

TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS BPASC-ADL

**BASIC PUBLIC AFFAIRS SPECIALIST COURSE
ADVANCED DISTRIBUTED LEARNING**



Approved by:

Commandant Defense Information School

This is the first iteration of this TPI



BASIC PUBLIC AFFAIRS SPECIALIST COURSE-ADVANCED DISTRIBUTED LEARNING

TRAINING PROGRAM OF INSTRUCTION

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TRAINING PROGRAM OF INSTRUCTION

Preface

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

TITLE: Basic Public Affairs Specialist Course-Advanced Distributed Learning

TRAINING LOCATION: Distance Learning and Defense Information School, Fort Meade, MD

SPECIALTY AWARDED, upon successful completion of both *BPASC-ADL-NR* and *BPASC-ADL-R*

USA: 46Q10
USAF: 3NOX1
USN: NA
USMC: 4341
USCG: Public Affairs Specialist 3rd Class (PA3)

PURPOSE: To train selected enlisted personnel and civilian employees of Department of Defense components in the principles, techniques and skills required to perform the duties and functions of public affairs specialists.

TRAINING METHODOLOGY: The Advanced Distributed Learning Initiative was launched in the Quadrennial Defense Review (QDR) of 1996; the Department of Defense (DOD) identified several factors that highlighted the need for DOD to provide on-demand training for individuals and units worldwide. DOD directed the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) to create the Advanced Distributed Learning Initiative in November 1998. Executive Order 13111, signed on January 12, 1999 by President William J. Clinton, tasked the DOD with leading Federal participation with business, university groups and activities, charged them with developing consensus standards for training software, and associated services.

The BPASC-ADL program adheres to the DOD guidelines and is consistent with the BPASC resident program of instruction. BPASC-ADL course requirement involves both a resident and an online modality using the DINFOS Blackboard online learning system (OLS). The majority of the course is an instructor-led online program with strict deadlines and graded activities. Students will work on projects both independently and as part of a team. The successful online student will be a motivated, self-driven individual working approximately 15 to 20 hours per week for a period of six months and will culminate in a two week resident phase where the online student will apply the skills s/he has been learning in a simulated field environment.

COURSE DESCRIPTION: The BPASC-ADL course although consistent with the resident program, takes widespread advantage of the use of various avenues of multimedia. Each highly developed lesson, complemented with video clips, audio and video lectures, enhanced slideshows and various interactive learning methodologies, provides the students with a variety of learning opportunities to fit their specific learning styles. The ADL course also implements collaborative learning technologies and interactivity using chats, discussion forums, and phone conferences. The students can keep track of their personal progress through the frequent use of interactive quizzes and graded practical exercises. With the use of state-of-the-art technologies and expert instructors, DINFOS provides not only a quality learning experience for basic military public affairs specialists, but also the opportunity to learn from the comfort of their own homes while continuing the DOD mission they are assigned.

accomplish a given task they will stay within the organized course goals. To ensure competent understanding, students are required to participate in online discussion, where any misconceptions are recognized and resolved before the student moves to the next area of instruction. Several graded exercises as well as online assessment examinations measure the student's level of understanding.

Type/Method	Non-Resident Phase	Resident Phase
Lecture (L)	55 Written Lectures	12 Hours
Demonstration (D)		2 Hours
Performance Exercise (PE)	19 Practical Exercises	2 Hours
Written Exams (EW)	12 Online Examinations	
Performance Examination (EP)	11 Performance exams	51 Hours
Administrative Hours (AD)	N/A	13 Hours

TRAINING START DATE: 05 Oct 2009

ENVIRONMENTAL IMPACT: None, DOD policy was followed to assess the environmental impact.

MANPOWER: The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required for the resident portion of this course. Instructors for the online learning system are based on the ITRO for resident training.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information. The CDRE is located in the ISD COP.

