

DEPARTMENT OF HOMELAND SECURITY

**UNITED STATES
COAST GUARD AUXILIARY**



PUBLICATION OFFICER'S GUIDE

**2008
Edition 2**

USCGAUX National PA P&P 12-09

Introduction

Communication is the art of exchanging information and having it understood. In the Coast Guard Auxiliary an important "communicator" is you, the unit Publications Officer.

A successful unit at any level can be traced to a well-informed membership. A well-informed membership can be traced to a successful publication and a hard working Publications Officer.

The purpose of this Guide is to help the unit Publications Officer better understand the "how-to" of production, editing and dissemination of information via the printed and electronic word. This Guide emphasizes the techniques of journalism in a form designed to meet the needs of the nonprofessional editor. It also calls attention to items of permission and restriction, which are unique to Coast Guard publications. Every Auxiliary editor should become thoroughly familiar with these requirements as published in the Auxiliary Manual COMDTINST M16790.1 (Series).

The Publications Officer may communicate through the written word via newsletters, magazines, bulletins, internet, email, brochures, newspapers and letters.

These documents are most commonly produced by computer publishing methods, and many are distributed by use of the Internet. It should be understood that specific products mentioned in this publication are not to be construed as endorsements of those products. In every case there are suitable substitutes that may be used. Your choice of products to use should depend on your own personal past usage or advice sought from individuals you think could best supply the sought information. Said individual may be found in your unit, another social, service or religious organization, your business world or from an internet search.

Regardless of the methods used, the requirement for correct composition remains the same. Auxiliary publications are directed at a specific audience. Each issue is a "new model" of your product. Therefore, it must continue to be interesting as well as informative.

The challenge for the Publications Officer is to present the material in a timely, easy to understand and be appealing to the eye with information pertaining to the activities and interests of the reader. This way it will be read and be of value to the individual member as well as the unit.

There is a trade-off involved in supplying information. If a good publication communicates well with members, well informed members would be more interested in participating in your unit's publication by submitting information to the Publications Officer. Your unit's publication should provide sufficient information to the membership so they know what is expected of them, when and where they can participate and how to get involved, become a vital part of the activities. Then they will have greater allegiance to the publication and willingness to share the workload.

As a Publication Officer your efforts and hard work are vital to the continued success of your unit. Your publication will inform both the active and inactive members of past and future events, hoping to stimulate renewed interest in the inactive membership. Membership training, fellowship, public education, and vessel safety check events all rely on support from the members. These same members are informed of these events by your publication. Importantly, your publication can and should be used as a recruiting tool; used as an example of the activities prospective members might find sufficiently intriguing to join the unit.

All Auxiliary Publications Officers must approach the job with an appreciation for their importance on the unit staff and their unit's publication.

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CHAPTER 1: HOW TO CREATE A UNIT PUBLICATION

A. The Successful Publications Officer

It is no easy task to produce a printed and/or electronic publication that is both informative and interesting.

But many Auxiliary unit Publications Officers achieve this goal. All Publications Officers labor under the restraints of limited resources – little or no budget, inadequate access to duplication, too little time, limited help, and a want of timely, well-written articles for publication. The successful Publications Officer finds ways to overcome these limitations. A good editor is one who makes editing of a publication a personal learning experience; one who experiments; who learns from mistakes; who is always looking for new ways of presenting material; who likes their volunteer job; and who believes that job can be done better.

B. Publications Officer Duties and Responsibilities

When an Auxiliarist accepts the job of Publications Officer, that Auxiliarist is accepting one of the most responsible jobs in the unit's chain of responsibility. The Publications Officer is responsible for keeping all members of the Auxiliary unit well informed on matters of importance and interest. The official job description for Publications Officers is in the AUXILIARY MANUAL COMDTTNST M16790.1 (Series). In summary, the responsibilities are to::

1. Assume staff responsibility for matters relating to publications.
2. Assist in the preparation and distribution of publications and their clearance.
3. Support and encourage the submission of articles by members and staff officers to the unit publication.
4. Maintain a file of all unit publications and/or articles submitted to other publications.
5. Report, as required, to the Chief of Staff of the unit, on the status of all publication activity.
6. Maintain close liaison with the next higher unit Publication Officer to insure prompt and direct exchange of information and articles important to the organization.
7. Keep correspondence and records pertaining to the office and deliver them to their successor.
8. Report Publication hours using ANSC-7030. Select “Public Affairs” and click 10C. Always check the latest version of ANSC-7030 to assure that no change has been made in the reporting categories.

