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Public Affairs Department

JOB DESCRIPTIONS



2005-2006

United States Coast Guard Auxiliary

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CHIEF, DEPARTMENT OF PUBLIC AFFAIRS

In addition to the General Duties, the CHIEF, DEPARTMENT OF PUBLIC AFFAIRS, under the general direction of the National Commodore and the National Directorate Commodore for Member Services, shall have the following duties:

- Be responsible for national promotion of the Auxiliary public image by means of newspaper, television, radio, trade journals, magazines, and related public communication channels, including boat shows and exhibits.
- Provide adequate news coverage for all meetings of the National Board, National Conferences, and other functions attended by the members of the National Executive Committee.
- Be responsible for maintaining active lines of communication with district, division and flotilla staff officers, and create useful public affairs and promotional materials and guidance related to their programs and goals.
- When directed by the National Commodore, develop effective liaison with national organizations concerned with boating and boating safety to gain their support in promoting the Auxiliary.
- Develop and maintain an Auxiliary National Communications Plan, which informs all customers of the Auxiliary on its objectives, programs and activities.
- Establish and maintain a system of monthly information on Auxiliary activities and accomplishments to the Coast Guard flag officers.

DEPUTY DEPARTMENT CHIEF, DC-Ad

In addition to the General Duties, the DEPUTY CHIEF, DEPARTMENT OF PUBLIC AFFAIRS, under the general direction of the Chief, Public Affairs Department, shall have the following duties:

- Chief of staff of the department, coordinating the activities of division personnel and periodic reporting of division goals, accomplishments, and challenges to the Department Chief.
- Coordinate projects involving technology, including Internet and digital video formats. Act as moderator of the public affairs listservers, "AUXPA" and "AUXPAO". Assist in combining creative and technical resources to produce the department web site and the public information web pages on the national Auxiliary web site.
- Direct the development of training resources, including the department's training modules presented at the National Auxiliary Training Conference ("N-TRAIN").
- Perform other duties as may be requested by the DC-A.

GENERAL DUTIES

Division Chief

- Under the immediate supervision of the chief or deputy chief of the department, exercise close supervision of the activities of the branch chiefs assigned to the division.
- Ensure that the policies established by the appropriate manuals, and amplified by the national Commodore and the national Board, are effectively executed.
- Submit written reports as determined by the department chief, advising of the activity within the department.
- Participate in the planning of seminars, workshops, forums, and panel discussions for National meetings, and other such meetings, as may be directed by the department chief.
- Inform the department chief/deputy chief of all matters pertaining to the division and furnish copies of correspondence to when required.
- Act as custodian for all important records, minutes, books, documents, correspondence and other such property of the auxiliary that may be assigned, and deliver the same to your successor in office upon relief.
- Consult frequently with the department chief /deputy chief concerning the administration of the division.
- Consult frequently with the branch chiefs concerning their assigned duties.
- Ensure that verbal instructions to branch chiefs are confirmed in writing, with copies to the department chief, deputy chief.
- Ensure that branch chiefs comply with all policies established for their respective offices by the appropriate manuals and amplified by the National Board, the national Executive Committee, and the National Commodore.
- Maintain a report control system to ensure that branch chiefs render such reports as are required by the competent authority.
- Use vertical staffing to keep pertinent district, division and flotilla staff officers informed of auxiliary matters important to the functions of the field staff officers in the performance of their duties. Information copies of all such correspondence and reports shall be forwarded to the district commodores concerned.
- Work toward the immediate and long-term goals of the Coast Guard Auxiliary which are the specific responsibility of the division.
- Avoid establishing policy or requiring action to be taken without approval of proper authority.

- As requested by the department chief, submit articles for *The Navigator*, via the department chief, to keep the membership informed of important developments within the division. All articles must have by-lines to be published.

Branch Chief

- Under the immediate supervision of the division chief, execute the duties assigned.
- Ensure that policies established by competent authority are effectively executed.
- Submit monthly reports as requested by the division chief, advising of the activity within the branch.
- Participate in the planning of seminars, workshops, forums and panel discussions for National meetings and other such meetings as may be directed by the division chief.
- Inform the division chief of all matters pertaining to the branch, and furnish copies of all correspondence when requested.
- Act as custodian of all records, minutes, books, documents, correspondence, and other such property of the Auxiliary that may be assigned, and deliver same to your successor in office upon relief.
- Consult frequently with the division chief concerning the administration of the branch.
- Ensure all reports required as promptly submitted.
- Use vertical staffing to keep pertinent district, division and flotilla staff officers informed of Auxiliary matters important to the function of the field staff officers in the performance of their assigned duties. Copies of all such correspondence and reports shall be forwarded to the district commodores concerned.
- Work toward the immediate and long-term goals of the auxiliary which are the specific responsibility of the respective branch.
- As requested by the division chief, submit article for *The Navigator*, via the division and department chief, so as to keep the membership informed of important developments within the branch. All articles must have a by-line to be published.
- Avoid establishing policy or requiring action to be taken without approval of the cognizant authority.
- Perform other duties as may be assigned by the division chief.
- Exercise close supervision of assigned branch assistants.

IMAGERY DIVISION**Imagery Division Chief, DVC-AI**

In addition to the General Duties, the CHIEF, IMAGERY DIVISION, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from their branch chiefs, if assigned. Moreover, they should keep the Department Chief/Deputy Department Chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Deputy Department Chief, Public Affairs Department shall be assigned the following duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Assist all National Departments, the National Executive Committee and National Board, Inc. in developing literature, posters and promotional circulars, brochures and similar materials through design techniques and mechanical means.
- Coordinate the efforts of other members of the Division in the production of camera ready copy and artwork suitable for use in desktop publishing.
- Participate in and direct the layout, design, art, photography, illustrations and audio products as requested by the Chief and Deputy Department Chief of Public Affairs.
- When requested, prepare and submit appropriate graphic materials for inclusion in *The Navigator*.
- Perform other duties as may be requested by the DC-A or DC-Ad.

