

A light blue silhouette of a world map serves as a background for the title text.

Joint Public Affairs Support Element (JPASE)



JPASE Mission Areas



- Global Response Force Operations
 - JPASE provides rapidly deployable, scalable, equipped and trained Joint Public Affairs capabilities to support emergent joint requirements.
- Training and Education
 - JPASE provides JPA training to enable Joint Force Commanders and their staffs to successfully meet continuously evolving information environment challenges in their respective theaters of operations.



Organizational Strength



Service / Civilian	Total Authorized
Army	3
Navy	5
Air Force	3
Marine	2
<i>Subtotal (Active Duty)</i>	<i>13</i>
Civilians	12
TOTAL POSITIONS	25

Authorized Manpower
25 Personnel
11 PA Officers
12 Civilians
2 PA NCOs



Joint Enabling Capabilities Command



- JPASE is a USTRANSCOM Joint Enabling Capability (JEC) under the Joint Enabling Capabilities Command (JECC)
 - Enabling Capabilities
 - Joint Planning Support Element (JPASE)
 - Joint Communication Support Element (JCSE)
 - JPASE
- JECC supports SECDEF Global Response Force mission
 - JECC makes JECs leaner/more modular for better warfighter support
 - Aligns command authorities with alert postured status
- JPASE is postured to deploy 6-people within 72 hours of deployment approval



JPASE Operations



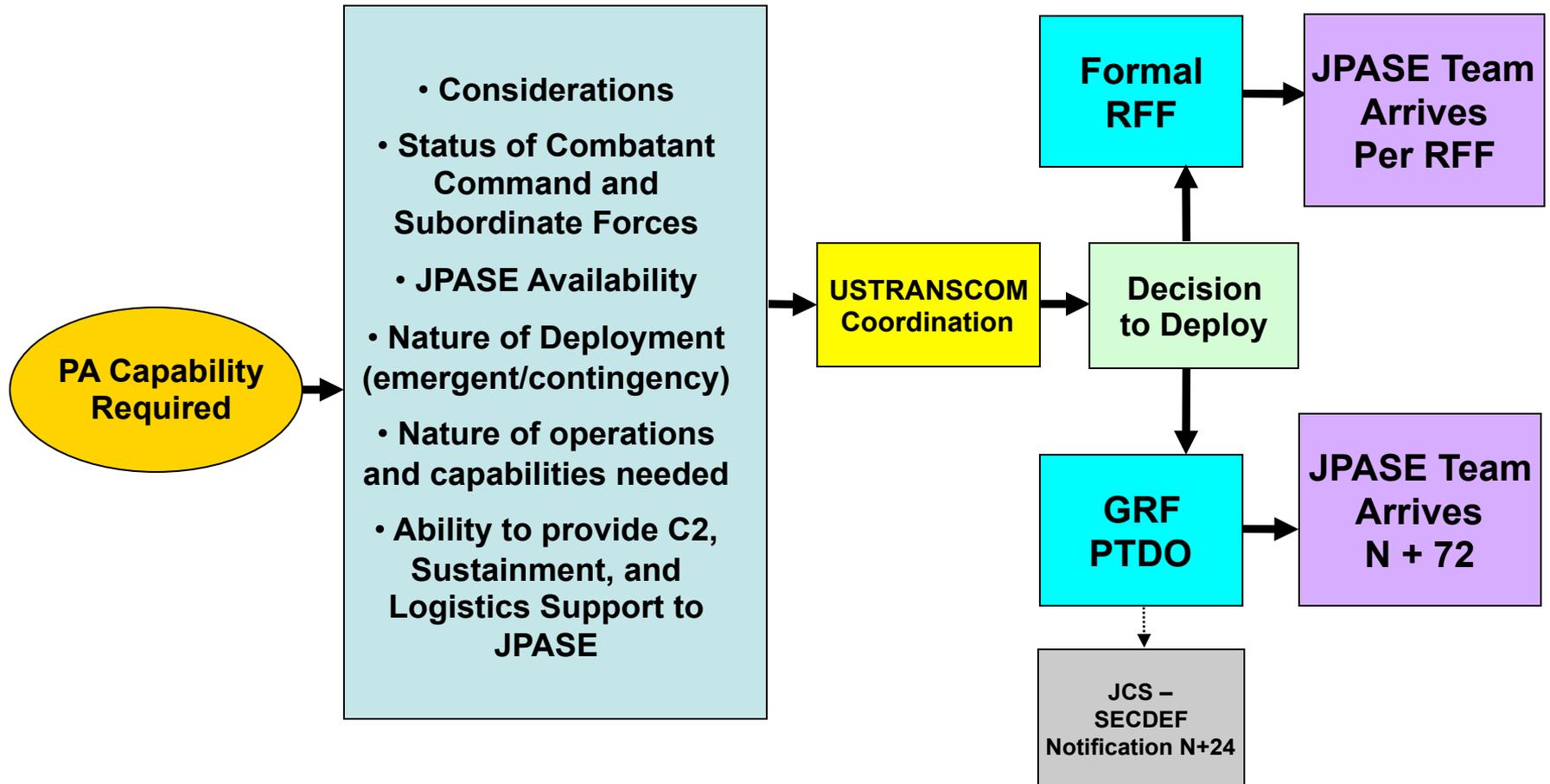
- JPASE Operational Mission Capabilities
 - PA Advisor
 - Planning and Operations (PA C2)
 - Public Affairs Guidance
 - Media Operations (to include DVIDS)
 - Defense Support to Public Diplomacy
 - Visual Information Planning
 - Publicly Accessible Websites
 - Command Information*
 - Community Engagement/Outreach
 - Strategic Communication Planning

