



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

HIGHLIGHTS:

November was a bit of quiet month for Public Affairs activities across the District:

Gail has been busy recovering from her very long list of activities of the past few months.

Roger attended and photographed the Berkeley COW. He was reappointed as his Flotilla FSO PA/PB for 2020. He is also very busy finishing the 12th Bravo Zulu, and has started the layout for the Navigator Express 4th Quarter. Roger is preparing to teach the 4 hour “Impact PA Photojournalism” course on Sunday afternoon on January 19 at the PCA fair.

Roger is also planning some special photo activities with Air Station SF in December, helicopter aerial photography efforts in 2020, and USCGC Eagle for summer 2020, and Fleet Week in fall 2020.



We are also very happy to report that, as an inspiration to all members, Jim Losi has completed the PA 3 Specialist certification and he is very busy mentoring other members of District 11NR in the completion of the PA 3 Specialist certification efforts.

We participated in a number of PA Specialist certification Oral Boards in November and continue to mentor candidates in our district and around the country.

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.

We have not seen any requests for approval of appointments to the 2020 Aux-12 programs, so we may not have any members interested in the program for the coming year. If any members do find an interest in the Aux -12 program in 2020, submit your requests for review by the DSO-PA.

“Coastie the Tugboat” Thanks to all “Coastie the Tugboat” keepers who have done such a great job in 2019. We are still collecting detailed information on each of our five “Coasties” and photos of them. So, please submit the details of the “Coastie in your area, and a report of “Coastie” activities in 2019. Anyone interested in “Coastie” operator training, please let us know.

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 remind 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. And, remember that the Sea Scouts also have a photo release process that is required in addition to the Auxiliary requirements.

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

Very Respectfully Submitted,

Doug Manifold,
District Staff Officer - Public Affairs