

NACON 2003

Department of Marketing and Public Affairs

One Stop Shopping for Public Affairs

A Department Website <http://www.auxpa.org/>

- Newsworthy articles
- Resources for media
- Resources for public affairs officers
- Newest addition: hotlink to The Auxiliary History Website

DSO email LISTSERV auxpa@yahogroups.com

- Intended to disseminate information via the parallel staffing chain

Universal public affairs officer list auxpao@yahogroups.com

- Intended to provide resources to PA officers at flotilla and division levels.
- District responsibility to input email addresses.

SITREP E-magazine www.teamcoastguard.org

- Timely articles about matters of interest to our members
- Copy need not be lengthy – 50 to 500 words is fine
- Lots of pictures
- Local interest as well as unusual or unique situations

Coastie, The Safety Boat www.coastie.org

- Foundation for youth outreach and education – new programs in “A”

Auxiliary Image Library <http://cgaux7.org/imagelibrary/>

- Call for quality submissions – procedure for uploading

Near term future projects:

Electronic course delivery

- To supplement/enhance AUX-12 C Schools
- Topics include: overview, media relations, journalism, writing, photography

Auxiliary-wide e-Newsletter

- Biweekly
- Capture news from all department websites
- Seeded by Auxiliary National email directory