



# UPDATE

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## Jack E. Banister Named DC-A

Jack E. Banister DSO-AV and PDCO, 8 ER has been named to take the helm as the new Public Affairs Department Chief. Jack brings to the Department of Public Affairs an extensive background of marketing and communications experience with one of the nations corporate giants, General Electric.

Jack has indicated that he will work with the members to market the services of the Auxiliary to the Boating Public.

The Department has a great deal of work to do and it is expected there will be some change in emphasis in what it is we do help make the public aware of our products and the value of those products to the boating public.

The NACO also announced the appointment of Ms. Jennifer Fletcher as the DC-Ad to replace Como. J. George Karlsen who resigned due to the press of personal business. Ms. Fletcher has been active in the Public Affairs Department for a number of years, having served most recently as the Special Media Projects Branch Chief.

We extend to our new helmspersons a hearty "Welcome Aboard". We are looking forward to the new directions promised to lead the Auxiliary to new heights in the marketing of our services to the recreational boating public.

For all of the PA officers out there, put on your "thinking caps" and prepare for a creative year.

## 60th Anniversary Plans Developing

While groundwork is being laid to celebrate the 60th Birthday of the United States Coast Guard Auxiliary, it appears that some units may be passing up a great opportunity to share with the recreational boating public some important aspects of our mission and programs that are for their direct benefit.

Some units are planning extensive public oriented celebrations that will demonstrate the services and tools available to recreational boaters from the Auxiliary. Many of these events are media oriented. This will certainly help in promoting a greater public awareness of what we are about.

Other units, we are informed, are planning less publicly oriented activities such as banquets and balls. These are great opportunities for the promotion of fellowship, one of the four cornerstone programs. While fellowship is an important aspect of Auxiliary membership, it is only one fourth of the cornerstone programs.

For those who may have overlooked the opportunity to bring the public into our 60th anniversary celebration, ***Its not too late!***

There is still time left to plan and implement a comprehensive effort by Auxiliary units to promote the traditional programs such as Public Education, Courtesy marine Examinations and Operations and some of the newer programs.

## Change in Focus Not Direction

Public Affairs activities can not be conducted in a vacuum, isolated from the services we, the Coast Guard Auxiliary, provide to the Recreational Boaters of America.

Jack Banister, our new DC-A, has already indicated that the application of sound marketing concepts will be an important and integrated part of the Public Affairs Department in the future.

Working with the various Departments responsible for the Administration of our programs and missions, the "new" Marketing and Public Affairs Department will be working closer with the Members Service Directorate, The Recreational Boating safety Directorate and the Coast Guard and State Support Directorate to aid them in the marketing of all Coast Guard Auxiliary programs and services.

Don't let the term "marketing" trouble you. Simply stated, the term "marketing" is the collection of those activities that bring our products and services to our customers.

Because the user of our services, the boater, ultimately determines to what extent the products we have to offer will be used, part of the new program may require the Auxiliary to developing a closer working relationship with the customers. This will identify the circumstances, attitudes and motivations of our customers and assist in our ability to match their wants.

We must remain ever conscious to the fact that other organizations, government and non-government are "out there" competing for the minds and hearts of the recreational boater.

While these competing organizations have a role to play in boating safety, none of them have the ability to offer such a comprehensive package of services, including membership, as are available from the United States Coast Guard Auxiliary.

We will be developing efficient methods to communicate to the boater the availability of our services and to motivate them to choose our programs over those of our competitors.

## CORRECTION

Last month we provided you with a postal ZIP code to be used in writing the United States Postal Service to ask for the support of the Citizens Stamp Advisory Committee in developing a special commemorative stamp recognizing the 125th Anniversary of the United States Coast Guard Academy. The correct address is:

Citizens Stamp Advisory Committee  
United States Postal Service  
475 L'Enfant Plaza, S.W.  
Washington, D.C. 20260.

## Proclamations

Recently, the NACO circulated, via the Internet, a sample proclamation that could be used by Governors and other elected officials to officially recognize our 60th Anniversary.

While there are only 50 states, we do have more than 60 large cities in this Nation.

How fitting it would be if the PA Officers would work to obtain a proclamation from the Mayors of America's 60 largest Cities to be presented at NACON honoring our 60th Anniversary. Let's do it!

## Coast Guard Integrated Deepwater System

As a part of "Team Coast Guard we have a responsibility to know what the active duty part of the team is planning and how it impacts upon us, the volunteers. In some remote sections of the country, we are the Coast Guard, from all practical perceptions.

When he announced the "Integrated Deepwater System", Admiral Loy, Commandant of the Coast Guard, identified the objectives for the Coast Guard to achieve for the year 2001.

To reach this goal will require the support of many people, including the members of the Coast Guard Auxiliary to keep the public informed about the "Integrated Deepwater System", its progress as we move from adoption through implementation.

Core themes of the Deepwater program include:

- The Coast Guard is a Unique Instrument of National Security.
- The Coast Guard operating in the Deepwater environment is a proven tool in the efforts to curb the flow of illegal drugs and immigrants into the United States.
- Coast Guard Assets, operating in the Deepwater environment, continuously protect the maritime transport of goods, services and capital, increasing global and economic growth.
- In times of peace and war, The Coast Guard has saved lives and property, has minimized the human cost of conflicts, accidents and natural disasters, and has fought alongside the other four armed services.
- Due to the humanitarian nature of our missions, The Coast Guard affords unique opportunities for displaying U.S. overseas presence, increasing foreign government adherence to democratic practices and respect for human rights.

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- The Coast Guard is at the forefront of efforts to protect the marine environment, eliminating environmental damage associated with marine transportation, environmental; terrorism, and the exploitation of our living marine resources through aggressive prevention, response and enforcement efforts on the navigable waters of the United States, including the Deepwater environment.
- The Nation needs the Deepwater project to continue effective and efficient maritime service; to enable the Coast Guard to remain **Semper Paratus - Always Ready** - to perform its missions for the American people.

While the promotion of the Deepwater Integrated System with the members of Congress rests principally with Senior Coast Guard leaders, we have a responsibility to be informed on this important subject so that we can assist the Coast Guard in educating the American Public and its future.

While Coast Guard Senior Leaders and Public Affairs Officers shall have primary responsibility for providing the national publications and media information on this important issue, we in the Auxiliary should be prepared to support the Coast Guard efforts by using our local media contacts, printed and electronic, to help inform the public and obtain their support for our needs. Additional information will be presented in future editions of the **Public Affairs Update**.

**Distribution:** The National EXCOM; all National Board Members; The CHDI-RAUX; all District Directors of Auxiliary; all DCPs, DSOs-PA and PB, all SOsPA & PB and FCs via the District Director; all FSOs PA & PB via the FCs. [AUXWEB](#)