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The Public Affairs UPDATE

NACON PA Training Workshops

The Public Affairs Department conducted several informative workshops at NACON that were well attended. The most dramatic workshop was presented by Philip H. Rapp, BC-AVC winner of the Alex Haley Award for the past two consecutive years. Phil's award was earned based upon both the volume and quality of work involved in documentation.

Harriet Howard provided a comprehensive "How To" report of National Safe Boating Week activities. Harriet stressed that National Safe Boating Week is no longer a week long event, but one that is to be worked for the entire boating season.

Harriet also distributed a limited number of copies of "The United States Coast Guard Auxiliary—At A Glance" prepared by the Office of the Auxiliary, U.S. Coast Guard Headquarters, 2100 Second Street, SW, Washington, D.C. with an invitation to call 1-800-368-5647 for additional information. Copies presumably may be ordered from ANSC.

Martin R. Hill, BC-AIA, Editor of the San Diego Business Journal presented an excellent report on behalf of Betty Smith, Press Corps Division Chief, and offered some significant pointers on how to get articles published in the print media.

Martin, during his career has had experience as a freelance journalist with his work being published in Readers Digest, Omni, Mother Jones, The Los Angeles Times and others. Included in his experience was seven years in the Coast Guard Reserve as a SAR coxswain and EMT and three years in a U.S. Naval reserve special warfare unit. As an Auxiliarist, he currently augments on a 41 footer at Coast Guard Station, San Diego, CA. Great work, Martin.

1997 Public Affairs Awards

No District Public Affairs Awards were made for 1997. However, there were impressive Division and Flotilla activities.

The 1997 **Achievement Award** went to **Division 5, District 8ER, John A. Hern, SO-PE** for a weekly Boating Safety radio program, "*Queen City Boating Hour*" and the development of a Boating Map Guide centerfold in the Greater Cincinnati "*Go Boating Magazine*".

Honorable mention was shared by three other Divisions:

Division 16, District 9CR, Sharon L. Den Boer, DSO-PA "Meeting of Minds" one hour flotilla brain-storming sessions held prior to each division meeting.

Division 9, District 5NR, Glen Blough, SO-PA Develop media contact data base for flotilla including 65 publishers, television stations and radio stations.

Division 8, District 5SR, A.R. Pignoni, IPFSO-PA Developed a Flotilla Monthly PA Planning, Public Awareness, Career Training Paths and Qualification for Mission Charts.

For the Flotilla Awards, **The Achievement Award** was shared by **Flotilla 12-6, District 7, Duncan Roberts, FSO-PA** for developing a living Auxiliary museum aboard CGC ING-HAM, Patriot Point Naval and maritime Museum, and **Flotilla 14-7, District 7, Lorraine T. Thompson, FSO-PA** for the development of a Boating safety and environmental awareness program defining endangered species status of the Right Whale off Atlantic Coast of Florida.. Result: No Right Whales injured or killed or involved in a boating collision during the 1997 boating season.

Honorable Mention was shared by three flotillas. **Flotilla 5-7, District 11NR, William Graham, FSO, PA** Developed a Team Public Affairs project involving all members in pursuing PA activity in Public Education, vessel examination, and marine dealer visitation support. Maintain booths at a major area Boat Show at Contra Costa County Fair. **Flotilla 16-7, District 9CR, Sharon L. Den Boer, DSO-PA**, for 1997 "News Seek Every Week" program which encouraged all flotilla members to submit articles and photographs for publicity. Contributed significantly to membership growth. **Flotilla 15-5, District 8WR, Rhonda Yow, FSO-PA**, Christmas Parade float of well equipped vessel and members in PFDs, Ft. Smith, Ark. Air Show Booth, Ft. Smith Junior Civic League Rubber Ducky Race participation.

National Publications Awards were presented to three District, Three Division and three flotilla publications. They were:

DISTRICT PUBLICATIONS:

First Prize "*The Pilothouse*", District 8ER, **Don Wentz, Editor**.

2nd Prize: "*Mainstream*" District 9CR, **Bud Nusly, Editor**.

3rd Prize: "*Buoy 13*" District 13, **Barbara Korsmo, Editor**.

DIVISION PUBLICATIONS

1st. Prize: "*First Watch*" Div. 1, Dist 8WR, **Tom Nielson, Editor**.

2nd Prize: "*Sailing WITH 7*", Div. 7, Dist. 8CR, **Robert Ross, Editor**

3rd Prize: "*THE MARK X*", Div. 10, Dist. 11SR, **Deborah Johnson, Editor**.

FLOTILLA PUBLICATIONS:

1st Prize: "*MAUMELLE RIPPLES*" Flo. , 15-8, Dist. 8WR, **Darrell J. Masker, Editor**.

