



UPDATE

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60th Anniversary Plans Move Ahead

The planning for the 60th Birthday celebration of the United States Coast Guard Auxiliary is underway. **NACO Tucker** recently called on all DCOs to provide a highlighted description of District plans for the period commencing 14 June 1999 to 26 August 1999 by 1 March 1999 for consideration at a meeting on 9 March 1999.

Captain Mark Kern, CHDIRAUX has plans to send an ALCOAST dispatch to all CG units requesting them to show support of Auxiliary efforts by holding open houses and other activities at stations, groups, etc. in cooperation with the Auxiliary.

Auxiliary District, Division and Flotilla leaders are urged to contact local CG units and Commands within their areas following the receipt of the ALCOAST dispatch and to join with them in planning activities that will strengthen TEAM CG.

This is a great opportunity for all Unit PA Officers to work aggressively with their leaders and the Anniversary Committee to demonstrate to the public Auxiliary support of Team CG in recruiting, administrative and operations programs in addition to highlighting the role of Auxiliary to the public.

District Commodores have been requested to furnish relevant information on their plans to the **NACO**, **COMO. Lanz**, **Capt. Kern** and their area **NAVCO** before 1 March 1999.

All Public Affairs Officers should place themselves on standby and prepare to assist in the development of these plans and to assist in their publication. Media type events should be stressed to obtain optimum TV Broadcast publication.

IS THE PAPERWORK DONE?

Some of us think that once we send out a press release or an announcement of some event our work is complete. **NOT SO!**

As a vital part of "**Team Coast Guard**", we have an obligation to follow instructions and file required reports of our work effort. Paperwork can be a great bore and a pain in the posterior.

Category 10 Public Affairs Missions are supposed to be reported on **ANSC 7030**.

A category 10 Public Affairs mission is the hours spent promoting the Coast Guard, Coast Guard Auxiliary or the Coast Guard Reserve. CME Station and Boating Safety Booth time is reported in this category. It also includes time spent in writing news stories, magazine articles, advertisements, radio and television announcements and programs, placing posters, arranging for promotional messages on outdoor signs, milk cartons, ice and shopping bags and place mats.

The next form to complete is ANSC7031. This is the unit monthly report of Public Affairs Activity. This form allows us to report the **quantity** of a variety of Public Affairs Activities. This report form requires you to keep track and to report the number of articles published, the number of civic lectures given, the number of radio shows in which you participated, the number of TV programs in which you participated, the number of safety/cme booths, the total attendance at lectures, the number of radio spot days, the number of TV spot days and the estimated number of visitors at a safety or CME booth. These terms are defined on the reverse of the form.

Public Affairs activities are not limited to the itemized activities, but may include just about any endeavor to promote "Team Coast Guard" activities.

Those activities not identified above should be reported upon form ANSC 7029 used for reporting non-specific activities not identified above.

How do we know that many of us are not reporting? In **1997**, Auxiliarists reported **48,000 hours** in Public Affairs activities. In **1998**, we reported the same as was reported in **1997**. **It is most difficult to look at the data, conclude, and not realize that there is no increase in productivity.** A flat line in productivity tells us either that the work effort has come to a standstill or the member has failed to report his or her activities.

If any of you have watched any of the TV medical shows, a flat line on a monitor tells the doctor that the patient has died.

We know we have live bodies. There is hope. Giving everyone the benefit of the doubt, we know you all are not brain dead.

We believe that the problem is the **failure** to report activities on the forms. **WE KNOW THIS**, not that we suspect it, but **because we too sometimes forget to do that important part of our job, the paperwork!**

COMO. Ted Neale, our Department chief, gave his estimate to the NAEXCOM last fall predicting that we would get more than **53,000 PA credits on the two reporting forms**. It is not happening and **for the third consecutive year the data seems to suggest that a lot of PA officers are not working or not reporting their work.**

We are going to appeal to your own self-interest on this issue. WE cannot accept the premise that adult, responsible members of the Auxiliary are not doing or cannot do their job.

Sometimes we forget to file our

reports. Sometimes, we just forget because we are so wrapped up in other tasks. Sometimes we just plain forget

When we forget, it helps make everyone in the PA Department look as if they are falling down on the job. When we fail to make projected goals we also make our Departmental leadership look bad. **Let us make a late New Years Resolution to ourselves, to complete our paperwork before we turn off the computer.**

If the quality and quantity of reporting shows no improvement, we might have to use the space in this newsletter to instruct PA officers and to make some effort to instruct our members on filling out the forms.

← Safety/CME Booths →

The Safety/CME booth is an important activity that provides the Auxiliary unit essential **public exposure**. A booth does not have to be fancy nor does it have to be expensive.

