



U.S. Coast Guard Auxiliary

U P D A T E

Department of Public Affairs



July 2006

Message from the DC-A

With this year's boating season in full swing, if you're not up to your waders in alligators, you're not paying attention to all the great opportunities for us as Auxiliary Public Affairs officers.



As you received this PA Update, we will be nearing the deadline for the 2005 Public Affairs contests. If you have a quality photograph which provides a good message in one of the following areas – public education, vessel examination, operations, marine safety, membership, or fellowship – you should submit it to BA-AIP Larry Kellis before July 31, 2006

That's also the deadline if you have a good PA project or newsletter to submit at the flotilla, division, or district level. The awards will be given out at NACON in Dallas, September 2, 2006, and will also be published in the Navigator and SITREP.

for more info on go to:

http://www.auxpa.org/documents/PA%20Contest%20letter%202006_FINAL%2002MAY06.pdf

In the Imagery Division, we recently rolled out the video section of the auxpa.org website.

http://www.auxdept.org/video_main.html

There you will find 13 video newsreels which are suitable for showing at your next flotilla, division or district meetings. Not all at the same time, of course. We have them set up this way so you can show 2 or 3 each month during the course of the year. They address timely topics like member training, public education, membership, and, yes, even public affairs. Also included on the video site are video news releases and public service announcements, ready made for distributing to your local TV station.

The online training courses are in full swing now, along with the Auxiliary Public Affairs Advancement and Recogni-

tion System. <http://www.auxpa.org/parecog.html>

Modeled after the Trident Program, you can improve your public affairs skills while earning the Auxiliary Public Affairs Ribbon, which looks like this:



Public Affairs Specialist Ribbon

Since it is boating season, you should be coming up with plenty of story ideas. If you're not, consider contacting your operations officer at the appropriate level (flotilla, division, or district). Ask them whether there have been any new SARs or other activities. When you get a story idea, gather the facts and use the Submit a Story feature of the national PA web site. Our external communications staff will follow up to help you write a story which will command attention and respect.

Another opportunity for public recognition is the use of audio PSAs. Between the Auxiliary web site and the National Safe Boating Campaign site, there are about two dozen PSAs which would be of great interest to your local radio station. <http://www.auxdept.org/mp3/>

Consider sending one out to the radio stations, which you can identify from your local phone book, and research on Google.

With these thoughts in mind, I hope you have an enjoyable and productive summer.

Nick Tarlson

Public Affairs Department Chief



Please send Submissions for PA Update to:

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