

Enclosure (2)

Duties of Flotilla Staff Officer Marketing and Public Affairs (PA)

Your duties and responsibilities, consistent with the provisions of the Auxiliary Manual, are as follows:

1. Develop and direct an organized program of activities to obtain publicity for boating safety and Auxiliary.
2. Maintain close liaison with local Coast Guard public affairs officers, cooperating in every way to establish effective working relationships and coordination of the Coast Guard's and Auxiliary's efforts with the newspaper, radio and television media to improve coverage of Coast Guard and Auxiliary activities.
3. Establish an effective working relationship with the newspapers, radio and television news media in a manner which will facilitate maximum coverage of the Auxiliary's activities.
4. Constantly look for new ways to get the Auxiliary message to the public. Examples are the use of milk carton, grocery bag, bottle hangers, mailers, dealers' advertisements, etc. All programs of this nature must be approved at flotilla, division and district levels before formal agreements are made with the firm providing the printed messages.
5. Encourage and oversee participation in the National Safe Boating Week activities by all Auxiliary members in the flotilla.
6. Establish and oversee a program to have a boating safety booth at all home shows and boat shows in the area, whenever practical. Strive to establish a boating safety booth in major shopping malls during National Safe Boating Week. Work with and coordinate with neighboring FSOs-PA in this effort.
7. Assist the FSO-PE and FSO-VE with advertising and publicity.
8. Cooperate with the FSO-HR to publicize the Auxiliary and to attract new members.
9. Cooperate with the FSO-PB in obtaining action photos of flotilla activity for publication in the division, district, and national publications, and for entering in any division, district, and national photo contests. Retain a file of photos received for possible future use.
10. Prepare regular notices to the flotilla membership to keep everyone abreast of new developments in your program area. The frequency of such notices will be as needed to pass down all information received. A communication should be sent as an introduction prior to the start of the year, with any directions, procedures, and reminders that may be necessary to start off in the right direction.
11. With help from the FSO-IS, review the appropriate AUXINFO data at least quarterly to track the status of the Flotilla's public affairs program. When a weakness is observed within the flotilla,

talk with the member. Request advice on the nature of the problem and help. When appropriate, prepare correspondence for the FC or VFC to use in resolving perceived problems.