Ideally, the Safety/CME booth is under ten feet square, is easily assembled and knocked down and can be transported in the trunk of space of the average automobile.

Look for some bargains. We recently purchased a 10" X 10" "gazebo" supported by aluminum poles that fit together. A woven plastic material provided adequate protection from inclement weather or excessive sunlight. We added a fold up table and two fold-up plastic chairs, all for under \$100.00 We also had a sign printed on a vinyl- nylon backed banner promoting our CME and PE program. It was an attention "getter", and resulted in 53 persons signing up for PE and others being directed to the CME stations on the lake.

Booths of this type, in high traffic areas, can be very productive and they will last for several seasons. In many areas of the country it may be too early to consider setting up such a booth. However, now is the time to start planning and to begin your acquisition of the necessary equipment.

You should also have a selection of appropriate safe boating material, especially that dealing with small boats and personal watercraft. Have a sign in book so guests can write in their name, address and telephone number.

PA DEPT.

ACTIVITIES REPORT

Our Public Affairs Department Chiefs have been hard at work to get the message out to the public about the value of the Coast Guard Auxiliary to the public and to the Coast Guard.

COMO Neale, DC-A and **COMO George Karlson** recently visited CGHQ in Washington DC. and met with **CAPT Eric Fagerholm** and **Arthur Johnson, G-OCX-1** for exploring ways and means of developing a closer working relationship between the Auxiliary and the Coast Guard on Public Affairs activities.

The result, an "ALLDPA" e-mail to all Coast Guard PA officers informing them that Auxiliary public affairs assistance is authorized and is **recommended**. An Auxiliary representative will be invited to speak at the three annual Coast Guard public affairs courses held by the Defense Information School, Ft. Meade Maryland. Auxiliarists may also find it possible to attend the school on a "space available" basis.

In addition, CAPT Fagerholm is working on revisions to the **COAST GUARD PUBLIC AFFAIRS MANUAL, COMDTINST M5728,2B** so as to include instructions regarding the utilization of Auxiliary Public Affairs Officers.

There will be a new **National Board, Inc.** newsletter, the **BEACON** published in conjunction with Boat/US.

The 1999 **National Safe Boating week slogan** is, "**Boat Smart from the Start**". It will be observed officially from 22 May 1999 to 28 May, 1999. Members are reminded that they are not restricted to that time period as the promotion of safe boating activities should be something we are doing all during boating season. **Harriet Howard, Liaison/National Safe Boating Week Division Chief** and her Atlantic Area and Pacific Area Branch Chiefs, **Nick Nicholson** and **Bob Sund** will be getting the word out to the DSOS-PA in the more than 1,600 NSBW promotional kits that will be distributed to them in advance of the NSBW observance.

Public Affairs

Opportunities

Somewhere there is some kind of emergency that requires the assistance of the United States Coast Guard almost every day. As a part of Team Coast Guard there may be opportunities for the Auxiliary Public Affairs Officer, if they are prepared, to lend a hand as a public affairs specialist.

Last August the Coast Guard adopted a standardized response management system for Coast Guard response operations. All area and district commanders, unit commanding officers, assistant commandants for directories, Chief Counsel and special staff at Headquarters shall ensure that all personnel involved in response actions are familiar with, and trained in, the use of the national Interagency Incident Management System (NIIMS) based upon the Incident Command System (ICS). It also requires that all Area Contingency Plans (ACPs) shall use an ICS structure in their response organization and management procedures that are consistent with the guidance in **COMDINST 3120.14**.

With the new law, the purpose of the Auxiliary is to assist the Coast Guard as authorized by the Commandant in performing any Coast Guard function, power, duty, role, mission or operation authorized by law.

Participation by the Auxiliary in the emergency response plan will enhance a sense of value to local communities in which we serve; will provide a new focus on training and recruiting; provide increased credibility for the Auxiliary and strengthen unit leadership and confidence.

The ICS will apply to SAR and other Contingency Ops (planned and unplanned). It will provide Auxiliarists: (1) opportunities to obtain training (general or position specific); (2) Fill positions on Incident management Teams and other opportunities.

Specifically, Every ICS Management structure calls for the appointment of an information liaison officer to work with the news media and local, state and other federal agencies.

That position could go to a qualified Public Affairs Officer within the United States Coast Guard Auxiliary. The future is now! The challenge is now, be prepared.

Distribution: National EXCOM, National Board Members, CHDIRAUX; All District Directors of Auxiliary, All DSOS-PA; PB; DCPs and SOsPA-PB and FCs vis Dist. Director and FSOs