

## **District Staff Officer-Public Affairs Monthly Report**

Report for: **November-December 2013**  
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All Divisions that reported seem to be pushing for more involvement in developing RBS PA strategies and ways to boost Auxiliary morale. Twitter accounts and Facebook presence is gaining momentum with the hope that those accounts will attract a younger following. They are aimed at recruitment and Boating Safety as well as promoting the Auxiliary and Coast Guard missions.

We still have several Divisions that are not reporting PA activities and this hurts our understanding of what is happening in those Divisions and what might be done to assist the boating public and the Flotillas' members. Those Divisions are **1, 4, 7, 10 and 17**. The ADSOs have worked very hard in getting reports and the list of non-reporters has lessened, but elected Leadership needs to prod the leadership in those Divisions.

### **U.S. Coast Guard Support:**

**ADSO PA North: (Divisions 2, 10, 12)** Roy Crittenden reports that **Division 12 (12-6)** teamed with STA Charleston to participate in the Mt. Pleasant Christmas Parade. STA Charleston had their RB-S H 29' on display and the flotilla entered two PWC facilities.

- 1. Community Support:** **Division 2** is actively preparing for the huge Atlanta Boat Show held in January. SO-PA Crittenden (ADSO-PA) will have 30-35 Division 2 members on duty. Information gathered at the show for PE, VE and Recruitment will be sent to the various Division Flotillas. **Division 12 (12-6)** FSO PA Leary gave a presentation on boating safety to Mount Pleasant, S.C. Waterworks employees during their Health and Safety Week. **(12-8)** participated in the Folly Beach Christmas Parade. Members are preparing for the January Charleston Boat Show. **(12-6)** members will join them with a presentation on the 75<sup>th</sup> Anniversary of the Auxiliary. **(12-10)** members along with their "Coastie" rolled along in the Georgetown Christmas Parade. Coastie was a big hit. **Special Involvement: Division 2 (23)** FSO-PA Crothers published an article about the Flotillas Christmas dinner in the Union County newspaper (directed to try to increase recruitment). **(29)** FSO-PA Crittenden had his monthly article which concerned the Atlanta Boat Show, published in *Lakeside on Lanier* newspaper. After several years as FSO PA **(22)** Luis Cribeiro will step down. He has been instrumental in developing a stronger PA program in the flotilla by gaining media support in and around Lake Allatoona.

**ADSO PA Northeast: (Divisions 4, 14, 17)** Bill Giers reports that **Division 14 (14-2, 14-4 and 14-7)** have ongoing radio watch standing at STA Mayport. **(14-4)** assists the Prevention Dept. at Sector Jacksonville as well as the ATON center. They also have taught TCT to the Security Detachment at Mayport. **(14-5)** has CG Boat Crew augmentation and assists Sector Jacksonville Response Dept. **(14-8)** stands radio watch at STA Mayport.

1. **Community Support:** **(14-2)** won an award for the greatest number of Safe Boating class graduates in the District. **Special Involvement:** **Division 14 (14-7)** press releases were issued during December to print and broadcast media regarding their VE schedules.

**ADSO PA South: (Divisions 1, 13, 16)** Lourdes Oliveras reports that **Division 13 (13-1)** provided perimeter support for the World OffShore Nationals. **(13-1, 13-2)** provided **AUXAIR** support for NOAA's whale grounding event in ten thousand islands (Marco). Roger Bencze acted as (French to English) translator for RADM (USCG) Mehling and visiting French Drug/Terrorism personnel at the Command Center at Europol. Auxiliarist Young volunteered for seven hours aboard the CGC INGHAM. **Division 16 (16-1)** conducted **AUXAIR** flights which included 7 SARs and 2 Logistics, along with 27 MOMs. The flotilla also conducted 52 hours to RIO St. Croix Port State Control as well as providing surface safety zones for three days during the International Regatta.

1. **Community Support:** **Division 13** Phil Goodman conducted qualifications for Pollution Responder Certifications. **Division 16 (16-1)** had 30 hours involvement in the Waterway Watch program and they set up an information booth at the Annual Christmas Jump-Up event in Christiansted.  
**Special Involvement:** **ADSO PA** Oliveras continues to assistance on the PA Oral Boards as part of the PA Specialist Program.

**ADSO PA East: Divisions 3, 5, 6** Hank Cushard reports that **Division 3 (37)** **AUXFAC**, Lizbeth, assisted with Helo Ops. **Division 5 (51)** had three members stand radio watch at STA Lake Worth Inlet and one member acted as PA Officer. **(59)** had one member stand radio watch at STA Fort Pierce and he also provided **AUXFS** support in the galley. **Division 6 (6-11)** FC provided direct Admin support to STAMIA, while three others supported D7 DIRAUX projects and two others provided Operation support to SECMA.

