



The Public Affairs UPDATE

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Como.Ted Neale Jr., DC-A

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A QUALITY APPOINTMENT ?

by Dr. John E. Keshishoglou, DVC-AV

Last week, at a local mall, I met a newly elected Flotilla Commander from a nearby Flotilla. Because of my interests, I asked him if he had appointed a capable Public Affairs Officer. He hemmed and hawed and finally said the person he had finally appointed was not really his first choice. Being curious, I asked the obvious. "Well", he replied, "I first asked another person, but he said he couldn't stand up and give speeches, so he declined the appointment. Then I offered it to another member and she declined stating her difficulty in writing articles. Finally, I found the person who would accept the appointment."

"Great", I replied, "you got someone who can give speeches and write articles?"

"Not exactly", he responded, "he's great at filling out the required forms. You know how important that is."

"What happened to the guy that held the FSO-PA position for the past three years", I asked, "he was really great."

"I made him the FSO-PE", he responded. At that moment, we came upon the sporting goods store and he said, "Goodbye" and quickly ducked inside.

Later, that afternoon, I reflected upon our conversation. It was obvious that, in this FC's mind, the appointment of a PA officer was not one of his top priorities.

He had removed a very good staff officer from PA to PE and in replacing him decided to settle for someone who was good at filling out forms. His primary criteria was the completion of forms. Giving

speeches and writing articles is important, but the staff office of PA is not dependent solely upon those two attributes.

Based upon my experience, The SO-PA is not only a most important position of great responsibility, but one in which the PAO depends upon the other staff officers and members of the Flotilla to pitch in and help.

Giving speeches and writing articles are important. There may be several members who enjoy giving speeches and they should be given the opportunity. Other staff officers may be able to write articles on their missions and help out in that manner.

I began to wonder, "How many other FCs and DCPs and even DCOs think the way this FC thinks? What can be done about it? How can we make our leaders and unit management become more aware of the requirements for each staff appointment? After all, a full job description is in the manual. When they become aware and recognize that member growth, Public Education, Vessel Safety Checks and Operations can all have bigger successes if the right person is selected to do the PA job."

Maybe sometime soon the manual will be read and newly elected officers will make appointments based upon the relevant skills of the appointee. •

THE AUXNETS

At this writing there are three active e-mail services available to members. They are, ITNET, VENET and OPNET. It is a valuable service to members because it allows them almost instant access to important information and an open forum where questions relevant to their interests can be answered quickly. Consideration is being given to establishing a PANET to help the PA officer. •

NEW NATIONWIDE SAFE BOATING CAMPAIGN

How much preparation have you made for this year's observance of a safe boating campaign? For most of us, the 1988 Boating season is just 60 to 90 days away. Are you familiar with this year's official campaign direction? If you have access to the Internet, the Coast Guard Office of Boating Safety has a web page on the subject at <http://www.uscgboating.org/more1.html>.

In addition to the plea for people to wear PFDs, they have developed a new slogan for 1998, it is "Stay Afloat: Don't Booze and Boat".

The web page has lots of good data and themes for good public interest stories.

At this point in time, it is recommended that you begin to contact your local print and broadcast media to alert them to the developing 1998 program and solicit them for their support in the effort. By starting now, you enhance your chances of success when it really counts.

A major additional theme this year has to do with the dangers of boating under the influence of Alcohol. You might give consideration to contacting your state alcohol regulatory agency, inform them of our 1998 theme and ask for the support and cooperation in developing a cooperative campaign against boating and drinking.

Also, support of the Governor and other local elected officials, including state legislators by the issuance of proclamations and resolutions also provide an opportunity for a media event which includes photo opportunities and television news.

Remember, Safe Boating is not restricted to a two week observance. It is something that requires support and conscious promotion on a three hundred sixty five day, full time basis. •

PUBLICATIONS

An important part of the Public Affairs responsibilities is the publication of a unit newsletter. Whether it is the Flotilla, The Division or the District, each should have a periodic newsletter that is used to communicate information to the members as well as friends of the Auxiliary.

The staff officer for Publications and the staff officer for Public Affairs should enjoy a close working relationship. Similarly, each staff officer in the unit should be encouraged to prepare an article for each publication on topics relevant to their responsibilities.

The publication should be produced on some regular basis, monthly or quarterly. It should carry information that is of value to the members, information that may not always be readily available from other sources. Articles need not be extensive, they might be only a short paragraph, but they should be informative and yes, even entertaining.

