

CHAPTER 7 **PUBLIC AFFAIRS**

- References:
- a. Auxiliary Manual, COMDTINST 16790.1_ (Series)
 - b. U S Coast Guard Auxiliary Public Affairs Officer's Guide, COMDTINST M5728.3_ (Series). The latest copy can be downloaded at <http://www.cgaux.org/cgauxweb/pubaffairs/PAGuide.pdf>.

A. Policies and Procedures.

1. General. The Northern Region supports the National policy set forth in reference (a) Flotillas are encouraged to maintain an active Public Affairs program not only to better educate the boating public concerning Auxiliary activities but also to publicize individual member achievements.
2. Duties And Responsibilities. The duties and responsibilities of the Public Affairs organization is set forth in reference b. Any questions concerning Public Affairs policy should be referred to the DSO-PA.
3. Speaker's Bureau. The Northern Region maintains an Auxiliary Speaker's Bureau which provides a valuable service to the Coast Guard by making Auxiliary members available for public appearances. Many organizations request programs on boating and water safety. Participating members can be provided with prepared material on water safety and the Coast Guard Auxiliary. Members interested in participating in the Speakers Bureau should submit a "Public Affairs Liaison Questionnaire", CCGD11NR Form PA-1, to the DSO-PA.

B. National Safe Boating Week.

1. Chairperson/Project Officer.
 - a. National Level. At the National level, a Branch Chief in the Auxiliary Department of Public Affairs is responsible for Auxiliary participation in National Boating Safety Week.
 - b. Northern Region.
 - (1) DCO. The DCO shall appoint an overall Chairperson for National Safe Boating Week, usually one of the Rear Commodores.
 - (2) DCP. Each DCP shall appoint a Chairperson for NSBW to supervise the activities and provide guidance to the Flotillas within the Division. Another duty shall be to coordinate activities with adjacent Divisions, especially when they share the same media (newspapers, TV, radio stations). The appointment shall be made

at the same time as the other staff officers and shall be effective 1 January of each year. A suggested chairperson is either the Division Vice Captain or the SO-PA.

- (3) FC. Each FC shall appoint a Chairperson who shall be responsible for organizing Flotilla activities in support of NSBW. The FC should appoint a committee composed of those individuals interested in NSBW and have expertise in various Auxiliary programs. A suggested chairperson is either the Flotilla Vice Commander or FSO-PA.

2. Reporting Procedures.

a. Auxiliary Report.

- (1) The sample reporting format is shown in Figure 7-1. This format is not a form and shall not be used as such. Each Flotilla shall submit their report to the Division Chairperson prior to the established deadline.
- (2) Enclosed with this report should be pertinent photographs, newspaper clippings, copies of locally developed educational material, radio, or TV spots, copies of local proclamations, other items of interest and any recommendations for the various certificates.
- (3) The Division Chairperson shall review the Flotilla reports to ensure compliance with reporting requirements; i.e., use of the Auxiliary format for reporting activities, inclusion of the appropriate enclosures, etc. The Division Chairperson shall prepare a report in letter format of any Division-organized, Division-wide activities, together with any pertinent comments and recommendations. The Division report, along with the Flotilla reports, will then be submitted to the District Chairperson no later than the established deadline.
- (4) The District Chairperson shall prepare a District report in letter format and submit it together with the Division and Flotilla reports to the Auxiliary National Branch Chief for NSBW no later than the established deadline. A copy shall be sent to DIRAUX.

Figure 7-1

Suggested Format for Reporting NSBW Activities using Auxiliary letterhead stationery.

XX June 20XX

From: Flotilla Commander, Flotilla XX-XX

To: Division Chairperson, National Safe Boating Week
Division XX, Eleventh Coast Guard District Auxiliary, Northern Region

SUBJECT: Activities Report for National Safe Boating Week

1. Following is the report of the activities of Flotilla XX-XX during National Safe Boating Week for 20XX.
2. The following Radio and Television spots were aired: (List the stations and number of spots aired).
3. Newspaper articles appeared in the following newspapers: (List the newspapers and enclose clippings).
4. NSBW displays were placed at the following locations: (List the locations and describe the displays. Enclose photos).
5. On-the-water safe boating demonstrations were held as described below: (Give locations and describe).
6. Specially prepared material was used for the following events: (Describe the events and enclose copies of the material).
7. Describe any other significant activities.
8. Recommendations or appropriate comments.

Signature of the Flotilla Commander

Suggested enclosures:

Newspaper clippings	Locally prepared news/TV/Radio releases
Locally prepared educational material	Nominations for Certificates of Appreciation
Photographs of events	Anything else of interest

(NOTE: Use only those paragraphs that pertain to your organization, renumbering the paragraphs as necessary).