

**TRAINING PROGRAM OF INSTRUCTION (TPI)  
FOR  
DINFOS BCS  
BROADCAST COMMUNICATION SPECIALIST (BCS)**



Approved by:

Commandant Defense Information School  
Supersedes Basic Combat Correspondent Course (BCC) TPI dated October 2013



**BROADCAST COMMUNICATION SPECIALIST (BCS)  
TRAINING PROGRAM OF INSTRUCTION**

**Table of Contents**

Preface.....	2
FUNCTIONAL AREA 001 SERVICE-UNIQUE.....	5
FUNCTIONAL AREA 002 BROADCAST WRITING.....	6
FUNCTIONAL AREA 003 BROADCAST ANNOUNCING SKILLS .....	6
FUNCTIONAL AREA 004 RADIO BROADCAST SKILLS.....	6
FUNCTIONAL AREA 005 VIDEO FUNDAMENTALS AND NEWS PRODUCTION .....	6
FUNCTIONAL AREA 006 DOCUMENTATION AND SPOT PRODUCTION.....	7
FUNCTIONAL AREA 007 COURSE ADMINISTRATION.....	7
REFERENCES .....	8

# TRAINING PROGRAM OF INSTRUCTION

9 September 2013

## Preface

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

**TITLE:** BROADCAST COMMUNICATION SPECIALIST (BCS)

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

### **SPECIALTY AWARDED:**

- USA MOS 46R
- USAF AFSC 3N0X2
- USN NEC 8150
- USMC MOS 4313

**PURPOSE:** To provide entry-level specialty training for video documentation and broadcast communicators to support public affairs, combat camera, and broadcast journalism missions throughout the Armed Forces.

**SPECIAL NOTE:** This course TPI is a result of a name change from Basic Combat Correspondent (BCC) course to Broadcast Communication Specialist (BCS) course with the first iteration in FY 15.

**TRAINING METHODOLOGY:** Resident Only

**COURSE DESCRIPTION:** The graduate is prepared to perform skills in video documentation and broadcast journalism. In Functional Area 1, the apprentice communicator is introduced to Service-specific tasks that range from preparing and releasing information to the media, to understanding how to set up a unit web site. In Functional Areas 2 and 3, the apprentice communicator is prepared to write and announce broadcast news and spot information pieces. The apprentice communicator has learned voice dynamics and developed broadcast voice delivery skills for radio and video production. In Functional Area 4, the apprentice communicator is able to deliver various radio shows, including news and music, and audio spot production, and has examined the principles of recording and editing. Functional Areas 5 and 6 expose the apprentice communicator to basic video shooting and editing, lighting skills, captioning, and studio operations, as well as more complex tasks such as spot, feature, and documentary production.

### **PREREQUISITES:**

All Services require the submission of a voice analysis before reservations are made. The Voice Analysis is an official academic prerequisite and cannot be self-administered. Therefore, recruiters, PA specialists, or retraining NCOs must contact the Broadcast Operations and Maintenance Department Academic Director by email at [BOMD-VA@dinfos.dma.mil](mailto:BOMD-VA@dinfos.dma.mil) or by phone at 301- 677-3188 for a copy of the VA script. Voice Analysis instructions will accompany the script and are also available separately on the DINFOS website - <http://www.dinfos.dma.mil/Dinfosweb/Students/bomd.aspx>