PROMOTIONAL BROCHURES BRANCH CHIEF, BC-AIB

In addition to the General Duties, the CHIEF, PROMOTIONAL BROCHURES BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally under the immediate supervision of the Chief, Imagery Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Assist the Chief, Imagery Division, with the layout of promotional brochures and other promotional materials including public service announcements, works of art and preparation of camera-ready material.
- Perform other duties as may be requested by the DC-A or DC-Ad.

CLIP ART BRANCH CHIEF, BC-AIC

In addition to the General Duties, the CHIEF, CLIP ART BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally under the immediate supervision of the Chief, Imagery Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Acquire or make clip art to enhance instructional and promotional material to enhance the publications and web sites of the Auxiliary and its promotional materials such as posters and brochures.
- Assure availability of clip art to Auxiliary publications by posting images in AuxIMAGE.
- Perform other duties as may be requested by the DC-A or DC-Ad.

GRAPHIC DESIGN BRANCH CHIEF, BC-AIG

In addition to the General Duties, the CHIEF, GRAPHIC DESIGN BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally under the immediate supervision of the Chief, Imagery Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Work with other personnel in the Department of Public Affairs, the Coast Guard or other Auxiliary personnel as deemed necessary and appropriate to develop unique and original graphic illustrations in auxiliary texts, training manuals and promotional materials.
- Perform other duties as may be requested by the DC-A or DC-Ad.

GRAPHIC DESIGN BRANCH CHIEF, BC-AID

In addition to the General Duties, the CHIEF, GRAPHIC DESIGN BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally under the immediate supervision of the Chief, Imagery Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Work with other personnel in the Department of Public Affairs, the Coast Guard or other Auxiliary personnel as deemed necessary and appropriate to develop unique and original graphic illustrations in auxiliary texts, training manuals and promotional materials.
- Perform other duties as may be requested by the DC-A or DC-Ad.

BRANCH CHIEF, VIDEO, BC-AIV

In addition to the General duties, the BRANCH CHIEF, AUDIO, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally under the immediate supervision of the Chief, Imagery Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Direct and coordinate the activities of assigned video projects.
- Act as producer and director of video productions or designate an appropriately trained member to assume these responsibilities. Review all scripts prior to production.
- Establish and maintain close liaison with all National Departments in relation to their video needs. Act as a focal point for all Auxiliary video productions.
- Maintain close liaison with Coast Guard Headquarters in regard to Auxiliary video production and archived videos
- Adequately staff and train a Videography Corps, composed of non-National Staff members throughout the country who are available for video assignments upon request from DCOs, DCs and/or their delegates
- Assure that a library of Auxiliary video tapes and master copies are maintained at AUXCEN.
- Identify and procure video shots, scenes and sequences and maintain a file for future use.
- Perform other duties as may be requested by the DC-A or DC-Ad.

BRANCH CHIEF, AUDIO, BC-AIA

In addition to the General duties, the BRANCH CHIEF, AUDIO, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally under the immediate supervision of the Chief, Imagery Division, they shall be assigned the

following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Direct and coordinate the activities of assigned audio projects.
- Act as producer and director of all audio productions or designate an appropriately trained member to assume these responsibilities. Review all scripts prior to production.
- Establish and maintain close liaison with all National Departments in relation to their audio needs. Act as a focal point for all Auxiliary audio productions.
- Maintain close liaison with Coast Guard Headquarters in regard to Auxiliary audio production and archived audio files.
- Assure that a library of Auxiliary audio tapes and disks is maintained at AUXCEN.
- Identify and produce audio projects and maintain downloadable files.
- Perform other duties as may be requested by the DC-A or DC-Ad.

BRANCH CHIEF, PHOTOGRAPHY, AIP

In addition to the General Duties the BRANCH CHIEF, PHOTOGRAPHY BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally under the immediate supervision of the Chief, Imagery Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Build, maintain and coordinate a still photography program in the Coast Guard Auxiliary (the Photo Corps). Emphasis will be on obtaining high resolution still photos for publications.
- Identify professional and advanced amateur photographers who have adequate equipment. Photographers will not hold a National staff position, but will serve as a member of the Photography Corps.
- Provide information to the auxpa web site (to be maintained by the A-Department) so the BC-AIP and the photographers can be contacted. Also maintain a complete roster of Photography Corps Member and maintain contact with each member (via email) at least once a month. As needed, send updated rosters to the DSO-PAs, Department Chief's, etc.

- Work with the group to establish a photojournalistic style for photographs and establish the necessary quality and editorial controls to provide quality images. As a general rule, photos should be taken in digital format, at least 300 dpi (meaning that they are 4" x 6" or larger).
- Suggest a monthly subject to the photographers and establish the look and feel desired in the photographs. Subjects will include everyday Auxiliary activities, such as public education classes, patrols, etc. Special projects may be undertaken, including assisting collateral duty PAOs at Coast Guard units.
- Photographers will send images to the BA-AIP for editing and discussion among the group. The BC-AIP will submit images meeting our quality standards to the Coast Guard (CGVI) and Auxiliary image archives, building a base of images for all uses.
- Emphasize digital photography. Print photography will still be encouraged, but processed or scanned as high quality images and transmitted via the Internet..
- Establish contact with the G-IPA Imagery Branch and maintain a working relationship to establish liaison and close communication to promote Coast Guard and Auxiliary photography and cooperation.
- Perform other duties as may be requested by the DC-A or DC-Ad.