TRAINING DEVELOPMENT PROPONENT: Course Development Office of the Provost, Defense Information School, Fort George G. Meade, MD 20755 - 301-677-4420

REFERENCES: Are found in the last page of this TPI

INSTRUCTOR/STUDENT RATIO: 1:12

SAFETY FACTORS: ROUTINE unless otherwise indicated

**NONRESIDENT
FUNCTIONAL AREA 1
NEWS WRITING**

TPFN: DINFOS-BPASC-ADL-001-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the framework of the foundation and knowledge necessary to perform the writing and print copy-editing duties of a public affairs specialist. Students learn concepts of public affairs (PA) with emphasis on the functions of news and newsgathering. They learn how to gather and organize information for publication on any media type to include print or online media. Students evaluate the relative importance of information considered news and examine types of stories used in military publications. Students implement the writing process, starting with interviewing and note taking then proceeding through editing, proofreading, and military publication, in accordance with online instruction materials and the Associated Press Stylebook. Students must earn an aggregate score on assessment strategies to include, practical exercises, written and performance exams, as well as participation in online discussion forums, of 70 percent or higher to complete this functional area.

UNITS:

001 What Makes News?

- 001 Explain how news is defined and evaluated
- 002 Written Exam (definition & evaluation of news)
- 003 Apply English skills

002 Writing for an Internal Audience

- 001 Write an internal news story
- 002 Performance exam (Leads 2)
- 003 Performance exam (News 6)

003 Writing for an External Audience

- 004 Write an external news story
- 005 Performance exam (Leads 5)
- 006 Performance exam (News 3)

004 Writing Headlines

- 001 Write a headline

TOTAL TPFN TIME: 5 weeks

**NONRESIDENT
FUNCTIONAL AREA 2
PUBLIC AFFAIRS FUNDAMENTALS**

TPFN: DINFOS-BPASC-ADL-002-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provides the framework of the foundation and knowledge necessary to perform the duties of a Department of Defense military public affairs specialist. Upon completion of this functional area, the student will be able to identify the primary principles of military public affairs policy, procedures and governing directives (laws, publications, etc.); the student will be capable of determining appropriate guidelines for release of information and imagery, and assessing the potential news value of a given situation. The student will also be capable of developing and recommending public affairs courses of action in the areas media relations, community relations, and internal information during peacetime, operational training and operational deployments. Students must earn an aggregate score on assessment strategies to include, practical exercises, written and performance exams, as well as participation in online discussion forums of 70 percent or higher to complete this functional area.

UNITS:

001 Introduction to Military Public Affairs

001 Identify public affairs concepts and processes

002 Internal Information

001 Explain various aspects of internal information

003 Community Relations

001 Explain various aspects of community relations
002 Written exam (PA 1)

004 Communication Law

001 Identify communication laws that impact public affairs

005 Ethics

001 Explain the role ethics plays in public affairs

006 Guidelines for the Release of Information

001 Explain guidelines for the release of information
002 Written exam (PA 2)

TOTAL TPFN TIME: 1 Week

**NONRESIDENT
FUNCTIONAL AREA 3
FEATURE WRITING**

TPFN: DINFOS-BPASC-ADL-003-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with the skills and techniques used to tell a story. The student is able to select topics, collect information, organize, write, revise and rewrite stories using figurative language and various storytelling devices of fiction writers as well as write subsequent feature stories. Students also examine the relationship between editor and reporter as the instructor coaches them through information gathering and writing. Students will observe and record action, settings and personality characteristics for use in feature stories. Students pull all training parts and experiences together to write a complete news feature. Students must earn an aggregate score on assessment strategies to include, practical exercises, written and performance exams, as well as participation in online discussion forums of 70 percent or higher to complete this functional area.

UNITS:

001 Introduction to Feature Writing

001 Practice feature writing principles

002 News Features

001 Write a basic news feature

002 Performance exam (news feature)

003 Human Interest Features

001 Write a human interest feature

004 Personality Features

001 Write a personality feature

TOTAL TPFN TIME: 6 Weeks

NONRESIDENT
FUNCTIONAL AREA 4
PHOTOJOURNALISM FUNDAMENTALS

TPFN: DINFOS-BPASC-ADL-004-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with the knowledge and skills necessary to tell a photo story using various visual communication techniques. Students practice in the fundamentals (basic exposure and camera operation information), the differences between traditional and digital cameras, and traditional and digital flash photography, and practice using procedures for downloading information from the camera to various storage media used with a digital camera. Additionally, students define the criticality in ethics to the effectiveness and trustworthiness of DOD imagery. Students must earn an aggregate score on assessment strategies to include, practical exercises, written and performance exams, as well as participation in online discussion forums of 70 percent or higher to complete this functional area.