- **US Army:** E-1 – E-6. Minimum GT score of 107. Must be a high school graduate or have high school equivalency. Must have successfully completed at least two years of high school English documented by official transcript. Voice analysis must be provided and approved by DINFOS prior to making a reservation in ATRRS. This course is mandatory for active component and non-prior service ARNG and USAR soldiers for award of MOS 46R.
- **US Air Force:** E1 – E6. The DINFOS staff and faculty will determine acceptable trainable voice quality on the basis of a recorded voice analysis. Voice analysis must be provided and approved by DINFOS prior to making a reservation in ATRRS. SAF/PA Career Field Manager may request waivers on a case-by-case basis. Student must have a minimum general AQE score of 72.
- **US Marine Corps:** E1 – E5. Graduate of DINFOS-BPASC or DINFOS-BPAS-W. The DINFOS staff and faculty will determine acceptable trainable voice quality on the basis of a recorded voice analysis. Voice analysis must be provided and approved by DINFOS prior to making a reservation in ATRRS. HQMC PA OCCFLD Sponsor may request waivers on a case-by-case basis. Minimum GT score of 110.
- **US Navy:** E1 – E7. Graduate of DINFOS-BPASC, DINFOS-BPAS-W or DINFOS-BMCSC-USN. The DINFOS staff and faculty will determine acceptable trainable voice quality on the basis of a recorded voice analysis. Voice analysis must be provided and approved by DINFOS prior to making a reservation in ATRRS. Navy Quota Manager may request waivers on a case-by-case basis. Minimum VE/AR score of 109.
- **Interagency:** Grade, duty position description, and selection in accordance with specific agency guidance, policy, and procedures. The DINFOS staff and faculty will determine acceptable and trainable voice quality on the basis of a recorded audition. Voice analysis must be provided to DINFOS and approved before candidate's reservation for training will be accepted.
- **International:** International students attending this course must have an English Comprehension Level (ECL) of 80. Mandatory voice audition tape, from a script provided by DINFOS, must be submitted. Approval is a prerequisite to screen candidate with non-trainable voice deficiencies. The DINFOS staff and faculty will determine acceptable voice quality on the basis of a recorded audition. Voice audition must be provided to DINFOS and approved before candidate's reservation for training will be accepted. Suggest the individual be proficient in Microsoft Word and be able to type 20 words per minute.

**CLASS SIZE:**

MAXIMUM: 24

MINIMUM: 8

COURSE CAP: 288

**COURSE DATA FROM COURSE MATRIX**

**COURSE LENGTH:** 77 days

ACADEMIC HOURS: 615.15 hrs.

ADMINISTRATIVE HOURS: 28. hrs.

ADDITIONAL GRADING: 76 hrs.

**TYPE/METHOD OF INSTRUCTION:**

1. Lecture (L)		100.75 hrs.
2. Guest Lecture (GL)		5 hrs.
3. Demonstration (D)		60.25 hrs.
4. Performance Exercise (PE)		237.25 hrs.
5. Examination (E) hours		184.25 hrs.
	Performance Examination (EP)	182.25 hrs.
	Written Examination (EW)	2 hrs.
6. Administrative Hours (AD)		28 hrs.

**TRAINING START DATE:** OCTOBER 2014 (FY 15)

**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, Fort George G. Meade, MD 20755. Phone: 301-677-3886.

**REFERENCES:** Located on the last page of this TPI.

**SAFETY FACTORS:** ROUTINE

**POC:** Course Development Department [DINFOSDOTCourseDevelopers@dinfos.dma.mil](mailto:DINFOSDOTCourseDevelopers@dinfos.dma.mil), 301-677-2038.

## **FUNCTIONAL AREA 001 SERVICE-UNIQUE**

### **TPFN: DINFOS-BCS-001**

**TRAINING OUTCOMES:** In this functional area, students will learn Service-unique public affairs subjects and tasks. The students will learn to augment a public affairs section as an apprentice (supervised). The students will interact with command, community and media representatives; prepare and release information to report news and command information. In addition, students will research, manage, and review content with an informed ability to abide with constraints of communications law, ethics, DOD and other directives as appropriate. Students will participate in instructor-led discussions and a review of all materials.

**Air Force:** Air Force students will learn communication theory and public affairs. They will learn civil laws and DOD directives that impact public affairs in general and specific Air Force public affairs concepts, processes and products. The students will learn the purpose of the Hometown News Release program and be able to explain Internet-based communication capabilities. The students will learn the Air Force Public Information Management System (AFPIMS) and the purpose of proactive and reactive reputation management. The students will write an accident/incident release.

**Army:** Army students will learn the role of the Office of the Chief of Public Affairs (OCPA) and the Army Public Affairs Center (APAC). They will receive presentations from OCPA and APAC representatives on communication plans and strategies, missions, and the Army public affairs career map. The students will learn Army public affairs programs and regulations, which govern the activities and actions of a public affairs office in peacetime and contingency environments. They will learn how to produce effective communication products for release via print, radio, television and/or social media. The students will learn how to identify conflicts of interest in a public affairs activity and use public affairs guidance.

**Marine Corps:** Marine students will learn how to define a communication plan, and be able to identify marketing and distribution considerations for communication product development. They will learn about still and video acquisition and editing systems, and how these facilitate visual communication effectiveness. The students will be able to construct a multimedia product and transmit their product to the Defense Video & Imagery Distribution System (DVIDS).

