



# The Public Affairs UPDATE

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## The IDS - - Admiral Loy's Priorities

IDS is a term you can expect to hear a great deal about during the next year or so. IDS stands for **Integrated Deepwater System**, a program that if recognized and adopted by Congress will assure the Coast Guard of a systematic upgrading of Assets such as ships and aircraft to enhance their capability to accomplish its missions in the future.

**Admiral James M. Loy**, the Coast Guard's new Commandant, explained the concept to members of the Auxiliary attending the National Conference in San Diego last month.

This is the Coast Guard's new streamlining program. Admiral Loy perceives the Auxiliary as a part of an Integrated Coast Guard Effort that has performed an outstanding volunteer service to America. Referring to the 1996 Coast Guard Authorization Act as "The Auxiliary Emancipation Act", Adm. Loy stated "We have seen a transformation in which the Auxiliary has been recognized as an absolutely essential force multiplier. - - - We - - - welcomed this legislation as a significant declaration of the Auxiliary's value to the nation."

Adm. Loy also informed the members attending of four important strategic imperatives that will need the support of all citizens and in particular the members of the Auxiliary:

- Raising of the visibility of the Coast Guard's many services to America. **"We are struggling to convince Congress to appropriate enough money to permit the Coast Guard to maintain its current level of service to the American Public. One of the reasons we face an uphill struggle every**

**year in obtaining enough resources to accomplish the missions we've been assigned is that very few people - - even inside the Coast Guard - - know the full extent of our value to the taxpayer.**

- The second priority is providing for the Coast Guard's long term law enforcement and national security capability in deepwater environment. Instead of a piece-meal "take what you can get", one for one replacement of antiquated ships and aircraft, the Integrated Deepwater System (IDS) has analyzed and identified all foreseeable mission requirements and developed a system of asset replacement based upon the total life cycle costs of ownership, maintenance and operations and ultimate disposal.
- The third strategic imperative relates to our capability to prepare our ports and waterways to accommodate America's growing role and status as an economic leader in global economy. Ninety percent of the goods that enter and leave our country come and go in ships. **"Our pressing challenge is to forge a plan to deal with our eroding ports and waterways to handle that trade. - - The Coast Guard, with its expertise in all manner of waterways issues - - vessel traffic management, ship and facility safety, pollution prevention and response, aids to navigation, port security - - has to assert a leadership position."**
- The fourth priority relates to the Coast Guard's capability to serve - - and serve more widely - - as a unique instrument of national security. Recent Presidential Decision Directives focus attention on

our vulnerability to criminals, terrorists, hackers, rogue governments, and even migrating diseases in this era of global openness. **"The dimensions of these threats demand the military-multi-missioned, maritime expertise that only the Coast Guard can provide."**

A major Public Affairs mission for the Coast Guard Auxiliary is to help Admiral Loy and the Coast Guard get these priorities known to the public in general and in particular to United States Congressmen and Senators.

We all know the rules. We all retain our First Amendment Rights as Auxiliaries. We have a right to speak out. We have a right to contact our elected officials and let them know our thoughts on the needs of the Coast Guard. We, of course must exercise our rights as individuals and not as a spokesperson for the Coast Guard Auxiliary.

Individual members are free to exercise whatever influence they may have with their members of Congress or the United States Senate. They can not use Auxiliary stationary or official postage to achieve the objective.

Getting Admiral Loy's message and list of priorities out to the public will be a monumental Public Affairs effort. We can do it. A successful effort on our part, as individuals, may do more to help the Coast Guard and the Coast Guard Auxiliary move into the 21st Century with a fleet of modern deep water ships and aircraft equipped with the latest available technology.

If you would like more information on Admiral Loy's plans for the Coast Guard and the Auxiliary, you can obtain it on the Internet or write to the Editor of the Public Affairs UPDATE at the address or e-mail shown on the masthead.

## Photography Contest Winners

Recognition was made of Auxiliary photographs entered in the national Photo Contest. The photos can be seen on the USCG Office of the Coast Guard Auxiliary Home Page. While we can't reproduce them here, we can share with you the identity of the winners and the category and title of the winning photos.

### Best of Show

Mr. John Echo, Flotilla 05S-10-01  
The Caption: "*Auxiliary Vessel and Captain Cook's Endeavor*"

### Auxiliary Training

1st Place: Ms. Carol Urgola Flotilla 09E-04-08 Caption: "*Standing Tow Watch*"

2nd Place: Mr. Brian McMahan, Flotilla 01N-04-15 Caption: "*Along-side Towing*".

