



U.S. Coast Guard Auxiliary  
**Public Affairs**



**USCGAUX National PA P&P 10-09**

**DEPARTMENT  
STRATEGY**

**for**

**2009-2010**

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## **EXECUTIVE SUMMARY**

The Department of Public Affairs has made great strides towards the goals we set two years ago. We stood up our online training programs, increased our community outreach activities, expanded our press coverage in the external media, and made some great strides in the utilization of video, both for internal (member training) and the media. Our venture into the Social Media to attract younger potential members into the Auxiliary has been successful and we are making plans for 2009 and beyond to increase that visibility as we gain education and insight into managing this area. I have included a new position for Branch Chief of Social Media to help us thru all the possibilities.

While much progress has been made, we believe there is still so much more we can do. Our Public Affairs efforts can be the critical success/failure factor for many of our national programs, including Public Education, the Vessel Safety Check program, and America's Waterway Watch, among others. Moreover, communication within the membership continues to be a key factor in the success of our ever-changing organization. I have proposed some changes to the A department in its organizational structure to better define who and what we are. We will have Five Division Chiefs overseeing Publications, Web Services, Community Relations, Media Relations and Training.

### **Vision for the Next Two Years**

As a part of the Member Services Directorate, the Public Affairs Department exists for one purpose - to serve the needs of our customers – the other national departments, the United States Coast Guard, and all of our members of the Coast Guard Auxiliary. As mentioned above, our goal is to raise the public's awareness of who we are, what we do, and how we do it. We will accomplish this by increasing our efforts in community outreach and external affairs, all the while keeping our members informed of the critical information they need to succeed in their own program areas.

Our guidelines for 2009-2010 will incorporate the following principles:

- ***We will remain customer focused:*** Our goal has been, and will continue to be, to provide exceptional service to our customers. Our work products will be done in a timely manner and will reflect our best efforts.
- ***We will play as a T.E.A.M.:*** Working together, everyone achieves more! We will collaborate with other departments and our district counterparts whenever feasible.
- ***We will be proactive:*** We will help identify public affairs opportunities to our elected leadership, and help them see around corners.”
- Moreover, we will give our public affairs officers at all levels the ideas, training and tactics to take advantage of these opportunities.
- ***We will be flexible, and maintain a “can do” attitude:*** Our philosophy has been and will continue to be, that we will persevere, and “find a way” to accomplish our goals and the goals of our clients. Our plans and tactics are not carved in stone; we will adapt to changes in the environment, swiftly and efficiently. We have restructured the department to be more efficient .

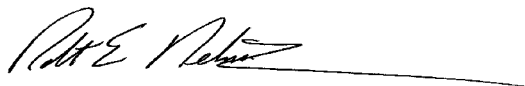
- ***We will incorporate the concept of Honor, Respect, and Devotion to Duty in all that we do:*** In our interactions with others, whether it is via email, telephone, or in person, we will treat people with honor, dignity, and respect. We take our duties seriously and will see them through to the best of our abilities. Our success depends on our people, and we will endeavor to bring onto our team the most qualified members, and we will provide them with the training and support to the fullest extent of our abilities.

In short, we have adopted the following strategic goals for 2009-2010:

- ***Increase our participation in Community Outreach Activities:*** By becoming more involved at different levels in our communities, the Auxiliary will be in a better position to recruit additional members, as well as retaining existing members, while simultaneously providing added value to the community. We will do this through our Speaker's Bureau information page, Coastie, our Color Guard (Flags and Ceremonies Program), our Veterans History Program, and by reaching out to larger organizations, such as AARP, AAA, and Veterans groups.
- ***Proactively work with other Departments.*** We will continue to reach out and work with other departments. Currently we are working with I, O, M, B, V, P, and T Departments.
- ***Continue to aggressively tell the Auxiliary story to the external media:*** While we enjoyed a great deal of success over the last two years in getting our story told, we have just begun to scratch the surface. By utilizing our media database, and strategically targeting our new releases to the right markets and mediums, we hope to increase our overall media exposure by another 50 percent over the last two years. By using Social Media tools such as Blogs and RSS Feeds we have increased vastly the number of Press Releases that get picked up and used across the country. We plan to work closely with the Districts and PAOs in the field to identify additional story opportunities and generate news release in a timely fashion. We have a strong need to put high quality AUX12 graduates in the DSO-PA position. Those Districts that have incorporated a strong DSO-PA have seen significant exposure thru the media and the internet.
- ***Continue to provide necessary critical support functions (graphic design, photography and web services) and timely internal communications to keep our membership informed:*** We believed that an informed member, who is supported with the right tools and training, is far more likely to be productive, and will contribute to the success of the organization as a whole. Our Production team members in Imagery, Graphics, Video and Photography, along with the Media Relations group will provide timely support at all levels so that our members remain informed and "on-board" with the direction of the Auxiliary.