**Navy:** Navy students will learn how to define a communication plan and analyze it for marketing and distribution considerations. They will learn about multimedia products, still and video acquisition and editing systems, as well as lighting considerations for the still acquisition system. The students will learn the capabilities and restraints of the video acquisitions system and how to plan for acquisition of their products for multi-media development. Navy students will learn about the transmission requirements for media products to Navy Visual News (US Navy Chief of Information (CHINFO)) and the Defense Media Activity (DMA) Headquarters (Navy Production). They will also learn to operate as part of a broadcasting and videography documentation team in deployed scenarios.

**FUNCTIONAL AREA 002  
BROADCAST WRITING**

**TPFN: DINFOS-BCS-002**

**TRAINING OUTCOMES:** The students will learn to write broadcast news and spot information pieces. The students will learn the function and format of writing for radio and television broadcast production. The students prepare to perform as broadcast specialists in support of the military public affairs missions worldwide as an apprentice (supervised).

**FUNCTIONAL AREA 003  
BROADCAST ANNOUNCING SKILLS**

**TPFN: DINFOS-BCS-003**

**TRAINING OUTCOMES:** The students prepare to announce broadcast news and spot information pieces. The students will apply voice dynamics and develop broadcast voice delivery skills for radio and video production. The students learn to perform as broadcast specialists in support of military public affairs missions worldwide as an apprentice (supervised).

**FUNCTIONAL AREA 004  
RADIO BROADCAST SKILLS**

**TPFN: DINFOS-BCS-004**

**TRAINING OUTCOMES:** The students will continue to learn, refine, and apply their communication skills to write and produce newscasts, deliver various radio shows and examine the principles of recording and editing. The students will complete studio projects using state-of-the-art broadcast equipment.

**FUNCTIONAL AREA 005  
VIDEO FUNDAMENTALS AND NEWS PRODUCTION**

**TPFN: DINFOS-BCS-005**

**TRAINING OUTCOMES:** The students will learn the fundamentals of video production and employ basic shooting, editing, and lighting skills to produce a television news story and feature story using storytelling. The students will also learn to apply captioning techniques (supervised).

**FUNCTIONAL AREA 006**  
**DOCUMENTATION AND SPOT PRODUCTION**

**TPFN: DINFOS-BCS-006**

**TRAINING OUTCOMES:** The students will perform studio operations and electronic journalism using state-of-the-art video recording and editing equipment to produce television spots and non-narrative documentaries. The students will learn how to apply special effects in the editing process and create raster graphics to use with their video products. Students will also learn various methods of media management, compression and distribution techniques (supervised).

**FUNCTIONAL AREA 007**  
**COURSE ADMINISTRATION**

**TPFN: DINFOS-BCS-007**

**TRAINING OUTCOMES:** Students are required to complete certain administrative tasks necessary for effective course management. Administrative tasks include in-processing and orientation; equipment issue and return; out-processing; providing feedback for course critiques; and participation in graduation activities.

