



PERFORMANCE QUALIFICATION SYSTEM (PQS)

Revised February 2016

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 Lourdes Oliveras, Branch Chief for Professional Standards at loliverasuscgaux@yahoo.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.

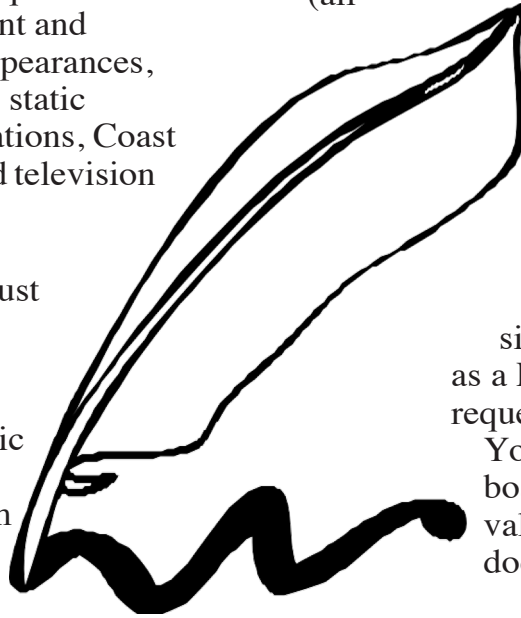
Oral Board

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 or teleconference.

Once you complete the board, you'll receive (through your DIRAUX) a letter of designation from Public Affairs Director COMO Harry Jacobs, 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 AUXPA2 and AUXPA1 by completing requirements simultaneously.



USCG Auxiliary Public Affairs Specialist 1 (AUXPA1) – PQS

	Date Completed	Verified By:
A. Completion, AUXPA3	_____	_____
B. Completion, AUXPA2	_____	_____
C. IS 250: Emergency Support Function 15 (ESF 15), External Affairs	_____	_____
D. IS 702: A National Incident Management System (NIMS), Public Information	_____	_____
E. ICS 800: Intro to National Response Plan	_____	_____
F. Completion, PQS tasks and supervised OJT on following pages	_____	_____
G. Minimum 16 hours in PA activities	_____	_____
H. Oral Board Documentation Package submitted on this date:	_____	

Candidate: _____ **Member Number:** _____

District: _____ **Unit Number:** _____ **City, State:** _____

Training Officer(s):

Printed Name	Position	Initials

Command Area of Responsibility

Date Completed **Verified By:**

- | | | | |
|---|--|-------|-------|
| 1 | Describe your command's AOR. | _____ | _____ |
| 2 | Comment on the working relationships with other agencies in your Area of Responsibility. | _____ | _____ |
| 3 | Detail the recall procedure at your command. | _____ | _____ |

Public Information and ICS

- | | | | |
|---|--|-------|-------|
| 4 | In an emergency incident context, what is public information? | _____ | _____ |
| 5 | What advantages does an integrated public information structure offer? | _____ | _____ |
| 6 | What is the Incident Command System (ICS)? | _____ | _____ |
| 7 | Outline the five functions ICS is designed to accomplish. | _____ | _____ |

Joint Information Center

- | | | | |
|----|---|-------|-------|
| 8 | Describe a Joint Information Center and its purpose. | _____ | _____ |
| 9 | How is a JIC generally organized? | _____ | _____ |
| 10 | Explain the Public Information Officer's role in the ICS Command Staff hierarchy. | _____ | _____ |
| 11 | How can you prepare for JIC participation? | _____ | _____ |

Media Policy

- | | | | |
|----|--|-------|-------|
| 12 | What is the Coast Guard's established media policy? | _____ | _____ |
| 13 | Why is it important not to withhold information or say "no comment"? | _____ | _____ |
| 14 | What are some general Do's and Do Not's in connecting with the media? | _____ | _____ |
| 15 | Under the Privacy Act, what information concerning an individual should not be released? | _____ | _____ |

AUXPA1

Your Last Name: _____

Date Completed **Verified By:**

18 Explain how the acronym SAPP is a helpful guide for releasing information.

19 Discuss the terms “libel” and “slander.”

20 Describe four types of “difficult” media questions you may encounter during a crisis situation.

21 How do you handle the same unanswerable question asked over and over?

22 For “bad news” stories, you should develop at least three positive and neutral key messages based on what themes?

Force Multiplier for Team Coast Guard

21 Name Coast Guard enlisted personnel grade structure from lowest to highest.

22 Repeat for warrant officers and commissioned officers.

23 Recite the Phonetic Alphabet. Spell your name using Phonetic Alphabet. How do you pronounce Phonetic Numerals?

24 USCG Core Values should underscore everything we do in support of the Coast Guard. What are they?

25 Contact and introduce yourself to active duty public affairs staff within your District.
