
Section D. Marketing and Public Affairs

Introduction	There is a need to develop public understanding and appreciation of the Auxiliary's role and a need to help the Coast Guard in maintaining and carrying out its public information program.
D.1. Goal	Auxiliarists participating in the Auxiliary Marketing and Public Affairs Program shall direct their efforts toward publicizing the Auxiliary's aims, purposes, and activities.
D.2. Publicity	Staff officers for public affairs and publications at the district, division, and flotilla levels perform many activities that stimulate interest for and within the Auxiliary. They also present the aims of the Coast Guard and the Auxiliary to the general public.
D.2.a. Pending Activity	Since the Auxiliary is a working part of the Coast Guard, the Director should clear, before release, publicity releases concerning pending activities. The Director may delegate this responsibility to the DSO-PA/ADSO-PA, SO-PA, or FSO-PA. Routine Auxiliary items such as write-ups of meetings, cruises, elections, PE courses, and other local activities do not require prior clearance. Clippings of the published items shall be forwarded to the Director.
D.2.b. Newsworthy Activities	Timely release of noteworthy and newsworthy activities is essential. To prevent untimely delay in the submission of the information in this case, an abbreviated approval procedure is authorized. This method includes approval by telephone or electronic mail. This exception is only for releases discussing Auxiliarists' actions, including those performed in direct support of a Coast Guard operation. This action does not authorize the Auxiliary to release articles discussing actual Coast Guard operations, casualty information, or speculation of fault/cause of an incident. If in doubt, err on the side of caution. Concerted and coordinated efforts with the Coast Guard Public Affairs Program are encouraged. Clippings of the published items shall be sent to the Director.

D.2.c. Articles
Mentioning
Auxiliary Leader

When writing articles mentioning Auxiliary leaders, use of an office title before names is proper only for current or past District Commodores (DCOs) and above. Use of a title like Commodore Lucy Jones is proper for a current or past national leader (e.g., National Commodore, National Chief of Staff, Past National Directorate Commodore) or DCO. For DCOSs or DCAPTs and division or flotilla leader, the name is followed by the office title. For example, Mr. Sam Rosenberg, District Captain or Mr. Xing Hueng, Flotilla Commander. These guidelines are also the proper form of address when speaking to or about, writing to or about, or introducing Auxiliary elected and appointed leaders.

D.2.d.
Videotapes of
Electronic Media

The production of videotapes or other electronic releases to the media are governed by the same review provisions as written material to include web site and Internet operations.

D.2.e.
Additional
Information
Resources

The Coast Guard Auxiliary Public Affairs Officer's Guide, COMDTINST M5728.3 (series), and the Coast Guard Public Affairs web site (see Appendix I) contain additional useful information regarding marketing and public affairs.

**D.3.
Entertainment
Media Ventures**

The Coast Guard and the Auxiliary must be depicted in an acceptable, accurate, and dignified manner in the final product and promotional segments of any type of entertainment media venture, including theatrical, motion picture, and television. Accordingly, Auxiliarists shall closely abide by provisions of the Coast Guard Public Affairs Manual, COMDTINST M5728.2 (series).

Any Auxiliarist who is contacted by an entertainment media representative soliciting Auxiliary cooperation in an entertainment media venture (e.g., involvement with a scene in a television series, or participating as an Auxiliary contestant on a game show), shall immediately notify the Auxiliary public affairs program chain and also refer the representative to the Director. The Director shall review the detail of any such solicitation with the representative and notify the Chief Director, the District Public Affairs Officer, and the Coast Guard Motion Picture Liaison Office (MOPIC) of such contact (MOPIC is the principal advisor for the handling and conduct of such matters). Even in cases where a production company seeks Auxiliary operational support not involving service on camera (e.g., a safety zone request for scene filming), the Chief Director, District Public Affairs Officer, and MOPIC shall be notified.

Auxiliarists are prohibited from using their membership in the Auxiliary in any way to be selected to participate in a game show, contest, or other entertainment media venture. Additionally, Auxiliarists are prohibited from receiving any compensation for duties rendered incident to officially supported productions (e.g., boat crews, air crews).

These provisions are not meant to alter or hinder Auxiliary activities that are characterized by frequent and routine interaction with local media. For example, an invitation by a local radio or television station for an Auxiliarist to discuss boating safety programs warrants only appropriate regional level notifications (i.e., the Auxiliary public affairs program chain, the Director, and the District Public Affairs Officer).