VIDEO TASK FORCE BRANCH CHIEF, BC-AIT (Jeff Piolet)

In addition to the General Duties, the CHIEF, VIDEO TASK FORCE BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally under the immediate supervision of the Chief, Imagery Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Coordinate the efforts of the Video Task Force
- Identify technical capabilities within the Video Task Force for performing particular types of filming and filmmaking capabilities, such as camera work, editing, production, post-production, duplication, archiving and storage.
- Keep a list of members of the Video Task Force
- Make the resources of the Video Task Force known and available to Auxiliary personnel throughout the nation
- Field and place specific requests for video assistance in the Pacific Area and Atlantic Area-West

- Identify and coordinate activities with other government facilities in the Pacific Area and Atlantic Area-West
- Perform other duties as may be requested by the DC-A or DC-Ad.

COASTIE DIVISION**COASTIE DIVISION CHIEF, DVC-AC**

In addition to the General duties, the CHIEF, COASTIE DIVISION, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from their branch chiefs, if assigned. Moreover, they should keep the Department Chief/Deputy Department Chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Deputy Department Chief, Public Affairs Department shall be assigned the following duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Develop and keep current the Coast Guard Auxiliary Coastie plan and operating program
- Oversee Coastie website, keeping all information current and correct..
- Develop a Coastie Program with the Coastie Branch Chief, bring together appropriate existing Auxiliary programs, updating their content and establishing training and support material as needed.
- Supervise and assist Branch Chiefs with research and development of their individual programs.
- Perform other duties as may be requested by the DC-A or DC-Ad.

TRAINING BRANCH CHIEF, BC-ACC

In addition to the general duties, the CHIEF, COASTIE TRAINING BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Coastie Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Develop and keep current the Coast Guard Auxiliary Coastie plan and operating program.
- Develop and implement a national training program for all Coastie operators.
- Update all Coastie training programs as necessary throughout the tenure of the Branch Chief's term.
- Perform other duties as may be requested by the DC-A or DC-Ad.

DISTRICT LIASION BRANCH CHIEF, BC-ACL

In addition to the general duties, the CHIEF, DISTRICT LIASION BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Coastie Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Keep track of all Coastie locations.
- Assist Division and Districts as necessary with Coastie activities and scheduling.
- Relay requests for Coastie appearances to the appropriate Coastie Uncle.
- Perform other duties as may be requested by the DC-A or DC-Ad.

COASTIE TECHNICAL SUPPORT BRANCH CHIEF, BC-ACT

In addition to the general duties, the CHIEF, COASTIE TECHNICAL SUPPORT BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Coastie Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Keep all Coastie owners updated on latest technical data from Robotronics.
- Inform all Coastie owners of any factory defects or recalls.
- Inform and assist all Coastie owners on any infield Coastie problems.
- Perform other duties as may be requested by the DC-A or DC-Ad.

PROGRAMMER BRANCH CHIEF, BC-ACW

In addition to the General Duties, the CHIEF, PROGRAMMER BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Coastie Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Complete such programming and design of the Coastie web site that relate to the missions of the department that are intended expressly for the education of the general public.
- Be responsible for maintaining a consistent design with the content provided by other Department Branch Chiefs.
- Perform other duties as may be requested by the DC-A or DC-Ad.

SPECIAL PROJECTS DIVISION**SPECIAL PROJECTS DIVISION CHIEF, DVC-AS**

In addition to the General Duties, the CHIEF, SPECIAL PROJECTS DIVISION, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from their branch chiefs, if assigned. Moreover, they should keep the Department Chief/Deputy Department Chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Deputy Department Chief, Public Affairs Department shall be assigned the following duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Develop and promote effective special projects, as requested, to make the purposes and accomplishments of the Auxiliary better known to the public, as well as the membership and Coast Guard.
- Strive to maintain the best possible liaison and promote the best interests of the Auxiliary with the National Safe Boating Council.
- Coordinate Auxiliary involvement with National Safe Boating Week activities by encouraging appointment of National Safe Boating Week Project Officers on the district, division and flotilla levels. Provide instruction on the mailing of the NSBW packets and ordering of materials and distributing Certificates of Appreciation to District Commodores to those giving outstanding assistance to National Safe Boating Week.
- Perform other duties as may be requested by the DC-A or DC-Ad.

PUBLIC AFFAIRS CONTESTS BRANCH CHIEF, BC-ASC

In addition to the General Duties, the CHIEF, PUBLIC AFFAIRS CONTEST BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Special Projects Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Supervise and update the annual National Public Affairs Awards program.
- Via the DC-Ad, post a contest notice with requirements and deadlines in the Winter and Spring issues of *The Navigator*.
- Prepare an announcement of the contest to be distributed to the National Board in January.

- Collect all contest submittals and chair the judging committee.
- Order plaques for first place winners at the district, division and flotilla levels and prepare information for DC-A to make the presentations at NACON. Send “thank You’ acknowledgements to all members who submitted an entry in the PA contests.
- Perform other duties as may be requested by the DC-A or DC-Ad.

LIAISON NATIONAL SAFE BOATING WEEK BRANCH CHIEF, BC-ASB

In addition to the General Duties, the CHIEF, NATIONAL SAFE BOATING WEEK BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Special Projects Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Coordinate NSWB activities with appropriate Auxiliary and non-Auxiliary proponents.
- Act as a spokesman at NSWB meeting and events.
- Perform other duties as may be requested by the DC-A or DC-Ad.