* Requires Augmentation



Requesting JPASE

The JPASE Deployment Process



JPASE Operations

Deployments



- Hurricane Katrina Response – 8
- Hurricane Rita Response – 10
- Pakistan Earthquake Relief – 7
- Evacuation from Lebanon – 6
- President Gerald Ford State Funeral – 5
- NATO ISAF – Afghanistan – 6
- California Wildfires – 8
- Task Force Ramadi – 2
- Operation Burnt Frost – 8
- EUCOM Georgia (Op Assured Delivery) – 5
- Hurricane Gustav, Hanna, Ike – 6
- USFOR Afghanistan HQ support – 6
- CENTCOM planning support – 3
- Joint Task Force 435 – 5
- Haiti Humanitarian Relief - 7
- Deepwater Horizon Oil Spill – 5
- Boy Scout Jamboree – 5
- Pakistan Flood Relief – 7
- Odyssey Dawn - 7
- Operation Tomodachi – 7
- Hurricane Irene - 4



Training Support



- Training support is a JPASE core function
- JPASE provides Joint PA training capability via alignment with the Joint Staff J7/Joint & Coalition Warfighting Center
 - Focused on commanders, staffs and component forces forming a Joint Task Force
 - Mission Rehearsal Exercises (MRX) for OEF/OIF/HOA
 - Staff Assist Visits (SAVs)
 - COCOM Priority 1 and Priority 2 exercises
 - Senior Executive Education (Capstone, Keystone, Pinnacle)
 - Offer expertise in developing communication strategies for contingencies, theater security cooperation or evolving operational scenarios



Training Support



- Joint Exercise Lifecycle (JELC): JPASE supports all phases of the JELC
 - Assist in the development of PA/SC training objectives
 - Assist in development of story lines that stress PA/SC
 - Conduct pre-exercise academic sessions
- Execution Phase: JPASE mans the Main Joint Exercise Control Group (White Cell), and provides Observer/Trainers
 - Simulates a dynamic multi-faceted communication and media environment
 - Replicates PA/SC activities at various levels (ie: DoD, DoS, Embassies)
 - Observe the training audience ability to meet objectives at the operational to strategic levels with specific emphasis on the Commander's Communication Strategy



