

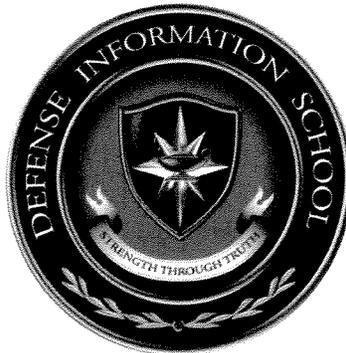
**TRAINING PROGRAM OF INSTRUCTION (TPI)
FOR
DINFOS-BMC
BROADCAST MANAGEMENT COURSE**



Approved by:

COL Jeremy M. Mat
1 May 2012

Commandant Defense Information School
Supersedes TPI Dated: 19 JUNE 2008



**BROADCAST MANAGEMENT COURSE
TRAINING PROGRAM OF INSTRUCTION**

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TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS-BMC

TITLE: Broadcast Management Course

TRAINING LOCATION: Defense Information School, Fort George G. Meade, Maryland, Room 1114.

SPECIALTY AWARDED: None.

PURPOSE: To provide American Forces Radio and Television Service (AFRTS) management, leadership, policy, and regulatory guidance for individuals who are in, or are about to enter, a leadership position in an American Forces Network (AFN) station. This includes Station Managers, Operations Managers, Maintenance Managers, Section NCOIC's, and leaders in Broadcast Operational Detachments (BODs).

TRAINING METHODOLOGY: Training is delivered in the classroom primarily through lecture and case study.

COURSE DESCRIPTION: The student exercises knowledge and skills necessary to perform duties as a broadcast manager. Emphasis is placed on broadcast operations to effectively serve command and community needs. Organizational, supervisory, and evaluation skills are developed to prepare the new manager to succeed in static or deployable station operational environments for delivery of programs and products primarily within the American Forces Radio and Television Service network.

PREREQUISITES:

Enlisted: E5 and higher, the following DINFOS courses must be completed: BBC/BPAS-B, BCC/BCC-60, EJC/BPAS-W, or one year AFRTS experience. Assignment or enroute to AFRTS or reserve component Broadcast Public Affairs Detachment is mandatory (non-waiverable).

USA: Basic Noncommissioned Officer Course BNCOC and MOS 46R20

USN: One year AFRTS or SITE experience (The Navy reserves waiver authority).

USAF: AFSC 3N0XX - Must be a graduate of PAQC, PAQC-ADL, PAOQC, PAOQC-ADL, BBC, BPAS-B, VPD or BCC.

USMC: Noncommissioned Officer (NCO); MOS 4313.

Officers: Must be a graduate of one of the following DINFOS courses: PAOC, PAOC-RC (if reservist), PAOQC, PAOQC-ADL, PAQC, PAQC-ADL, BBC, BPAS-B, or BCC/BCC-60, or one year AFRTS experience.

Civilians: Must be a graduate of one of the following DINFOS courses: PAOC, PAQC, PAQC-ADL, BBC, BPAS-B, or BCC/BCC-60, or one year AFRTS experience. The DINFOS Commandant may approve a waiver based on a request from the Navy to consider Department of the Navy civilians on a case-by-case basis.

Interagency Students: Students' pay-grade, duty position description, and selection in accordance with specific agency guidance, policy and procedures.

International Students: International students attending this course must have an English Comprehension Level (ECL) of 85; also suggest the individual be familiar with Microsoft Word and Power Point.

Security Clearance: A security clearance is not required for this course.

Waivers: Requests for prerequisite waivers must be routed through the appropriate Service chain of command to the DINFOS Commandant and must be approved prior to student's acceptance into training.

Special Information: Previous graduates may attend BMC as a refresher course providing they graduated at least three years prior to class start date.

CLASS SIZE:

MAXIMUM	12
MINIMUM	6
COURSE CAP	36

COURSE LENGTH:

12.0 days

ACADEMIC HOURS:	89.0 hrs
ADMINISTRATIVE HOURS:	7.0 hrs
TOTAL COURSE HOURS:	96.0 hrs

TYPE/METHOD OF INSTRUCTION:

1. Lecture (L)	63.5 hrs
2. Demonstration (D)	0.0 hrs
3. Performance Exercise (PE)	3.5 hrs
4. Computer Aided Instruction (CAI)	0.0 hrs
5. Case Study (CS)	7.0 hrs
6. Examination	
a. Exam Performance (EP)	9.0 hrs
b. Written Examination (EW)	6.0 hrs
7. Administration (AD)	7.0 hrs

TRAINING START DATE: 11 June 2012

ENVIRONMENTAL IMPACT: None.

MANPOWER: The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Directorate of Training, Fort George G. Meade, MD, 20755, Phone 301-677-3886.

REFERENCES: Located in the last page of this TPI.

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 1
BROADCAST MANAGEMENT PRINCIPLES

TPFN: DINFOS-BMC-001-

TERMINAL TRAINING OUTCOME: The student will take the English Diagnostic Test to provide the student and instructor an inventory of the student's strengths and weaknesses in language usage. With this evaluation and follow-on executive writing exercises, the student is immersed in a review of effective writing principles.