## REFERENCES

- Adobe Creative Team. (2009). *Adobe Illustrator CS4: Classroom in a Book*. Berkly, CA: Peachpit (Pearson Education).
- Adobe Creative Team. (2009). *Adobe Photoshop CS4: Classroom in a Book*. Berkly, CA: Peachpit (Pearson Education).
- Adobe Creative Team. (2009). *Adobe Premiere Pro CS4: Classroom in a Book*. Berkly, CA: Peachpit (Pearson Education).
- American Radio Format Trends. (2013). Retrieved from The Nielsen Company website:  
<http://www.arbitron.com/study/grt.asp>
- Berger, M. I. (1990) *Speak Standard, Too*. (6<sup>th</sup> ed.). Chicago: Orchard Books.
- Biagi, S. (1986) *Interviews That Work*, Belmont, CA: Wadsworth Publishing Company.
- Block, M. (1997) *Writing Broadcast News -- Shorter, Sharper, Stronger, Rev. & Expanded Edition*, Chicago: Bonus Books.
- Block, M. (1994). *Broadcast newswriting: The RTNDA reference guide*. Los Angeles: Bonus.
- Callihan, E. L. (1979). *Grammar for Journalists* (3<sup>rd</sup> ed.). Chilton Book Co.
- Christman, T. (1992). *Brass Button Broadcasters*. Nashville, TN: Turner Publishing Company.
- Clark, E. A. (2000) *There's Money Where Your Mouth Is*, (2<sup>nd</sup> ed.), Back Stage Books, Crown Publishing.
- Coghill, J. & Magedanz, S. (2003). *English Grammar (Cliffs Study Solver)*. New York, NY: Wiley.
- Compesi, R. J. (2003) *Video Field Production and Editing* (6<sup>th</sup> ed.) Allyn and Bacon.
- Dayton, L., & Gillespie, C. (2010). *WOW Series: The Photoshop CS3/CS4 Wow! Book* (8th ed.). Berkly, CA: Peachpit Press (Pearson Education).
- Defense Information School. (2010). *Broadcast Writing Styleguide*. Fort Meade, MD: Author.
- Defense Information School. (2011). *Radio Student Guide*. Fort Meade, MD: Author.
- Defense Information School. (2010). *Radio Skills Training Student Guide*. Fort Meade, MD: Author.
- Department of Defense (1991), *Armed Forces Radio and Television Service (AFRTS)* (Directive 5120.20). [www.dtic.mil/whs/directives/corres/pdf/512020p.pdf](http://www.dtic.mil/whs/directives/corres/pdf/512020p.pdf)
- Department of Defense (1993) *Stars and Stripes (S&S) Newspapers and Business Operations*, (Directive 5122.11). [www.dtic.mil/whs/directives/corres/pdf/512211p.pdf](http://www.dtic.mil/whs/directives/corres/pdf/512211p.pdf)
- Department of Defense (1998) *Management and Operation of Armed Forces Radio and Television Service (AFRTS)*, (Directive 5120.20-R). [www.dtic.mil/whs/directives/corres/pdf/512020r.pdf](http://www.dtic.mil/whs/directives/corres/pdf/512020r.pdf)
- Department of Defense (2008) *Clearance of DOD Information for Public Release*. (Directive 5230.09) <http://www.dtic.mil/whs/directives/corres/pdf/523009p.pdf>
- Department of Defense (2008) Public Affairs Operations. (Directive 5400.13). <http://www.dtic.mil/whs/directives/corres/pdf/540013p.pdf>

- Department of Defense (2011) *DOD Freedom of Information Act (FOIA) Program*. (Directive 5400.07)  
<http://www.dtic.mil/whs/directives/corres/pdf/540007p.pdf>
- Dotson, B. (2003) *Make it Memorable: Writing and Packaging TV News with Style*. Chicago, IL: Bonus Books Inc.
- Downey, L. & Kaiser, R. (2003), *The News about the News*.
- Eisenson, J. (1985) *Voice and Diction, a program for improvement* (5<sup>th</sup> ed.) New York, NY: Macmillan.
- Elliot, R. (2006, 1997). *Painless Grammar* (2<sup>nd</sup> ed.) New York: Barron's Educational Series. Inc.
- Field, S. (1958). *Television and Radio Writing*. Boston: Houghton-Mifflin Company.
- Garvey, D., & Rivers, W. (1982). *Broadcast Writing*. New York, NY: Longman.
- Hahner, J., Sokoloff, M. and Salisch, S. (1993) *Speaking Clearly*, (6<sup>th</sup> ed.). New York, NY: McGraw-Hill.
- Hart, J. R. (2007). *A Writer's Coach: The Complete Guide to Writing Strategies That Work*. New York, NY: Anchor Books.
- Hart, J. R. (2007). *A Writer's Coach: The Complete Guide to Writing Styles That Work*. New York, NY: Anchor Books.
- Hacker, D., Van Horn, M. C., Sommers, N., Jehn, T. R., & Rosenzweig, J. (2007). *A Writer's Reference* (6th ed.). Boston, MA: Bedford/St. Martin's.
- Hillard, R. (1985). *Radio Broadcasting: An Introduction to the Sound Medium* (3rd ed.). New York, NY: Longman.
- Holt, Rinehart, & Winston of Canada Ltd. Charnley, M. V. (1975). *Write for the Ear, Shoot for the Eye, Aim for the Heart*, Thompkins, A. Ch. 1 (3<sup>rd</sup> ed.).
- Hyde, S. (2003), *Idea to Script: Storytelling for Today's Media*. Boston: Allyn and Bacon.
- Kelby, S. (2009). *The Adobe Photoshop CS4 Book for Digital Photographers*. San Francisco, CA: New Riders Publishing (Pearson Education).
- Kern, J. (2008), *Reporting Sound Reporting: The NPR Guide to Audio Journalism and Production* University of Chicago Press, Ltd., London.
- Kessler, L., & McDonald, D. (2007). *When Words Collide* (7<sup>th</sup> ed.). Wadsworth Pub Co.
- Mascelli, J. V. (1998) *The Five C's of Cinematography*, Los Angeles, CA: Silman-James Press.
- Mayer, L. V. (1990). *Fundamentals of Voice and Diction* (9th ed.). William C Brown Pub.
- McLeish, R. (2005). *Radio Production* (5th ed.). Boston, MA: Focal Press.
- Norberg, E. (1977) *Radio Programming: Tactics and Strategy*. Broadcasting and Cable Series. Author.
- O'Day, D. (2009). *Dan O'Day's Guaranteed 5-Step System For Creating 30-Second Radio Commercials That Get Results*. Author.
- Orlik, P. B. (1986). *Broadcast Copywriting* (3rd ed.). Boston, MA: Allyn & Bacon.
- Mayeaux, P. E. (1996). *Broadcast News Writing and Reporting* (2<sup>nd</sup> ed.). New York, NY: Brown & Benchmark.

