



The Public Affairs

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UPDATE

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The Newsletter of The United States Coast Guard Auxiliary National Department of Public Affairs

Who Is A Public Affairs Officer? (An Ongoing Saga) A Celebrity Continued

Last month we talked about radio and television spots. How the PA Officer can get the Auxiliary's messages out to the eagerly waiting public. And gain some notoriety for themselves (even though we know PA Officers are shy and standoffish).

This celebrity status is actually good for their job. They become known as having expertise in boating (if not down right oracles) and people look to them for advice. The more well known, the easier to get the message out.

Another large media area that exists is centered around publications. We know that very few people have developed their reading skills in today's world of TV and spoon feeding. However, a lot of us ancients who acquired the habit in the 40s and 50s are still around (you can tell where we live by the newspapers in the driveway each morning).

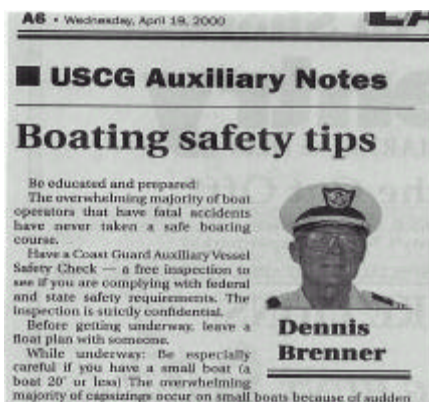
Do you see a golden opportunity developing. Most newspapers will allow a small amount of column space for public service announcements. Some, if not all, will allow a "by line" from a U.S. Coast Guard Auxiliary spokesman on a regular basis (Monthly or weekly) as public service space.

WARNING, WARNING,

DANGER WILL ROBINSON. Be careful what you ask for because you might just get it.

If you ask for a weekly space, will you have an article ready by deadline each week. Very possible, but do you have the time with all the other PA/PB activity you are involved in.

Below is a sample of a column written by Dennis Brenner, a



member of National Staff, that appears in the LA Times. Dennis writes this article on a monthly basis.

A column of this type is normally done by the FSO-PB in association with the FSO-PA and other Staff Officers. In this manner, information from all areas of activity are disseminated to the public. A balanced article will discuss Safety, PFDs, VSCs, DUI, Safe Boating Courses and items particular to your area of operation.

REMEMBER, columns of this type should discuss activities, safety information and other items of interest but should not contain any discussion of policy or items of policy unless approved through the chain from National DCs or DIRAUX.

NEW DC—A
National Commodore Everette L. Tucker Jr. announced the appointment of **Denny Densmore** as Department Chief of Public Affairs and Marketing.
Denny has seven years past experience in the PA Department (and is actually coming back for more) and in real life is Senior Vice President of Technology for Fox Family Channel.
Welcome **ABOARD** Denny, we are all looking forward to working with you.

BOATING SAFETY SUMMIT

The International Boating and Water Safety Summit 2000 descended on "Lost Wages" Nevada from 15 April to 21 April and the Auxiliary was well represented.

The sessions covered everything from accident data to national boating education standards. Every type of vessel was discussed including power, sail, PWCs, rowboats and canoes.

One of the major topics presented by the Auxiliary was the "re-engineered" Vessel Safety Check.

Monday afternoon found the conference attendees lunching at Lake Mead followed by a program of activities on the lake. Las Vegas Flotilla 7 Division 9 District 11S (The Desert Pirates) set up a booth with a vessel waiting for a VSC.

Under the watchful eye of Don Smutz (DC-V), Auxiliarist Mike Davis and Power Squadron Member Gerald Crumley performed the first of the New Vessel Safety Checks.



Don then did the honors of placing the first sticker on the vessel. Local stations carried the activities and Boat US photographed the process for a July story.



Other activities on the beach included PWC demonstrations and rescues by boat and by helos. Flotilla 09-07s booth on the beach provided a high visibility focal point and attracted a large number of visitors and Auxiliarists from all over the country including Captain Kern, Chief DIR-AUX.

