

**ARNG - SQI4- Interact with Local Media  
805B-PJA9T106 / Version 3.0  
Effective Date Not Assigned**

**SECTION I. ADMINISTRATIVE DATA**

All Courses Including This Lesson	<u>Course Number</u>	<u>Version</u>	<u>Course Title</u>
	805B-79T-SQI4	3.0	ARNG Recruiting and Retention NCO

Task(s) Taught(*) or Supported	<u>Task Number</u>	<u>Task Title</u>
	<u>Individual</u>	
	805B-79T-2614 (*)	Interact with Local Media

Reinforced Task(s)	<u>Task Number</u>	<u>Task Title</u>
	None	

Knowledge	<u>Knowledge Id</u>	<u>Title</u>	<u>Taught</u>	<u>Required</u>
	805B-K-0025	Know Command Guidance	Yes	Yes
	805B-K-0091	Know use of Media Vehicles	Yes	Yes
	805B-K-0115	Know Comprehensive Communications Skills (CCS)	Yes	Yes
	805B-K-0076	Know Your Audience	Yes	Yes
	805B-K-0128	Know After Action Review process	Yes	Yes
	805B-K-0092	Know Area of Operation	Yes	Yes

Skill	<u>Skill Id</u>	<u>Title</u>	<u>Taught</u>	<u>Required</u>
	805B-S-0007	Operate A Computer	Yes	Yes
	805B-S-0064	Perform Interpersonal Communication (IPC)	Yes	Yes
	805B-S-0065	Perform Organizational Skills	Yes	Yes
	805B-S-0066	Perform Army Writing Skills	Yes	Yes
	805B-S-0067	Perform Personal Communications	Yes	Yes
	805B-S-0075	Perform After Action Review	Yes	Yes
	805B-S-0004	Navigate Computer Software	Yes	Yes
	805B-S-0006	Perform Public Speaking	Yes	Yes
	805B-S-0035	Perform Research Skills	Yes	Yes
	805B-S-0096	Perform Demonstrations	Yes	Yes

Administrative/ Academic Hours	The administrative/academic hours required to teach this lesson are as follows:			
<u>Academic</u>	<u>Resident Hours / Methods</u>			
Yes	0 hrs	40 mins	Practical Exercise (Hands-On)	
Yes	0 hrs	10 mins	Conference/Discussion	
Yes	0 hrs	0 mins	Test Review	
Yes	0 hrs	0 mins	Test	
<hr/>				
Total Hours:	1 hr	0 mins		

**Test Lesson  
Number**

Hours

Lesson Number

None

**Prerequisite  
Lesson(s)**

Lesson Number

Lesson Title

None

**Training  
Material  
Classification**

Security Level: This course/lesson will present information that has a Security Classification of: U - Unclassified.

**Foreign  
Disclosure  
Restrictions**

FD5. This product/publication has been reviewed by the training/educational developers in coordination with the PEC-SMTC FD authority. This product is releasable to students from all requesting foreign countries without restrictions.

**References**

<u>Number</u>	<u>Title</u>	<u>Date</u>	<u>Additional Information</u>
AR 360-1	The Army Public Affairs Program		
LG to AAR	A Leader's Guide to After Action Reviews (AAR)	01 Sep 2011	
NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	04 Aug 2006	
NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	28 Apr 2006	

**Student Study  
Assignment**

Students must complete the 'Interact With Local Media' dL module and read their Job Aid in its entirety.

**Instructor  
Requirements**

SMTC Qualified Instructor(s)

**Additional  
Support  
Personnel  
Requirements**

Name

Student  
Ratio

Qty

Man  
Hours

None

**Equipment  
Required  
for Instruction**

<u>ID - Name</u>	<u>Student Ratio</u>	<u>Instructor Ratio</u>	<u>Spt</u>	<u>Qty</u>	<u>Exp</u>
6130-01-C12-1514 - Power Supply Assembly, TYX: Battery Back Up UPS APC	1:5	1:1	No	0	No
6730-01-C07-0756 - Projector, LCD/DLP: ELP7200 Epson	0:0	1:1	No	0	No
6730-01-C13-1784 - Screen Projection, Rear/Fixed or PT: 980S Quartet	0:0	1:1	No	0	No
702101C056576 - COMPUTER, PERSONAL WORKSTATION	1:1	0:0	No	0	No
7025-01-559-1352 - Display Unit: Smartboard White 64	0:0	1:1	No	0	No
7520-01-186-3605 - Marker Assortment, Tube Type	1:1	5:1	No	0	Yes
7520-01-C12-6434 - Easel, portable with/without Access TY SZ AA: QRT500TE Quartet	1:5	1:1	No	0	No
7730-01-C09-7569 - Television Large Screen, with Stereo Speakers: Regza 42RV530U Toshiba	0:0	2:1	No	0	No

