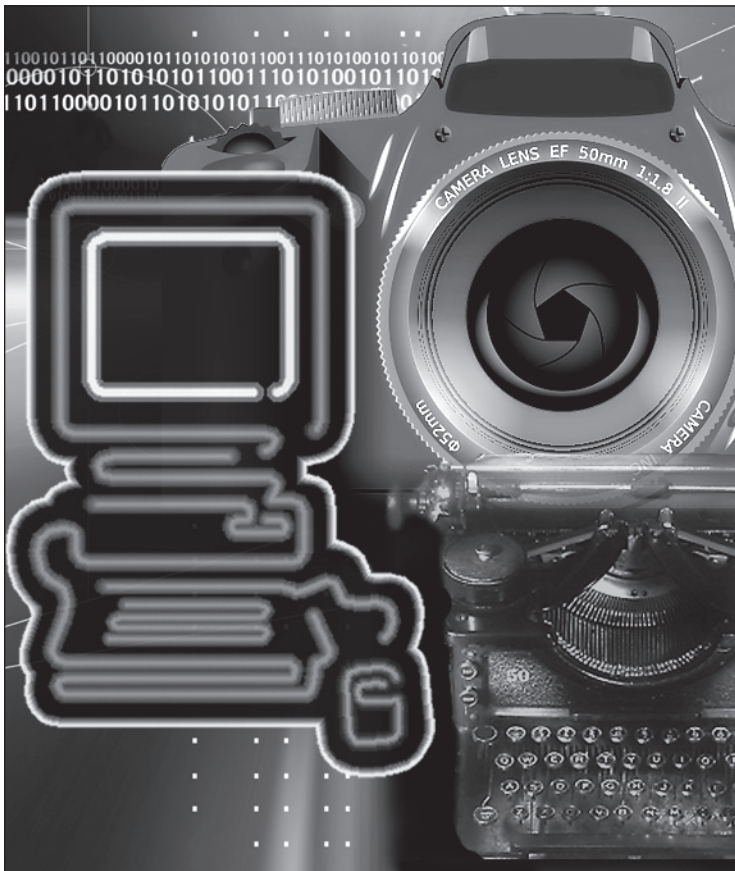


# USCG Auxiliary Public Affairs Specialist I



## PERFORMANCE QUALIFICATION SYSTEM (PQS) *WORKBOOK*

*Revised November 2010*

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## INTRODUCTION

This workbook and accompanying guide is designed to help you become a Coast Guard Auxiliary Public Affairs Specialist. There are three levels of certification.

Specialist levels I and II require skills in journalism and writing, print and broadcast media, public appearances, photography, video basics, static displays, ethics, media relations, Coast Guard ranks and rates, and television interview techniques.

Specialist III candidates must demonstrate expertise in media policy, release of information, Coast Guard ranks and rates, the Phonetic Alphabet, Incident Command System (ICS) command AOR, and Joint Information Center (JIC) operations

## PQS VERIFICATION

You and a verifying officer/mentor will use this workbook to show completion of each task. Your mentor is generally an AUX-12 graduate who has earned the qualification you are seeking.

He or she may also be a PA or elected officer at the division or district level—or an active-duty Coast Guard public affairs officer.

More than one verifying officer may make entries in your workbook.

The verifying officer(s) will review your qualifications and/or observe you perform specific jobs. He or she will sign off tasks as you demonstrate proficiency.

For some tasks, you must present evidence such as published articles and pictures.

## DOCUMENTATION PACKET

When you complete all courses and tasks, submit a documentation packet via e-mail (all files in PDF format) to Bill Key, Branch Chief for Professional Standards at [bkuscgapa@gmail.com](mailto:bkuscgapa@gmail.com)

Scan all your course certificates and every PQS sign-off page. Save each file as a PDF and submit with a request for an oral board. You will be scheduled for a board following review and validation of your documentation.

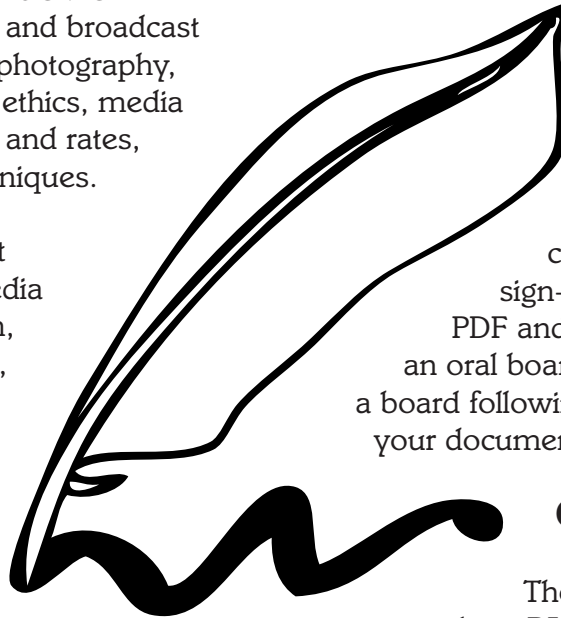
## ORAL BOARD

The board consists of two or three PAOs (generally members of the national staff) and is conducted as a conference call via computer using Skype software—free at [www.skype.com](http://www.skype.com)

Once you complete the board, you'll receive (through your DIRAUX) a letter of designation from Public Affairs Director Thomas Nunes, along with a PA Specialist certificate.