The Public Affairs Department stands at the ready to assist in carrying out COMO Kerigan's watchwords of ***Leadership, Performance, and Readiness.***

Respectfully submitted,



Robert E Nelson, DC-A  
Chief -Department of Public Affairs  
U.S. Coast Guard Auxiliary

## **DETAILED STRATEGY BY DIVISION**

The following is a brief summary of some of the strategic goals (by division) that we seek to accomplish over the next two years:

### **Publications**

Our new Publications Group provides a full gamut of services to our customers. The group's primary function is delivering of information or creating media for our members.

- **Navigator:** Design and implement Publication Planning so that as much as possible we can anticipate for content for each issue - i.e. N-Train (x-number of pages), NACON and the other events that come without fail at scheduled times (unlike hurricanes). With the 70<sup>th</sup> Anniversary of the Auxiliary next year we are planning on four separate pieces to cover the anniversary in all 4 publication in 2009. Also implement planning and story assignment thematically for what we might want to solicit for stories outside of the "hard news" that comes at us without our control of schedule for each issue. This will ensure making deadlines and improve quality of content.
- **SITREP:** Consider and implement design improvements and increase in content quantity (two new stories per week as a goal), and quality. Look at making SITREP more visual in content (picture-oriented) to increase readership.
- **AUX eNews:** Stepping up the frequency to a weekly distribution. Provide a new look and different platform for delivery to our members. Although, other departments are using this free services to get the information out the volume of new stuff is very low. I am not sure if not much is going on or we aren't able to find the information to release. Aux eNews is one of the most effective ways to push out information directly to the deck plate level.
- **Photography Branch:** Updating database of Photo Corps members in order to easily determine locations, skills, equipment, etc. Determine if all major US locations have photographers that can be called upon. If not, use targeted recruiting with local PA officers to add new, experienced members in those areas. Communicate with local PA officers and show what members and equipment are available in their areas to utilize. New AUXPA Online Photo Courses to reflect the transition to digital photography. Continue promoting, obtaining and selecting the *Photo of the Week* and posting selected photo on national PA website.
- **Audio Branch:** Our objectives here include the production of Public Service Announcements (PSAs) radio spots, and use pod casting. Continue to Update our current inventory of PSAs, and in various lengths and formats. Continue to make it easier for the "deck plate" to find and download these new material from the website. We have in some Districts when asked to help them create customized PSAs for their AOR.

**Graphics Branch**

- Maintain and update current Logo's for National Departments.
- Through our Creative Services web portal, design and produce imagery needed by the Auxiliary membership.
- Maintain Style Usage Guide Website.
- Update and remove from the Graphics Library out of date products.
- Develop new Graphics for Power Point Presentations.

**Video Branch**

- Produce "b-roll" for the 50 largest media markets in the country, and make this footage available online to both the media and our members either via the CGVI database, or adding to our online collection on the CHDIRAUX serve (on a space available basis).
- Make ourselves available to other departments to produce quality training videos that can augment our existing training materials and PowerPoint presentations.
- Archive past Videos in a depository accessible in multiple formats.
- Work with ADM Allen to produce some safe boating/recruiting videos.
- Develop with the O department a series of videos that help in training boat crew and coxswains those elements that you need to see in action and difficult to read in a book.
- Coordinate with the P department on Recruiting PSA videos that will be part of the join the Auxiliary website and upload to the New Media Facebook and My Space.
- Develop the ability to live webcast at NACON and NTRAIN.

## **Community Relations**

### **History Branch**

- Work to define long range goals for the Auxiliary documents and Artifact's.
- Work with Districts and Divisions to preserve local History. The A department is working on an online Content Management System that will allow Districts and Divisions to upload digital copies of unit records that can be searched online.

### **Special Projects**

- Promote submissions for PA, PB contests sponsored by the A Department.
- We updated the Public Affairs Guide and PB Guide in 2008 and will look at further updates in 2009 as process and technology change. Continue to collect USCGAUX historical data, including
- Launch the new history web pages
- Develop a website repository to post materials
- Microfilm complete set of Navigator Publications, as this is the generally accepted method of preserving historical artifacts (dependent upon a funding source and personnel to accomplish).
- Promote Auxiliary participation in CG art programs
- Send CGAUX historical data to Auxiliary Archives at East Carolina University
- Function as liaison between Coast Guard and CGAUX National Historian.

### **Speakers Bureau Branch**

- Finish redesigning the Speakers Bureau website so that it will serve as one stop portal to:
- The public – via the link from the USCG Community Relations website and the Auxiliary National Website via Auxadept.org;
- Team members – so that they will be able to share success stories via BLOGS; a depository for speeches and tools and techniques for acquiring speaking engagements;
- More effectively utilize the Public Affairs Staff Officers for getting the word out, especially the FSOs. Communications of national programs down the chain seem to constantly be stalled somewhere between the National level and the local level.

**Flags and Ceremonies Branch**

We received a favorable response from Major League Baseball on our appearances this past year. Once a determination has been made as to the new Branch Chief, we will encourage them to consider approaching MBL again in February. We also think that Minor League Baseball, the NBA and Colleges have great potential; the only caveat is not making the mistake from last year of securing the engagement without a team to service it.