(Note: Asterisk before ID indicates a TADSS.)

**Materials  
Required***Instructor Materials:*

1. Recruiter Work Station (RWS)
2. Instructor CD
3. AR 360-1
4. DA Pam 360-3
5. NGR 601-1
6. Job Aid
7. NGB UPAR Handbook

*Student Materials:*

1. Recruiter Work Station
2. Student CD
3. AR 360-1
4. DA Pam 360-3
5. NGR 601-1
6. Job Aid
7. NGB UPAR Handbook

**Classroom,  
Training Area,  
and Range  
Requirements**

<u>ID - Name</u>	<u>Quantity</u>	<u>Student Ratio</u>	<u>Setup Mins</u>	<u>Cleanup Mins</u>
17120-M-1600-40 Classroom, Multipurpose, 1600 Square Feet, 40 Students		1:25	10	10

**Ammunition Requirements**

<u>DODIC - Name</u>	<u>Exp</u>	<u>Student Ratio</u>	<u>Instruct Ratio</u>	<u>Spt Qty</u>
None				

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**Instructional Guidance**

**NOTE:** Before presenting this lesson, instructors must thoroughly prepare by studying this lesson and identified reference material.

Instructors must ensure the Operating Environment (OE) is addressed throughout the lesson.

Instructors should validate that students completed their online dL homework prior to starting this lesson (See 'Student Study Assignment section of this LP for more information). Instructor should ensure they have printed out the scanrio handouts prior to beginning this lesson.

**Proponent Lesson Plan Approvals**

<u>Name</u>	<u>Rank</u>	<u>Position</u>	<u>Date</u>
None			NO DATA

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## SECTION II. INTRODUCTION

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Method of Instruction: Conference/Discussion  
Instr Type(I:S Ratio/Qty): 79T Certified Instructor (1:25/0)  
Time of Instruction: 5 mins  
Instructional Strategy: Large Group Instruction

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### Motivator

#### Show VU #1: Title Slide

Think about the last time you saw a story in the local media about an ARNG Soldier enlisting, getting promoted, completing a commissioning program, or graduating from Basic Training. Has it been awhile? Was it front page news? Now, when was the last time you heard a story about recruiter impropriety? Where did you see or hear that? A story like that could end up on CNN. The point is this, when news about the ARNG is good it doesn't always get the attention it deserves. When it's bad it seems the whole world knows. Using the media to the advantage of the ARNG falls on your shoulders and depends largely on the relationships you have fostered in the local media. Sure, your state has a state Public Affairs Office (PAO) but, they are often limited on the number of full-time staff they have. Consequently, as a recruiter you will serve as an extension of their office. In this block of instruction we will discuss two specific types of interaction with your local media coordinated and uncoordinated.

#### Show VU #2: TLO

### Terminal Learning Objective

**NOTE.** Inform the students of the following Terminal Learning Objective requirements.

At the completion of this lesson, you [the student] will:

Action:	Interact with local media to promote the ARNG
Conditions:	Given a RWS, AR 360-1, DA PAM 360-3, NG Pam 601-1, NGR 601-1, NGB UPAR Handbook, and Job Aid
Standards:	Students must demonstrate how to deal with local media.

### Safety Requirements

In a training environment, leaders must perform a risk assessment in accordance with FM 5-19, Composite Risk Management. Leaders will complete each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil consideration, (METT-TC).

No food or drink is allowed near or around electrical equipment (CPU, file servers, printers, projectors, etc.) due to possible electrical shock or damage to equipment. Exercise care in personal movement in and through such areas. Avoid all electrical cords and associated wiring. In the event of an electrical storm, you will be instructed to power down equipment. Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation.

