Public Affairs Training and Education Council
PA/VI	public affairs and visual information
SMDR	Structure and Manning Decision Review
VI	visual information
WMA	War Media Activity

G.2. DEFINITIONS.

Unless otherwise noted, these terms and their definitions are for the purpose of this issuance.

TERM	DEFINITION
Combatant Command Support Agent	Defined in DoDD 5100.03.
education	Training that may be used to grant credit for degree-producing education programs.

TERM	DEFINITION
MCCM	Comprehensive list of common training and education standards to produce the competencies, sub-competencies, knowledge, and technical skills necessary for Service members to be qualified for PA/VI assignments, regardless of Military Service.
Military Service PA leadership	Directors, chiefs, or similar leaders of Military Service PA offices or their designees.
operations security	Defined in DoDD 5205.02E.
PA/VI occupation training and education	Instructional process to provide knowledge, skills, and abilities to demonstrate competencies to qualify Service members for military PA/VI assignments throughout their careers.
PA	Defined in the DoD Dictionary of Military and Associated Terms.
SMDR	An Army process used to build the annual training and education mission within realistic resource projections. The process validates training requirements and then reconciles those requirements to an affordable, acceptable, and executable training and education program. Army Regulation 350-10 describes the SMDR process.
VI	Defined in DoD Instruction 5040.02.

REFERENCES

- Army Regulation 350-10, “Management of Army Individual Training Requirements and Resources,” November 20, 2023, as amended
- DoD Directive 1322.18, “Military Training,” October 3, 2019
- DoD Directive 5100.03, “Support of the Headquarters of Combatant and Subordinate Unified Commands,” February 9, 2011, as amended
- DoD Directive 5122.05, “Assistant to the Secretary of Defense for Public Affairs (ATSD(PA)),” August 7, 2017
- DoD Directive 5205.02E, “DoD Operations Security (OPSEC) Program,” June 20, 2012, as amended
- DoD Instruction 4000.19, “Support Agreements,” December 16, 2020
- DoD Instruction 5040.02, “Visual Information (VI),” October 27, 2011, as amended
- Office of the Chairman of the Joint Chiefs of Staff, “DoD Dictionary of Military and Associated Terms,” current edition