In terms of promoting the program on a national basis, again the Community Outreach website will be the primary instrument. A good example of success in this area so far is the Flotilla 12-04 11SR, and their website, located at [www.uscgamdr.org](http://www.uscgamdr.org) . They have done an excellent job of promoting their color guard with both stills and streaming video. They have also posted video on Myspace and YouTube; <http://www.youtube.com/profile?user=Commander1204> , <http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=71613691>

A Flags and Ceremonies Guide has been produced, and is awaiting final approval from Coast Guard Headquarters. Additional plans include the production of an accompanying training video for local units to use in creating their own Color Guards.

**Veterans Project Branch and National Organizations Branch**

Both of these programs made much progress last year.. The Library of Congress has agreed to ship all of the necessary training materials and the History Museum at the Navy base has donated the space. The key will be promoting the training session here locally.

National Organizations appeared to show promise with Dick Frenzel.

As with the Speakers Bureau Branch and the Flags and Ceremonies Branch, we believe the Community Outreach website will serve as portal for each of these programs. We also will utilize the newsletter to promote the Veterans Project Branch.

**Youth Programs Branch**

Our efforts to date have been centered on the Boy Scout jamboree, which takes place once every five years (next one is summer of 2010). Our Branch Chief is looking at developing addition outreach ideas for youth groups so we can tap into the youth markets, potentially recruiting for both for USCG and new Auxiliary members.

**Coastie Branch**

We believe that Coastie will continue to play a large role in our community outreach, especially in conjunction with schools and youth. We need to update and expand the Coastie web site, along with developing new tools to hold interest in this program.

## Training

**Professional Development:** Continue to Develop Public Affairs Specialist Qualification Program in concert and consultation with Active Duty Public Affairs personnel. Design and implement a public affairs mentoring program. First Quarter 2008 we will see the fruits of several years work with the first group of PA Specialist getting the new PA Ribbon.

**Training:** Review, revise and consider additions to online training offerings. Continue offering Aux 12 C Schools with three fully funded sessions annually and District-funded “Road Shows” as requested/funded by Districts. Systematically assess return on investment for Aux 12 and continue to develop mechanisms to increase return on investment, through prerequisite training and commitment from students in public affairs with a minimum of 20 hours annual service.

## Media Relations

- Focus external information on Aux core values and missions, and utilize our news release as a tool for recruiting new members.
- Work with USCG Public Affairs to release complementary information that focuses on key messages, along with talking points for local Aux Public Affairs officers as well.
- Social Media is a new Branch that includes a new and alternative approach to reaching out to potentially new membership and communicates with current membership. One element of this new Social Media is “**Second Life**” Second Life is a 3-D Virtual world that has many opportunities for training our membership. The O, T Departments have expressed interest into this medium as a way to reach out to our membership and add value.
- Increase National Media reach through the new Media List “Contact on Tap.”
  - Empower Local Aux Public Affairs officers to put in use the tactics learned in the AUX-12 C School Public Affair Training.
  - Develop media messages that will work in major media markets as well as small markets. Try to get as much press coverage as possible with each news release by selectively targeting media outlets most likely to cover a story.
  - Take the new Media Contact List and break it down by District and Divisions for field use.

## Web Services

In 2008 the web service organized in a fashion that takes advantage of all the talent and permits the Division Chief could serve as a traffic cop of sorts, directing services as needed. Some of their specific goals in 2009 are but not limited to the following:

- **Overall goals:** Create a website that is appealing to visitors and sells the Aux to the public. Design the website to make it easier to maintain and more stable. Rotate fresh information and stories to entertain the readers. Don't rely on one vendor tools to design the website. Code must be portable. Webmasters must work together as a team.
- **Technical Goals:** 2008 main goal was bringing all 9 websites under on server. Successful Hosting is the commercial service that is hosting all our websites. 2009 tasking list below will keep the web services team busy for most of the year.
- Complete the redesign of Auxpa.org. Work with DC-I and continue to Brand the Auxiliary in the best light. Make the site fresh, fast, and informative. Give the viewers the WOW effect that can sell our programs to our viewers.
- Create a video.auxpa.org website to house all our video presentations. Create the site to stream and download videos to our viewers.
- Redo the Coastie.auxpa.org website. This needs to be fresh and designed for our younger viewers.
- Create a training website dedicated to hold all our training material. Give the new site a common look and feel across all pages.
- Redo the outreach website and make it a powerful presentation to our members. It will be used to provide all the tools to our members and to the public.
- Protect all Aux pages from spammers. Protect our emails from spiders. As always, continue to maintain and update all our current pages. Data must be maintained!
- Bring on more staff to support our websites with current technology. We are in need of a Data Base person and another website programming developer to help support the additional responsibilities we are taking on.
- Cleanup all pages and remove old content. Update videos and audio files if they are outdated.
- Update the image.auxpa.org website with captions and details about our images. Review the images to make sure they are well fitted for Auxiliary needs.