ISAR BRANCH CHIEF, BC-ASI

In addition to the General Duties, the CHIEF, ISAR BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Special Projects Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Establish a close liaison with the Auxiliary Operations Department and act as their point of contact for all public affairs activities pertaining to ISAR.
- Establish a close liaison with all non-U.S.C.G. Auxiliary authorities to better foster understanding and cooperation with all international search and rescue events.
- Arrange and assist in covering ISAR events for *The Navigator* and *SITREP*.
- Establish a media list and send appropriate news releases when warranted.
- Perform other duties as may be requested by the DC-A or DC-Ad.

COMMUNITY OUTREACH BRANCH CHIEF, BC-ASO

In addition to the general duties, the CHIEF, COMMUNITY OUTREACH BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Special Projects Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Develop an Auxiliary Community Outreach Program with the Special Projects Division Chief.
- Act as the Auxiliary point of contact for Public Affairs outreach programs
- Gather appropriate existing Auxiliary programs, updating their content and establishing training and support material as needed.
- Establish and maintain contact with W-IPA-3 personnel to develop and promote Auxiliary and Coast Guard Community Outreach programs and materials.
- Establish and maintain a Speaker's Bureau program. Develop materials for use by members participating in that program, and work with the AUXPA webmaster to create a Request a speaker" section of the auxpa web site.
- Establish a downloadable area on the A-Department web page for all outreach materials.
- Oversee development of new community outreach programs and materials.
- Write articles for publications, keeping members aware of outreach programs. Develop programs to promote outreach to traditionally underserved segments of the communities in which Auxiliarists live and work
- Develop material explaining how to use existing resources to perform outreach efforts to children and others in the community
- Develop exhibits depicting our programs for use at NACON, Scout Jamborees, and other national events.
- Perform other duties as may be requested by the DC-A or DC-Ad.

BSA JAMBOREE BRANCH ASSISTANT, BA-ASJ

In addition to the General Duties, the BSA Jamboree Branch Assistant shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner.

Additionally, under the immediate supervision of the Chief, Community Outreach, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Assist in the identification of resources within the Auxiliary to support the BSA Jamboree.
- Coordinate the development of the Auxiliary specific exhibit at the Jamboree
- Schedule Auxiliarists to serve in connection with the booth, outreach activities associated with Coastie, PFD Panda, and Officer Snook, as well as other support for the Sea Services Exhibit, including the Judgment Shoot
- Perform other duties as may be requested by the DC-A or DC-Ad.

PROGRAMMER BRANCH CHIEF, BC-ASW

In addition to the General Duties, the CHIEF, PROGRAMMER BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Special Projects Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Complete such programming and design of ISAR web sites that relate to the missions of the department that are intended expressly for the education of the general public.
- Be responsible for maintaining a consistent design with the content provided by other Department Branch Chiefs. It is expected that a team approach will be fostered to accomplish this.
- Perform other duties as may be requested by the DC-A or DC-Ad.

MEDIA DIVISION

MEDIA DIVISION CHIEF DVC-AP

In addition to the General Duties, the CHIEF, MEDIA DIVISION, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from their branch chiefs, if assigned. Moreover, they should keep the Department Chief/Deputy Department Chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Deputy Department Chief, Public Affairs Department shall be assigned the following duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Assume direct oversight and coordinate the activities of the National Press Corps, develop contacts and story ideas, make assignments and edit stories.
- Work in close association with the editors of *The Navigator*, *SITREP* and the department's web page to be sure that each gets stories by the Press Corps specific to their needs.
- Work with the Chief, Coast Guard Information Branch for effective communication with the active duty Coast Guard.
- Review and edit all articles submitted for the national publication, in accordance with such directives as are given by the National Commodore, via the Chief, Department of Public Affairs.
- Perform other duties as may be requested by the DC-A or DC-Ad.

NAVIGATOR BRANCH CHIEF BC-APN

In addition to the General Duties, the CHIEF, NAVIGATOR BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Serve as the Editor of the Auxiliary's national magazine, *The Navigator*, and maintain the highest quality publication of the broadest possible reader interest.
- Review and edit all articles submitted for the national publication, in accordance with such directives as are given by the National Commodore, via the Chief, Department of Public Affairs.
- Ensure that non-staff articles submitted for publication in *The Navigator* are properly reviewed for technical content.

- Provide a “Proof” copy of each issue to the Chief Director, National Commodore, National Vice Commodore-Chief of Staff, National Directorate Commodore-Member Services, Chief, Department of Public Affairs, and the Chiefs, Copy Editor Branch for review prior to the scheduled distribution date.
- Provide such services as are requested or required by the Coast Guard Auxiliary Association.
- Perform other duties as may be requested by the DC-A or DC-Ad.

SITREP EDITOR BRANCH CHIEF, BC-APS

In addition to the General Duties, the CHIEF, SITREP BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Serve as the Editor of the Auxiliary’s national e-magazine, *SITREP*, and maintain the highest quality publication of the broadest possible reader interest.
- Review and edit all articles submitted for the national publication, in accordance with such directives as are given by the National Commodore, via the Chief, Department of Public Affairs.
- Ensure that non -staff articles submitted for publication in *SITREP* are properly reviewed for content
- Provide such services as are requested or required by the Coast Guard Auxiliary Association.
- Perform other duties as may be requested by the DC-A or DC-Ad.

PRESS CORPS BRANCH CHIEF, BC-APP

In addition to the General Duties, the CHIEF, PACIFIC AREA BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Be responsible for a minimum of one story a month in the Pacific Area. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.

- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility.
- Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad.

PRESS CORPS BRANCH CHIEF, BC-APW

In addition to the General Duties, the CHIEF, ATLANTIC WEST AREA BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Be responsible for a minimum of one story a month in the Atlantic West Area. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.
- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility.
- Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad.

