



July 1998

Como. Ted Neale Jr., DC-A

VOL V No. 7

Otis W. Littleton, BC-ANN

214 Beaver Dr., Mechanicsburg, PA 17055-2501 Tel: 717-761-7858 FAX: 717-761-2428 ; email: mariemcnbg@juno.com

The Public Affairs UPDATE

NEW COAST GUARD COMMANDANT

The Coast Guard has a new Commandant. On 29 May, 1998 at Fort McNair, a Change of Command ceremony was held to observe the departure of Admiral Kramek as Commandant and the installation of his Successor, Admiral James M. Loy.

In his Change of Command remarks, Admiral Loy paid tribute to the stewardship of Admiral Kramek and outlined his plan of direction for the Coast Guard family for the period covering 1998 to 2002. A brief booklet, "**The Commandant's Direction**" was mailed to all members of the Coast Guard Family.

Admiral Loy's Direction outline is in essence a commitment to making all members of "Team Coast Guard" a working part of the team committed to excellence and service by building upon our human resources and planning for the future needs to advance the missions of Team Coast Guard in the future.

Admiral Loy observed that he will "concentrate on raising the visibility of the Coast Guard's many services in America. - - - I want them all known widely and understood for their enduring value to America."

Admiral Loy concluded his remarks with the brief statement, "My bottom line is simple. The Coast Guard of 1998-2002 will stand its watch even as we build the Coast Guard of the next century. President Eisenhower said, 'Leadership is the product of native ability and environment.' By environment, he meant discipline, knowledge of one's craft, and the opportunity to exercise it."

"My simple version of that credo is, 'Preparation equals Performance.' It is simply up to each of us to maximize "our knowledge of craft" so to be ready when our opportunity comes."

THE FUTURE IS NOW

By now you all should have received the publication, "*The Commandant's Direction*". Also, you should have received a copy of NAVCO-MR Brand's publication via the Internet concerning **Motivation**.

These two publications are not only compatible and complimentary to each other, they are essential for all Auxiliary members to understand, accept and to implement in order to assure the success of the Auxiliary as an integral part of Team Coast Guard in the 1998-2002 watch.

The future is now. By that, we mean that the opportunities exist, but that each Auxiliarist must be essentially **self motivated** to take advantage of the opportunities being offered to them.

We do have the resources to maximize our knowledge of craft so we are prepared to undertake the duties and responsibilities with the Coast Guard and the Auxiliary in which we are expected to participate. There is no room for the indolent. They act as a drag on the unit's efforts to achieve.

It is also important to note the very short paragraph of Admiral Loy's Direction statement, "I want them all known widely and understood for their enduring value to America."

This is essentially a directive for all the Public Affairs Officers of team Coast Guard to go forth, learn and perform their trade with excellence, defined by Admiral Loy as "innovating for Superior Performance."

The opportunities abound for the future. There is no reason for any complaints about the direction we are taking unless that direction is the consequence of drifting.

We know our responsibilities as Public Affairs officers. Have we been faithful in the performance and implementation of them?

A POSITIVE OUTLOOK

Public Affairs is a learned skill. It is a skill that can be taught and mastered provided we have individuals **who want to master the skills and to achieve.** A competent Public Affairs Officer will develop proficiency in the skills required to be successful.

The Public Affairs Officer is essential the person within each flotilla unit who is responsible for communicating our activities, our qualities and our standards to the public and the membership. In effect we are the "sales" representative of the Auxiliary. Our responsibilities will make a difference in the relative success of the unit.

If we accept that premise, that the Public Affairs Officer is equivalent to the salesperson in private business, then we must learn the primary or essential skills of a top salesperson.

Fortunately the attributes of successful sales persons has long been identified. As the PA officer, we have many attributes and skills to learn if we are to be successful. A successful Public Affairs program would resolve most of our growth and retention problems and hopefully attract more younger boaters to our organization.

NACON 98 will provide us with the opportunity to put on a first rate lesson plan to teach Public Affairs Officers and other members essentials of the Winning Edge Concept.

The Winning Edge Concept is the concept that we can provide those members who have made the decision to learn the basic skills to hold an advantage over those who do not want to make the investment of a commitment to excellence.

Thus, for those of you who want to master the skills of Public Affairs, it would be desirable for you to attend, become brilliant in the basic skills and return home as missionaries taking

POSITIVE OUTLOOK Continued from page 1
the message and skills back to the home units.

We will discuss key points in recognizing and developing a workable program for you. Vince Lombardi, is said to have made this observation, "*The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field.*"

Each of us has the potential of improving our performance if we will just take the time to learn **key skills** necessary to achieve the desired improvement.

