
Section B. Communications With Other Government Agencies and Industry

Introduction	This section describes the policies under which Auxiliarists may communicate with other Government agencies and may conduct industry relations.
B.1. Communication With Other Government Agencies	Auxiliarists shall not communicate with officials of other Government agencies or members of Congress in the name of the Auxiliary unless the Chief Director determines the recommendations or requests are consistent with the Coast Guard and Auxiliary policy and grants the Auxiliarist specific permission in advance of the communication.
B.1.a. State Liaison Officers	Auxiliarists appointed as Auxiliary SLOs or as staff officers in the Auxiliary Department of Boating are authorized to communicate with their designated State boating law organization and the State BLA. (see Chapter 2 of this Manual)
B.1.b. Legislative Liaison Officers	Auxiliarists appointed as Legislative Liaison officers and those serving on the National LLC are authorized to communicate with members of the State Legislature and their staff for the purpose of obtaining information of proposed, pending, and passed legislation concerning RBS matters.
B.1.c. National Safe Boating Week Proclamations	Proclamations by State and/or local government officials that recognize National Safe Boating Week help constructively promote the spirit and purpose of this event in support of recreational boating safety. Auxiliarists appointed as Legislative Liaison officers and as National Safe Boating Week coordinators are authorized to communicate with members of State and local governmental leaders and their staff for the purpose of requesting such proclamations and coordinating associated ceremonial participation.

B.2. Private Citizens

The right of Auxiliarists to communicate directly with elected and appointed Government officials and agencies as private citizens is not restricted. Neither official stationery nor Auxiliary titles shall be used in such communications. Although nothing precludes communicating with government officials in one's capacity as a private citizen, the following are factors that should be considered before taking such action:

- a. The Chief, Office of Auxiliary and Boating Safety (CG-542) serves as the programmatic focal point for responses to correspondence that was sent to various government officials including the President, members of Congress, Cabinet Secretaries, Governors, and the Commandant. In most cases, the information that an individual seeks can be readily gained from the Auxiliary web site (www.cgaux.org), the Chief Director's web site (www.uscg.mil/hq/cg3/cg3pcx/), or from the Auxiliary chain of leadership without seeking the aid of senior governmental officials. Additionally, by the time such correspondence is routed through official channels and is received in Commandant (CG-542), it has been in the system for some time, and quick response deadlines hinder many other staff efforts for considerable amounts of time in order to generate replies.
 - b. A letter routed "up" the Auxiliary chain of leadership allows for more flexibility and research time than one that is routed "down" from a government official for immediate action. If a letter routed up the chain to Commandant (CG-542) requires research that will take more than a few days, Commandant (CG-542) will notify the originator of receipt and inform them how soon they should expect a complete reply.
 - c. A common factor shared by many letters written to government officials answered by Commandant (CG-542) is that they contain incomplete or inaccurate information. As a result, an issue may be distorted enough that if a government official took the contents at face value, they might not get a proper picture of the concern or might think the Coast Guard unworthy of their support. Even well-intentioned letters to government officials can have such inadvertent yet adverse effects.
 - d. Communicating directly with elected and appointed Government officials as private citizens is not discouraged. Auxiliarists should, however, consider and fully utilize the Auxiliary chain of leadership to get answers to questions and address concerns for any Auxiliary-related matter. When given all due opportunity, the Auxiliary chain of leadership will take appropriate action to meet the needs of its members and support the best interests of the organization. This includes communicating directly with the NACO and/or Chief Director if all other Auxiliary chain of leadership avenues have been exhausted.
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B.3. Industry Relations

No undertaking may be made in the name of the Auxiliary for any manufacturer, product, or service by which an endorsement by the Coast Guard or the Auxiliary is stated, implied, or inferred. Organizations, however, may offer to help the safe boating mission by producing pamphlets, films, etc. Organizations providing such help may take a credit line. For example, "Printed Courtesy of XYZ Company." It must be clear that no Auxiliary or Coast Guard endorsement is given.

B.4. Cooperative Programs

To facilitate and support the Coast Guard's RBS mission, cooperative programs with commercial enterprises that involve the distribution of coupons for the purchase of boating safety equipment and/or services or promotions distributed in recognition of the actual observance of safe boating practices are authorized. Commercial enterprises will not be denied an opportunity to participate in a similar program, except that the District Commanders or the Chief Director may deny cooperative programs not consistent with Coast Guard and Coast Guard Auxiliary missions. Such cooperative programs shall be first formalized by a Memorandum of Agreement (MOA) between the commercial enterprise, the Auxiliary, and the Coast Guard. NACO shall sign the MOA for the Auxiliary and the Chief Director shall sign for the Coast Guard.

The Coast Guard and/or Auxiliary may distribute coupons, pamphlets, videos, and other materials provided by corporations to Auxiliary units using official business mail once the cooperative program has been formalized by MOA.