PRESS CORPS BRANCH CHIEF, BC-APA

In addition to the General Duties, the CHIEF, ATLANTIC AREA BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.

- Be responsible for a minimum of one story a month in the Atlantic Area. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.
- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility.
- Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad.

PRESS CORPS BRANCH CHIEF, BC-APR

In addition to the General Duties, the CHIEF, RBS DIRECTORATE BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Be responsible for a minimum of one story a month in the RBS Directorate. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.
- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility.
- Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad.

PRESS CORPS BRANCH CHIEF, BC-APM

In addition to the General Duties, the CHIEF, MEMBER SERVICES DIRECTORATE BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.

- Be responsible for a minimum of one story a month in the Member Services Directorate. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.
- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility.
- Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad

PRESS CORPS BRANCH CHIEF, BC-APO

In addition to the General Duties, the CHIEF, OPERATIONS DIRECTORATE BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Be responsible for a minimum of one story a month in the Operations Directorate. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.
- Provide news releases to be distributed through to FSOs-PA for use in unit newsletters and local newspapers.
- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility.
- Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad

PRESS CORPS BRANCH CHIEF, BC-APF

In addition to the General Duties, the CHIEF, AVIATION BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner.

Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Be responsible for a minimum of one story a month in the aviation program. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.
- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility.
- Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad

PRESS CORPS BRANCH CHIEF, BC-APB

In addition to the General Duties, the CHIEF, GENERAL ASSIGNMENT BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Be responsible for a minimum of one story a month. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.
- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility. Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad

PRESS CORPS BRANCH CHIEF, BC-APG

In addition to the General Duties, the CHIEF, GENERAL ASSIGNMENT BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they

shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Be responsible for a minimum of one story a month. Arrange pictures to accompany articles where possible. Make stories and available for internal and public release to include, the Auxiliary Web Public Page, *Navigator* and *SITREP* and any other appropriate media.
- Coordinate with districts, division, flotillas and departments in their assigned area to develop stories.
- Accept assignments outside their specific area of responsibility. Assist as needed by taking already written stories, edit and rewrite the stories to bring them up to acceptable national standards.
- Perform other duties as may be requested by the DC-A or DC-Ad

COPY EDITOR BRANCH CHIEF, BC-APD

In addition to the General Duties, the CHIEF, COPY EDITOR BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Work with the editor of *The Navigator* or other Auxiliary publication to rewrite articles as necessary.
- Proofread assigned stories to ensure proper spelling, punctuation and grammar of all articles published.
- Write and maintain a Publications Guide that will provide guidance to Publications Officers on proper style and standards for producing newsletters and other methods of disseminating information to the membership.
- Provide such services as are requested or required by the Coast Guard Auxiliary Association, Inc.
- Perform other duties as may be requested by the DC-A or DC-Ad

COPY EDITOR BRANCH CHIEF, BC-APC

In addition to the General Duties, the CHIEF, COPY EDITOR BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Media Division, they shall be assigned the

following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Work with the Editor of *The Navigator* or other Auxiliary publication to rewrite articles as necessary.
- Proofread assigned stories to ensure proper spelling, punctuation and grammar of all articles published.
- Write and maintain a Publications Guide that will provide guidance to Publications Officers on proper style and standards for producing newsletters and other methods of disseminating information to the membership.
- Provide such services as are requested or required by the Coast Guard Auxiliary Association, Inc.
- Perform other duties as may be requested by the DC-A or DC-Ad

HISTORY DIVISION

HISTORY DIVISION CHIEF, DVC-AH

In addition to the General duties, the CHIEF, HISTORY DIVISION, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from their branch chiefs, if assigned. Moreover, they should keep the Department Chief/Deputy Department Chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Deputy Department Chief, Public Affairs Department shall be assigned the following duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Develop and keep current the Coast Guard Auxiliary historical plan and operating program.
- Coordinate the collection and preservation of all forms of archival and museum materials.
- Coordinate records control and disposition procedures to entire staff to ensure that important historical materials are retained.
- Encourage the donation of the papers and memorabilia of key Auxiliarists.
- Maintain continuous liaison and cordial relationships with the staff in charge of the Coast Guard Auxiliary Collection at East Carolina University.
- Maintain a close working relationship with the Coast Guard Historian coordinating the Auxiliary historical program with that of the Coast Guard.
- Maintain cordial relations with the directors and staffs of the Coast Guard and maritime museums (e.g. Coast Guard Academy; Mariners; Mystic Seaport; Mariner's Museum; San Francisco maritime museums).
- Represent the Coast Guard Auxiliary at meetings of selected historical and other learned societies to stir interest in Auxiliary history and to keep current on developments in the field of maritime history.
- Coordinate the training of District Historians.
- Provide historical support to the National Executive Committee and the National Staff.
- Establish and encourage an oral history program working with Branch Chiefs and District Historians.
- Encourage the writing and publication of historical articles which foster pride in service among Auxiliary members and enhance regard for the Auxiliary by others.
- Maintain a footnoted Auxiliary dateline featuring major historical milestones of national significance (defined as Auxiliary participation in world or national events, more than three state operations,

operations involving more than 150 Auxiliarists, major administrative, insignia, and uniform changes).

