



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.

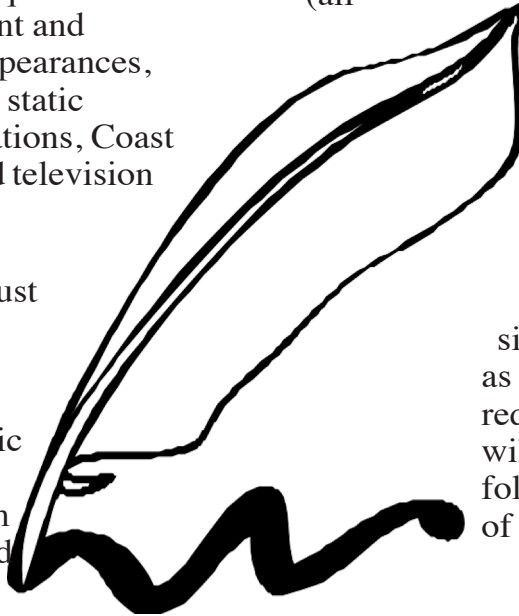
Oral Board

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 2 (AUXPA2) - PQS

Date Completed

Verified By:

A. Completion, AUXPA1

B. AUX-21: CG Public Affairs Policy

C. ICS 200: ICS for Single
Resources and Initial Action
Incidents

Candidates Who Completed AUX-12 Must Also Take:

D. AUX-23: Journalism for CG Public Affairs

E. Completion, PQS tasks
on following pages

F. Minimum 16 hours in PA activities

G. Oral Board Documentation Package
submitted on this date:

Candidate: _____ *Member Number:* _____

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

Training Officer(s):

| Printed Name | Position | Initials |
|--------------|----------|----------|
| | | |
| | | |
| | | |
| | | |
| | | |

Professional Ethics and Perception

| | Date Completed | Verified By: |
|---|----------------|--------------|
| 01 Describe ethics relative to Auxiliary public affairs. | _____ | _____ |
| 02 Explain how to avoid conflicts of interest. | _____ | _____ |
| 03 What are the CG Auxiliary policies on accepting gifts? | _____ | _____ |
| 04 How do you use attribution to avoid plagiarism? | _____ | _____ |

Release of Information

| | | |
|--|-------|-------|
| 05 What is the Freedom of Information Act (FOIA)? | _____ | _____ |
| 06 Name the FOIA exemptions. | _____ | _____ |
| 07 What are the guidelines for release of information? | _____ | _____ |

The Nature of News

| | | |
|---|-------|-------|
| 08 What is news? | _____ | _____ |
| 09 Explain what is meant by “news peg.” | _____ | _____ |
| 10 There are 10 elements of mass appeal that give a story news value. Discuss. | _____ | _____ |
| 11 Why should you write about people rather than “things?” | _____ | _____ |
| 12 To help develop your news sense, choose three news stories from your local newspaper and analyze. What makes a story news and what doesn’t? Discuss. | _____ | _____ |

Principles of Journalism

| | | |
|--|-------|-------|
| 13 Describe a summary lead. | _____ | _____ |
| 14 What are the “5Ws and H” of a story? | _____ | _____ |
| 15 Explain how a news release is structured (writing style). | _____ | _____ |
| 16 What is the purpose of the bridge? | _____ | _____ |
| 17 Why is it important to remain objective in a news story? | _____ | _____ |

| | | Date Completed | Verified By: |
|----|--|----------------|--------------|
| 18 | Describe at least two ways to handle attribution in a quote. | _____ | _____ |
| 19 | What is copy editing and why is it important? | _____ | _____ |
| 20 | What are the ABC's of news writing? | _____ | _____ |
| 21 | Demonstrate good use of the <i>Associated Press Stylebook</i> in a release you have authored. | _____ | _____ |
| 22 | Demonstrate good use of the <i>Coast Guard Public Affairs Handbook</i> in a release you have authored. | _____ | _____ |

The Photo Release

| | | | |
|----|--|-------|-------|
| 23 | Summarize the steps in writing a photo caption. | _____ | _____ |
| 24 | Once you've written your captions, what's a good way to "test" it? | _____ | _____ |
| 25 | Outline six guidelines for writing effective captions. | _____ | _____ |
| 26 | If a photo is to grab attention, have meaning and <i>something to say</i> , it must communicate using five essential ingredients. These are: | _____ | _____ |
| 27 | What is the Coast Guard's VIRIN photo identification system? How is a VIRIN number structured? | _____ | _____ |

Media Relations / Interviews

| | | | |
|----|---|-------|-------|
| 28 | Explain why the Coast Guard needs the media and vice versa. | _____ | _____ |
| 29 | What does the media want from you as an Auxiliary public affairs officer? | _____ | _____ |
| 30 | Discuss a few general guidelines for responding to media inquiries. | _____ | _____ |
| 31 | You are about to be interviewed about the Auxiliary and your local flotilla. Discuss how you would prep for this interview. | _____ | _____ |
| 32 | What are Command Messages? | _____ | _____ |

- | | | | |
|----|--|-------|-------|
| 33 | What steps do you take just before going on camera? | _____ | _____ |
| 34 | Discuss non-verbal communication and what non-verbal behavior you should avoid while on camera. | _____ | _____ |
| 35 | In a news conference where you are involved in the release of information, how can you maintain control? | _____ | _____ |
| 36 | Outline a few other guidelines for release of information in this situation. | _____ | _____ |
| 37 | Always respond to a reporter's question with the "3-Ts." What are they? | _____ | _____ |
| 38 | If you are asked a question where the interviewer voiced inaccurate information about your unit, what should you do? | _____ | _____ |