C. Additional Requirements

Realistically, the Publications Officer must also be:

1. Collector: The Publications Officer is responsible for gathering all information from elected officers, appointed staff officers, the members, and from the units above in the "chain of communication and management." Use of the internet and Coast Guard and Coast Guard Auxiliary web sites is highly encouraged as a source for timely information. This information can be passed on the membership, as often needed space filler, in your publication.
2. Editor: As the editor, the Publications Officer has the responsibility of ensuring and verifying that all the information gathered is correct, in keeping with Auxiliary policy, and is informative, interesting and timely. The editor should edit copy to correct form without changing the intent or tone of the author. Editing does not give an editor the right to put his or her name on a submitted article written by another. This caution also pertains to submitted photographs or art work. Contributors soon disappear when they are not given credit for their offerings. Keep in mind that a good editor never leaves his or her "footprint" in the article.
3. Reporter: A Publications Officer cannot always depend on the elected officers, staff officers or members to freely offer material. Information must be sought out to meet the membership's right to be informed. This may take several phone calls, e-mails, or even personal visits, and entail many hours of work. Good editors believe that no obstacles can prevent them from getting all the facts and reporting them. A good source of information and articles is the unit Public Affairs officer and the internet, as mentioned earlier.
4. Designer: When all the facts have been collected, the Publications Officer must put them in written form for presentation to the membership in printed or electronic form or both. The results should be eye appealing, easy to read, and easy to distribute. The final form may depend on the unit's finances for printing as the cost can range from free to very expensive. The use of electronic transmission (internet) allows great distribution at considerably reduced cost.
5. Distributor: After the news has been gathered, laid out and reproduced, it must be distributed to the entire membership and others who should receive a copy of the material. You will find a list on page 12 of the individuals and offices that are normally on the mailing list for unit publications. If you opt for electronic distribution of your publication always consider the possibility that some in your unit are without internet service and still require a printed document. A printed copy of your publication must be made available to these members. There are many products available, at reasonable cost, to expedite production and delivery (Microsoft Publisher, Adobe Acrobat, etc.)

D. What To Print

1. Target the Audience

News definitions are apt to vary among editors and readers because news can be almost any event or information. Focusing on the fact that the purpose of a publication, is to provide readers with timely information about activities and events will narrow the scope of news for a specific audience. The type of news in a particular publication is usually somewhat constant. For example, a poultry publication tends to use stories of chickens, turkeys and ducks. A Coast Guard Auxiliary publication uses stories of the expanded Coast Guard family.

2. Approval

Overall responsibility for the content of all material published within the district rests with the district commander. This authority is delegated to the Director of Auxiliary (DIRAUX).

2. Ethics, Libel, Plagiarism, and Copyright

a. Any material, either printed or visual, which: gives defamation of an individual, is in poor taste. Material that may expose an individual to ridicule, diminishes the respect, confidence, goodwill or esteem that an individual enjoys in the community, provokes adverse and derogatory feelings against an individual, and/or could be considered a threat to privacy is inappropriate. Such copy if published could place the writer and/or editor and/or publisher in legal difficulties. The technical aspects of libel laws and the equally complicated copyright laws are far beyond the scope of this Guide. It is easy to become confused and present over simplification of either of these topics. From a practical standpoint, if there is any doubt as to the infringement of copyright or to the potentially libelous nature of material, either do not use the material or submit it for preview and approval through DIRAUX.

b. As a general rule regarding both libel and copyright, keep in mind:

(1) An "I'll take responsibility for what I have written" statement by the original author does not relieve the author, the editor or publisher of legal responsibility for the material if it is published.

(2) Deleting names and/or locations does not forgive libel.

(3) The accepted yardstick for whether words or phrases are libelous is the interpretation placed on them by the average person in the community; i.e., what the average reader thinks the article says. If in doubt, "test the waters" of your copy with family or friends, or other Auxiliary leadership and check their impression or reaction. It is often best to have another Auxiliary leader check, as they also might have knowledge of Auxiliary policy. During this test it would be prudent to disguise the names of individuals.

(4) Just because the material has been published in another newsletter does not mean you are not violating the copyright if you use the material without the written permission of the author or publisher. Be sure to obtain this permission in writing before printing.

(5) Copyright covers all writing, printing, engraving, etching, photographs, cartoons and graphic representations. The copyright laws protect both printed and electronic documents and photographs.

CHAPTER 2: PRODUCING A UNIT PUBLICATION

A. Planning and Procedure for a Publication

1. The First Edition

- a. The first edition requires additional planning and design that is not required for subsequent issues. Select a style and format that will be workable. Select software that is “user friendly.” When an Auxiliary unit decides to publish a publication, the Director of Auxiliary will, as specified in the Auxiliary Manual COMDTINST M 16790.1 (Series), require that prior to distribution the district office review and approve all written material and artwork to be used. If the publication is to be distributed solely by electronic means, said publication must be downloaded to a printer and submitted in printed form. It is the responsibility of the unit's Publications Officer to check, through the chain of responsibility, with the Director of Auxiliary on the specific requirements for producing a publication. After the first few editions have been reviewed and approved by the district office, the Director of Auxiliary may delegate authority for review to the highest elected officer of the unit, which is producing the publication. However, this practice may vary from district to district. Always check for the proper procedures.
- b. The purpose of the review by the Director of Auxiliary is to insure that all material is within established Auxiliary and Coast Guard publication policies. The Director of Auxiliary's staff can also offer helpful hints to insure a successful publication.
- c. Submit and review material, through the chain, to the Director of Auxiliary with a specific request for approval. Since the Director is on the routine mailing list for all newsletters/magazines, this specific request avoids confusion and alerts the Director to the fact that this is not part of a routine mailing.

