



UPDATE

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Do we really need another PA publication?

Yes we do. Here's why.

It seems every year we have changed about 40% of our Public Affairs Officers. That means that almost half of our team have never played the game much less read the play book.

These folks try hard and find themselves in "PA Wonderland," wandering down long corridors that lead nowhere, opening doors only to find other doors behind them. Every once in a while they stumble across a broad vista that shows some promise.

The new UPDATE will be written to prevent frustrations by the flotilla PA officer. I hope to present ideas you can do easily and simply. No experience required, we will provide on the job training.

How many do we get?

How often will they come? Who are you anyway?.... Let's take those questions one at a time. Plans are to give you at least one good, easy to follow tip each month. That way you can implement it, explore it, and even expand on it. And, if you think I'm going to write them all myself, you have another think coming. Sure I might start them off but you'll help write them.

The idea is that if something works for you, it will probably work for me. As you experiment and use your creative imagination, you will find all kinds of things the rest of us could be doing if we only



knew about them. I'm going to try and keep the newsletter within one page because your time is valuable. More time reading newsletter =

less creative PA time. Now, what else was there? Oh yes. You asked who I was. My name is Nick. I am DSO-PA D7. (Public Affairs Staff Officer for District 7) I have been a Public Affairs officer for, I think, about 17 years. I started out just like you did as an FSO-PA. The good folks at the top of the ladder seem to think I have a certain flare for this kind of thing, so they asked me to give it my best shot.

My purpose in writing this is to help the CG and the AUX by helping you do your job easier and better. I don't like to see PA folks working so hard. I like to see them working smarter and having fun by having success. Let's face it, PA has to be fun, because it gets to be too much work otherwise.

How do I get the UPDATE?

Glad you asked. I'm going to send it to your DSO-PA and to the PA Department's information dispersal systems. It will also be available on the What's New page of the Auxiliary's web. Since our

distribution is not perfect, I'll depend on you telling others about it and where to find it. OK?

Here's the first tip

This easy to do tip comes from Skip up in D1NR. He reports on a recruiting tool called "Dock Walking." It's so simple and easy even I could have thought of it. Here's what Skip did: When warm weather took hold, Skip put on his uniform and went down to the local marina and started walking around the docks.

No clipboard. No pamphlets – just walked around and talked to folks while they got ready to go out; or after they came in; or while cleaning up; or working on their boats. I know, so far it sounds tough. Hard to do. Well, that's all he did and he tripled the size of his flotilla that summer. Guess what, they all had boats too.

I have used up all of this page. We are going to distribute this one to see how many bugs we have getting it to you (the FSOs-PA).

Here's how you can help

Send me an email and say: "I got it," along with your district, division and flotilla numbers. That way we can get a handle on problem areas. You will want to keep my email address anyway so you can send me your good stuff and I can tell everyone what a good job you are doing and how you're doing it.

Welcome Publication Officers

I want to be one of the first to welcome you to the new combined Public Affairs/Publications Newsletter!

I am hoping to make this a positive contribution to your efforts to develop and publish modern, up to date newsletters.

Well, this is the first. So I would like to start at the beginning. We are all publication officers (PBs) – and this is the most difficult staff position within any unit (flotilla, division, district or national). Every one of us, when asked to be a PB officer thought to ourselves, that this was not something I could do – I don't write well; I don't have a computer; I cannot spell; I cannot – well you know the reasons. But after thinking it over, each of us decided to try it. Folks, you are doing a great job and I am hoping to be helpful with this series of articles.

The publication officer is the most influential officer in the unit. The elected officers set the agenda and program, but the PB officer is the one that sets the tone and reminds folks of all of the missions and activities of your unit. Being a PB officer is truly the one Auxiliary job that does not have an “off season.” You are always active, always on the lookout for new and interesting attempts and accomplishments of your members.

Now that you have accepted the position, you need to learn what is and is not your job. Just as important, what role do your elected officers perform in support of the newsletter? Do you really have to work with them? That is

ON PUBLICATIONS

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where we will start next month.

The following month, I will be covering those sticky stamps (yuck!) and *alternatives*.

When you accepted this appointment, did you realize how much work you would be doing? I bet not.

A good PB officer has to pay attention in all meetings, ask for (and get copies) of all reports. You are constantly asking folks to write articles – some of you are even “ghost writing” articles. You are probably keeping the only unit roster that has all active and retired members, as well as any USCG units that are in your AOR (area of operations) and non-Auxiliary members that should be receiving copies of the unit newsletter.

You are also doing a lot of production work – many of you are doing your own photocopying or printing as well as addressing, stamping and mailing your issues.

So where do you go for help? Right here (and your Chain of Communications) is where you can turn for help. No – sorry, I will not lick all of those stamps – I have enough of my own. But, when we discuss stamps, then I hope to give you some ideas on where and how to get help. How many of you use electronic distribution for your newsletters?

Here in 5SR, we are trying that

– it has it's advantages and it's problems – and yes, I will cover that in stamps.

Do you know that there is a way for a member to STOP receiving all mailings from the division, district and national? Yes – look on ANSC Form 7028 (Change of Member Information). In the middle of the form is a series of check boxes labeled “mail list” that allow each member to add and delete themselves from mailings. This is great for husband/wife teams that only want to receive one mailing per household. Make sure that they file it with the FSO-IS so that it gets into AUXMIS II!

Let me tell you a little of my background. My name is Derrick. I have been in the Auxiliary for over nine years. Of that, I have been a PB office for all nine years! I have done everything from flotilla, to division and now district publications. I have succeeded sometimes and not done too well at others. I do computer support for the Department of Defense, so I am not a commercial editor, writer or publisher.

Please take the time to send me your questions and experiences. If you have a question or a problem, I will try to help. In addition, if you have something that works, that is just as important so send them along as well.

My email address is deyoung1@mindspring.com . You can FAX me at 804-732-4130 or regular mail to me at 1900 Chemin Road, Petersburg, VA 23804-7405. I look forward to hearing from you!