UNITS:

001 Photojournalism Techniques

- 001 Perform digital camera operations
- 002 Written exam (camera operations)
- 003 Apply electronic imaging ethics
- 004 Written exam (ethics)
- 005 Performance exam (digital camera operations exercise)
- 006 Written exam (basic camera techniques quiz)
- 007 Written exam (image-editing software)
- 008 Perform flash photography
- 009 Written exam (flash quiz)
- 010 Write cutlines
- 011 Label photos using a VIRIN
- 012 Written exam (basic composition)
- 013 Shoot photos using visual communication techniques
- 014 Performance exam (visual communications (VISCOM) techniques)
- 015 Final exam
- 016 Perform feature photography (practice)
- 017 Perform uncontrolled action photography (practice)

TOTAL TPFN TIME: 5.5 Weeks

NONRESIDENT
FUNCTIONAL AREA 5
MEDIA RELATIONS

TPFN: DINFOS-BPASC-ADL-005-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with the basic knowledge and skills necessary to incorporate modern media into on-going military public affairs operations. Upon completion of this functional area, the student will know the principles of media escorting and interaction, have the ability to select appropriate media types for communication of timely and accurate information to specific publics, respond to queries from media organizations, and identify the purpose and guidelines for writing an accident/incident news release. Students must earn an aggregate score on assessment strategies to include, practical exercises, written and performance exams, as well as participation in online discussion forums of 70 percent or higher to complete this functional area.

UNITS:

001 Media Escort and Interaction

001 Escort the media

002 Managing Media Relations

001 Explain the various aspect of media relations
002 Written exam (PA 3)

003 Media Techniques

001 Respond to a media query
002 Respond to on-camera interview questions
003 Write an accident/incident news release

TOTAL TPFN TIME: 1.5 Weeks

NONRESIDENT
FUNCTIONAL AREA 6
OPERATIONAL PUBLIC AFFAIRS PRINCIPLES

TPFN: DINFOS-BPASC-ADL-006-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with increased knowledge in the concepts of public affairs (PA) with emphasis on the functions of operating PA programs in an overseas area and the necessity of coordinating issues in a joint service expeditionary environment. The student's ability to apply this training will be practiced, reinforced and critiqued during the field training exercise. Students review each Service's organization and operations, discuss the Service chain of command and its administrative mission, examine the unified command structure and its operational mission, explore how the unified commands support U.S. national security goals, and define selected operational and public affairs terms. Students must earn an aggregate score on assessment strategies to include, practical exercises, written and performance exams, as well as participation in online discussion forums of 70 percent or higher to complete this functional area.

UNITS:

001 Joint Service Operations

- 001 Explain the role of the commander in chief, the various service secretaries and the Joint Chiefs of Staff.
- 002 Explain how the unified command structure and its operational mission support U.S. national security goals
- 003 Define selected joint operational and public affairs terms
- 004 Explain a joint information bureau's major responsibilities/structure

002 Public Affairs Overseas

- 001 Describe host nation sensitivities and how these factors can affect the public affairs mission

003 Wartime Roles and Missions

- 001 Identify the Department of Defense's principles for media coverage
- 002 Describe the guidelines for arranging media pools and embedded media
- 003 Explain internal information objectives in theater
- 004 Explain how public affairs interacts with civil affairs in theater of operations
- 005 Explain how public affairs interacts with information operations in theater of operations
- 006 Written exam

TOTAL TPFN TIME: .5 Weeks

NONRESIDENT
FUNCTIONAL AREA 7
LAYOUT AND DESIGN FUNDAMENTALS

TPFN: DINFOS-BPASC-ADL-007-

TERMINAL TRAINING OUTCOME: Students examine basic design principles; identify the functions of typography; explain and demonstrate effective modular design; and the steps in publication production using desktop publishing software. The students must copy-fit stories, write headlines, and proportionally increase the size of photos to create an effective page design. The students demonstrate the layout steps using a copy log, a thumbnail sketch, a dummy sheet and desktop publishing software to create several publication pages. Students must earn an aggregate score on assessment strategies to include, practical exercises, written and performance exams, as well as participation in online discussion forums of 70 percent or higher to complete this functional area.

