

**TRAINING PROGRAM OF INSTRUCTION (TPI)**

**FOR**

**DINFOS-EC**

**EDITORS COURSE**



Approved by:

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*7 Feb 2012*

Commandant, Defense Information School  
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**EDITORS COURSE**  
**TRAINING PROGRAM OF INSTRUCTION**  
**Table of Contents**

**PREFACE.....3**

**FUNCTIONAL AREA 1 – COMMUNICATION MANAGEMENT .....6**

    001 MANAGEMENT .....6

    002 WEB COMMUNICATIONS .....6

**FUNCTIONAL AREA 2 - CONTENT .....7**

    001 COACHING .....7

    002 EDITING .....7

    003 COMMENTARY/EDITORIAL WRITING .....7

**FUNCTIONAL AREA 3 - DESIGN.....8**

    001 DESIGN TECHNIQUES .....8

    002 PHOTOJOURNALISM .....8

**FUNCTIONAL AREA 4 – CAPSTONE PROJECT.....9**

    001 CAPSTONE PROJECT .....9

**FUNCTIONAL AREA 5 – COURSE ADMINISTRATION .....10**

    001 ADMINISTRATION .....10

**REFERENCES.....12**

# TRAINING PROGRAM OF INSTRUCTION

## Preface

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

**TITLE:** Editors Course

**TRAINING LOCATION:** Defense Information School, Fort Meade, MD

**PURPOSE:** To provide the knowledge and skills required to perform the duties of an editor/content manager.

**TRAINING METHODOLOGY:** Resident

**COURSE DESCRIPTION:** The graduate is prepared to perform the duties of an editor/content manager of all communication products. The course covers the application of the latest techniques and theory from military and civilian experts in layout and design, journalism, imagery, graphics and Internet-based capabilities. It provides experienced military communicators with advanced instruction in determining and refining content, designing attractive and functional products, coaching writers and photographers, making ethical decisions, and staff management. Students receive comprehensive training in adapting techniques through publication redesigns and critiques. The course will culminate in an improvement presentation.

**PREREQUISITES:** Attending service members must possess one of the following occupational specialty ratings to qualify for enrollment.

### Army:

Enlisted: E-4 through E-6 MOS 46 qualified; E-7 and above 46 Series MOS qualified at current rank with approval of APAC.

Officer: Space available only with approval of HRC assignments officers and APAC.

Civilian: GS-07 and above: Series 1035 or 1082 in an editor position.

### Navy:

Enlisted: E-4 and above; In the MC rating and nominated by MC Enlisted detailer.

Officer: Graduate of DINFOS-PAQC, DINFOS-PAOQC or AFIS-PAOC or have completed 15 or more college journalism credits; nominated by PAO detailer

Civilian: GS-09 or above; Series 1035 or 1082; graduate of DINFOS-PAOQC, DINFOS-PAQC, AFIS-PAOC, DINFOS-BPAS-W, DINFOS-BPASC, DINFOS-BMCSC, or AFIS-BJC or have completed 15 or more college journalism credits; 1 year experience on a military news publication; nominated by CHINFO.

**Air Force:**

Enlisted: E4 through E6; AFSC 3N0X1; graduate of DINFOS-BPAS-W, DINFOS-BPASC or AFIS-BJC; completion of CDC 3N051; 6 months experience on a print or electronic publication.

Civilian: GS-7 and above; Graduate of DINFOS-PAOQC, DINFOS-PAQC, AFIS-PAOC, DINFOS-BPAS-W, DINFOS-BPASC, AFIS-BJC or 6 or more college Journalism credits; 6 months experience on a print or electronic publication.

**Marine Corps:**

Enlisted: E-3 and above with MOS 43XX; Graduate of DINFOS-BPAS-W, DINFOS-BPASC, AFIS-BJC, DINFOS-PAOQC, DINFOS-PAQC or AFIS-PAOC. Requests for waivers must be routed through HQ DivPA to the DINFOS commandant.

**Coast Guard:**

Enlisted: E-4 and above; Graduate of AFIS-BJC, DINFOS-BPAS-W or DINFOS-BPASC; and 6 months field experience.

Civilian: GS-07 and above

**International students:**

Students must score an 85 on the English Comprehension Level (ECL) test. Due to the extensive amount of writing required for the course, international students must have a solid understanding of English language usage, grammar and syntax. Graduate of DINFOS-BPAS-W, DINFOS-BPASC, AFIS-BJC, DINFOS-PAQC, DINFOS-PAOQC, AFIS-PAOC or have completed 15 or more college journalism credits or 1 year experience on a newspaper staff. These requirements cannot be waived.

**Interagency:**

GS-07 and above, Series 1035 or 1082 in an editor position.

**Special Instructions:**

If applicable, students should bring 20 paper copies of the latest issue of the print or electronic publication they work on or contribute to, excluding special or anniversary issues. If applicable, bring the editorial policy statement, and the most recent readership survey and results. If applicable, students should have a working knowledge of desktop publishing software. Individuals not meeting course prerequisites must obtain a written waiver, coordinated through their service training officers/managers/detailers, from the DINFOS commandant prior to enrollment. Quota managers requesting waivers must coordinate training seats after waivers are granted.

**CLASS SIZE:**

MAXIMUM: 16  
MINIMUM: 8  
COURSE CAP: 48

**COURSE LENGTH:**

20 days  
ACADEMIC HOURS: 149 hours  
ADMINISTRATIVE HOURS: 11 hours  
TOTAL COURSE HOURS: 160 hours

**TYPE/METHOD OF INSTRUCTION:**

1. Lecture (L): 64 hours  
2. Demonstration (D): 1 hour  
3. Performance Exercise (PE): 56 hours  
4. Examination (E): 28 hours  
    a. Performance Examination (EP): 26 hours  
    b. Written Examination (EW): 2 hours  
5. Administrative Hours (AD): 11 hours

**TRAINING START DATE:** 5 March 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:** The Course Design Resource Estimate (CDRE) for participating courses contains this information.

