



**Date:** September, 2019  
**From:** Doug Manifold - DSO - Public Affairs District 11NR  
**To:** Commodore Mary Kirkwood  
**Subject:** Division Staff Officers - Public Affairs Activities Reports – August 2019  
Reported in September 2019

**HIGHLIGHTS:**

**Another busy month for Public Affairs activities across the District:**

Gail has been busy preparing for several up-coming events:

- Disaster Preparedness Fair at the San Francisco Federal Reserve Bank,
- Fleet Week activities, and
- PCA

Roger was very busy with activities around the area:

- Completing the stunning photography training program for PCA,
- Designing a new “Upcoming Events” publication for one of our flotillas, and
- Very importantly, creating a series of draft Auxiliary Marketing posters for Jim Losi.

Thanks to all of our ADSO-PAs for a very active month.

**Risk Management 2.0 (RM 2.0):** The deadline for completing the online RM 2.0 session has passed so, if there is anyone that you know of who has not completed it, please encourage them to do so ASAP. See the latest PCA Class Schedule for the GAR 2.0 program that will be offered at PCA.

**Auxiliary Public Affairs C-Schools:** All Auxiliary members are encouraged to participate in Public Affairs activities, tell the Auxiliary story, help recruitment, and to promote membership retention. Those interested in serving as a Public Affairs Staff Officer should consider attending the Public Affairs Aux-12 C-School. It is a wonderful training program organized and taught by some of the most experienced and talented members of the Auxiliary. Please remind Members who are able to attend the Aux-12, PA C-school that they are expected to complete the PA 3 Certification process within 12 months of completion of the Public Affairs C-school.

**Auxiliary Speaker’s Bureau:** We have nothing new to report on the proposed Auxiliary Speaker’s Bureau program, but it seems to be ongoing.

**Sea Scout Program:** Auxiliary members from 11NR have been actively preparing for the annual Sea Scout Safety at Sea training program on September 14, at Yerba Buena Island

**Reminder - media events review process:**

- District policies regarding media events, posting videos on the internet, and conducting press releases and media interview events have been reviewed by DIRAUX and it has been decided to continue the current policy of reviewing all media event and news release plans, for any general public dissemination, prior to the events going forward.
- Information included in videos currently on the net should be reviewed by Division leadership for correctness and accuracy. If the information is not accurate, correct and, especially, current, videos should be updated or taken down. We don't want to mislead the public about what we do, who we are, or what positions we hold in the Auxiliary. Check your videos for the correct message and against current staff position records.
- Uniforms and appearance for media and video Public Affairs events: Always wear the uniform with pride and review the Auxiliary Uniform Policy manuals for guidance.
- The District Public Affairs Staff is dedicated to assisting all members who are, or would like to write articles about the Auxiliary and the Coast Guard for publication. We are available to proofread and edit your work.

**Auxiliary Photo Reminders:**

- Division and Flotilla Leaders – please remind your members that photos posted on our various National, District, Division, and Flotilla web sites should follow professional Auxiliary photo standards and reflect the Coast Guard and the Auxiliary in the best, most professional way possible. Members, and the public, gauge us by what they see in the photos posted on our web sites. Take a few minutes to review the photos on our District's various web sites and consider the value to the Auxiliary of what is being posted.
- Division and Flotilla Leaders – please reminder your members that if they take photos of children under the age of 18, in which the child might be recognizable, and if they intend to post those photos on any Auxiliary site, use them in any Auxiliary related presentations, or include them in any Auxiliary publications, they must first have a release signed by a parent or guardian of the child. We have seen some stunning photos that include young children that we have been unable to use because we do not have the required, signed release. Your Flotilla PAO's should be able to provide copies of the form.

**Monthly Division Public Affairs Reports:**

**Division 01: Nancy Marion DCDR** - No Report Submitted, SO-PA office vacant

**Division 03: Robert Schabert SO – PA** - No Report Submitted

**Division 04: Alan Stanton DCDR** – Nothing to report, SO-PA office vacant

**Division 05: Christina Peterson SO – PA** – No Report Submitted

**Division 06: Sonia Foster SO - PA**

August 2019 – Public Affairs Report for Flotilla 06-04 Monterey, CA.

August 05: Coast Guard 229th Birthday party BBQ was held at El Estero Park in Monterey. A good turnout of Station Monterey personnel, Auxiliarists and guests was present for a great fun food and fellowship. The food was great. Fun was had by all.



Tony Budlong, Craig Johnson and Keith Simmons preparing picnic tables for picnic



Mark McLaughlin and Jane Smith preparing chile



View of BBQ



Commodore Wally Smith preparing food



Lt John Gatti Cutting Birthday Cake



Birthday Cake Dessert

**Division 07: Lana Visser SO - PA – No Report Submitted**

**Division 08: Carl Pierce DCDR – Vacant – No Report Submitted**

**Division 10: Doug Lazo SO – PA – No Report Submitted**

**Division 11: Chris Leinan SO – PA - No Report Submitted**

**Division 12: Winnie (Wan-Yu) Zhou SO - PA**

#### HIGHLIGHTS

- Participated in NACON, Orlando, FL
- Participated in AUX-12 Public Affairs C-School, Orlando FL
- Currently participating in AMLOC C-School, Novi MI
- Was able to have lunch with our COMO Mary Kirkwood at NACON

#### DETAILS

- Used my PA training that I received from the Auxiliary to teach the new leadership team of Semper Paratus at SFSU on how to use public affairs to get the word out on campus about the Semper Paratus club.

AGENCY INTERACTIONS - NONE

#### UPCOMING EVENTS

- Will be taking part in the online training course for Auxiliary Flotilla Leadership
- Will be taking part in the online training course for AUX PA 3
- Will be attending PCA fair on Coast Guard Island
- Will be attending fleet week in order to take pictures for my next public affairs report

GOAL:

- To complete the two online training courses (Auxiliary Flotilla Leadership course, AUX PA3)
- Continue to work with the Semper Paratus club of San Francisco State University on how to use public affairs for recruitment.

End of report.

Thanks to all for the hard work and dedication to the Auxiliary.

Very Respectfully Submitted,

Doug Manifold,  
District Staff Officer - Public Affairs