UNITS:

001 Design and Desktop Publishing Principles

- 001 Produce an internal product
- 002 Performance exam (inside news page)
- 003 Performance exam (inside feature page)
- 004 Performance exam (front page)

TOTAL TPFN TIME: 2.5 Weeks

NONRESIDENT
FUNCTIONAL AREA 8 OVERVIEW
SERVICE-SPECIFIC TRAINING

TPFN: DINFOS-BPASC-ADL-008

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with a foundation of knowledge required to perform the duties of a military public affairs specialist within his or her respective service. Upon completion of this functional area, the student will be able to identify the primary service-specific principles of military public affairs policy, procedures and governing directives (laws, publications, etc.). Students must earn an aggregate score on assessment strategies to include, practical exercises, written and performance exams, as well as participation in online discussion forums of 70 percent or higher to complete this functional area.

UNITS:

001 Service specific

001 Service-specific Public Affairs

TOTAL TPFN TIME: 2 Weeks

**NONRESIDENT
FUNCTIONAL AREA 9
COURSE ADMINISTRATION**

TPFN: DINFOS-BPASC-ADL-009-

TERMINAL TRAINING OUTCOME: During this time student records will be created, updated, and archived as the student progresses through the in-processing system. The students will take an English Diagnostic test at the beginning of the course and spend time working with their instructors, classmates and home computer systems to fully understand the classroom before beginning on their lesson materials.

UNITS:

001 Course Opening

- 001 English Diagnostic Test
- 002 Course orientation (site orientation and faculty counseling)

002 Course Closing

- 001 ADL out-processing
- 002 End-of-course survey

TOTAL TPFN TIME: 2 Weeks

RESIDENT
FUNCTIONAL AREA 10 RESIDENT
LAYOUT AND DESIGN PRACTICUM

TPFN: DINFOS-BPASC-ADL- 010-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area builds on the information learned in the nonresident portion of Photojournalism. After a short review and issue of equipment, the student will practice using procedures for downloading information from the camera to various storage media. Students copy-fit stories, write headlines, and size photos to create an effective page design. Students demonstrate the layout steps using a copy log, a thumbnail sketch, a dummy sheet and desktop publishing software to create several publication pages. Students perform a practical exercise on internal pictorial/news layout and design products matched to news and feature writing projects to measure their level of ability in this unit of instruction. Students must earn an aggregate score of at least 70 percent to complete this functional area.

UNITS:

001 Photojournalism Techniques Application

- 001 Performance exam (flash photo)
- 002 Performance exam (protocol photo)
- 003 Performance exam (feature photo)
- 004 Performance exam (uncontrolled action)

002 Design and Desktop Publishing Principles Application

- 001 Performance exam (picture page)
- 002 Performance exam (final product)

TOTAL TPFN TIME: 37 hours

RESIDENT
FUNCTIONAL AREA 11
OPERATIONAL PUBLIC AFFAIRS IN PRACTICE

TPFN: DINFOS-BPASC-ADL- 011-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area builds on the information learned in the nonresident portion of this course. In this functional area, students incorporate modern media into on-going military public affairs operations with emphasis on the functions of operating PA programs in an overseas area and the necessity of coordinating issues in a joint service environment. Upon completion of this functional area, the student will be able to select appropriate media types for communication of timely, determine accurate information for specific publics; respond verbally and in writing to queries from media organizations; prepare for and conduct media interviews; and select and prepare military spokespersons for media interviews. Students must earn an aggregate score of at least 70 percent to include practical exercises and performance examinations in a field environment.

UNITS:

001 Media Techniques Review

- 001 Respond to a media query
- 002 Escort the media
- 003 Respond to on-camera interview questions

002 Wartime Roles and Missions Field Training Exercise

- 001 Perform as a public affairs specialist during a field training exercise

003 Service-Specific Training

- 001 Service-Specific Briefing

TOTAL TPFN TIME: 30 hrs

**RESIDENT
FUNCTIONAL AREA 12
COURSE ADMINISTRATION**

TPFN: DINFOS-BPASC-ADL- 012-

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

UNITS:

001 Course Opening

- 001 RQM in-processing
- 002 Commandant welcome
- 003 Course orientation (faculty counseling)

002 Course Closing

- 001 RQM out-processing
- 002 End-of-course survey
- 003 Graduation preparation
- 004 Graduation
- 005 Individual out-processing

TOTAL TPFN TIME: 13 hrs

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