**TRAINING DEVELOPMENT PROPONENT:** Defense Information School, Directorate of Training, Fort George G. Meade, MD 20755, Phone: (301) 677-3266.

**REFERENCES:** Located on page 12.

**SAFETY FACTORS:** Routine

**FUNCTIONAL AREA 1**  
**COMMUNICATION MANAGEMENT**

**TPFN:** DINFOS-EC-001-

**Terminal Training Outcome:** Students will gain publication management, organization skills and familiarization with Department of Defense and service publications policies. Students will understand the contractual responsibilities of military publications. They will know the basic principles and techniques of creating online publications and how to leverage Internet technologies to enhance the public affairs mission. Students will discuss the variances of social media, online publications and traditional newspapers. They will practice publication management and online publication techniques through unit performance exercises and a classroom presentation. Additionally, knowledge gained in this functional area will be further assessed in the final Capstone Project.

**UNITS:**

**001 Management**

- 001 Apply communication management skills and methods
- 002 Identify DOD and services publication policies
- 003 Explain how to gather and analyze audience feedback

**002 Web Communications**

- 001 Apply Internet-based capabilities
- 002 Edit for search engine optimization (SEO)
- 003 Explain publication ethics

**TOTAL TPFN TIME:** 36 hours

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

- 25L (1:16)
- 11PE (1:8)

## FUNCTIONAL AREA 2

### CONTENT

**TPFN:** DINFOS-EC-002-

**Terminal Training Outcome:** Students will learn how to coach writers as a way to improve writers versus fixing poorly written copy. They will also be able to critique publications and recommend improvements. Students will also be able to explain and apply basic military publication ethics. Students will know principles and contemporary techniques in news, feature, editorial, and commentary writing, and how to apply copy-editing techniques. Students will learn how to coach writers to better train their staff members and prepare them for increased responsibility on a military publication. By participating in a group content critique, students will learn how to correct content weaknesses in their publications. Students will also learn proven copy-editing techniques and contemporary techniques in news, feature, and commentary writing with an emphasis on coaching writers. Additionally, skills gained in this functional area will be further assessed in the final Capstone Project.

#### **UNITS:**

##### **001 Coaching**

001 Coach Writers

##### **002 Editing**

001 Apply copy-editing techniques

002 Edit a news story

003 Edit a feature story

##### **003 Commentary/Editorial Writing**

001 Write a commentary or editorial

**TOTAL TPFN TIME:** 24 Hours

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

16L (1:16)

8PE (1:8)

**FUNCTIONAL AREA 3**  
**DESIGN**

**TPFN:** DINFOS-EC-003-

**Terminal Training Outcome:** Students will learn advanced skills in military publication production. They will apply the latest techniques and theory from military and civilian experts toward enhancing service command/internal information programs with more effective publications. They learn advanced photojournalism techniques including photo editing principles, electronic imaging ethics, electronic imaging use in desktop publishing, and effective multi-image designs. Students will learn how to redesign their publication pages following the principles of modular design and the latest data from reader eye-tracking studies. Students will also learn how to adapt page designs for various platforms. A written examination (comprehensive) will be given at the end of the functional area. Additionally, skills gained in this functional area will be further assessed in the final Capstone Project. A minimum passing grade of 70 percent is required on the performance and written examinations.

**UNITS:**

**001 Design Techniques**

001 Demonstrate effective use of design principles

**002 Photojournalism**

001 Demonstrate imagery editing principles

002 Written Exam (Comprehensive)

**TOTAL TPFN TIME:** 42 hours

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

20L (1:16)  
16PE (1:8)  
4EP (1:8)  
2EW (1:8)

**FUNCTIONAL AREA 4**  
**CAPSTONE PROJECT**

TPFN: DINFOS-EC-004-

**Terminal Training Outcome:** The Capstone Project consists of performance exercises in which students practice their skills in publication critique, redesign and justification. Students will undergo peer critiques of their publications and research multiple proposed improvements to the publications. Students will facilitate publication improvement by using effective coaching techniques and avoiding design pitfalls. They will write proposed improvements on each task as well as an executive summary justifying their specific redesign projects. Students will practice effectively “selling” the publication improvements they recommend as a result of the course. Capstone projects are graded on their use of major design principles and Internet-based capabilities. The Capstone Project will provide students skills in improving the overall design of their publications and presenting the refined proposals to their commands. A minimum passing grade of 70 percent is required on all performance examinations.

**UNIT:**

**001 Capstone Project**

- 001 Critique communication products for effective design
- 002 Critique communication products for effective content
- 003 Develop proposed improvements to communication products

**TOTAL TPFN TIME:** 47 hours

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

- 3L (1:16)
- 1D (1:8)
- 21PE (1:8)
- 22EP (1:8)

**FUNCTIONAL AREA 5**  
**ADMINISTRATION**

**TPFN:** DINFOS-EC-005-

**Terminal Training Outcome:** During this time students records will be created, updated, and archived. Students perform in-processing and out-processing that includes receiving a course and school orientation, receiving information assurance training for proper computer and network use, completing an end-of-course survey, and the course culminates with a graduation ceremony.

**UNIT:**

**001 Administration**

- 001 In-processing
- 002 Out-processing
- 003 End-of-course Critique
- 004 Graduation

**TOTAL TPFN TIME:** 11 hours

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

11AD

## References

### MANUALS

DOD Instruction 5040.02 -- Alteration of Official DOD Imagery

DOD Instruction 5120.4 -- Department of Defense Newspapers, Magazines and Civilian Enterprise Publications

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