



**Date:** January 04, 2020  
**From:** Doug Manifold - DSO - Public Affairs District 11NR  
**To:** Commodore Mary Kirkwood  
**Subject:** Public Affairs Activities Reports – December 2019 - Reported in January 2020

**HIGHLIGHTS:**

- District 11 NR members increased recorded Public Affairs Service hours by 40% in 2019 vs 2018 – stunning,
- We continue to add new Public Affairs Specialists to the District roles and promote others,
- All five of our “Coastie the Tugboat” units appear to be operational, if not in perfect working condition.

**Details:**

- District 11 NR members increased recorded overall Public Affairs hours by over 40-percent in 2019 compared to 2018,
- Nine of our ten divisions had increases in recorded PA hours in 2019,
- Divisions 01, 05, 07, and 10 recorded increases in PA hours in excess of 100-percent in 2019,
- Division 07 had a stunning 1,878 hours of recorded PA activity in 2019, Division 01 had 1,213 hours and Division 06 recorded 1,015 hours,
- Six of our ten divisions now have at least one certified PA Specialist available to serve as the SO – PA,
- Public Affairs Hours by Division recorded as of January 3, 2019:

District 11 NR - Public Affairs Hours Recorded *						
Division	2015	2017	2018	2019	2019	2018-19
	(HRS)	(HRS)	(HRS)	(HRS)	% of District Total Hours	% Change In Hours
01	720	1,123	558	1,215	19	118

03	279	123	224	309	5	38
04	199	529	353	365	6	3
05	362	310	206	467	7	127
06	803	917	856	1,015	16	19
07	348	1,253	881	1,878	28	113
08	296	347	451	492	8	9
10	1,046	658	770	250	4	(68)
11	237	218	62	137	2	121
12	529	430	214	321	5	50
District 11NR	4,918	5,907	4,575	6,448	100	41

- \* Recorded as of January 3, 2020

**District 11 NR Individual Public Affairs Hours Recorded in 2019:**

- Mart Gardner of Flotilla 113-07-02 recorded an amazing 1,253 hours of Public Affairs activity in 2019. Averaged over the year, that would be more than 24 hours per week – almost a full-time job. You can make a lot of visits with the public in those hours,
- Roger Bazeley of Flotilla 113-01-07 recorded 922 hours of PA for the year, roughly 18 hours per week averaged over the year,
- Kim Huynh, Flotilla 113-06-07 recorded 284 hours,
- Karen Galvin (113-05-039 and Chris Ince (113-10-06) both recorded 98 hours.

District 11 NR Public Affairs 2019 Hours Recorded *				
Member	Flotilla	Hours Recorded	Percent of Division Total	Percent of District Total
Mart Gardner	113-07-02	1,253	67	19
Roger Bazeley	113-01-07	911	75	14
Kim Huynh	113-06-07	284	28	4
Karen Galvin	113-05-03	98	21	2
Chris Ince	113-10-06	98	39	2

- \* As of January 3, 2020

**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, to 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, Division Commander should remind Members who are approved to attend 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 received 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 have an interest in the Aux-12 program in 2020, submit your requests for review by the DSO-PA.

There are still a few members who were sponsored by the Coast Guard and Auxiliary to attend the PA C-School training more than a year ago and who have not yet completed the PA 3 Specialist program. Division Commanders should work with those members to move them along in the process.

**“Coastie the Tugboat”** Thanks to all the “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, Division Commanders who have a Coastie, 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 and publication 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 Commanders 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 help 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 – Division Commanders, 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. If you have questions, ask the PA staff.
- 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.

#### **Auxiliary Uniforms:**

- Wearing the Auxiliary uniform is a privilege, not a right of membership – wear it proudly

- The Auxiliary Manual (COMDTINST M1020.6J and M16790.1G Chapter 10 – Section C.3) is the place to start reviewing uniform and grooming standards
- Grooming tips:
  - Facial Hair
    - The active duty Coast Guard does not allow facial hair when in uniform – that is a good place to start,
    - The Auxiliary does make allowances for facial hair for members who do not wish to conform,
    - All members who find facial hair to be a necessity - when working in Food Services, facial hair nets are absolutely required by the Coast Guard and are a Public Health and safety necessity.
  - Weight – Height
    - Chapter 10 of the Auxiliary Manual provides guidance to members who do not wish to attain the active duty grooming and appearance standards,
    - If there is any doubt about wearing the uniform properly, Coast Guard Manual COMDTINST M1020.8H is the guide to weight and height standards,
    - Uniforms must fit properly,
    - The Auxiliary Manual includes the Blue Blazer as a uniform option.
- The Coast Guard Academy Admissions Partner program no longer authorizes Auxiliary members to wear the Auxiliary uniform when conducting cadet candidate interviews, or for information or recruiting events
- Be aware that, to avoid confusion, some active duty facilities have requested that Auxiliary members not wear “officer” insignia when at some locations – check the preferences before you visit. The Auxiliary member insignia is generally allowed.

#### **Projects:**

- Gail has announced that Mary Kirkwood is planning a Boating Skills and Seamanship class for the public at the Loch Lomond Yacht Club beginning 11 February,
- Members of Division 07 held their Change of Watch event on 07 December
- Members of Division 11 and Station Lake Tahoe personnel participated in a Wreaths Across America event at the Northern Nevada Veterans Memorial Cemetery on 14 December

#### **Challenges:**

- SO – PA Appointments – With the growing number of Certified PA Specialists in the District, Division Commanders have the opportunity to appoint Public Affairs Staff Officers who have completed PA Specialist Certification training needed to fill Public Affairs positions adequately,
- Division Commanders should consider setting minimum training requirements for all SO – PAs. Note that PA - 3 Specialist Certification is the minimum required for SO – PA in a number of Districts,
- Members who have, at substantial expense of the Coast Guard and the Auxiliary, attended the Public Affairs C-School program should be strongly encouraged to complete the PA Specialist Certification program. Division Commanders may want to take the lead in strongly encouraging those members to move forward. Division Commanders should remind members to report PA hours on 7030s – as appropriate,
- In regards to grooming and uniforms: elected officers should take the lead in setting the example in good grooming and wearing the uniform. As the Auxiliary Manual (Chapter 10, Section C - Standards) reflects, “Attaining active duty grooming and appearance standards should always be held as the goal for all Auxiliary members wearing the Coast Guard Uniform.”
- The District is very fortunate to have five “Coasties the Tugboat” units residing in five of our Divisions. The National and District policy has assigned those units to the Public Affairs function. Division Commanders should follow those examples

and assure that our “Coasties” are organized in the SO – PA units. Our “Coasties” belong to the District and are simply in the “safe-keeping” of Divisions for ease of access to all Divisions,

- Division Public Affairs staff officers have the responsibility to coordinate with the Flotilla PA officers, in their Divisions, and to report Flotilla and Division Public Affairs activities to the District Public Affairs staff monthly. Commanders should review the SO – PA process in their Division to assure that SO-PAs are performing as required and that reports are being coordinated and submitted timely,
- Several Divisions and Flotillas have initiated excellent media information programs – newspaper, radio, television and social media internet programs. With the decline in Auxiliary membership over the past few years, a concerted media campaign is strongly recommended. Flotilla and Division Public Affairs Staff officers should be taking the lead in creating media programs for their unique areas to let the public know about the Auxiliary, and to help in recruiting new members. Division Commanders should reach out to those Divisions and Flotillas that have media programs to learn how to make it happen. As always, all such programs must be reviewed and approved by DIRAUX prior to being put into action.

**Photos:**



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

Very Respectfully Submitted,

Doug Manifold,  
District Staff Officer - Public Affairs