- Mencher, M. (2007) *News Reporting and Writing (Humanities/Social Sciences/Languages)*. (11<sup>th</sup> ed.). New York, NY: McGraw-Hill.
- Mitchell, S. (1993). *Broadcast News* (3rd ed.). Orlando, FL: Holt, Rinehart, and Winston, Inc.
- Peck, W. A. (1976). *Anatomy of Local Radio-television copy* (4th ed.). Blue Ridge Summit, PA: TAB Books Inc.
- Pember D., (2004), *Mass Media Law* New York, NY: McGraw-Hill.
- Purdue University. (2013). *APA Formatting and Style Guide*. Retrieved from Online Writing Lab at Purdue website: <http://owl.english.purdue.edu/owl/resource/560/01/>
- Postman, N. & Powers S. (1992) *How to Watch TV News*. New York: Penguin Books.
- Raphaelson, J., & Roman, K. (2000). *Writing That Works; How to Communicate Effectively in Business* (3rd ed.). Collins Reference.
- Rinehart. Brown, D., & Jones, J. P. (1954). *Radio and Television News*. Chattanooga, Tenn.: Southern Newspaper Publishers.
- Seidler, A. and Bianchi, D. (1988) *Voice and Diction Fitness: A comprehensive approach*, (5<sup>th</sup> ed.) Harpercollins College Div.
- Shook, F. Larson, J. and Detarsio, J. (2008) *Television Field Production and Reporting*, (5<sup>th</sup> ed.). Upper Saddle River, NJ: Pearson College Div.
- Stockman, S. (2011) *How to Shoot Video that Doesn't Suck*. New York, NY: Workman Publishing Company.
- Stovall, J. (2013). [Journalism Lessons] [Lecture notes]. Retrieved from JPROF the site for teaching journalism website: <http://www.jprof.com/>
- Thornburgh, R. M. (2011) *Producing Online News: Digital Skills, Stronger Stories*. Chapel Hill, NC: University of North Carolina.
- Underwood, R. *Roll! Shooting TV News: Views From Behind the Lens*, Waltham, MA: Focal Press.
- USDA Graduate School. (2013). *Managing Other People's Writing* [Hand-out]. Washington, DC: Author.
- University of Chicago Writing Program. (2013). Grammar resources. Retrieved from The University of Chicago Writing Program website: <http://writing-program.uchicago.edu/resources/grammar.htm>
- Utterback, A. (2005). *Broadcast Voice Handbook*, (4<sup>th</sup> ed.). Los Angeles: Bonus.
- White, T (1984) *Broadcast Newswriting as a Process* (4<sup>th</sup> ed.). White Plains, NY: Longman. W. J.
- Willis, E. (1951). *Foundations in broadcasting: radio and television*. Oxford University Press.
- Ward, P. (1996), *Picture Composition for Film and Television*, Waltham, MA: Focal Press.
- Wells, L. (2003) *The Articulate Voice: An introduction to Voice and Diction*, (4<sup>th</sup> ed.), Prentice Hall.
- Wimer, A. & Brix, D. (1963). *Workbook for Radio and TV News Editing and Writing* (2<sup>nd</sup> ed.). W.C. Brown Company.
- Zettl, H. (2006), *Television Production Handbook*, (9<sup>th</sup> ed.) Boston, MA: Cengage Learning.