- Perform other duties as may be requested by the DC-A or DC-Ad

ARCHIVES BRANCH CHIEF BC-AHA

In addition to the general duties, the CHIEF, ARCHIVES BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, History Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Responsible for the collection and preservation of Auxiliary artifacts and materials to include documents, publications, audio visual records, and ephemera until these are turned over to the Coast Guard Auxiliary Records Collection at East Carolina University.
- Encourage the donation of personal papers and other items of historical value, as well as unit records and copies of records and publications in district permanent collections.
- Coordinate with the archivist in charge of the Coast Guard Auxiliary Collection at East Carolina University the dissemination of catalogue material and procedures for using the collection to scholars and Auxiliary researchers.
- Prepare the archives section of the History Division Procedures Guide and PI
- Working with the BC-AHR, collect and preserve Auxiliary archival material pertaining to historical milestones of major national significance.
- Working with the BC-AHR, supplement the Auxiliary bibliography with references to national daily and local daily newspapers, as well as national magazines.
- Working with the BC-AHR, supplement listing of Auxiliary source listing as acquired.
- Develop and maintain a National and District Awards listing with background and history on each award. Encourage collection and preservation of award citations.
- Encourage District Historians to develop files on significant on-going local activities particularly work with local lighthouses and small boat stations. This shall include significant local disaster work and other exceptional mission work.
- Perform other duties as may be requested by the DC-A or DC-Ad

MUSEUMS BRANCH CHIEF, BC-AHM

In addition to the General Duties, the CHIEF, MUSEUMS BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, History Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Develop and administer the Coast Guard Auxiliary museum program to include permanent and traveling exhibits at the Coast Guard and other recognized maritime museums.
- Seek donation of artifacts that will illustrate Auxiliary history to include uniforms, insignia, equipment, and so forth.
- Maintain close liaison with the Curator of the Coast Guard Museum located with the Coast Guard Academy concerning an Auxiliary display exhibit at that museum.
- In coordination with the Chief, History Resource & Publication Branch, research and assist in writing the story line and labels for Auxiliary prepared history exhibits.
- Prepare and maintain current a guide to museums anywhere with Auxiliary exhibits and/or collections.
- Ensure maintenance and preservation of Auxiliary historical properties.
- Prepare the museum and artifacts section of the History Division Procedures Guide and Plan.
- Maintain a convenience, not record, reference file of Auxiliary history documentation to facilitate preparing items for publication or answering queries. Record material shall be sent to the Coast Guard Auxiliary Collection at East Carolina University.
- Maintain a file of historical photographs and other graphics portraying Auxiliary activities and key personalities which can be used to illustrate articles and books. Coordinate this with the appropriate public affairs staff.
- Work with District Historians and other PA staff to encourage the development of local exhibits at libraries and historical societies.
- Act as technical advisor on museumology to the Division Chief and other staff and exhibitors.
- Perform other duties as may be requested by the DC-A or DC-Ad

HISTORY RESOURCES AND PUBLICATION BRANCH CHIEF, BC-AHR

In addition to the General Duties, the CHIEF, HISTORY RESOURCES AND PUBLICATION BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, History Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Responsible for the publication of competently researched and well-written history of the Coast Guard Auxiliary to the members, the Coast Guard, and the public in various venues. This will include development and supervision of an Auxiliary historical writers' committee that will operate on a regional basis.
- Encourage the study, research, writing, and publication of Auxiliary history. All mediums of dissemination may be used. Coordination with the Department Public Affairs staff shall be close and continual.
- Assist the editor of the Navigator to get articles on Auxiliary history for each issue.
- Assist persons researching and writing Auxiliary history, as resources and time permits, including development of a list of magazines and other periodicals into which articles can be placed.
- Assist the Division Chief in preparing historical background for actions to come before the National Board and National Executive Committee.
- Work with other Division staff to encourage the oral history program.
- Maintain a convenience, not record, reference file of Auxiliary history documentation to facilitate preparing items for publication or answering queries. Record materials shall be sent to the Coast Guard Auxiliary Collection at East Carolina University.
- Maintain a file of historical photographs and other graphics (on and off-line) portraying Auxiliary activities and key personalities which can be used to illustrate articles and books. Coordinate this with the appropriate public affairs staff and BC-AHM.
- Maintain the Auxiliary bibliography in conjunction with the Coast Guard Historian's office.
- Maintain a listing of Auxiliary sources and their repositories, e.g., the National Archives, the Coast Guard Museum, various public libraries and museums. This is to include on-line bibliographical listings and encyclopedias. Research additional listings as required.
- In conjunction with other Division staff, provide design ideas and material for Auxiliary website.
- In conjunction with CS staff, maintain on web site, a historical repository of Auxiliary text culled from national, district, and local Auxiliary web sites. This will represent historically significant articles, listings, and documents that will supplement reference and archival material available to writers and researchers.

- Prepare the resource and publication sections of the History Division Procedures Guide and Plan.
- Perform other duties as may be requested by the DC-A or DC-Ad

PHOTO HISTORIAN BRANCH CHIEF, BC-AHP

In addition to the General Duties, the CHIEF, PHOTO HISTORIAN BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, History Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Develop and maintain a “Photography Support Program” that will promote the Auxiliary’s programs, assist other National Staff functions, and offer support to various Auxiliary publications.
- Coordinate submissions of Auxiliary digital photos to the Coast Guard Imaging System at Headquarters and the AUXImage system. Create and maintain a photo library of prints, negatives, slides and electronic pictures of Auxiliary activities for internal and external use.
- Ensure that all photographs taken are of quality and substance for use internally and externally, that all Auxiliarists are in proper uniform, that all vessels are correctly flagged and have proper patrol signs in place, and all person in the photograph are properly identified.
- As requested, submit articles on photography and specific photographs to *THE NAVIGATOR* and *SITREP*.
- Perform other duties as may be requested by the DC-A or DC-Ad

