

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

HIGHLIGHTS:

Another busy month for Public Affairs activities across the District:

Gail and her intrepid crew of Auxiliary volunteers (Mary Stephens, Roger Bazeley, and Jimmin Chang) represented the Auxiliary at Fleet Week on Pier 39 on Friday and Saturday, October 11 and 12. The crew engaged hundreds of visitors to the Pier, fitting children with free life jackets, handing out “Lifejackets and the Law” brochures, and providing visitors with activity booklets and Auxiliary crayon packets, pencils, and stickers.



Photos provided by Roger Bazeley

Gail also staffed a second great Auxiliary display booth at Fleet Week events, this one on Pier 30 on October 12 and 13, where she was assisted by Auxiliary members Bill Tsai, Derek Chan, and Wayne Grace. Again, the Auxiliary volunteers engaged hundreds of visitors to the Pier, fitting children with free life jackets, handing out “Lifejackets and the Law” brochures, and providing visitors with activity booklets and Auxiliary crayon packets, pencils, and stickers.

Roger worked the Auxiliary booths as much as possible between photo sessions at multiple Auxiliary locations, capturing Auxiliary members in action assisting the public in active duty and auxiliary events.



Auxiliary Fleet Week Volunteers - photo provided by Roger Baxeley



PA Member John-Michael Zimmerle checking Fleet Week Visitor's ID – photo provided by Roger Baxeley

Rumor has it that John-Michael Zimmerle, our most recent Public Affairs Certified Public Affairs Specialist in District 11NR, in addition to checking visitor IDs, acted as the Auxiliary bomb sniffing and metal detecting, security system in order to keep public access to the Coast Guard assets at the dock open to the public – good thinking and fast acting John-Michael.

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.

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 review the latest approval process and follow approval policies.. Also, remind Members who are approved to attend 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.

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 - No Report Submitted

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

Division 04: Alan Stanton DCDR – No report, SO-PA office vacant

Division 05: Christina Peterson SO – PA

Flotilla 05-01: On October 5 &6, members of Flotilla 5-1 attended the Vallejo Waterfront Weekend event. We setup a booth with canopy and provided Recreational Boating Safety materials to the public. FC Ron Nathan, VFC Kenny Torres, FSO-MT Mike Ungersma manned the booth. FC Tom Sarnicola from Flotilla 5-2 joined us at our booth.



Members of flotilla 5-1 attended an open house event at the Benicia Fire House on October 12. We provided Recreational Boating Safety materials to the public. Members who attended were FC Ron Nathan, VFC Kenny Torres, Mike Ungersma, Steven Johnson and Jim Minkel. A member of Coast Guard Station Vallejo also attended.



Flotilla 05-02: No report received but from Flotilla 5-1 notes, it looks as if they joined them in the open house event.

Flotilla 05-03: The Sea Tow Foundation Life Jacket Loaner Program has come to the end for the season. They provided 100 life jackets and the State of California provided another 60. We estimated the jackets were used 320 times from May through September of this year.

At the close of the season, serviceable jackets were left at the marinas for continued use during the winter months. Our losses were high – about 125 jackets were unaccounted for on Sept. 25th, our final count day, leaving 35 PFDs still available. Despite this loss, the program was successful in helping the public, and keeping people safe on and near the water. About 60% were used by boaters and 40% by swimmers.

We are hopeful another Auxiliary member will take on this project for 2020, continuing to support our community in safe boating practices.

Flotilla 5-5: No report received

Flotilla 5-7: We had many Auxiliarists attend and support Fleet Week.

Division 06: Sonia Foster SO - PA –

October 24 - Our flotilla along with the active duty participated in the Zombie Run and Safety Fair at Pebble Beach. Auxiliarist involved in the program was Craig Johnson, Deb Mathews and Michael Goldberg. There was a static display of the 29-foot Coast Guard Rapid Response Boat along with an Auxiliary informational display. There were approximately 200 visitors to the boat and booth. Fun was had by all.



Figure 1Visitors and Four Legged Friends Visitors



Figure 2 Visitors Learning About Boating Safety



Figure 3 A Young Visitor to the Booth



Figure 4Visitors to the Boat

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 –

Good evening Doug - I hope you had a great day. I have attached my SO-PA report for month of October. Sorry for the delayed I have been busy with work lately. Thank you

HIGHLIGHTS

- Received certificate of completion from C-School AUX-12.
- Received certificate of completion from C-School AMLOC.
- Participated in a AUX Food Service event at Bodega Bay Coast Guard Station.
- Participated in San Francisco’s Fleet Week events with Michael Brown at Pier 30.

DETAILS

- Continue to receive training from DSO-Food Service Linda Haynes on how to prepare food properly and safety, the purpose of this continued training is to be able to cook for the different Auxiliary and Coast Guard events in a safe and sanitary manner.

AGENCY INTERACTIONS

NONE

UPCOMING EVENTS

- Will be participating in AUX Food Service event at Coast Guard Station Rio Vista on November 20th.
- Will be taking part in the online training courses for AUX PA 3 with DSO-PA Doug Manifold for the purpose of transitioning from a Public Affairs trainee to an Public Affairs Specialist 3.
- Will be running for Flotilla 12-01 Vice-Flotilla Commander

GOAL:

- Continue to promote and introduce the Coast Guard Auxiliary and what the Auxiliary stands for, at the Chinese Community Center where I volunteered at in San Francisco's Chinatown for the purpose of 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