

UPDATE

**January
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Happy New Officer Year

Welcome to Public Affairs. You will want to read this *Update* carefully and keep a copy. It contains info you need to do your job smoothly and

It is most important that all members of the team have the play book and know the rules of the game. I have found that without some concrete direction, two things can happen.

1. The PAO does things wrong, gets in trouble, then gets frustrated and gives up.

2. The PAO does nothing at all and gets used to it.

Neither is good.

It takes much more effort to revive the dead than to inspire and educate from the start. This *Update* will provide you a helping hand.

Materials: If you are an incoming officer, you will want to contact your predecessor for the following:

1. The flotilla or division copy of the PA Officers Manual. (Standard Procedures and Policies.) If it exists.

2. The new Public Affairs Officers Guide may now be downloaded from the National Auxiliary Web Page.

Just click on MANUALS and there it is! It is about 46 pages with lots of new helpful ideas. It is not available from ANSC.

3. Files and copies of materials created, received, or stored.

4. A list of ALL contacts and information on them. If possible, take the new officer around to meet these contacts.

ON PUBLIC AFFAIRS

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5. Any stamps, stationary, envelopes or other supplies. Supplies should be ordered from the MA on the same level. (FSO-PA from FSO-MA),(SO-PA from SO-MA).

REPORTS: You will probably be required to report. You will also be required to attend all meetings at your level.

Your up line folks want to hear from you EVERY MONTH. It may not be necessary or even desired to report numbers up line. Up liners can receive numbers directly from IS in a Unit Summary Report. Tell them what is going on. Who did what and how. What's up next month? In general, how are things going? That is what they are looking for.


FSOs-PA can send the same report to SO-PA that they give to the FC/VFC. That way, everyone stays informed and if everyone has the same info, it provides an opportunity to hand out some laurels from more than one level.

Under AUXMIS there are three forms we PAOs will be dealing with. Submit them to FSO-IS ONLY.

1. The ANSC 7030 formerly (AUX 26) replaced the old Mission Hour Card (4947). This form counts the missions and hours for the member who performed them. Mark Category (10) for PA. Judging from reports I receive, I doubt very much if members are taking enough credit on this form. I am going to quote directly from the instructions. You will see there are lots of credit opportunities here.

“Missions are hours spent promoting the Coast Guard, Coast Guard Auxiliary or Coast Guard Reserve. VE Station and Boating Safety Booth time is reported

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in this category. It also includes time spent writing news stories, magazine articles, advertisements, radio and television announcements and programs, placing posters, arranging for promotional messages on outdoor signs, milk carton, ice and shopping bags and place mats.”

2. The ANSC 7031, formerly (AUX 37) replaced the old (4952). This form is exclusively for PA monthly reporting. The FSO-PA just marks, numerically, how many of what the flotilla did. This form gives the flotilla, division, the district and indeed, the entire Coast Guard and Auxiliary credit.

Believe me. Commodores look closely at these. And so does Congress and others in Washington.

3. The ANSC 7029, (nicknamed the 99 form) formally the (AUX 31), was developed and put into play mainly because of the high number of hours the PAOs spend doing their job and is not credited on any other form. The (7029) gives you credit for: planning sessions, delivering things, setting up and taking down, talking with people to get the ball rolling, etc. This is great, right?

POLICIES: It is important that we all get off on the right foot concerning a couple of problems that pop up from time to time. A little ounce of prevention being worth a pound or so of cure.

1. Clearing articles for publication: The author of the article should clear that material with the officer in charge. So, if the contents concern flotilla, it is the FC. If it concerns division, it is the DCP and if you write about the CG, it is the Officer in Command or in Charge of that CG Unit. CG PA policy say: “If you see it or do it, you can report it.”

2. Deportment at safety booths, lectures, or other public appearances: We must remember why we are there. It is to represent Team Coast Guard. Make sure you are on your best behavior. Smile a lot. Make sure you look as good as you can. Your uniform should be neat and proper. Remember, the impression you make reflects on everybody who wears the blue.

Send ideas and suggestions for future Updates to: dsopad7@ucnsb.net.