INTERNAL COMMUNICATIONS DIVISION**DIVISION CHIEF, INTERNAL COMMUNICATIONS, DVC-AN**

In addition to the General duties, the CHIEF, INTERNAL COMMUNICATIONS DIVISION, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from their branch chiefs, if assigned. Moreover, they should keep the Department Chief/Deputy Department Chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Deputy Department Chief, Public Affairs Department shall be assigned the following duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Draw guidelines and maintain liaison with District Public affairs and Publications Officers in order to significantly benefit "Coast Guard Forces" via guidance, motivation, and training of the DSOs-PA and PB
- Supervise the BC-ANA and act as liaison among and between DSOs-PA and PB to:
 - Encourage discussion and rapport between districts.
 - Share solutions, techniques, projects, ideas, and motivation.
 - Work out common problems and to overcome frustration and to procure more cooperation and mutual assistance
 - To provide and respond, on an individual basis, advice and motivation to improve both the quality and quantity of promotional activities. To make the efforts of the DSOs more productive and effective and avoid burn out and frustration.
 - To maintain a communications contact with DSOs and to maintain frequent dialog. To create a more productive and personal relationship with DSOs so they feel free to share concerns and search for solutions.
 - To provide information, goals, procedures, policies, and programs to DSOs-PA and to encourage their cooperation.
 - To gather information from DSOs for National reports.
 - To better utilize the current available tools developed by National for the benefit of PAOs in general.
- Perform other duties as may be requested by the DC-A or DC-Ad

PUBLIC AFFAIRS LIAISON BRANCH CHIEF, BC-ANA

In addition to the General Duties the CHIEF, PUBLIC AFFAIRS LIAISON BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Internal Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Train, educate, encourage, and motivate the DSO-PAs.
- Communicate and coordinate with and between the DSO-PAs as directed.
- Aid DVC-AN in identifying common problems among DSO-PAs
- Aid DVC-AN in finding solutions and disseminating guidance.
- Disseminate general Public Affairs information to DSO-PAs utilizing established electronic means.
- Encourage District participation in established National public affairs programs.
- Attend workshops and seminars when possible at all levels to gather information.
- Encourage interfacing and coordination between the Auxiliary and the USCG.
- Be acquainted with all manuals and guides pertaining to PA.
- Perform other duties as may be requested by the DC-A or DC-Ad

PUBLICATIONS LIAISON BRANCH CHIEF, BC-ANB

In addition to the General Duties the CHIEF, PUBLICATIONS LIAISON BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Internal Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Train, educate, encourage, and motivate the DSO-PBs.

- Communicate and coordinate with and between the DSO-PBs as directed.
- Aid DVC-AN in identifying common problems among DSO-PBs
- Aid DVC-AN in finding solutions and disseminating guidance.
- Disseminate general Publications information to DSO-PBs utilizing established electronic means.
- Encourage District participation in established National publications and promotions.
- Attend workshops and seminars when possible at all levels to gather information.
- Encourage interfacing and coordination between the Auxiliary and the USCG.
- Be acquainted with all manuals and guides pertaining to PB.
- Perform other duties as may be requested by the DC-A or DC-Ad

TRAINING LIAISON BRANCH CHIEF, BC-ANT

In addition to the General Duties the CHIEF, TRAINING LIAISON BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Internal Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- With the assistance of the Deputy Department Chief, manage and oversee the Public Affairs C-School.
- With the assistance of the Deputy Department Chief and others as directed by the Department Chief, develop and manage on-line Public Affairs, Publications and Photography courses.
- With the assistance of the Deputy Department Chief and others as directed by the Department Chief, develop and manage CD-based Public Affairs, Publications and Photography courses.
- Perform other duties as may be requested by the DC-A or DC-Ad

UPDATE NEWSLETTER BRANCH CHIEF, BC-ANU

In addition to the General Duties, the CHIEF, UPDATE NEWSLETTER BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Internal Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Edit a monthly Department newsletter, using timely material as collected from other Department of Public Affairs personnel and including feature items such as “Helpful Hints”, etc. The focus of the *Update* shall be the Public Affairs and Publications Officers at the flotilla level and above.
- Assist the DVC-AP in gathering information, writing articles, editing and layout for purposes other than the Public Affairs *Update*, as requested.
- Aid DVC-AN in finding solutions and disseminating guidance on public affairs/publications matters.
- Disseminate general Publications information to DSOs-PA utilizing established electronic means.
- Encourage District participation in established National publications and promotions.
- Attend workshops and seminars when possible at all levels to gather information.
- Encourage interfacing and coordination between the Auxiliary and the CG.
- Be acquainted with all manuals and guides pertaining to Public Affairs.
- Perform other duties as may be requested by the DC-A or DC-Ad.

CHIEF, FLEET HOME TOWN NEWS BRANCH, BC-ANH

In addition to the general duties, the Chief, Fleet Home Town News Branch, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Internal Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- identifies Coast Guard units which can benefit from the FHTN program
- solicits and promotes the program among Auxiliary personnel
- determines and develops appropriate levels of staffing of unit FHTN writers in each district/division/flotilla/Coast Guard unit
- prepares materials appropriate for collection and forwarding of FHTN items
- liaison with FHTN center
- Perform other duties as may be requested by the DC-A or DC-Ad.

AUX ENEWS BRANCH CHIEF, BC-ANE

In addition to the General Duties, the CHIEF, AUX e-NEWS BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Internal Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Maintain an Internet news service that will provide information and communication by direct email to all Auxiliary members, providing a central conduit as a source of up-to-date member information.
- Maintain aggressive targeting of selected Web sites to provide across-the-board information in a timely fashion to members.
- Coordinate submissions of Branch Assistants.
- Be responsible for content, editing and production of the Aux e-News on an established schedule or as directed by higher authority.
- Coordinate on-line distribution with the Information and Communications Department.
- Perform other duties as may be requested by the DC-A or DC-Ad.