1. **Community Support:** **Division 3 (32)** attended a Veterans ceremony with wreath placing and flag raising. The flotilla also sponsored an 8 hour Hazwoper training. **(36)** FC spoke at the Veteran's Day Ceremony in Boca Raton. **(36, 37)** members conducted a Hillsboro Lighthouse Tour. **Division 5**

(59) members participated in the Veterans Memorial Bridge dedication in Palm City. They also promoted PE. A young Auxiliarist got his high school  
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ROTC Honor Guard involved in the parade. (51, 59) conducted safe boating courses. **Division 6 (6-11)** conducted their final 2013 BS&S course while VEs held a blitz at the Crandon Park Marina. Ten Auxiliarists also participated in the International Coastal Clean-Up. **Special Involvement: Division 5 (51)** posted five news events on their Twitter feed. (58) had PE notices published in the *Scripps Treasure Coast News*. (59) posted education courses in local media, the Marine Association and *Treasure Coast* newsletters. **Division 6** FSO PA Betterson had media involvement in the Coastal Clean-up. And she notified local media about the final phase of the Columbus Week-end Press Conference.

**ADSO PA West: Divisions 7, 8, 9, 11, 15** Toni Borman reports that **Division 8 (81)** provided watch standing at STA Cortez and with Facility support for cross-training on the water. Members from (81, 82, 83, 84 and 85) affectionately called the Motley Crew by STA Cortez offer various training at the Station. Sector St. Pete has appointed Ron Howington (85) as Unit Coordinator at STA Cortez. Howington also conducts training at Mote Marine and the flotilla offers instruction for USCG Reserve at STA Cortez. **Division 9 (91)** member continues with watch standing at STA Fort Myers Beach. (9-10) AUXFS Jack Salis continues to provide excellent meals at STAFMB and was recently awarded an ACM by active duty at the Station for his culinary efforts. **Division 11** All flotillas are active in supporting Air STA Clearwater, Sand Key and Sector St. Pete with OOD Duty, watch standing and RFO program. (11-10) received the Division Trophy with the most Operational Hours. **Division 15 (15-1, 15-3, 15-4, 15-5 and 15-8)** supply watch standers and AUXFS to STA Yankeetown. Sadly, Ron Touchton, who worked in various capacities at STA Cortez, passed away. His presence there will be greatly missed.

- 1. Community Support: Division 8** Flotillas report completing PE courses and performing VEs during the month. (86) Had AUXFACs in the Venice Holiday Parade which attracts over 50,000 spectators. **Division 9 and Division 11** report extensive Flotilla participation in Veterans Day activities. (9-10) added heavy assistance with boats and Media coverage for the Wreath's Across America event. Fort Myers is the site of the first water ceremony and the flotilla has been involved since 2009. (93, 95, 96) are working with Collier County in support of the Lifejacket Loaner Program. (93, 96) are also working with Collier County Director of Parks and Recreation on this program. (9-10) has conducted several ABS classes during December. **Division 11 (11-1)** member Jim Rudolph gave a presentation to 5<sup>th</sup> graders at the Country Day School. (11-3, 11-6) participated in Veterans Ceremonies. (11-7) gave a presentation at the Landings and participated in the Great American Teach-In at an elementary school. **Division 15 (15-1)** staffed a Thank You Veterans

event at a West Marine. (15-3) participated in three events/parades in Marion Oaks, Ocala and Belleview. (15-7) was involved in the Chiefland Christmas  
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Parade in also had an information booth there. (15-8) conducted BS&S programs along with GPS education. **Special Involvement: Division 8** All flotillas are advertising a variety of boating courses and some are creating newsletters so their members can be better informed. Division flotillas created "Burma Shave" type highway signs to advertise Auxiliary programs. Dave Neilsen continues to contribute articles to *Waterline Magazine* and maintains a Division calendar with the *Sun Newspaper*. Dave developed and utilizes a media project to promote Recruiting and referral to Division flotillas. **Division 9 (93)** Adubato published an article in *Set Anchor*, while Harris (95) published an article in the *Coastal Breeze*. (9-10) AUXFS Jack Salis was presented with an ACM award by STA Fort Myers Beach for his culinary efforts at the Station. The Flotilla has also developed an audience for their 2 month old FACEBOOK presence. It will be utilized to boost morale and to try to recruit new members as well as publish PE and VE information. **Division 11 (11-3)** was featured in *The Wave*, Madeira Beach. **Division 15** arranged PSA messages with local Radio and submitted an article on recruitment to local media.

**Unique Support your department has provided to USCG Missions:** This report covers extensive efforts the PA department has provided to the CG. Any time an article on safe boating is published or aired television coverage of an event or PSAs that run on both radio and TV occur, this promotes both CG and Auxiliary missions. PA efforts are outstanding across District 7. DSO Irvin is involved in a project for District in which photos depicting Auxiliary missions are displayed at several International airports (Orlando and Miami). This is an on-going project and will have an impact on both the Coast Guard and the Auxiliary, but primarily the Auxiliary.

**Concerns:** As DSO PA, I am fully aware that the Auxiliary has issues with recruitment and retention. My staff is obviously trying to promote involvement in that issue as well as pushing for more media coverage of our Missions (particularly RBS). It has taken some time to get lower level elected leadership to understand the importance of PA in all missions in which the flotillas are involved, but I am seeing progress. We will continue to try to educate leadership in the important role that PA has in promoting Auxiliary missions and in maintaining morale.