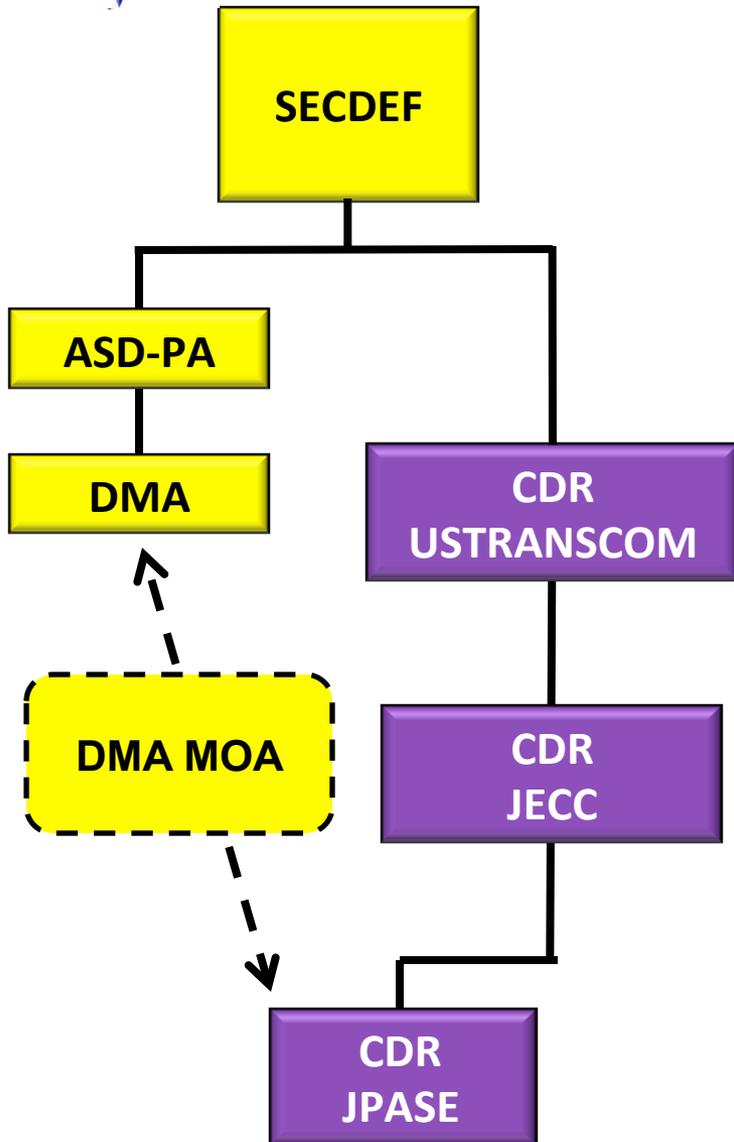
Training Support



Event	2010	2011
MRXs	4	4
SAVs	1	3
Executive Education Events	6	4
Priority 1 and 2 Exercises	13	14
Other Events	Afghan PRT Training; JPASE Awareness Briefings	



JPASE Alignment with OSD-PA/DMA



- USTRANSCOM has Command Authority over JPASE
- DMA achieves proponency and technical oversight of JPASE via an Memorandum of Agreement with USTRANSCOM
- USTRANSCOM has command responsibility for JPASE training and readiness reporting
 - DMA may exercise functional training oversight and selection of Joint Mission Essential Tasks (JMETs)
 - DMA has DIRLAUTH for functional proponency and provides input on JPASE manning and billet assignments
 - USTRANSCOM has command oversight of JPASE Defense Readiness Reporting System (DRRS) inputs
- JPASE teams are capable of crisis response deployments (GRF) under the operational control (OPCON) of supported Combatant Commanders
 - JPASE deploys to conduct a mission vice filling IA billets



Questions/Discussion

