

**TRAINING PROGRAM OF INSTRUCTION (TPI)**

**FOR**

**DINFOS - CGPAC - CG  
Coast Guard Public Affairs Course**



Approved by:

**Commandant Defense Information School**  
Supersedes TPI dated 9 February 2012



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

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# 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:** This course provides professional development to selected Coast Guard personnel in the principles, techniques and skills required to conduct a unit public affairs program and public information operations.

**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:** CGPAC-CG incorporates the instructional elements of basic public affairs and public information training to prepare students to conduct regular public affairs at the unit level and public information activities during contingency operations. The course provides students with a basic overview of public affairs tactics, techniques, and procedures (TTP), then progresses into utilizing those TTPs in a public information, incident response exercise. The course provides students with the tools to operate within a Joint Information Center (JIC) and focuses on the need to coordinate the necessary information for timely release to the public.

**SERVICE PREREQUISITES:** Personnel must possess one of the following specialty ratings to qualify for enrollment:

Service	Prerequisites:	Notes:
<b>USCG</b>		
Officer	O1 and above	
Enlisted	E4 and above	
Civilian	GS11 and above	Must be serving as collateral duty officers
<b>International</b>		
International students may not attend this course.		
<b>Interagency</b>		
Interagency students and DoD active duty, reserve or military personnel must be acting as collateral duty public affairs officers for eligibility.		

**COURSE PREREQUISITES:** See Army Training Requirements and Resources System (ATRRS) web site (<https://www.atrrs.army.mil/atrrscc/>). Use school code 212.

**CLASS SIZE:**

MAXIMUM	30
MINIMUM	20
ANNUAL CAPACITY	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. Performance Exercise (PE) 5 hrs
3. Exam Performance (EP) 8 hrs
4. Written Examination (EW) 1 hr
5. Administrative Hours (AD) 5 hrs

**COURSE MEASUREMENT PLAN:** Located in the Course Training Standard.

**TRAINING START DATE:** 10 February 2014

**ENVIRONMENTAL IMPACT:** No environmental impact.

**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, Office of the Provost, Fort George G. Meade, MD 20755

**REFERENCES:** Located in the last section of this TPI.

**SAFETY FACTORS:** ROUTINE

**POC:** Course Development Department, [DINFOSDOTCourseDeveloper@DINFOS.DMA.mil](mailto:DINFOSDOTCourseDeveloper@DINFOS.DMA.mil), (301) 577-5733

**FUNCTIONAL AREA 1**  
**COAST GUARD PUBLIC AFFAIRS**

**TRAINING OUTCOMES:**

**UNIT 001 Introduction to Coast Guard Public Affairs:** Students discuss the Coast Guard Public Affairs Program; guidelines for releasing information; media and elements of news; news releases; organization and techniques required to present a formal news briefing; how to select and prepare subject matter experts; and Joint Information Center (JIC) operations. Students also learn the elements of crisis communication, and how to identify effective responses.

**FUNCTIONAL AREA 2**  
**JOINT INFORMATION CENTER OPERATIONS**

**TRAINING OUTCOMES:**

**UNIT 001 JOINT INFORMATION CENTER OPERATIONS:** Students perform key functions required of JIC positions. Students write a news release; perform as a unit spokesperson; prepare a Subject Matter Expert (SME) for an interview; and conduct a news brief. Students complete Incident Command System (ICS) forms used by JIC personnel. Students execute public information steps for an initial response. Students transition from an initial response to JIC operations.

**FUNCTIONAL AREA 3  
COURSE ADMINISTRATION**

**TRAINING OUTCOMES:**

**UNIT 001 COURSE ADMINISTRATION:** Students are required to complete certain administrative tasks necessary for effective course management. Administrative tasks include in-processing and orientation; out-processing and providing feedback for course critiques; and participation in graduation activities.

## References

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