In the event of a tornado, or other adverse weather, designated storm shelters provide

protection. In SGT Young Hall, the designated storm shelters are: all latrines and GuardX Rooms, Classrooms #107 and #108.

**Risk Assessment Level**

**Low - Power and Data Cables on the floor.**

Assessment: Power cords and data cables may cause a potential tripping hazard.

Controls: Tape or secure cables to the floor.

Leader Actions: Inspect floor prior to training. Periodically remind students to look down before they move their feet.

**Low - Food or drink near computer and electrical equipment**

Assessment: Food or drinks may spill into electrical equipment and cause an electrical shock and damage equipment.

Controls: Do not allow food or drink around electrical or computer equipment.

Leader Actions: Inspect classroom prior to training. Identify and correct violations.

**Low - Electrical storm**

Assessment: During an electrical storm, surges of electricity can be passed through electrical equipment and can pose a hazard to equipment users.

Controls: Power down all electrical equipment.

Leader Actions: Conduct exterior inspection of building to ensure no tree limbs are in contact with the building. Locate fire extinguisher(s) and first aid kit(s) and ensure they are functional.

**Low - Inclement Weather**

Assessment: Tornadoes, hurricanes or other tropical storms can pose a huge safety risk.

Controls: In an emergency, move towards designated storm shelters.

Leader Actions: Identify storm shelters in the building and brief students.

**Environmental Considerations**

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**NOTE:** Instructor should conduct a Risk Assessment to include Environmental Considerations IAW FM 3-34.5, Environmental Considerations {MCRP 4-11B}, and ensure students are briefed on hazards and control measures.

Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. It is the responsibility of all Soldiers and DA Civilians to protect the environment from damage.

**Evaluation**

Refer student to the Individual Student Assessment Plan (ISAP).

**Instructional Lead-in**

Promoting a positive image of the ARNG and yourself are vitally important to your success as

an RRNCO. This lesson builds on the ideas of positively promoting yourself and ARNG by using your local media.

## SECTION III. PRESENTATION

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TLO - LSA 1. Learning Step / Activity TLO - LSA 1. Local Media Review

Method of Instruction: Practical Exercise (Hands-On)

Instr Type(I:S Ratio/Qty): 79T Certified Instructor(1:25/0)

Time of Instruction: 0 hrs 40 mins

Instructional Strategy: Large Group Instruction

Media Type: Practical Exercise

Security Classification: This course/lesson will present information that has a Security Classification of: U - Unclassified.

a. For the first 5 minutes, ask questions if they had any questions in regard to completing the online module. Generate a brief discussion on some of the high points that were uncovered during the dL training.

**NOTE:** Distribute PE scenarios to groups. Alternate A or B to each group so they are evenly distributed. Each group will only receive one scenario.

b. Break students down into small groups and assign a recorder and a presenter. Groups will be given 5 minutes to read their scenario, and answer the questions. After the 5 minutes has expired, each group will have 5 minutes to explain their scenario to the class and present their answers to the questions. While groups are working, circulate throughout the class to ensure all students are participating. Provide feedback after each group has presented.

### **Show VU #3: Check on Learning**

Check on Learning:

#### **Show VU #3: Check on learning**

**NOTE:** Students will respond to Check on Learning questions using the CPS Response system.

To share stories about community-based programs and new recruits joining the ARNG, which medium is best?

- a. TV stations
- b. FaceBook
- c. Radio Stations
- d. **Hometown weekly or small daily newspapers**

**REF: Job Aid, Chapter 12**

#### **Show VU #4: Check on learning**

Reporters call you for information about a person they suspect is in the National Guard and is accused of a crime, what do you do?

- a. Confirm that he/she is a Soldier
- b. Give your opinion about the situation
- c. Give them the Soldier's phone number
- d. **Refer them to the full-time state affairs office**

**Ref: AR 360-1 chpt 5-3**

Review Summary:

As RRNCOs, you are the face of the ARNG. It is imperative that you present yourself in a professional matter, and act ethically. Since we are embedded in our communities, often times an RRNCO is the first person a media representative will approach about a particular issue. You must be cognizant of the rules and regulations regarding what you can talk about and what you cannot. Failure to abide by these regulations may jeopardize the mission or the integrity of the ARNG.