The student will review DOD policy and guidance applying to American Forces Radio and Television Service (AFRTS) stations, and the relationship between field units and the Defense Media Activity (DMA) and subordinate agencies including the Defense Media Center (Broadcast Center) and the Television-Audio Support Activity (TASA). The student will receive briefings from various echelons of the DMA command structure.

The student will examine the relationships between the American Forces Network (AFN) station, local Public Affairs entities, and the local command structure to identify potential requirements, conflicts, initiatives, and key elements to good planning. The student will discuss management strategies for serving as an intermediary between installation leadership and network management. This will include managing with reduced staff, limited local origination opportunities, and working with civilian employees. The student will discuss standard operating procedures and continuity books as important management tools.

The student will take a written examination on material covered in Functional Area 1. Exam results are critiqued with the instructor to reinforce comprehension of all topics covered. The student must obtain at least a 70% on the examination.

UNITS:

001 Effective information management

- 001 Complete English Diagnostic Test (EDT)
- 002 Demonstrate executive writing style
- 003 Respond to audience member complaints

002 Broadcast policies and procedures

- 001 Assess American Forces Radio & Television Service (AFRTS) organization and governing regulations

003 Command and community issues and concerns

- 001 Identify broadcast/PAO/local command relationship
- 002 Identify station management operations
- 003 Develop standard operating procedures (broadcast topic)
- 004 Define support agreements
- 005 Identify ethical conflicts

004 Student Measurement

001 Functional area one exam and critique

TOTAL TPFN TIME: 34 hours

TPFN HOURS/METHOD OF INSTRUCTION/INSTRUCTOR-STUDENT RATIO:

29 L (1:12)

4 EW (1:12)

1 PE (1:12)

FUNCTIONAL AREA 2

BROADCAST OPERATIONS

TPFN: DINFOS-BMC-002-

TERMINAL TRAINING OUTCOME: The student will review the fundamentals of voice dynamics training, including principles of voice training and DINFOS training standards. In a practical non-graded exercise, the student will evaluate various broadcast products to be critiqued and discussed in class. The student will analyze station organization in terms of each position's function and responsibility, and apply documentation tools toward assessing, controlling, and evaluating station operations.

The student will discuss various methodologies of radio formatting and clocks, and gain an understanding of how formatting and programming influence the AFN station's ability to reach target audiences, given programming and frequency limitations. The student will explore radio formats in depth, the unique audience demographics they target, and how to use that information to assess a local AFN station's programming against industry trends and standards.

The student analyzes the steps involved in planning, producing, scheduling, and airing locally produced news products. The student will receive lecture on news policies and the elements of newsworthiness used to determine where to assign manpower and equipment resources for greatest results. The student will use this knowledge in a practical exercise where they will use scenario-based information to program a local radio and television newscast. The student will also discuss broadcast law, copyright, fair use, and ethics as they relate to broadcast journalism.

The Capstone Project consists of a thoroughly prepared, concise mission-support brief presented by the student in the role of a station manager and given to a new installation commander. The student will incorporate all aspects of the curriculum. Another factor in preparing for the new installation commander's briefing is identifying and planning a command information campaign. Student knowledge is assessed and reinforced in the Capstone Project. The student must obtain at least a 70% on the Capstone Project.

The student will take a written examination on material covered in Functional Area 2. Exam results are critiqued with the instructor to reinforce comprehension of all topics covered. The student must obtain at least a 70% on the examination.

UNITS:

001 Broadcast Operations

- 001 Receive voice dynamics seminar
- 002 Apply established product standards and critique local products
- 003 Discuss station marketing and promotion
- 004 Identify types of command information products
- 005 Plan a command information campaign
- 006 Discuss signal origination and distribution
- 007 Identify methods of content management
- 008 Analyze broadcast management situations

- 009 Discuss working with and supervising civilians
- 010 Discuss effective use of social media and its role in station operations

002 Analyze Radio Operations

- 001 Analyze and apply radio formats
- 002 Identify mechanics of producing local radio programming

003 Analyze News Coverage

- 001 Discuss news policies and judgment
- 002 Identify elements of news packaging and distribution

004 Capstone Project

- 001 Brief new installation commander (write and brief)

005 Student Measurement

- 001 Functional area two exam and critique

TOTAL TPFN TIME: 56 hours

TPFN HOURS/METHOD OF INSTRUCTION/INSTRUCTOR-STUDENT RATIO:

- 34.5 L (1:12)
- 8 EP (1:12)
- 2 EW (1:12)
- 7 CS (1:12)
- 3.5 PE (1:12)

FUNCTIONAL AREA 3
COURSE ADMINISTRATION

TPFN: DINFOS-BMC-003-

TERMINAL TRAINING OUTCOME: The student will complete the following administrative tasks.

UNITS:

001 Course Administration

- 001 Course welcome
- 002 In-processing (Academic Records)
- 003 Out-process/Equipment Turn-In
- 004 Provide end-of-course critique
- 005 Out-processing (Academic Records)
- 006 Graduation

TOTAL TPFN TIME: 7 hours

TPFN HOURS/METHOD OF INSTRUCTION/INSTRUCTOR-STUDENT RATIO:

7 AD (1:12)

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