2. Commercial Advertising

The policies regarding the inclusion of commercial advertising in Auxiliary publications is specified in the Auxiliary Manual COMDTINST M16790.1 (Series). Since the Coast Guard and Coast Guard Auxiliary can not be associated with any product or with the endorsement of any product, the editors of official publications must strictly adhere to these policies regarding commercial advertising. While there may be situations in which solicitation of advertising is permissible, these are indeed exceptions and there are serious conditions imposed on this practice. The Director of Auxiliary must clear each instance relating to the use of commercial advertising prior to soliciting the ad and prior to reproducing such advertising.

3. National Policy on Publications Logos

The following policy for the Coast Guard Auxiliary has been established:

The present hat device is NOT to be used as a logo on publications, mastheads, or anything else. It is to be used ONLY as a hat device. The correct logo to be used on anything requiring a U.S. Coast Guard Auxiliary logo may be found in the Auxiliary Manual COMDTINST M 16790.1 (Series).

B. The Mechanics of Copy Preparation and Layout

- 1 . The editing of copy is much more than a mechanical skill, nevertheless, the mechanics of editing are basic to the work of the Publications Officer. These basic tasks include correcting errors in:
 - a. facts
 - b spelling
 - c. grammar
 - d. punctuation
 - e. word usage for both meaning and connotation.
2. This Guide is not meant to be a treatise on grammar. But a working knowledge, however, of the basic tasks a Publications Officer must perform on unedited copy is essential for a successful publication. For your review, the basic elements of grammar, punctuation, and word usage are presented in Chapter 7, "Capitalization, Abbreviations, Punctuation, Grammar, Coast Guard Policy." This Guide has only one purpose: To help the new Publications Officer learn the principles, practices and the techniques of editing an Auxiliary publication.
3. Attractively arranged material is essential to encourage readability. The layout of text, illustrations and photographs can enhance the publication and quickly draw attention. A great variety of clip art available on line at: <http://www.auxpa.org/> Hard copies may be available though Publications Officers at division/district levels. White space (space unoccupied by anything) is essential and can be equally appealing. Never overdo the use of artwork; leave breathing room for your copy with artistic use of white space. Avoid excess animation in electronic publications, they are distracting and usually add little to the information being presented.
4. Use a print size that is easy to read, 11 to 12 point. If you try to save space by using a smaller print, your publication will be very hard to read.
5. Do not print your publication in all capital letters. This type of printing is very hard to read or understand. Use proper punctuation and capitalization. All capital letters in electronic messages can be construed as shouting and yelling and should be avoided.
6. The use of email can be a great asset for the Publications Officer. Copy may be received by the editor from the contributor, saving time, money and energy. Pictures as well as the written word may be added to your publication from the Internet. The finished publication may also be distributed by attaching to email or posting to the unit's web site. The use of products such as Adobe Acrobat (pdf files) allows the newsletter to be distributed to a wide audience. A free, downloadable "reader" version allows your publication recipients to open and read the document even though they don't own the entire version of the software.
7. On printed versions of your publication use the bottom of back page for return address, mailing labels and stamps. This will give you another half page for something interesting and eye catching. This also is the area where you can use your "hook." This is the area where you entice your recipient to open your publication and actually read it.

C. Required Elements of a Newsletter

1. The following information is needed and should always appear on the publication masthead, if one is used, or on the cover
 - a. Name of publication.
 - b. Date of publication.
 - c. District or region. (flotilla add location)
 - d. Unit number (flotilla or division). Remember to use the correct identifying number for your unit, per the Auxiliary Manual COMDTINST M 16790.1 (Series) (i.e. Flotilla 61, not 6-1; Flotilla 21-2, not 21-02; Division 7, not VII, etc. leading zeros are never used, Flotilla 04-03 is incorrect). In a Flotilla unit designation the first digit or digits are always the Division number.
2. The editor's name, address and telephone number must appear somewhere in the issue: preferably on the first inside page. It is a good idea to have the highest elected officer's name, address and phone number in your publication (flotilla/division). The editor must obtain permission from this officer before listing personal contact information. Email addresses may be used and are preferable to postal addresses and phone numbers.