A unit publication should be an integral part of the unit's public affairs strategy. It should not be created in a vacuum. The distribution of the newsletter should not be limited to the unit membership. Copies should also be sent to the Division and District Publications and Public Affairs officers, the local DIRAUX and the DVC-AN and members of the public, including public officials who might be looked at as important centers of influence.

Don't forget to do these things because they make the difference between a successful publication and one that is just "so-so".

Why hasn't a unit newsletter been prepared in the past? The most often cited excuse is obtaining copies for distribution. "Our unit does not have the luxury of owning a copying machine." Well, there are now business organizations out there in the copying business who will sell copies in blocks of a 1000 or more at costs as low as 3¢ a copy and you can run the copies yourself. You run as many copies as you need at a given point in time, but you prepay for the copies.

If your unit doesn't now have a publication, get it together and get it started soon. It will help sustain your members and help to attract new members if it is effectively distributed beyond your unit's membership. •

AUXILIARY HISTORY

The gathering and preservation of Documents that tell the Auxiliary history is also a part of the Public Affairs Department. **O.W. "Sonny" Martin, Jr.** is the Division Chief of the Historian Division of the Department.

Knowing and understanding our heritage is important in developing organizational pride. We in the Auxiliary may have a short history compared to the Coast Guard, but we have one that has a record to boast upon.

The Auxiliary played a vital and important role during World War II. According to official records, five out of every six Coast Guardsmen in World War II were reservists, including members of the Temporary Reserves. Most of the Temporary Reserves were Auxiliarists.

The role of these early members is well documented from patrolling beaches to ocean patrols keeping a lookout for Nazi submarines.

If any of you out there have knowledge of or documentation of early Auxiliary activities, it would be appropriate to make sure the information is furnished to your historian.

SEA PARTNERS

The Coast Guard and the Coast Guard Auxiliary is very much involved in fighting pollution of our waters. Using a collection of cartoon characters, important pollution prevention messages are being given to our children.

Cartoon characters include "Inky the Whale", "Captain Cleanwater" and "Officer Snook."

With these cartoon characters, children are learning about how boaters and other citizens can take responsibility for keeping our waters clean and safe for our valuable marine life.

To obtain more information about this program, contact:

Commandant (G-MOR-1)
USCG Headquarters
2100 Second Street, S.W.
SKCM Linda Reid, USCGR
Phone: (202) 267-6891
FAX: (202) 267-4085
E-mail: lreid@comdt.uscg.mil
Sea Partners Web Address:

<http://www.dot.gov/dotinfo/uscg/hq/g-m.nmc/seapart.html>

THIS & THAT

• Baywatch star, **David Hasselhoff** was recently made an Honorary Commodore of the Coast Guard Auxiliary. He joins a short list of other dignitaries which include Walter Cronkite, Joey Bishop, Jack Lord and Lloyd Bridges.

Baywatch shows often show the lifeguard group working in close cooperation with the Coast Guard.

The same color photograph of **COMO Hasselhoff** receiving his certificate, Commodore's hat and pennant was shown on the back cover of the winter **NAVIGATOR** and appeared in **MOTOR BOATING & SAILING, SEA** magazine and **BOAT U.S.** magazine & **BOATING**.

• The **National Safe Boating Council** has announced that National Safe Boating Week will be officially kicked off May 16, 1998 and will run through May 22, 1998. It is anticipated that safe boating messages will continue throughout the year. **Harriet Howard, DVC-AL** is our National Staff Liaison. She will arrange for NSBW media kits to be distributed within the Auxiliary. There is a National Safe Boating section on the U.S. Coast Guard Web site at www.uscgboating.org.

• Looking for something to write about? How about an article on "Fire Safety on Boats" or "Protecting against Carbon Monoxide poisoning." or "The Dangers of Boating Under the influence of Alcohol". These are just a few of the many kinds of feature articles you could write for local publication.

• We are still receiving communications from FSOs asking to be added to the mailing list. Our distribution schedule is listed below. All Updates are printed and distributed in St. Louis, Mo. Their Flotilla Commander has the responsibility of making certain his FSO-PB and FSO-PA receive a copy of the **UPDATE**. Also, The **UPDATE** can be downloaded from the Auxiliary Web site. The web site address is: <http://www.cgau.org/memframe.htm> Look us up. You will need Adobe Acrobat Reader to download.

Distribution: National EXCOM, All District EXCOMS, DCPs, FCs, DSOs-PA, DSOs-PB all SOsPA and SOsPB and Historians via District DIRAUX and FSOs-PA and FSOs-PB via Fcs.AND CGAUX WEB SITE