CONTENT PROVIDER, AUX e-NEWS BRANCH ASSISTANT, BA-ANE

In addition to the General Duties, the Aux e-News Branch Assistant , shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, AUX eNews branch, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Continuously monitor assigned Web sites, alert for newly posted information that would be important and of interest to the general Auxiliary membership. Determine if the information is significant to the general membership and if so, provide the information to the Aux e-News Branch Chief.

- Copy the provided introduction on the Web sites and provide the direct links to the information to the Aux e-News Branch Chief on an established schedule.
- Perform other duties as may be requested by the DC-A or DC-Ad.

CHIEF, ORAL HISTORIES BRANCH, BC-ANO

In addition to the general duties, the Chief, Oral Histories Branch, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Internal Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Coordinate Auxiliary involvement in WWII history project
- Develop a protocol for taking oral histories from participants in the project
- Assist in training Auxiliarists who participate in the project
- Maintain a list of oral histories by name and subject and coordinate their use.
- Liaise with military and civilian directors of Oral Histories Projects to facilitate the sharing of information and resources.
- Perform other duties as may be requested by the DC-A or DC-Ad.

CHIEF, COMPASS EDITOR BRANCH, BC-ANC

In addition to the general duties, the Chief, *Compass* Editor Branch, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, Internal Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Working with NACO and other national staff, compose all *Compass* documents, using generally accepted journalistic standards
- rewrites material so that it is clear, concise and understandable
- circulates final draft material for review by NACO, NAVCO, ARCOs, or NADCOs, as appropriate
- delivers stories to DCOs using targeted email or other appropriate means
- Perform other duties as may be requested by the DC-A or DC-Ad.

EXTERNAL COMMUNICATIONS DIVISION**CHIEF, EXTERNAL COMMUNICATIONS DIVISION, DVC-AX**

In addition to the general duties, the Chief, External Communications Division, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from their branch chiefs, if assigned. Moreover, they should keep the Department Chief/Deputy Department Chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Deputy Department Chief, Public Affairs Department shall be assigned the following duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Communicate the goals and accomplishments of the USCG Auxiliary to the general public and outside agencies and organizations.
- Develop strategies for mitigation and recovery from negative press events.
- Chief focal point for Public Affairs activities as it relates to the national stage.
- Conduit for NACO's relationship with non-CG and partner public relations.
- Conduit for NACO relationships with CG and partners vis a vis public relations.
- Responsible for A Department web site.
- Liaison and consultant (image and content) for national web site.
- Liaison and consultant on grand scheme of lower unit web site responsibilities and over-arching content.
- Perform other duties as may be requested by the DC-A or DC-Ad.

CHIEF, EXTERNAL COMMUNICATIONS TECHNICAL WRITER BRANCH, BC-AXT

In addition to the general duties, the Chief, External Communications Technical Write Branch, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, External Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Seeks out complex document and policy statements from national departments.
- rewrites material so that it is clear, concise and understandable
- delivers stories to editorial staff for review and publication
- Perform other duties as may be requested by the DC-A or DC-Ad.

CHIEF, EXTERNAL COMMUNICATIONS EDITOR/WRITER BRANCH, BC-AXE

In addition to the general duties, the Chief, External Communications Editor/Writer Branch, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, External Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Compose all News Releases, using generally accepted journalistic standards
- rewrites material so that it is clear, concise and understandable
- delivers stories to editorial staff for review and publication
- Perform other duties as may be requested by the DC-A or DC-Ad.

CHIEF, EXTERNAL COMMUNICATIONS, EXTERNAL LIAISON BRANCH, BC-AXL

In addition to the general duties, the Chief, External Communications External Liaison Branch, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, External Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- seeks contacts in the Media (specifically the Maritime media)
- create good will within the Media
- ascertain what the media is looking for, who is the point person and how we can help
- Perform other duties as may be requested by the DC-A or DC-Ad.

CHIEF, EXTERNAL COMMUNICATIONS INTERNAL LIAISON BRANCH, BC-AXI

In addition to the general duties, the Chief, External Communications Internal Liaison Branch, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, External Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- seeks out DSO-PA/PBs and DCO's to solicit news stories

- performs a first-line editorial review of all stories
- maintains a strict customer service standard
- delivers stories to editorial staff for review, rewrite and final publication
- Perform other duties as may be requested by the DC-A or DC-Ad.

CHIEF, EXTERNAL COMMUNICATIONS TECHNICAL BRANCH, BC-AXW

In addition to the general duties, the Chief, External Communications Technical Branch, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, External Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Maintain the departmental web site
- Keep the Press Room database up to date with news articles from within and without the Auxiliary
- Keep the PA/PB notice database up to date
- Perform other duties as may be requested by the DC-A or DC-Ad.

PUBLIC PAGE CONTENT PROVIDER CHIEF, BC-AXP

In addition to the General Duties, the CHIEF, PUBLIC PAGE CONTENT PROVIDER BRANCH, shall insure that projects and tasks are followed through and completed in a timely manner, and they shall maintain an effective tickler system of pending tasks and projects. They shall require regular updates from branch assistants, if assigned. Moreover, they should keep the division chief apprised of project status and other issues in a timely manner. Additionally, under the immediate supervision of the Chief, External Communications Division, they shall be assigned the following specific duties:

- Read and understand the most current national directions documents and the concepts of accountability and completed staff work as it relates to this position.
- Aggressively seek out and post appropriate safe boating information on the Public Web site. Working with other departments, gather information, monitor Coast Guard and other boating sites and periodicals for information of interest to recreational boaters. Assure all material and information is written in easy to read, grammatically correct form.
- Post all material gathered in a timely fashion on the Public Page
- Perform other duties as may be requested by the DC-A or DC-Ad.