If you have a **positive attitude** generally, if you are essentially a **likable person**, if you have a **good working knowledge of the Auxiliary**, its missions and its relationship with the Coast Guard and if you know **how to present this information** and **if you know the essentials of managing your time**, you will be an outstanding Public Affairs Officer.

Plan on attending NACON if possible. Maybe you can develop some of these skills. If you can improve each of your skills relative to recognizable vital functions by only as much as 10%, you can be assured that the cumulative effect of the improvement may improve your performance by as much as 200%.

NATIONAL SAFE BOATING ACTIVITIES

The old concept of a National Safe Boating Week has been modified. Now, Safe Boating activities will continue to the end of the calendar year in addition to the traditional week long observation.

It is important that your unit communicate their Safe Boating Activities to **Harriet Howard, DVC-AL** so that she may present a comprehensive report and evaluation to the Bridge.

Also know that each **District, Division and Flotilla** is eligible to enter their efforts at public affairs in the **National Awards program**.

Submissions shall be judged to evaluate and recognize unusual, large scale Public Affairs projects during the awards year based upon the innovative, creative use of media; the audience; the ability to be replicated by another unit and the completeness of the documentation.

Submissions should be made by 1

March for the awards year ending 31 December of the previous calendar year. The annual awards year will **COVER** the full calendar year previous to the year in which the award will be presented. All submissions should include samples, photos, video tapes, written descriptions, and any other available documentation.

Submissions shall be made to the DVC-AS, **Lois A. Hesser, 1192 S.W.12th Court, Davie, FL 33325-3865**.

OUR HISTORIAN DIVISION

The Historian Division is an important element of the Public Affairs Department. The Auxiliary and The Coast Guard gets many requests for historical facts or information.

This is especially true of the early years from 1939 to 1950. Some of the activities of the early "temporary reserves" is irretrievably lost, yet treasures may be hidden away in someone's attics. If you have or know some one who has any reports, data, photographs or Auxiliary Unit Records that could contribute to a better understanding or knowledge of those early Auxiliary years, get in touch with our Historian Division Chief, **O.W. "Sonny" Martin** or **your unit historian** regarding all such information. **His address is: 209 N. Yellowstone Dr., Madison, WI 53705-2449**.

Not only will such information, including anecdotal material, give us a richer understanding of our heritage, it may ultimately provide historical writers and researchers valuable insights into our past that could form the basis of a great book or movie.

Unit Publications

The *Navigator* and the *PA UP-DATE* are two examples of publication prepared by the National Department of Public Affairs.

Such publications are important because they deal with internal affairs, or the communication of essential information to the membership to help keep them informed in a positive and upbeat manner. If your unit does not have a unit publication, please consider getting one started. If you have one are you sending a copy to the BC-ANN or the DVC-AN?

Make certain they are added to your mailing list. Also don't forget to have the publications considered for an award.

The unit publication should strive to be more than just a meeting notice. It should impart important and key information to the members to make them

More aware of significant news about Auxiliary missions. An informed member is a better member.

ARE WE DOING OUR JOB TO THE BEST OF OUR POTENTIAL?

Many States, because of a deteriorating accident rate are contemplating changes in their boating safety laws, especially as respects minimal educational requirements.

At a time when we are witnessing steady increases in the number of registered recreational boats, we are also observing the phenomenon of a decline in the number of persons voluntarily enrolling in recreational boating safety courses.

This concern is universally shared by the Coast Guard Auxiliary, The Power Squadrons and the several states.

The public Affairs Officer should be working closely with other unit staff officers to develop and submit appropriate releases to the media that would motivate the public so as to renew an interest in safe boating education.

An aggressive Public Affairs program that provides more information than the date time and place of a recreational safe boating course that may be available. Try articulating an identifiable need to the reader to take such a course that will motivate the reader to take the course. If you come to NACON in September, we will give you some pointers.

UNITED BOATING SAFETY INSTITUTE

The Coast Guard Auxiliary has joined with the Coast Guard, the Power Squadrons and others to form the UBSI to promote personal watercraft safety. They maintain a web site on the Internet that can be accessed through the Auxiliary Web page. Also, they can be accessed using the following URL address:

www.pwcsafety.com

Check them out. They may be useful in developing future news stories for your unit as well as providing the PE Instructors current information on essential information regarding PWC safety.

Distribution: National EXCOM, all district EXCOMS; DCPs, FCs, DSOS-PA, DSOS-PB all SOs-PA and SOs-PB and Historians via District DIRAUX and FSOs-PA and FSOs-PB via FCs.