2nd Prize: "*THE ANCHOR RODE*" Flo. 85, Dist. 8CR, **Ward Mc-**

Farland, Editor.

3rd Prize: "THE LOG" FLO. 346, Dist 7, Katherine M. Radosh, Editor.

Public Affairs Support MISSIONS

The new **Auxiliary Manual**, COMDTINST M16790.1E, Chapter 2, Auxiliary Missions, lists various program Authorizations in which Auxiliary members are authorized to participate.

Number 11, Public Affairs Support, states, "Auxiliarists are authorized for assignment to duty to support both CG and Auxiliary public affairs program."

In one reported instance, an Auxiliarist was assigned to duty in response to an appeal for PA support by a California Coast Guard Station.

Many active duty Coast Guard units may not be aware of this program authorization and will not therefore be seeking Auxiliary Public Affairs Support.

One area that may be fruitful for Auxiliarists is their local Coast Guard Recruiting Office. With the need for stepped up activities to reach recruitment goals, a smart public affairs activity in support of the Recruiting Office may make a significant contribution to their success.

Any Auxiliarist Public Affairs Officer interested in working with an active duty unit in the public affairs program should contact that CG unit and make a written request for assignment to duty as provided for in the manual and provide them with a written resume of their public affairs experience or activities and include some information as to how the CG Unit would benefit from such a duty assignment.

In this regard, COMDTINST 3120.14 dated 24 August 1998 outlines the adoption of a new **Coast Guard Incident Command System (ICS)** to provide for a standardized response management system for Coast Guard response operations. It brings the Coast Guard into the **National Interagency Incident Management System (NIIMS)**.

The publication requires all District Commanders to maintain a comprehensive list of personnel qualified for all positions within the ICS organization at the level of unit leader, division/group supervisor or higher.

One of the necessary staff positions in the Command Staff is an Information Officer who would be working under the Inci-

dent Commander. The Information Officer is that person assigned to be the point of contact for the media, or other organizations seeking information directly from the incident or event. Although several agencies may assign personnel to an incident or event, there will be one Incident Information Officer. The others will serve as assistants.

There may also be a need for a Liaison Officer in larger incidents or events to help coordinate interagency involvement.

The Coast Guard Auxiliary is now heavily involved in Emergency Response Planning with the Coast Guard and state and local agencies.

Annex F of the new Coast Guard and Auxiliary Organization plan addresses the public affairs responsibilities. The ICS will apply to SAR and all other Contingency Operations. There Auxiliary will be given essential training opportunities that may be general or position specific. Auxiliarists who are qualified will be afforded the opportunities on Incident Management Teams.

Auxiliarist Public Affairs Officers can have an important role to play in any emergency and non-emergency event provided they take the steps to familiarize themselves with necessary actions and responsibilities of an Information Officer when Coast Guard and Auxiliary units are responding to floods, hurricanes and other domestic emergencies under the **Federal Response Plan** as well as under the **National SAR Plan** for marine disasters, the **National Contingency Plan** for oil spills and other marine casualties or as otherwise directed by the President in response to other national emergencies.

All Auxiliary Public Affairs Officers should seek out every opportunity to acquire appropriate training and experiences to enhance their value and capability of participating in emergency response programs.

USCGAUX 60th Anniversary

On June 18, 19, 20, 1999, The United States Coast Guard Auxiliary will be celebrating its 60th Anniversary. Jim and Alice Smith of Flotilla 38 are the 5th District Southern Region Coordinators for this event. This anniversary will be

part of the District Conference in Portsmouth, VA. It is planned that a CGC will be berthed at Portsmouth for those who would like a tour. An indoor picnic is also planned along with other elements of frivolity. (From "Through the PORTHOLE", Donnie Robinson, VCP III)

NOTE TO ALL PA OFFICERS. *The 60th Anniversary presents us all with a great opportunity to make the Auxiliary presence in a community felt as well as seen. It is still not too late to start planning your District, Division or Flotilla event(s) This could be a great opportunity. Keep us posted on your plans.*

Auxiliary WEB Sites

Many Districts, Divisions and Flotillas maintain a web site. Some of these "local" web sites are well done and effectively use color and graphics to enhance their attractiveness.

A well maintained web site can be of great value in promoting membership growth and our public education program. If handled effectively, it can also be used to supplement our communications with sister units within the District. A competently planned and managed web site is a great communications tool.

Some of the more effective web sites also know how to use color to help the viewer focus on the key parts of the page or on important news.

We would like to hear from our web site Auxiliary links to find out just how effective they have been in recruiting new members and promoting the PE classes and Courtesy Vessel Examinations. Also, include some information relative to the cost of these sites. We will not identify your unit unless you specifically authorize us to release the information.

If you have any data on the number of members in your District that have access, please let us know.

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