D. Method of Production

1. There are many ways to assemble, write, copy and print or post your publication. Desktop publishing using a computer is highly recommended. Consult with other publication officers concerning appropriate computer software; options include Microsoft Publisher or Word (included as part of the Microsoft Office suite), Quark Express, or Adobe Acrobat or PageMaker. The latter products are loaded with features that are useful for sophisticated publications but are probably not needed for an Auxiliary unit publication. Microsoft Word is easy to use but offers little assistance in laying out pages with text and graphics. Microsoft Publisher, on the other hand, provides useful newsletter templates and reasonable page layout tools. Adobe Acrobat easily allows the electronic distribution of the publication to a large audience. Most desktop publishing programs allow their end products to be easily converted to an "Acrobat (pdf)" document for distribution. The recipient of your publication can download the free "Acrobat Reader" software that allows the (pdf) publication to be opened and read.
2. Regardless of the reproduction or distribution method used, it must be used well. All methods are not equally suited for reproductions of pictures, or making multiple copies, or having sharp images. There are no visual standards for newsletters, however, the Publication Officer is charged with producing the best quality publication possible using the available resources. If the method of reproduction used does not make clear pictures, then do not use pictures. Remember, do all that you can within your resources. Also remember that it is better to leave material out than reproduce them poorly. It never hurts to look at other unit's publications for layout hints, etc.
3. Printed newsletters, if possible, should be printed on both sides. This practice reduces mailing cost; conserves paper and properly used can contribute much to the layout of the publication.
4. Generally, electronic publications only require one column. This makes the publication easier to read on the screen and eliminate up and down scrolling that can often occur when two or more columns are used.
5. In electronic publications the photos should be kept to low resolution, less than 1 MB. This will allow your dial-up readers to download your publication in a reasonable amount of time.

E. Reproduction of Printed Publications

- a. Photocopy machines are useful for small distributions and a limited number of pages. However this can become expensive if you have a large publication or distribution.
- b. Offset printing on a printing press or accomplished with a computer not only looks much better than the job from the average copy machine but can be very cost effective when you have more than 150 or 200 newsletters with 10 or more pages.
- c. Get quotes from several printers when you are just starting out. Be sure to explain the number of pages, how many copies you will be using and how often you intend to publish.

CHAPTER 3: DISTRIBUTION OF PUBLICATIONS

A. Printed publications

a. The Penalty Mail Stamp System (Official Stamps)

1. You must be concerned with the size and weight of your publication and use the correct amount of postage. As a rule of thumb, four pages of 8 1/2 X 11 inch paper in a # 10 white envelope, or enclosed in a single sheet mailer - will weigh about one ounce. You may also use the last page as your address page, thus saving paper. Up to eight pages should weigh less than two ounces. For each additional four pages you must add additional postage. Note that each additional ounce usually has a lower rate than the first ounce. Postal rules, regulations and rates change often. Take a sample of your completed publication to the post office and have them quote the cost to mail it.
2. Use a correct return address. When a return address is not printed, the mailing item will have a U.S. DEPARTMENT OF HOMELAND SECURITY, U.S.COAST GUARD return address printed in the upper left hand corner with OFFICIAL BUSINESS printed under a blank space. For this type, you must enter your own return address in a three-line format. The three lines are:

Line 1 - YOUR OFFICE, UNIT, DIST
Line 2 - YOUR ADDRESS
Line 3 - YOUR CITY STATE ZIP

If you hold no elected or staff office, you place FC then your flotilla number and district on the first line (i.e. FC 11-3 11 SR). Elected and staff officers will use their current office, unit and district (i.e. VFC 37 8WR, FSO-VE 7-10 9CR, SO-MT 20 D7, etc.)

3. Never place your name on official mailing materials.
4. When using official Coast Guard printed envelopes, you may cover the Coast Guard's return address with your own address in three lines as shown above. MAKE SURE the lines U.S. DEPARTMENT OF HOMELAND SECURITY, U.S.COAST GUARD and OFFICIAL BUSINESS are not obscured. Alternatively, you can use those materials with a Coast Guard's return address, by placing your three-line address below or beside the U.S. DEPARTMENT OF HOMELAND SECURITY, U.S.COAST GUARD.

5. Penalty Mail Stamps (Official Stamps). These stamps are available in various denominations from your unit Materials Officer. One-dollar stamps are available for those that can justify their use. For postal cards use the going rate.
6. Use Stamps Wisely. It is important to remember that the Coast Guard has purchased the Penalty Mail Stamps for their face value. The postage has been paid, whether the stamps are used or not.
 - a. Penalty Mail Stamps can only be used on Official Business envelopes, labels and postal cards that are preprinted with the "Official Business" return address. Adding "U.S. Coast Guard," "Official Business," etc., on plain envelopes, is not permitted. Placing Penalty Mail Stamps on "non-Official Business" envelopes is not permitted.
7. Uses of Official Mail. There is no change in what's authorized to be sent as official mail. See Auxiliary Manual COMDTINST M 16790.1 (Series). Also see The Penalty Mail Stamp System. This publication may be ordered from ANSC #3036 via your MA Officer.
8. Addressing the Mail. The name and address should be in capital letters with no punctuation as per the following example:

JOHN R BOATMAN
124 WATER ST
PORTSMOUTH VA 23705

The use of mailing labels is also permissible using the same format.

