

## **Public Affairs Staff Officer (SO-PA)**

1. In accordance with the applicable provisions of the U. S. Coast Guard Auxiliary Manual, COMDTINST M16790.1 (Series), I hereby appoint you as the Division Public Affairs Staff Officer for the calendar year 200\_\_.

2. Your duties and responsibilities, consistent with the provisions of the Auxiliary Manual, are as follows:

a. Exercise staff responsibility and supervision over all Auxiliary public affairs and public information matters within the Division, and keep the Division Board members informed of all developments in the program.

b. Maintain close liaison with the District and Flotilla Public Affairs Staff Officers, cooperating in every way to establish effective working relationships with the newspaper, radio and television media in a manner which will facilitate coverage of Auxiliary activities.

c. Coordinate and cooperate with the SO PE, SO VE, SO OP, SO PS and SO CC to encourage effective coverage of their activities.

d. Originate, as appropriate, articles for Flotilla, Division, District and National Publications.

e. Promote the best possible public image of the Auxiliary in the Division.

f. Immediate supervisory responsibility for your office is vested in the VCP. Cooperate with the VCP in every way to ensure that the Division's Public Affairs Program is effectively administered.

g. Upon expiration of your term of office, or when so directed by me, transfer all property and records of the office to your successor.

h. Additional duties of your office include, but are not limited to, the attached.

### **SUGGESTED ADDITIONAL DIVISION PUBLIC AFFAIRS STAFF OFFICER DUTIES**

Attend all meetings of the Division. Give the Vice Captain prior notice when such attendance is not possible.

Whenever possible, attend District Board Meetings held in your area.

Be prepared to assist the Flotillas with any workshops, seminars and training sessions called, particularly those for the training of elected and staff officers.

Be familiar with the contents of all the various publications that pertain to public affairs including the Public Affairs Officer's Guide, COMDTINST M5728.3(series).

Take positive steps to ensure that the FSOs PA are well trained. Conduct whatever workshops and/or training program(s) may be necessary to ensure that District policy is followed in your program.

Initiate and maintain contact with the DSO PA.

Be alert for any reports on problems with supplies from the National Supply Center that affect your area of responsibility. Bring these matters to the attention of the VCP and/or DCP.

Establish Public Affairs goals and objectives for your Division area along with the necessary plans that are required to achieve your goals. You should develop goals that are measurable and maintain periodic review of the progress toward them. Report this progress to the Division Board at each meeting. A

comparison should be made with last year's progress.

As a Division Staff Officer, you are a direct representative of the Division Captain, and as such, you are directed to visit and communicate with the various Flotillas as may be required to assist them. As a courtesy, prior coordination of any visits to the units will be made with the applicable FCs.

Prepare regular mailings to the Flotilla Public Affairs Staff Officers. The frequency of such mailing is to be that required to pass down all information received from the DSO PA. A mailing should also be sent as an introduction prior to the start of the year, with any directions, procedures and reminders that may be necessary to start new FSOs PA off in the right direction. The purpose of these mailings is to ensure that communication down to the Flotilla level is maintained. When appropriate, copies will be provided to the Division Board and applicable District Staff Officers.

Prepare one or more articles for each issue of the Division publication, to pass information of a general nature or of widespread interest down to the Flotilla members within the Division.

With cooperation from the SO IS, review the appropriate AUXMIS data, at least quarterly, to track the progress of the Division's Public Affairs Program. When a weakness is observed within a Flotilla, correspond with the appropriate staff officer. Request advice on the nature of the problem and offer assistance. When appropriate, prepare correspondence for the DCP or VCP to use in requesting information from the Flotilla Commanders on the perceived problems.

Establish an effective working relationship with the newspapers, radio and television news media in a manner which will facilitate maximum coverage of the Auxiliary's activities.

Constantly look for new ways to get the Auxiliary message to the public. Examples are the use of milk carton, grocery bag, bottle hangers, mailers, dealers' advertisements, etc. All programs of this nature must be approved at Division and District before formal agreements are made with the firm providing the printed messages.

Establish and oversee a program whereby all Home Shows and Boat Shows in the Division, insofar as practicable, have a Boating Safety Booth on display. Attempt to have a Boating Safety Booth set up in all major Shopping Malls during National Safe Boating Week. Work with and coordinate with the FSOs PA in this effort.

Refrain from requesting information and data from the Flotilla staff officers that is collected by, and available from, AUXMIS. Such requests are counterproductive, as they turn the staff officers' attention away from their primary tasks to that of duplicate data collection.

Develop and direct an organized program of activities to obtain Auxiliary publicity.

Maintain close liaison with and local Coast Guard Public Affairs Officers, cooperating in every way to establish effective working relationships and coordination of the Coast Guard's and Auxiliary's efforts with the newspaper, radio and television media to facilitate coverage of Coast Guard and Auxiliary activities.

Originate as appropriate, articles for Flotilla, Division, District and National Publications, clearing articles as required with the District Commodore and Director.

Promote the best possible image of the Auxiliary.

Assist the Division Public Education Staff Officer and Division Vessel Examination Staff Officer with advertising and publicity.

Encourage and oversee participation in the National Safe Boating Week activities by all Auxiliary Flotillas in the Division.

Assist the Division Career Candidate Staff Officer with advertising and publicity concerning the Academy Introduction Mission (AIM) and the Recruit Assistance Programs (RAP).

Cooperate with the Division Personnel Services Staff Officer to publicize the Auxiliary and to attract new members.

Cooperate with the Division Publication Staff Officer in obtaining Action Photos of Flotilla activity for publication in the District and National publications, and for entering in any District and National Photo Contests. Retains a file of photos received for possible future use.

At each meeting, report in writing to the Division Board on activities and progress in the Division's Public Affairs Program.

Copies of all correspondence from you, when appropriate, are to be provided to the DCP, VCP, and applicable DSO(s) (for matters concerning their particular area).