The Summit was composed of working sessions where ideas, concepts and methods were discussed in order to trade safety information and co-ordinate activities between the widest number of agencies involved in boating. Even during free time, impromptu meetings were held to discuss Auxiliary business.



This photo shows John VanOsdol (DC-P) discussing course modifications with NADCO-RBS Dan Maxim and PA department special projects officer Harriet Howard.

The Summit was a great success. PA officers should consider organizing mini-summits locally.

GOALS

As a PA or PB officer, do you have well defined goals that you can work toward? To be well defined, a goal must be written. If it is only in your mind, it is not a goal but a thought.

Once written, an outline can be developed to plan how to achieve the goal -a sort of roadmap to follow.

Remember, in setting your goals, the PA/PB officers should have continuous, effective communication with the boating public about the Auxiliary's services and activities. This effort will advertise our programs, especially for local happenings, on all levels. The more we are in the public's eye - the greater the exposure. High exposure can only help present the Auxiliary's mission of safe boating and stimulate a positive response from the recreational boater.

Working with all other departments, the PA/PB officers facilitate articles in the media and in publications to provide the publicity that help make our programs successful.

We have a winning combination of programs to make boating safer, set your goals to sell them.

cal marine dealers, Tidewater Personal Watercraft Club, etc.).

In District 11S, Flotilla 7 Division 9 (Las Vegas) will be conducting VSCs at two boat ramps at Lake Mead, will be walking the docks at Las Vegas Bay and will also be working with the USPS at both locations. They are looking forward to getting the USPS more involved with our activities. Flotilla 11 in District 10, the folks in the beautiful southwest desert, are planning a great time during NSBW. They will conduct "blitzes" at area lakes, doing vessel safety checks, PWC programs, public outreach, patrols and just plain old fun. They are looking forward to training and working with our new USPS partners in the VSC program.

District wide, 11S will be having the PWC extravaganza 2000. PWCs will be inspected and operators will learn legal requirements.

EAST SIDE WEST SIDE

And Everywhere In-Between

Safe Boating Week is almost upon us and the planned activities are exciting.

Division 11 of District 7 will be working with the local Coast Guard Station, Fire Departments, EMS, Marine Patrol and Marine Sheriffs for their third Annual Water Safety Day. Station Sand Key has arranged with Air Station Clearwater for two helo and rescue swimmer demos. The Auxiliary will staff two Vessel Safety Check ramps and docks as well as a Safety Booth.

Flotilla 12-01 of District 1SR is having "Coastie" at the Great Neck, NY Crafts Fair on Sunday 7 May 1100 to 1600. Their booth will be nearby with all the "goodies" for the public to see and feel. On Sunday, 20 May they will do it again at the Port Washington NY Harbor Festival.

Division 15 of District 1SR has arranged with a local radio station to broadcast a 2 hour radio show on Saturday, May 20 to kick off the Week. Our Diraux is scheduled to attend along with several Division officers. The program will be simulcast to 2 other area radio stations reaching an expected 75,000 rural listeners in the Lake Champlain area of both Vermont and Upstate New York.

Divisions 5 and 6 of District 5SR are conducting NSBW VSC and booths at area stores and ramps and at the Fort Story Post Exchange. Navy Safety stand-downs, and other safety activities will be conducted with partners in the Hampton Roads Recreational Boating Safety Coalition (Va. Dept of Game and Inland Fisheries, Portsmouth Sheriff's Office, local Power Squadrons, Marine Patrols from seven cities, Va. Dept of Transportation, Coastal Conservation Society of America - Virginia Chapter, lo-

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Distribution: National EXCOM; all National Board Members; The CHDIRAUX; all District DIRAUX; All District Division Captains; all DSOsPA and PB and FCs via the District DIRAUX; all FSOs PA and PB via the FCs. Posted on AUXWEB