**Show VU #5: TLO**

## SECTION IV. SUMMARY

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Method of Instruction:	Conference/Discussion
Instr Type(I:S Ratio/Qty):	79T Certified Instructor(1:25/0)
Time of Instruction:	5 mins
Instructional Strategy:	Large Group Instruction

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### **Check on Learning**

Check on Learning questions are included at the end of every LSA.

### **Review/ Summary**

As an RRNCO, it is crucial to your success to build a positive relationship with local media outlets. In addition, you need to have a close working relationship with your State Public Affairs Officer (PAO). They can provide you with media contacts and local guidance on dealing with the media.

## SECTION V. STUDENT EVALUATION

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### **Testing Requirements**

Refer student to the Individual Student Assessment Plan (ISAP).

### **Feedback Requirements**

Schedule and provide immediate feedback in context to the material presented. Answer students' questions, correct misunderstandings, and provide remedial training as needed.

**Appendix A - Viewgraph Masters**

**ARNG - SQI4- Interact with Local Media  
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<b>Sequence</b>	<b>Media Name</b>	<b>Media Type</b>
None		

## Appendix B - Test(s) and Test Solution(s)

**Appendix C - Practical Exercises and Solutions**

**PRACTICAL EXERCISE(S)/SOLUTION(S) FOR LESSON 805B-PJA9T106 Version 3.0**

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**Appendix D - Student Handouts**

**ARNG - SQI4- Interact with Local Media  
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<b>Sequence</b>	<b>Media Name</b>	<b>Media Type</b>
0	DL Storyboard	DOC
0	JobAid	PDF
0	Breakout Scenarios	DOC
0	DL_InteractWLocalMedia	DOC
0	UPAR Handbook	PDF

Appendix E - TRAINER'S LESSON OUTLINE

ARNG - SQI4- Interact with Local Media

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DRAFT

1. The importance of this lesson: (Why)

Interact with Local Media

2. What we want our Soldiers to Achieve: (Outcomes/Standard)

Interact with local media within State Public Affairs Office guidelines.

3. Tasks to be taught

<u>Task Number</u>	<u>Task Title</u>	<u>Task Type</u>
805B-79T-2614	Interact with Local Media	Individual TAUGHT

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Additional Non-Standard Tasks

None

4. References:

<u>Reference Number</u>	<u>Reference Title</u>	<u>Date</u>
AR 360-1	The Army Public Affairs Program	
LG to AAR	A Leader's Guide to After Action Reviews (AAR)	01 Sep 2011
NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	04 Aug 2006
NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	28 Apr 2006

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Additional Non-Standard References

None

## 5. Resources

*TIME: Time of Instruction (Time not specified)*

*LAND: Classroom, Training Area, and Range Requirements*

<u>Id</u>	<u>Name</u>
17120-M-1600-40	Classroom, Multipurpose, 1600 Square Feet, 40 Students

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*AMMO: Ammunition Requirements*

<u>DODIC</u>	<u>Name</u>
None	

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*MISC: Materiel Items and TADSS Requirements*

<u>Id</u>	<u>Name</u>
6130-01-C12-1514	Power Supply Assembly, TYX: Battery Back Up UPS APC
6730-01-C07-0756	Projector, LCD/DLP: ELP7200 Epson
6730-01-C13-1784	Screen Projection, Rear/Fixed or PT: 980S Quartet
702101C056576	COMPUTER, PERSONAL WORKSTATION
7025-01-559-1352	Display Unit: Smartboard White 64
7520-01-186-3605	Marker Assortment, Tube Type
7520-01-C12-6434	Easel, portable with/without Access TY SZ AA: QRT500TE Quartet
7730-01-C09-7569	Television Large Screen, with Stereo Speakers: Regza 42RV530U Toshiba

(Note: Asterisk before ID indicates a TADSS.)

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## Additional Non-Standard Resources

None

## 6. A possible technique to achieve the outcome:

None

## 7. Conduct AAR with Soldier and Cadre.

None

**NOTE:** Before presenting this lesson, Instructors must be thoroughly prepared by studying the appropriate lesson plan and identified reference material.