



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

HIGHLIGHTS:

Another busy month for Public Affairs activities across the District:

Gail has been busy, as usual, completing and preparing for several up-coming events:

- Disaster Preparedness Fair at the San Francisco Federal Reserve Bank was a stunning success
- Fleet Week activities are in the works and she has several events planned, and
- And, she is busy reviewing the Recruiting Mission materials.

Roger has been very busy with activities around the area:

- Presenting the stunning photography training program for PCA,
- Working with Gail on Fleet Week events,
- Covered the Sea Scout training program at YBI,
- Re-designing new “Upcoming Events” publication for one of our flotillas, and
- Very importantly, continuing to work on 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 and completing the Auxiliary PA 3 Specialist Certification. Aux 12 is a wonderful training program organized and taught by some of the most experienced and talented members of the Auxiliary.

Members who do make a request to attend the Auxiliary Public Affairs C-School should be reviewed and approved to attend by their Flotilla Commander, Division Commander and District Captain.. Also, please remind Members who are approved 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 and agree, in writing, to serve in a PA Staff Officer position for at least one year following completion of the C-School..

Auxiliary Speaker’s Bureau: The proposed Auxiliary Speaker’s Bureau program continues to be under review.

Sea Scout Program: Auxiliary members from 11NR have been actively preparing for the Sea Scout program going National.

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 DIRAUX review of 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: Diana Serchia - SO-PA

PA Activity for August/September 2019

Flotilla 12 - No Report

Flotilla 14 – No Report

Flotilla 17 Roger Bazeley newsletter Bravo Zulu 3QT, was distributed to the membership

Flotilla 19 No Report

Fleet Week volunteer opportunities are currently available to all Division members as a mass email was sent to all for volunteers .Fleet Week this year is 9 - 13 October.

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

Flotilla 05-01: No report received

Flotilla 05-02: No report received

Flotilla 05-03: The Sea Tow Foundation Life Jacket Loaner Program has come to the end of the season. My final report to them will be completed tonight. During the course of 5 months Sea Tow provided 100 life jackets and the State of California provided another 60.

Flotilla 5-5: Nothing to report. I hope you are doing well. Maria and I are on vacation in Maui. What a beautiful place!

Looking forward to seeing you all at the Flotilla 55 OPTREX..

Flotilla 5-7: On September 7th, we had 3 members from Flotilla 5-7, as well as 5 guests attend the USCGA golf tournament at the Chardonnay golf course in Napa. It was a great event, a little cold but seems that everyone had a great time. Our Flotilla placed 3rd in the tournament.

This week kicks off Fleet Week and we have many 5-7 members attending to support.

Division 06: Sonia Foster SO - PA – No Report Submitted

Division 07: Lana Visser SO - PA

Division 7 Utah participated in the Layton Fire Department Safety Fair September 18, 2019 at the Layton Fire Station. This annual event is a very well organized, well attended event with hundreds of people in attendance. Several public safety organizations, including police, search and rescue, and the fire department, plus simulated a earthquake trailer, a simulated fire trailer, vehicle extrication demonstration, fire engine rides, booths, and much more were provided to provide education on safety topics to the public. Division 7 has participated in this event previously, and we were excited to be asked to participate again this year.

Our booth, located inside the fire engine bays, was set up to provide boating information with a display and an emphasis on wearing life jackets during any on-the-water activities. Flotilla 07-06 Auxiliarists Tony Zocchi, Anthony King, Carl Henning, and Gary Mlynarski talked to many fair attendees about the advantages and differences between different life jackets, how to properly fit a life jacket, water safety for kids (and adults!) and other water-related safety and boating safety topics. Pandora Panda (aka Zach Silveous) was on hand to meet the kids, trade high-fives, and pose for photos while Lana Visser took photos.

We always enjoy attending this safety fair because it is so well attended and gives us great opportunities to take to the public about boating safety, and are grateful for the opportunity we have to be invited back to this great event.



Lana Visser, Anthony King, Tony Zocchi, Pandora Panda, Gary Mlynarski, and Carl Henning at the Layton Fire Department Safety Fair



Gary Mlynarski talks to some young safety fair attendees about life jackets



Anthony King explains to a fair attendee how to make sure a life jacket is Coast Guard-approved.

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

- Completed all of the necessary homework assignments for AUX-12, C-School and now moving onto PA3
- Completed all necessary assignment for AMLOC, C-School and now moving onto the next level regarding leadership training
- Attended AUX-Chef training for two days at the PCA Fair on Coast Guard Island
- Assisted Georgie Scheuerman, member training officer with the new member training course at the PCA Fair on Coast Guard Island

DETAILS

- Held a presentation at the Chinese Community Center in San Francisco's Chinatown with Steven Hilt, the purpose was for explaining what is the Auxiliary and what the Auxiliary stands for, the goal of this presentation was to recruitment new younger members

AGENCY INTERACTIONS

NONE

UPCOMING EVENTS

- Will be participating in fleet week on October 14 at Pier 30 and Pier 32 in San Francisco from 0900-1200 with coordinator Michael Brown
- Will be taking part in the online training courses for AUX PA 3 for the purpose of PQS sign off
- Will be running for Flotilla 12-01 Vice Flotilla Commander

GOAL:

- To complete the two online training courses (Auxiliary Flotilla Leadership course, AUX PA3)
- Complete all necessary task and requirement to officially become AUX-FS

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

Very Respectfully Submitted,

Doug Manifold,
District Staff Officer - Public Affairs