9. a. Economy in Mailing. Current USPS rules are varied and complex. If your publication is heavy, because it contains many pages, or if your distribution is large (in the hundreds or thousands), it would be prudent to visit your local postmaster and consult on the best and most cost effective method of mailing your publication.
- b. Preparing Publications for Mailing. If publications are folded for mailing, do not staple sheets closed. The postal service frowns on this, as the staples could interfere with sorting machinery. Use clear tape or a sticker for this purpose, available at office supply stores. You may mail your newsletter without folding, putting tape or sticker on the open edge.

B. Electronic publications

Distribution of your publication electronically is easy, efficient and cost saving. There are basically two methods that may be used, each with its pros and cons.

1. The first is to send each member, with internet capability, a copy of your publication, usually as a .pdf file (discussed further in this manual). This method could require quite a bit of bandwidth to accommodate the potentially large file being sent to your many addressees. This method virtually assures that your addressees, assuming you have their correct e-addresses, will receive their copy. Whether they actually read it is totally up to you and the quality of your publication.

2. The second method is to provide an electronic link, known as a hyperlink, to a location where the publication can be “opened” and read. This method requires the reader to visit the site as a positive action. Inactive members may not actively seek out your publication with this method. A further requirement of this a place for your publication to “reside.” Your unit’s website is the logical choice. Some fortunate editors have their own web location, although this usually entails additional expense. Confering with your unit’s webmaster is highly recommended.

C. Who Is On Your Postal and Electronic Mailing List?

Proper distribution increases the effectiveness of your publication. An explanation follows as to why distribution, as indicated below, is required.

1. To Division and District Publication Officers. Each of these officers has a responsibility to make sure you are following the "do's and don'ts" concerning official publications. It also gives these Publication Officers an opportunity to glean your publication for interesting articles that they may want to reproduce and share with their larger readership population. Failure to comply with established criteria may result in criticisms from the national staff or Coast Guard Officials.
2. To Director of Auxiliary. The District Director of Auxiliary must make sure that your publication conforms to certain standards in content. Failure to comply can cause embarrassment to the Coast Guard and Coast Guard Auxiliary. The District Director may appoint another Auxiliarist in the chain or parallel staffed to receive your publication for approval.
3. To the District EXCOM. This includes the Director (see above), DCO, DCOS and DCAPT's. What better way is there for these top officials to stay abreast of what is going on in the district?
4. Division publications should be sent to DCDRs within the District. Flotilla publications should be sent to FCs within the Division. The benefits of cross-feeding publications are that we grow and get new ideas from an exchange of information. It also keeps everyone aware of what is happening in other flotillas and divisions. This is standard practice at district level.
5. To the National Publications Liaison Officer. This officer will review the articles and photographs in your publication for possible inclusion in the National publications (Navigator, SITREP, etc.) It is nice feathers in one’s cap to have their work appear at the National level.
6. District and Division publications officers:
7. To the Members. Obviously, whether it is a flotilla, division or district publication it must be sent to all unit members either directly, or sometimes in the case of division publications, to the commander of each flotilla within the division. The main purpose of a publication is to inform the membership. Retired members should receive a copy, if so desired, to help keep interest in the flotilla. They can still attend meetings and social events. Your publication may even help them decide to become active again.
9. Local Active Duty unit personnel. This will help you build and maintain strong ties to the local units, keep them informed of your activities, and remind them that the Auxiliary can be a valuable resource for them. If possible, provide several copies so they can be posted and distributed throughout the duty station.

In Summary, the following is a suggested mailing list:

FLOTILLA PUBLICATIONS	DIVISION PUBLICATIONS
All members (Retired, as requested)	All members
SO-PB	SO-PB (all within district)
DSO-PB	DSO-PB
DCAPT's	DCAPT's
DCOS	DCOS
DCO	DCO
DIRAUX	DIRAUX
National Pub. Liaison Officer	National Pub. Liaison Officer
All FCs in division	All DCPs in district
All FSOs-PB in division	All SOs-PB in district
Local CG station(s) OIC	Local CG Station(s) OIC
Joyner Library	Joyner Library
East Carolina University	East Carolina University
Greenville NC 27858	Greenville NC 27858

Your source for correct address information is your District or Division Information Officer.

D. More About That Mailing List and Electronic Address List

1. It is imperative that an up-to-date address list be maintained. As Publication Officer you must be certain that addresses, postal and/or electronic, for members and the other individuals listed are correct. At the flotilla level this is not a hard job, but at each successive higher level it becomes more difficult.
2. For Coast Guard officials and Auxiliary District and National Staff, use position in the address rather than the "name." Individuals are subject to transfer at any time and mail will follow the name of the individual. Their replacement will get the message if it is addressed to the "position."
3. The responsibility for a correct address rests squarely on the shoulders of each member. When an address changes, the member should advise the FSO-IS officer using form 7028 or the current form for this purpose, who will send the proper notice to the Division SO-IS, or as otherwise directed. As Publication Officer, periodically remind members to promptly report name, address, phone number and email address changes via the proper form. This form can be obtained from your Materials Officer, Information Systems Officer, or on line at www.cgaux.org then select "Members Area" then "Forms" from the right sidebar.

