

TRAINING PROGRAM OF INSTRUCTION (TPI)
FOR
DINFOS CGPAC-CG
COAST GUARD PUBLIC AFFAIRS COURSE



Approved by:

Commandant Defense Information School



Supersedes TPI dated 8 October 2008

**COAST GUARD PUBLIC AFFAIRS COURSE
TRAINING PROGRAM OF INSTRUCTION**

Table of Contents

PREFACE.....	3
FUNCTIONAL AREA 1- FUNDAMENTALS OF UNITED STATES COAST GUARD	
PUBLIC AFFAIRS	5
001 INTRODUCTION TO USCG PUBLIC AFFAIRS	5
FUNCTIONAL AREA 2- COAST GUARD MEDIA RELATIONS	6
001 MEDIA RELATIONS OVERVIEW.....	6
FUNCTIONAL AREA 3- CRISIS COMMUNICATION.....	7
001 CRISIS COMMUNICATION.....	7
FUNCTIONAL AREA 4- STUDENT PROGRESS MEASUREMENT.....	8
001 END OF COURSE EXAM.....	8
FUNCTIONAL AREA 5- COURSE ADMINISTRATION.....	9
001 COURSE ADMINISTRATION.....	9
REFERENCES.....	10

TRAINING PROGRAM OF INSTRUCTION

Preface

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

TITLE: COAST GUARD PUBLIC AFFAIRS COURSE

TRAINING LOCATION: Defense Information School, Fort Meade, MD

PURPOSE: The purpose of this course is to train selected Coast Guard personnel in the principles, techniques and skills required to conduct a unit public affairs program.

TRAINING METHODOLOGY: CGPAC-CG is a resident program consisting of five days of daily instruction. The course is instructor-led with strict deadlines and graded activities. Students attend lectures and participate in practical exercises and performance based projects. Students are trained to work individually and in teams when assigned scenario-based activities.

COURSE DESCRIPTION: This course provides the Coast Guard service and selected civilian personnel with training that will develop basic skills and practical application in the fundamentals of Public Affairs. Students are trained to assume the roles and responsibilities of Public Affairs Officers. Students participate in class discussions relating to the public's right to know; releasing information in specific situations and they develop skills in the tools and tactics of releasing information. Students identify the criteria used in determining what is newsworthy and develop strategies for pitching news stories. Provided with a military-related scenario students are trained to develop command messages. Students develop skills in writing news releases and conducting on-camera standup interviews. In addition, all students are trained in crisis communication best practices.

PREREQUISITES:

Service	Prerequisites	Notes:
USCG		
Officers Enlisted	E4 or above	DHS, and DoD active duty, reserve or auxiliary personnel acting as collateral duty public affairs officers
Civilian	GS11 or above	Must be serving as collateral duty officers
International		
International students may not attend this course.		
Interagency		
Interagency students and DoD active duty, reserve or military personnel must be acting as collateral duty public affairs officers for eligibility.		

CLASS SIZE:

MAXIMUM 30
MINIMUM 20
COURSE CAP 90

COURSE LENGTH: 5 days

ACADEMIC HOURS: 33 hrs
ADMINISTRATIVE HOURS: 5 hrs
TOTAL COURSE HOURS: 38 hrs

TYPE/METHOD OF INSTRUCTION:

1. Lecture (L)	19 hrs
2. Guided Discussion	1 hr
3. Performance Exercise (PE)	7 hrs
4. Examination (E)	6 hrs
a. Performance Examination (EP)	5 hrs
b. Written Examination (EW)	1 hr
5. Administrative Hours (AD)	5 hrs

TRAINING START DATE: 06 Feb 2012

ENVIRONMENTAL IMPACT: None

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

EQUIPMENT AND FACILITIES: Refer to the Course Design Resource Estimate (CDRE).

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Public Affairs Leadership Department: Ms. Ingrid Aybar Jackson, Course Developer: (301) 677-5733; DSN 622-5733.