3rd Place: Mr. Brian Brubaker, Flotilla 170-02-09 Caption: "*Sextant Training*".

### Coast Guard Support

1st Place: Mr. Ross Heard- Flotilla 08C-06-02 Caption: "*Practice Basket Hoists*".

2nd Place: Mr. Garret Bekier- Flotilla 01S-10-02- Caption: "*Fleet Week Support*".

3rd Place:- Mr. Ross Heard- Flotilla 08C-06-02; - Caption: "*Sailing Barque Escort*"

### Recreational Boating Safety

1st Place: Mr. Dennis Uminski- Flotilla 09E-03-05-Caption: "*Young but Serious*".

2nd Place:- Mr. John Wrubel- Flotilla 070-14-04- Caption:- "*Boat U.S. Boat Show*"

3rd Place:-Mr. Ross Heard, Flotilla 08C-06-02 "*PWC Lake Patrol*"

### Fellowship

1st Place:- Ms. Diana Figueroa- Flotilla 070-01-02 Caption: "*Visit to the Eagle*"

2nd Place:-Mr. Hubert MLaughlin- Flotilla 01N-03-03:- Caption:- "*Family Day at Merrimack River*"

3rd Place:- Mr. John Wrubel- Flotilla 070-14-04- Caption:- "*Covers Standing By*".

The photos were worthy of winning. However, not in any way denigrating the work of these winners, when one person captures three places in a total of 13 awards and

another captures two places out of thirteen, there may be just a wee bit of a hint that an insufficient number of members made submissions of their photography.

The Photography contest is a very important event. The old saying, "A picture is worth a thousand words" is true. Most newspapers and magazines would sooner publish a quality photograph than a 1000 word article.

You don't need fancy equipment to earn an award winning photo. We have urged Auxiliaries to carry cameras at all times. After you snap the picture, get it developed and, if it is good and tells a story submit it in next years contest. Who knows, it could be next years winner.

## PUBLIC AFFAIRS CONCEPTS

Public Affairs is a learned skill. The objective of all public affairs missions is to communicate information to third parties that will benefit the communicator and the recipient.

As the normal boating season is coming to a close in much of the nation, let us give some thought to issues that are ripe to be exploited by the public affairs officer.

Small boat owners often take their small boats out in colder weather for fishing and hunting. Many of these persons do not consider themselves "boaters" in the traditional sense of the word. Yet, available boating statistics show that too many of these persons will die of drowning because they failed to wear a PFD. Check your State Boating Law Administrator (SBLA) to get specific statistical data for your area of operations.

According to available national records, many of these small boat deaths in the cold water season suffer from hypothermia before drowning. By working with the local SBLA and the Coast Guard, you should be able to write a pretty accurate piece on the **risks and dangers of cold water fishing and hunting in small boats**. The articles could be made available to local newspapers, and fishing and hunting magazines. Maybe a short article on "Cold Water Survival". Make certain it is factually correct.

This is also the time when we are putting our boats away for the winter

months. **Winter storage** takes some preparation. There are also many things that can go wrong, including **hazardous substance spills** that may be harmful to the environment. How about an article on **how to winterize your boat and protect, at the same, the environment?**

The fall and early winter months is traditionally a great time for **Public Education Courses**. Work with your PE Officer to help him or her promote their classes. A full PE class means the public is interested in boating safety. It also means an opportunity to recruit new members for the Auxiliary. It's a lot easier now than it was. However, if we fail to involve our new recruits into Auxiliary activities and training, the probability is that they will drop out after the first year.

If you reside near an active duty SAR station or MSO, you might offer your public affairs services to them. We can also be assigned duty to assist local Coast Guard Units with their public affairs missions.

## Election & Change of Watch Activities

People do like to read about themselves. Elections and installation of officers is always a newsworthy event, especially if you can tell the story with pictures.

These kinds of articles nearly always make the local papers, radio and TV news.

What accomplishments can be attributed to the new Flotilla Commander and the retiring member to have them qualify for such recognition?

Invite some local dignitaries to your unit change of watch. By that, we mean a representative of the State Boating Law Administrator, local and state elected officials especially from the legislature.

If they have supported the Auxiliary, present them with an award. Also, this is an opportune time in which to give out awards to the members. It's all Public Affairs!

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