Your DIRAUX will make the appropriate AUXDATA entry and you'll be authorized to wear the distinctive Public Affairs Specialist ribbon.

**NOTE: An oral board is required for each level. Candidates can request a single board for PA II and III by completing requirements simultaneously.**



# USCG AUXILIARY PUBLIC AFFAIRS SPECIALIST I - PQS

	<b>Date Completed</b>	<b>Verified By:</b>
A. AUX-20: Intro to Auxiliary Public Affairs	_____	_____
B. AUX-22: CG Public Affairs Specialist 2 <sup>nd</sup> Class	_____	_____
C. AUX-24: Journalism Basic	_____	_____
D. AUX-26: Introduction to Digital Photo	_____	_____
E. ICS 100: Intro to Incident Command System	_____	_____
F. <b>AUX-12 C-School (Counts for all above except AUX-20 and ICS 100)</b>	_____	_____
G. Completion, PQS tasks on following pages	_____	_____
H. Minimum 16 Hours in PA activities	_____	_____
I. Oral Board Documentation Package submitted on this date:	_____	_____

**Candidate:** \_\_\_\_\_ **Member Number:** \_\_\_\_\_

**District:** \_\_\_\_\_ **Unit Number:** \_\_\_\_\_ **City, State:** \_\_\_\_\_

**Training Officer(s):**

Printed Name	Position	Initials

# PUBLIC AFFAIRS SPECIALIST I

Your Last Name: \_\_\_\_\_

## COAST GUARD AUXILIARY PUBLIC AFFAIRS

	Date Completed	Verified By:
01 What is the purpose of USCG Auxiliary public affairs?	_____	_____
02 Outline organization of the AUX PA program.	_____	_____
03 What is the web "gateway" to the world of PA?	_____	_____
04 Describe the proactive approach to public affairs.	_____	_____
05 Outline the four-step public affairs process.	_____	_____
06 What is the guidance manual used for PA?	_____	_____
07 What are PA responsibilities of the flotilla commander?	_____	_____
08 Do flotilla members have any PA responsibility? Why?	_____	_____
09 What "channels" can we employ to communicate with the general public?	_____	_____

## PRINT MEDIA

10 Discuss different types of print media .	_____	_____
11 Explain Auxiliary guidelines for release of information.	_____	_____
12 Develop a media contact list for your local area.	_____	_____
13 Publish one or more articles in local newspapers.	_____	_____
14 Prepare/distribute a press release for PE or VE.	_____	_____
15 Publish an article in an Auxiliary publication.	_____	_____

## BROADCAST MEDIA

16 Describe the different types of broadcast media.	_____	_____
17 Explain major differences between print & broadcast.	_____	_____
18 Identify three staff positions in a broadcast news operation.	_____	_____
19 Send a news release to a local radio or TV station.	_____	_____

# PUBLIC AFFAIRS SPECIALIST I

Your Last Name: \_\_\_\_\_

Date Completed      Verified By:

## PUBLIC APPEARANCES

- 20 Write a simple speech about the CG Auxiliary. \_\_\_\_\_
- 21 Present a speech before a group. \_\_\_\_\_

## STATIC DISPLAYS/NATIONAL SAFE BOATING WEEK

- 22 Discuss various ways to use static displays. \_\_\_\_\_
- 23 Describe several new types of electronic displays. \_\_\_\_\_
- 24 Set up a VSC exhibit or promotional exhibit. \_\_\_\_\_
- 25 Name some key reasons for participating in NSBW. \_\_\_\_\_
- 26 Explain the role of public affairs in NSBW. \_\_\_\_\_
- 27 What other staff should take part? What should they do? \_\_\_\_\_

## PHOTOGRAPHY

- 28 What are some advantages of photos with a story? \_\_\_\_\_
- 29 Define picture composition. Perspective. \_\_\_\_\_
- 30 What is Depth of Field? How do you control it? \_\_\_\_\_
- 31 Cropping is an important photo editing tool. Discuss. \_\_\_\_\_
- 32 Explain the Rule of Thirds. \_\_\_\_\_
- 33 What two camera adjustments control exposure? \_\_\_\_\_
- 34 Document at least three Auxiliary activities and create publishable images from each. \_\_\_\_\_

## TEAM COAST GUARD

- 35 How can public affairs increase Auxiliary membership? \_\_\_\_\_
- 36 Name Coast Guard enlisted personnel grade structure from lowest to highest. \_\_\_\_\_
- 37 Do the same for Coast Guard commissioned officers \_\_\_\_\_