



UPDATE

JANUARY 2003



**Nick Nicholson DVC-AL
DISTRICT LIAISON**
nickn@ucnsb.net

WELCOME ABOARD

Here we are starting fresh with a brand new year. I know that some of you are reading this **UPDATE** for the very first time. So, here is what you can expect.

This publication of the "A" Department, ([Marketing and Public Affairs](#)) is designed with the brand new FSO in mind. However, we do allow others to read it. Even those with lots of experience have been known to find a nugget here and there. The UPDATE is published every month. It can also be found on the "A" Departments web site <http://www.auxpa.org/> as well as the National web site under "What's New."

Each month you will find a new subject, tip, or innovations that should be helpful to you.

These items are gathered from all around AUX-world and are proven to work. The reason they work is because you send them to me so I can share them with others. You see we are all a big machine/team. One part/player can't perform without the others. If we cooperate and share our strengths, it reduces the chances that weaknesses will impair our mission. So, I invite your suggestions and comments. I thank you in advance for either or both. If you have a question, let me know. Your question is the same one many others also have, but haven't asked yet.

TO GET YOU STARTED OFF ON THE RIGHT FOOT, here are some suggestions.

1. Use the "A" Department web site above. A lot of effort has gone into it for your use.
2. If you are new, contact your predecessor and get all pertinent materials from them.
3. Get a copy of the PA Guide available on the "A" Department web site above.
4. If you are not new, make sure all your files, contacts and other materials are up to date.
5. Make sure you have stamps and other office supplies needed. Order supplies from the Materials Officer on your level.
6. Make sure you know about reporting. Who gets what, and how often. We are currently working on a new 7031. We hope to have it out in the next generation of forms. If we can get what we have requested, you will absolutely love it. The other two forms you will be using are the 7030 (recording your individual hours under category 10) and the 7029 for all those planning, calling, traveling, setting up and taking down hours you can't report on the 7030.

continued

A FANTASIC IDEA!

I wouldn't leave you without a concrete idea to put into your pipe. This very creative idea came from Ed Sweeney, DSO-PA 11NR. He suggests you allow the public to buy Public Education courses in advance either to use, or give away. What better gift than the "Gift of Safety?" You can make pre-paid certificates available at boat shows, info booths, and PE classes. Ed has written this idea up in a news release and has even made up a "Gift Certificate." To get a copy of either or both, contact Ed Sweeney directly at: esweeney-uscgaux@attbi.com

Another sneaky twist on the same idea is to set up a drawing for a FREE course. The public drops by your boat show booth and writes down their name, address, and phone number on a little preprinted slip of paper. They drop it into this very large box. (the bigger the better) They don't even have to be present to win. You will contact them. Now, when the show is over, you reach in and select the winner. Then you use the rest of the entries as your list of folks to call. These folks are interested in a boating safety course or they wouldn't have entered the contest. If they live outside of your AOR, pass the names on to the appropriate flotilla. It works.

Send your ideas, sneaky or not, to me so we can share them.

Nick at: nickn@ucnsb.net let me hear from you.



Norma Karpisak BC-ALB
PUBLICATIONS LIAISON
e-mail:normali@gate.net

PUBLICATIONS

Happy New Year!

Congratulations on your appointment, or your reappointment, to all of you in the publications field.

Producing an eye-appealing and interesting publication is no easy task. This is your opportunity to be successful in this field. You may have some restraints in your resources—a small amount budgeted for publications, little access to duplication, limited time and help, and a need for timely, well-written articles for publication. The successful Publications Officer will find a way to overcome these limitations.

You may be a professional editor working on Auxiliary publications, but most likely you are a “non-professional” editor who will look for new ways of presenting material and one who likes this volunteer position.

Your job is one of the most responsible jobs in the “chain of responsibility.” It is you who is responsible for keeping all Auxiliary members well-informed on matters of importance and interest.

Your job description is outlined in the AUXILIARY MANUAL, COMDTINST M16790.1 (Series). Additional help is found in the *Publications Guide*. This can be found in the Department of Marketing and Public Affairs web site. Please make sure you read and download the *Publications Guide* from the PA web site at www.auxpa.org.

