



Date: September 2020
From: Jane D. Smith, DSO-Public Affairs
Thru: Randy McCormick, DCAPT- Prevention
To: Commodore Mary Kirkwood
Subject: District Staff Officer – Public Affairs – August & some other Activities

HIGHLIGHTS:

Division 3 – SO-PA – Rich Celia – FSO-PA – Don Anderson
ADSO-PA – Doug Manifold

Details

Division 3 – SO-PA Rich Celia – FSO-PA – Don Anderson

The public affairs activity for the month of August 2020 consisted primarily of promoting the September Boat America Public Education class. More than 50 flyers were mailed/emailed to boat dealers, marinas, sport stores, etc. in the Sacramento region asking for their assistance in promoting the class. Posts were also placed on the Facebook accounts of the Gold Country Flotilla and Sector San Francisco, as well as the Gold Country Twitter account.

Also, a 25 minute “An Introduction to Boating Safety” **seminar** was recorded on the Go To Meeting platform, and then a copy was placed on Gold Country Flotilla’s Twitter and Facebook social media pages. I was assisted by FSO-CS Nichole Faulkender both in the use of Go To Meeting but with the social media accounts.

ADSO-PA Doug Manifold

District 11N Public Affairs continues to be very busy during this time of the COVID-19 pandemic. The great news is that D11N members are finding the down-time to be an opportunity to work on certifications that they have always wanted to complete, but were too busy to get to. These folks clearly understand the importance of Public Affairs activity in recruiting new, and in retaining, current members. We are seeing an increase in the number of members qualifying for the PA Specialist certification all around the country.

District 11N is proud that, in the past couple of years, we have greatly increased the number of certified PA Specialists, giving flotilla and division commanders a growing list of trained, qualified members to staff their important PA Staff Officer slots. Remember, Coxswains wouldn’t select members who weren’t certified to crew on an Auxiliary facility on a mission under orders - and they wouldn’t be allowed to, that process should guide the appointment of all staff officers, especially in Public Affairs.

Currently, we have 15 Certified PA Specialists listed on the rolls in D11N. These are the members who should be asked to staff PA Staff slots, and are the only members who should be wearing the PA ribbon. They are:

PA - 1: Roger Bazeley, Vladimir Bukhankov, Jerry Edelen, Doug Manifold

PA - 2: John-Michael Zimmerle

PA - 3: Bernard Brown, Jimmin Chang, Gail Giacomini Michael Goldberg, Steven Hilt, Jim Losi, Bob Schabert, Jane Smith, Wally Smith, and Winnie Zhou

All flotilla and division commanders should institute policies such as those being used around the Auxiliary, i.e. PA Staff Officers must either already be a Certified PA Specialist before appointment or, if not already certified, must complete PA certification within one year of appointment. It's an opportunity to grow professionalism! D11N District PA is here to mentor and help.

As a reminder again - all "Elected" and/or "Appointed" Auxiliary members are required to complete the TCT Refresher program annually. **This includes PA Specialists.** If you have not signed up for a TCT Refresher session, you may want to think about participating in a session. The deadline is 30 September.

Very respectfully submitted,
Jane D. Smith, District Staff Officer - Public Affairs