An updated mailing list should be used when making the labels. Up-to-date mailing lists can be downloaded from AUXDATA by the SO-IS if the editor doesn't have a password. The mailing list should be edited to remove all duplicate addresses.

4. Privacy of mailing lists must be strictly enforced. A roster or directory of names and addresses of Auxiliary members shall not be made available to any outside organization. Privacy of rosters, directories or mailing lists shall be maintained. To aid the Auxiliary in maintaining its voluntary noncommercial position, the privacy of mailing lists prevents the membership from being deluged with advertising literature and avoids the notion that any commercial firm has the expressed or implied endorsement of the Auxiliary for its products or services. See the Auxiliary Manual COMDTINST M 16790.1 (Series).

CHAPTER 4: WHAT DOES AND DOES NOT GO INTO YOUR PUBLICATION

A. Using Coast Guard stamps (Official Mail)

When using Penalty Mail Stamps paid for by the Coast Guard you must be very careful what you print in your newsletter/magazine. (See Chapter 3) As discussed in Chapter 2, your DIRAUX must approve what your publication contains. Directors will exercise approval responsibility with particular attention to “official business” content. Units wishing to retain society page items on their members should limit them to editions not distributed with Coast Guard stamps.

B. Examples of what may be included for distribution using Coast Guard Official stamps or publications electronically distributed:

1. Information concerning the aims, purposes and activities of the Auxiliary from flotilla to national level.
2. Reports of official activities within the Auxiliary, or announcements of plans for such activities.
3. Educational information within the realm of recreational boating, and information of boating safety oriented aviation activities.
4. Auxiliary training activities planned or accomplished. Working schedules of Auxiliary members (patrols, radio etc.). For security purposes, exact patrol areas should not be described.
5. Historical background of members, flotillas, or divisions which provide the reader with a deeper insight of the aims, purposes and accomplishments of the Auxiliary.

C. Examples of material which “does not” qualify under strict “official business” criteria.

1. Birthday, wedding and vacation announcements
2. Purely society page items
3. Recipes
4. Items for sale by members

CHAPTER 5: AWARDS FOR YOUR PUBLICATIONS

A. What, Who and How Regarding Awards.

1. Each year at the National conference awards are presented to the Best Flotilla Publication, the Best Division Publication and the Best District Publication. Deadline announcements will be posted down through the chain of communications. DSOs-PB should make every effort to encourage participation in these awards. DSOs-PB should also make every effort to forward contest rules, instructions and deadlines to SOs-PB and FSOs-PB.

2. Publications should be submitted for judging between 1 January and 1 May.

3. Publication (PB) contest entrants will be made electronically. Entrants are to email the URL or a .pdf of their publication to the announced publication contest coordinator who, in turn, will advise other judges of the URL/.pdf. Entries consist of a full year's worth of a publication. If unable to send publication URL's or .pdf's, paper submittals will be accepted. Entrants must submit five (5) sets of publications to the address specified by the Contest coordinator. Contestants must be winners of their respective District contests. District or Division units must submit a minimum of three (3) publications. Flotillas must submit a minimum of four (4) publications

1. Division Publications should be submitted to DSO-PB and have been published a minimum number established by the National Awards Committee. (If more, send them all) Consideration will be similar to the flotilla but will include news of happenings in the Auxiliary as a whole. Manuals and directories are not considered publications eligible for consideration in making these Awards.

2. District Publications should be submitted to the National Awards Committee and been published a minimum number established by the National Awards Committee. (If more, send them all.)

B. Judging Criteria for all Publications

In selecting the best publications for the year, nation wide, the follow criteria are currently considered:

- (1) Appearance
- (2) Editorial Quality
- (3) Information Quality
- (4) Correct Abbreviations
- (5) Correct Titles of Auxiliarists Placed in Proper Locations
- (6) Attention Given to Flotilla, Division, District and National Functions
- (7) Photos- Auxiliarists in Proper Uniform (hats on outdoors, life jackets on while on the water, no drink glasses in hand)
- (8) Masthead of Flotilla and Division Must Include their correct Designated Numbers, Location, Date, Number of Issue
- (9) Editor's Name and Address in Publication
- (10) Correct Number of Issues Submitted from Each Unit.

CHAPTER 6: AIDS FOR THE EDITOR

A. Writing Plainly

A great reference guide for the Publication Officer is the “Style Usage Guide” found at <http://style.auxpa.org/>

1. When writing, remember it isn't how many words you use, but how well you use them. Follow the “4-S” principle. Keep it Short...Simple... Strong... Sincere.

