

Public Affairs Specialist Force Notes



August 2008

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Advancement

PA2 James Harless

Assignments

PA1 Cangemi- DHS photographer

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C-Schools

Get me your STTR's for FY09' via your chain of command if you would like to attend one of these courses listed.

Courses:

DIGITAL MULTIMEDIA COURSE

Course Code: 501322

Duration: 46 DAYS

How To Apply: Send Trng Requests to: COMDT (CG-09225)

Prerequisites: This course is open to Coast Guard Public Affairs Specialists (E4 - E9) and civilian

personnel in the Visual Information (VI) and Public Affairs (PA) career fields. All services require at least one year of experience in computer operations to include the following: computer setup, mouse control, file system navigation, file management, basic file creation.

Special Info: SEND TRAINING REQUESTS TO: CG-09225

Purpose

The Digital Multimedia Course (DMC) provides training in the knowledge and skills needed to create text, graphics, sound, animation and full motion video, then integrate these elements into multimedia and web-based packages. The course includes instruction in the operation of computer systems, input devices and output devices to acquire, enhance, design, manage, output, and archive digital imaging, graphic design and multimedia files. Students use software to create, manage and output the following: composite layouts, graphic designs, page layouts, video productions, web pages and interactive multimedia solutions. The Digital Multimedia Course also includes theoretical and working instruction of computer fundamentals and functions, troubleshooting, networking, communications, color theory, and the principles and implementation of color management. Ethical considerations and practices are discussed as they pertain to the Department of Defense

INTERMEDIATE PHOTOJOURNALISM

Course Code: 500669

Duration: 58 DAYS

How To Apply: Send Trng Requests to: COMDT (CG-09225)

Prerequisites: CG Public Affairs Specialists E-4 through E-9. Minimum of one year Public Affairs experience.

Special Info: POC: CG-09225, phone 202-372-3832.

Purpose

Primary emphasis is placed on training photojournalism skills for photographers and journalists to effectively meet service public affairs and visual information objectives. Areas of instruction include: the interrelationships of writing and photography, news and feature writing, layout and design principles, basic and advanced photographic techniques and production. To include electronic imaging, desktop publishing, digital cameras, image transmission and archiving.

Convening Dates

Facility Name	Start Date	End Date	Session #
DEFENSE INFORMATION SCHOL	10/6/2008	12/12/2008	34
DEFENSE INFORMATION SCHOL	3/2/2009	4/28/2009	35
DEFENSE INFORMATION SCHOL	5/18/2009	7/16/2009	36
DEFENSE INFORMATION SCHOL	8/10/2009	10/7/2009	37

JOINT PA SUPERVISOR

Course Code: 500857

Duration: 12 DAYS

How To Apply: Send Trng Requests to: COMDT (CG-09225)

Prerequisites: USCG Enlisted Public Affairs Specialist E-6 and E7. Minimum of 4 years PA experience.

Special Info: SEND TRAINING REQUESTS TO: G-IPA-5

Purpose

This course will provide training in the knowledge and skills needed to perform the duties of a public affairs supervisor. The scope of this training includes: tools for measuring effective public affairs programs, assessing markets for public information, media operations, resource management, and emerging trends in PA and military communications.

Convening Dates

Facility Name	Start Date	End Date	Session #
DEFENSE INFORMATION SCHOL	1/26/2009	2/11/2009	23

MEDIA RELATIONS COURSE (E)

Course Code: 500678

Duration: 2 DAYS

How To Apply: Send Trng Requests to: COMDT (CG-09225)

Prerequisites: None. Interested USCG members should coordinate training directly through their district or area public affairs staffs.

Special Info: SEND TRAINING REQUESTS TO: Nearest district or area public affairs office.

Purpose

The course covers theory, responsibilities and principles of communicating the military's message to the new media. It stresses the management of media relations, press interviews, news briefings, television appearances, media relations strategies, emerging technologies, and the nature and characteristics of the news media.

