



UNITED STATES COAST GUARD AUXILIARY

Public Affairs

The Road to AUX PA



AUX PA PROGRAM

The PA Specialist Program offers a pathway to skills development by blending formal and on-the-job training. Candidates are certified through AUXPA3 [Entry Level], AUXPA2 [Intermediate Level] and AUXPA1 [Senior Level] levels using the Performance Qualification System (PQS). Each candidate completes a series of tasks for print, broadcast & social media, photography, public appearances, video, static displays, and exhibits.



AUX PA 3

At this level, you should have experience in writing for the media, public appearances, static displays, digital photography, the National Safe Boating campaign and Coast Guard ranks and rates. These are the minimum skills expected of a flotilla public affairs officer. The following E-Learning courses are required:

- AUX-20: Introduction to Auxiliary Public Affairs
- AUX-22: Coast Guard Public Affairs Specialist 2nd Class
- AUX-23: Journalism for Coast Guard Public Affairs
- AUX-26: Intro to Digital Photography
- ICS 100: Introduction to Incident Command System



USCG AUX PA Specialist Ribbon

The award ribbon for earning this qualification has red and white vertical stripes

AUX PA 2

Requires a higher level of expertise. You are expected to demonstrate first-rate public relations skills and assist others in developing their skills. This level reflects the expected competencies of a district or division public affairs officer.

For candidates who finished AUX-12 C-School:
AUXPA3 completion

- AUX-21: Coast Guard Public Affairs Policy
- AUX-23: Journalism for Coast Guard Public Affairs
- ICS 200: ICS for Single Resources and Initial Action Incidents
- For candidates who earned AUXPA3 through eLearning courses (no AUX-12 C-School):
AUXPA3 completion
- AUX-21: Coast Guard Public Affairs Policy
- ICS 200: ICS for Single Resources and Initial Action Incidents



The award for this competency is a 3/16-inch bronze star placed on the PA Specialist ribbon.

AUX PA 1

At this advanced level you are qualified to assist a Coast Guard unit with their public affairs program. The competency includes knowledge of Coast Guard public affairs practices and procedures, internal communications, media and community relations, Joint Information Center (JIC) operation and related topics.

- AUXPA2 completion plus the following E-Learning courses are requiredICS 800: Intro to National Response Plan (NRP)
- All IS and ICS courses are available at <http://training.fema.gov/> (click on "FEMA Independent Study")
- JIC orientation is covered in AUX-12, the FEMA courses and the PQS Study Guide.

For AUXPA3 [Entry Level] designation, candidates are verified in 37 tasks; AUXPA2 [Intermediate Level] candidates demonstrate skill in 38 tasks; and for AUXPA1 [Senior Level], candidates focus on 25 tasks.



The award for earning the AUXPA1 [Senior Level] competency is a second 3/16-inch bronze star placed on the Public Affairs Specialist ribbon.

ONLINE AUX PA COURSES & TRAINING

All required courses can be found on Moodle and/ or PA Directorate website at:

- [e-Learning Public Affairs Courses \(uscgaux.info\)](https://www.uscgaux.info)
- <https://wow.uscgaux.info/content.php?unit=A-DEPT&category=pa-specialist>



TASK VERIFICATION IN PQS NOTEBOOK

- Both Auxiliary and active-duty Coast Guard public affairs officers can provide mentoring and guidance. Have your mentor (verifying officer) sign and date the notebook adjacent to each task you complete.
- Generally, a verifying officer will be a graduate of AUX-12, the public affairs C-School, and will have completed the qualification level you are seeking.
- If a particular task is completed on behalf of your unit, an elected or appointed officer may serve as a verifying officer. This could be the Flotilla Commander and/or any certified PA who has certification in the level that you pursuing OR higher. Active Duty members can sign off/verify as well.





DOCUMENTATION PACKET

- Once all courses and PQS tasks are finished and verified, submit a documentation packet via e-mail (all files in PDF format) to PA Branch Chief for Professional Standards (BC-ATP) Rudolph "Rudy" Lopez, Jr. who will then assign you a Branch Assistant to set-up and conduct your oral board, the final part of the process.
- The packet should consist of a Portable Document File (PDF) of each signed PQS notebook page along with PDFs of all completed course certificates. Scan each document with a flatbed scanner, then save as a PDF.
- E-mail: rudolph.lopez@cgauxnet.us

ORAL BOARD



You will be scheduled for an oral board following review and validation of your documentation packet. The board consists of three qualified public affairs officers (generally members of the national PA staff) and is conducted as a conference call via computer using Skype or Zoom software. Download your free copy at www.skype.com and set up the software with your personalized "Skype name."



Stephen Fletch...



Rick Corrales (Guest)



Mary Patton , AUXPA1 (Guest)

ORAL BOARD

Don't develop undue anxiety about the board. it's not an inquisition or criminal interrogation. Questions during an oral board for AUXPA3, for example, generally review your knowledge of these areas:

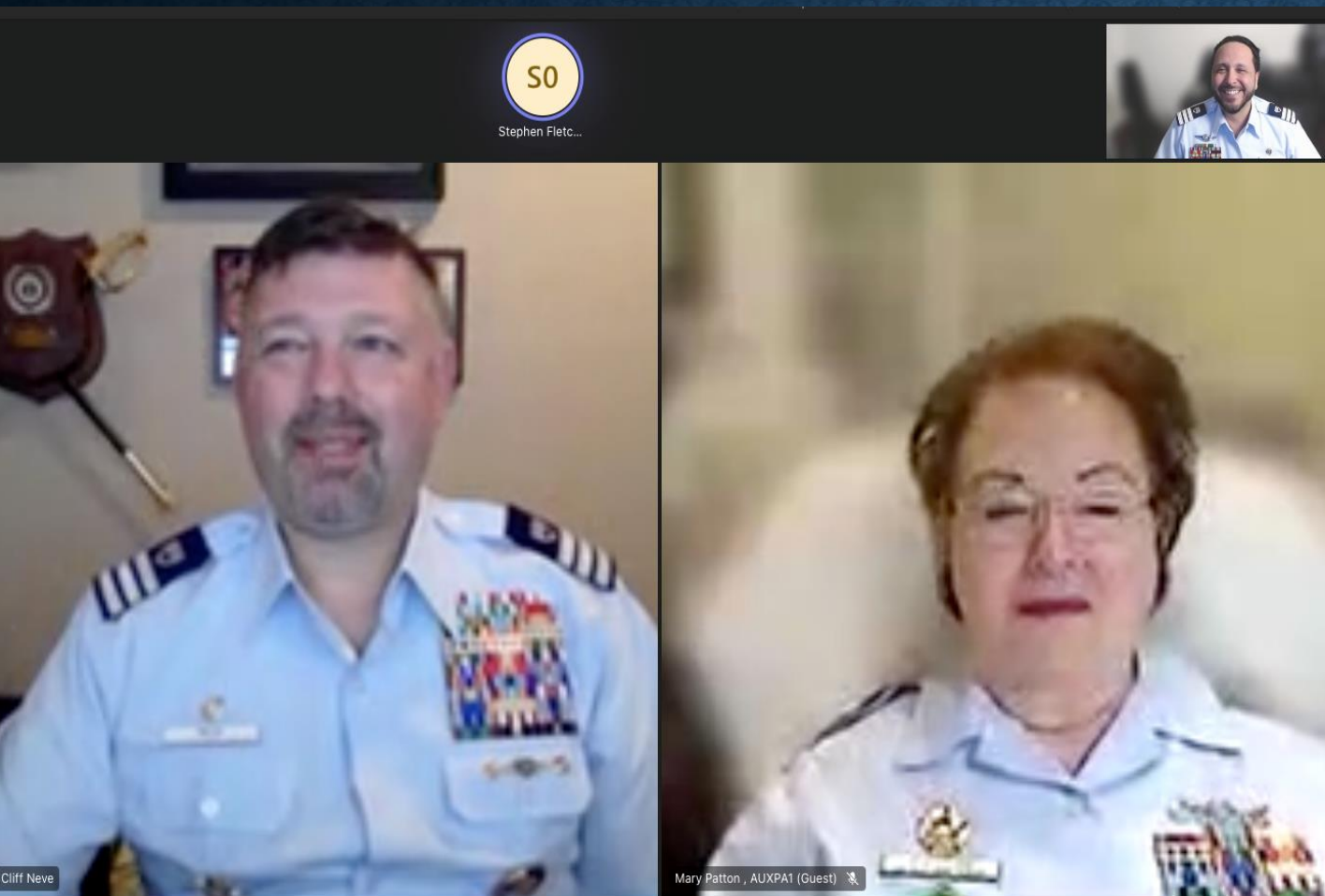
Purpose and role of public affairs

- Elements of journalism and news writing
- Use of media
- Media relations
- Photojournalism
- Digital photo techniques.
- In addition, you are encouraged to tell the board about your recent PA activities.

ORAL BOARD

When you complete the board, you'll receive (through the Public Affairs Division Chief of Training (DVC-AT) then your DIRAUX for presentation at a flotilla meeting) a designation letter from the Public Affairs Director along with a PA Specialist certificate. You are then authorized to wear the distinctive PA Specialist ribbon. Your DIRAUX will make the appropriate AUXDATA entry.





ORAL BOARD

There is a three month wait period between each level for students to be eligible to test for the next level. This wait period affords an opportunity for students to obtain experience at each level, respectively, prior to testing for the next certification level. **Students may no longer complete joint certification boards simultaneously.** Public Affairs Oral Board testing at the National Level must be scheduled through the Branch Chief for Professional Standards. The three month wait period is effective October 1st, 2017.

TO MAINTAIN CURRENCY

- A Public Affairs Specialist must serve at least **16 7030 mission hours per year** in public affairs activity, as recorded in AUXDATA under the codes 10A through 10Q.
- All AUX-12 C-School / PA-3 requirements must be satisfied within one year to gain certification.



HOW TO REGAIN CERTIFICATION IF LOST

In order to regain certification if a qualified Auxiliary Public Affairs Specialist at any level does not meet currency maintenance requirements, the Auxiliary Public Affairs Specialist must perform 32 total hours of prescribed public affairs activity the following year. If an Auxiliary Public Affairs Specialist goes five consecutive years without maintaining or regaining currency, then that individual must re-qualify in order to perform Public Affairs Specialist activities.

PA TRAINING DIVISION SERVICES OFFERED

Public Affairs Academy*

Curriculum Development

E-Learning Development

ICS-IMAT Integration

Professional Standards

*C-School (AUX-12)

*e-Learning PA Courses

*Photography School

*Core Training

*IS 29 Info

Public Affairs & Publication Tools & Mentoring

<https://wow.uscgaux.info/content.php?unit=A-DEPT&category=training-1>





CONTACT

- We wish you the best of luck on your journey through the AUX PA Program
- Please feel free to contact your SO-PA, DSO-PA or one of our approved mentors listed at:
- <https://wow.uscgaux.info/content.php?unit=A-DEPT&category=pa-specialist> for help!
- Christopher von Zwehl, MA, DVC-AT
Division Chief for PA Training
Email: christopher.von_zwehl@cgauxnet.us
- JAN24, v.5