REFERENCES: Located on the last page of this TPI

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 1
FUNDAMENTALS OF UNITED STATES COAST GUARD PUBLIC AFFAIRS

TPFN: DINFOS-CGPAC-CG-001

TERMINAL TRAINING OUTCOME: Students will receive lectures and discuss the organization, objectives, functions and responsibilities of the USCG Public Affairs program. Students will be introduced to the roles and relationships the USCG PAO must establish and maintain with the commanding officer, the local community, and the public at large. The material presented in this functional area is assessed in an end of course exam. This functional area also includes a graded performance exercise.

UNITS:

001 Introduction to USCG Public Affairs

- 001 Discuss USCG Public Affairs
- 002 Discuss the guidelines for release of information
- 003 Discuss the nature of news
- 004 Develop command messages

TOTAL TPFN TIME: 12 hours

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

- 10 L (1:30)
- 1 GD (1:30)
- 1 PE (6:30)

FUNCTIONAL AREA 2
COAST GUARD MEDIA RELATIONS

TPFN: DINFOS-CGPAC-CG-002

TERMINAL TRAINING OUTCOME: Students will receive instruction through lecture and demonstration on the elements of a successful on-camera interview to include actions taken before a reporter arrives and actions taken before, during and after a media interview. Specific topics discussed will include nonverbal communication, media questioning techniques, methods for maintaining control during an interview and methods for preparing for an interview. They will perform as a unit spokesperson in a graded, on-camera exercise. Students must earn a 70 percent or higher to pass this assessment.

UNITS:

001 Media Relations Overview

- 001 Discuss news media relations
- 002 Perform as a unit spokesperson
- 003 Describe the organization and techniques required to present a formal news briefing
- 004 Write a news release

TOTAL TPFN TIME: 17 hours

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

- 6L (1:30)
- 6PE (6:30)
- 5EP (6:30)

FUNCTIONAL AREA 3
CRISIS COMMUNICATION

TPFN: DINFOS-CGPAC-CG-003

TERMINAL TRAINING OUTCOME: Students will receive lectures and identifying characteristics of an issue, emergency and crisis. Additionally they will discuss Public Affairs objectives of an emergency and crisis; and strategies to prevent a crisis from developing. This functional area will be measured during the end of course exam.

UNITS:

001 Crisis Communication

001 Identify the role of a PAO during a crisis

TOTAL TPFN TIME: 2 hours

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

2L (1:30)

FUNCTIONAL AREA 4
STUDENT PROGRESS MEASUREMENT

TPFN: DINFOS-CGPAC-CG-004

TERMINAL TRAINING OUTCOME: All functional areas are measured in an end of course exam. All students must earn a minimum score of 70 percent to successfully complete this functional area.

UNITS:

001 End of Course Exam

001 Examination

002 Critique

TOTAL TPFN TIME: 2 hours

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

1 EW (2:30)

1 L (1:30)

FUNCTIONAL AREA 5
COURSE ADMINISTRATION

TPFN: DINFOS-CGPAC-CG-005

TERMINAL TRAINING OUTCOME: During this time student records will be created, updated and archived as the student progresses through the course.

UNITS:

001 Course Administration

- 001 In-process (RQM)
- 002 Welcome
- 003 End-of-Course Survey
- 004 Out-process (RQM)
- 005 Graduation

TOTAL TPFN TIME: 5 hours

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

5AD (1:30)

REFERENCES

MANUALS

Coast Guard Public Affairs Manual, COMDTINST M5728.2 (series)

Coast Guard Freedom of Information Act Manual, COMDTINST M5260.3 (series)

DINFOS, BPASC, *Feature Writing Handbook*, July 2011

DINFOS, BPASC, *News Writing Handbook*, Aug. 2011

DHS, *Management Directive 109*, Press Releases, May 2007

DHS, *Management Directive 2010 PA Guidance and Designated Spokes People*, Jan. 2003

DHS, *Management Directive 2220 Embarkation of Media on Aircraft, Vessels, and Vehicles*, April 2003

DHS, *Management Directive 2230 PA Management Structure*, March 2003

BOOKS & MISC.

On Deadline; Managing Media Relations, 4th ed; 2006, Waveland Press, Inc. Publishing

Effective Public Relations, 9th ed; 2006, Person, Prentice Hall Publishing

The Associated Press Stylebook, 2010, The Associated Press Publishing

The Word; An Associated Press Guide to Good Newswriting, 6th ed; 1996, The Associated Press Publishing