- a. Short. There are two tests for telling whether you have written too much. One is whether you have said more than needs to be said; the other is whether you used too many words for what you had to say. A discussion on government letter writing includes the valid caution to beware of roundabout prepositional phrases. They are easy to recognize and replace with a single preposition or other part of speech. Here are some examples with replacements shown in parentheses:

In the majority of instances (usually)
In connection with (of, in, on)
With reference to (on, about, concerning)
In view of (because, since)
In the event of (if)
In accordance with (with, by)
For the purpose of (for)
This place in time (now)

Sometimes a group preposition may be omitted with no replacement at all. For example, "Please tell us how many hours are spent (in connection with) auditing vouchers."

Watch out for nouns and adjectives that derive from verbs. Many English words have both noun and verb forms, and both an adjective and verb form or all three forms. If you choose the nouns and adjectives more than the verbs, your writing is cluttered.

There are six meaningless little verbs that more than any others aid and abet in choosing the noun and the adjective forms of words. You can go a long way toward straightaway English by avoiding nouns and adjectives linked to your sentences by the six little words: make, take, give, hold, have and be.

Watch them steal the place of the basic verbs that might be used in this sentence: "When we held the meeting (met) the division captain made the decision (decided) that the division vice captain should take action (act) on the proposal at once."

- b. Simple: Know your subject so well you can discuss it intelligently. Harness common, everyday speech and put it to work in accurate sentences that go along with writing. Use short words, short sentences and short paragraphs wherever possible. While speakers may run sentences together and use voice inflection for clarity, the writer must keep sentences uncomplicated. A modern writing formula is difficult for most people to follow in writing short compositions. Practical experience shows that sentences averaging 21 words or less are a fair goal.

Long paragraphs may not be as hard to understand as long involved sentences but they can be just as tiring. All sentences in a paragraph should relate to a single idea but all sentences related to one idea need not be kept in one paragraph. Try to break your paragraphs so that they average not more than four or five lines. A typed page broken up into a number of short paragraphs has more eye-appeal.

Such a page is more likely to be read attentively than a solid block of type. Easy-to-read sentences do not make an easy-to-read paragraph unless the sentences are connected. No matter how simple the sentences, the reader may have a rough time, may even get lost, if the connections are bad. Express parallel ideas in parallel form. Avoid ambiguous, weak and general references in particular. Avoid beginning a sentence using "this" as a noun to refer to the whole idea in a previous sentence. Tie down and pull together your idea with "This situation" or "This policy" or some other appropriate noun.

- c. Strong: Use concrete, specific words. Abstract nouns name qualities, conditions, actions, or relations. If they were not useful they would not be part of our language but writers frequently use them when verbs or adjectives would be more forceful. Even more damaging than abstracts are generalities. Use more active verbs. Don't weaken construction with wordy phrases.
- d. Sincere: Write in human terms. Don't overwhelm your reader with intensives and emphatics. Intensives include adjectives and adverbs like highest, deepest, very much, extremely and undoubtedly. Similar to intensives in effect on the tone of writing are emphatics, which call special attention to a statement. Useless emphatics gives the reader the impression you are laboring to put your facts across, or even to convince yourself too. Don't over use superlatives. Don't use unexplained acronyms write out the full name followed by the acronym in () . Don't be tone-deaf, write an article that sounds pleasing, factual and readable.
- e. ALWAYS have someone proofread and review the material for proper grammar, and spelling. Make sure no story leaves the reader asking questions because they couldn't understand the story.

B. News Gathering

1. Now that you have some ideas as to how to write and put together an interesting publication, what are you going to write about? Let's take the easiest subjects first. They will probably fill one page.
 - a. The notice of your next meeting: date, time, place, agenda or special program.
 - b. A calendar of coming events in your flotilla, division, district and boating community. Be sure to list dates of national meetings and urge members to attend.
 - c. A message from your DCO, DCDR, FC or VFC. Remember that you are the editor and correct any spelling or other errors you might see in the article.
2. Suggestions for gathering materials.
 - a. Announce your issue date and set your deadline for receipt of contributions. Many flotillas consider a week before the flotilla meeting date the best time to distribute.
 - b. Present to the flotilla membership an outline of subjects that you think would make good news. You will find that it is easier to acquire articles and photos if your potential authors and photographers have a subject matter to pursue. Ask members to suggest things they would like to read about. NOW, they become involved. They commit themselves. Now you can ask them to write about the things that they suggest.
 - c. Don't rely too heavily on others; they may have their own staff responsibilities. Furthermore, some people are reluctant to volunteer information about themselves or their jobs for fear they seem boastful.

3. Don't wait for people to bring news to you! Ask for it! Attend Auxiliary events. (They're fun anyway!!) Read to keep up on the programs, aims and activities of the Auxiliary. Surf the internet for National activities and information. Circulate at meetings and social events. Talk with everyone you can and, have your handy notebook ready at all times.
 - a. Ask your flotilla commander to let you read the district and division board and staff minutes of meetings. They contain the latest developments and changes. Your flotilla commander will cooperate, if you keep your promise to return the minutes promptly.
 - b. Contact your division or district PB officer to find hard copies of Auxiliary clip art, photos and other visuals. You can also find some at various Auxiliary Web sites. You may use drawings or pictures found in any Coast Guard or Auxiliary publication. Be sure to give credit to your source. See Chapter 1, D, 2 regarding clip art found in other publications. Auxiliary clip art is available for download at: <http://www.auxpa.org/>
 - c. You may use material from any of the Coast Guard or Auxiliary publications and manuals. Any program that is Auxiliary oriented can be used for subject material.
 - d. Contact your CS Officer for instructions on how to get on division, district and national information lists.