SENIOR ENLISTED PUBLIC AFFAIRS WORKSHOP

Course Code: 501748

Duration: 5 DAYS

How To Apply: Send Trng Requests to: COMDT (CG-09225)

Prerequisites: CG Public Affairs Specialists E-7 and above, or E-6 above the SWE cutoff for advancement to E-7.

Special Info: POC: CG-09225, phone: 202-372-3832.

Purpose

This workshop is designed to bring together Senior enlisted Public Affairs and broadcasting practitioners from the five armed services for hands-on work and seminars. Topics will include analyzing national media perceptions of Military Public Affairs; developing a draft communication plan to address a Public Affairs issue and presenting the plan to Senior leadership; applying the principles of the risk communication process to a scenario; analyzing PA lessons from recent joint operations; and examining the impact of emerging technologies on PA practice.

Convening Dates

Facility Name	Start Date	End Date	Session #
DEFENSE INFORMATION SCHOL	10/20/2008	10/24/2008	9

THE EDITORS COURSE

Course Code: 500674

Duration: 12 DAYS

How To Apply: Send Trng Requests to: COMDT (CG-09225)

Prerequisites: CG Enlisted Public Affairs Specialist E-4 or above. Graduate of BJC with 1 year experience on a Military news publication. Students must bring 20 copies of their latest publication issue, excluding special or anniversary issues; one copy each of current printing contract and the editorial policy statement for the publication; the most recent readership survey and results; two 3-ring binders (at least 1-inch thick) to hold course materials. Individuals not meeting course prerequisites must obtain a written waiver, coordinated through their Service training Officer/manager/detailer, from the DINFOS Commandant prior to enrollment. Quota managers requesting waivers must coordinate a training seat after a waiver is granted.

Special Info: POC: CG-09225, phone 202-372-3832.

Purpose

Course is designed to provide instruction and comprehension of the theory, concepts, policies and principles of community relations within the military environment, public affairs communication, speech and research, basic journalist and broadcast instruction necessary for the public affairs officer, public affairs specific for each service, public affairs responsibilities applicable to the unified and specified military command, media relations, and on-camera training and requirements of the public affairs officer in a war fighting concept. Comprehensive training in adapting these techniques through the use of desktop publishing equipment is presented, as is an introduction to electronic publication.

Convening Dates

Facility Name	Start Date	End Date	Session #
DEFENSE INFORMATION SCHOL	1/7/2009	2/2/2009	21

Welcome Aboard to

SN Henry Dunphy -San Diego
SN Brandon Hill - Baltimore
SN Cory Mendenhall - San Pedro

November SWE

ALCGENL 104/08
SUBJ: NOV 2008 SERVICEWIDE EXAMINATION (SWE) COMPETITION

http://cgweb.comdt.uscg.mil/hsc_t-4/commcen/ARCHIVES/GENMSG2008/ALCGENL.htm

EPME Update

ALCOAST 349/08
COMDTNOTE 1500
SUBJ: ENLISTED PROFESSIONAL MILITARY EDUCATION (EPME) STUDY GUIDE AND ADVANCEMENT QUALIFICATION EXAM (AQE) REVISIONS

<http://cgwebdocs.comdt.uscg.mil/hsct4/commcen/archives/genmsg2008/alcoast/alcoast349-08.txt>

Public Affairs Specialist Occupational Analysis

The occupational analysis for public affairs has started and will continue through 2009. The process includes project initiation, survey content development, survey creation, survey administration, data analysis, report finalization, and project closeout. Once complete, it will result in new EPQ's and testing material for PA's.

SME Panel:

PACS Alholm

PAC Lanier

PAC O'Berry

PAC Roszkowski

PA1 Edwards

Disclaimer: Public Affairs Force Notes are composed by Rating Force Master Chief Tyler Johnson and are an informal communication avenue for information exchange. The purpose is to generally inform the Public Affairs Specialist Rating, but material contained within is **not for public record nor do the Force Notes represent any official Coast Guard policy**. All opinions expressed are solely those of the Rating Force Master Chief or content providers. Questions, comments, opinions, corrections, and additional items of interest for future Force Notes should be sent to PACM Tyler Johnson.