Just some of the duties and responsibilities are listed below:

1. Assume staff responsibility for matters relating to publications. (You should have been given a list of duties along with your certificate of appointment.)
2. Assist in the preparation, the district director’s clearance, and publication of the newsletter, magazine.etc.
3. Support and encourage the submission of articles to the unit publication by members and staff officers.
4. Maintain a file of all unit publications and/or articles submitted to other publications.
5. Report, as required, to the VFC/VCP/VCO on the status of all publications activity.
6. Maintain close liaison with the next higher unit Publication Officer to ensure prompt and direct exchange of information and articles important to the organization.
7. Keep correspondence and records pertaining to the office and deliver your files upon leaving your position of Publications Officer to your successor.

As the Publications Officer, it is your responsibility for gathering all information from the elected officers, appointed staff officers, the members, and from the any units in the “chain of responsibility.”

As the editor, you are responsible for accurate information that is gathered. It is your responsibility to “edit” articles given to you without changing the “intent” of the author. Make sure you give credit to the author of any article and photo given to you. It is your responsibility to get information from elected officers, staff officers and members. However, it is not always easy and you might have to telephone or visit those contributors who procrastinate.

When all your facts have been collected, put them in written form for presentation. Your newsletter or magazine should be easy to read and appealing to the eye. The final outcome of your production will depend on the budgeted amount for publications.

continued

Since the Auxiliary is an organization created by federal statute and is administered by the Commandant of the Coast Guard, Auxiliarists, therefore, have the appearance of acting under Coast Guard or Department of Transportation direction. The general public most often does not recognize the difference between Coast Guard Auxiliary and Coast Guard and so we must avoid even giving the appearance that we endorse any commercial product, service or entity.

It is important before you print that your publication is approved not just by your elected officers but also, by the **Director of Auxiliary before you go to print.** According to the Auxiliary Manual page 5-16, "Before printing and distributing any district, division or flotilla Auxiliary publication to members, the Director of Auxiliary shall approve all articles and photographs. The Director may delegate this authority to the DSO-PB, ADSO-PB, or any other Auxiliary member."

The Director of Auxiliary may authorize official business mail privilege for district, division, or flotilla publications, **unless** these publications contain commercial advertising, then you must use regular mail stamps. *Any Auxiliary newspaper, magazine, newsletter, or other publication containing advertising cannot be accorded official business mail privileges and the publishing Auxiliary unit must pay the postage.* See the Auxiliary Manual if you are willing to relinquish approved official business mail privileges.

If you do have commercial advertising the Director of Auxiliary still must approve all district, division and flotilla newspapers, magazines, newsletters, and other media, which contain commercial advertising. This job may be delegated to the DSO-PB, ADSO-PB, or any other Auxiliary member.

For **district publications**, a copy of each publication **must go to the Chief Director**, NEXCOM members, national department chiefs, DCOs and Directors of other districts for their information.

Now that you have the Director's approval and everything is ready to go to press who gets this news?

Who Is On Your Mailing List?

1. Division and District Publication Officers.
2. The Director.
3. The District EXCOM (This includes the Director, DCO, VCO and RCOs).
4. To the DCPs within the District for Division newsletters, and to FCs within the Division for Flotilla newsletters.
5. To the Editor of THE NAVIGATOR.
6. To the Editors of the District and Division Newsletters.
7. To the Members.
8. The Joyner Library: Special Collections, Mary Boccaccio, Joyner Library, East Carolina University, Greenville, NC 27858.

Why such a broad list? An explanation can be found in the *Publications Guide*. Use the correct form for return address. When a Coast Guard's return address is not printed, the mailing items will have a partial Coast Guard return address printed in the upper left hand corner with "OFFICIAL BUSINESS" printed under a blank space. For this type, you must enter your own return address in a three-line format. The three lines are:

Line 1 – Your Office, Unit, District (**never place your name on official mailing materials.**)

Line 2 – Your Address

Line 3 – Your City, State Zip Code

Till next month,

Norma Karpiscak