CHAPTER 7: CAPITALIZATION, ABBREVIATIONS, GRAMMAR

A. Capitalization

1. Capitalize the first letter of the first word in a sentence or a direct quote and the first letter of the first word of every item in a list or outline following a colon.
2. Capitalize proper nouns used to designate the name or title of a specific person place or thing. Common nouns used in a general sense are not capitalized. Examples: Ensign John Smith, but not just ensign by itself. Please attend the flotilla and division meetings, but "I belong to Flotilla 93."
3. Capitalize the first major word in the name of government departments, bodies, etc.
4. Capitalize the names of Coast Guard vessels, including abbreviations USCG or USCGC preceding the names and type designation follows the name of the ship. Examples: USCGC BIBB (WHEC- 131) or USCG TugBoat 64313.
5. The name of an Auxiliary facility may be written with an underscore Italics or all capital letters. But be consistent.
6. The name of a specific book, magazine or publication may be written with an underscore, Italics, or all in capital letters but be consistent.
7. Auxiliary is always capitalized when referring to the Coast Guard Auxiliary. When you are referring to a special Auxiliarist the word "Auxiliarist" is always capitalized as it is an abbreviation and derivation of the proper name "Coast Guard Auxiliary."

B. Abbreviations

1. We come across new abbreviations every day. These come about as the Coast Guard and the Auxiliary develop new programs.
2. When using a new abbreviation, always write out the program for which it stands. Then put the abbreviation in () following it. You may use the abbreviation from then on in that article.
3. Flotilla is abbreviated as FL with no period. Flotilla Vice Commander is VFC with no period. Division Vice Captain is DVCDR with no period.
4. For further abbreviations and acronyms see the back of the AUXILIARY MANUAL COMDTINST M16790.1 (Series).
5. There are no periods in abbreviations except for the United States, which is U.S. When used with other letters, such as USCG, there are no periods.
6. When using the abbreviation in a title of a publication/organization etc. be sure to print it as it is written. i.e. "Boat/U.S."
7. A common error is the acronym USCGA when referring to the Auxiliary. USCGA is the acronym for the Coast Guard Academy. USCGAUX is the correct acronym.

C. Punctuation

1. Use of punctuation may bother the beginning news writer and copy editor. Rules are basically the same for news writing and for the literary English with one or two exceptions. The important rules are listed below.

a. Use of Period

- 1) Most abbreviations take periods after the key word; however, all capitalized abbreviations are listed below. (alphabetical abbreviations) are not punctuated. Example: You may spell flotilla with no capital "f," but you may use FL to abbreviate flotilla with no period.
- 2) The period always goes inside quotation marks.
- 3) The period goes inside parenthetical material when the material is a sentence but it goes outside the parentheses when the material is not a complete sentence.

b. Use of Comma

- 1) Omit the comma in a series before the last item unless that omission confuses the meaning.
- 2) Omit the comma before "of." Example: Tom Smith of Denver.
- 3) Use the comma to set off attribution words or phrases. Example: The game, he said, is important.
- 4) The comma at the end of a quotation always goes within the quotation marks.
- 5) Use the comma for appositive. Example: Jones, the favorite, defeated Ali in the fifth round.
- 6) Use the comma in digits of more than three numbers to set off each three. Example: 1,500 or 21,823.
- 7) Commas are omitted before Roman numerals, Jr., Sr., dashes, street addresses, phone numbers and serial numbers.
- 8) Commas are used after a dependent clause introduced by subordinate conjunctions, such as since, before, if, when, where and how.

c. Use of Colon

- 1) Use a colon to introduce long statements and lists.
- 2) Use a colon to introduce a question. Example: The question came up: What do I do for an encore?
- 3) Use a colon in legal citations.

d. Use of Semicolon

- 1) To avoid confusion, use semicolon to separate phrases containing commas. Example: Officers elected were Ellie Jones, president; Sally K. Ellis, vice-president and Billie Rogers, secretary.
- 2) Use semicolons before conjunctive adverbs, such as however, moreover, therefore, thus, yet and otherwise when they are used to connect two independent clauses. A comma is used after the conjunctive adverb. Example: He said he would come; however, his car had a flat tire, and he was unable to make it.
- 3) Use a semicolon to separate two independent clauses. Example: We don't have the experience to operate a larger theater; we will have to be content with a small one.

e. Use of Hyphen

- 1) Use hyphens to join a prefix and a word. Example: ex-champion.
- 2) Use hyphens to join two or more words used as an adjective. Example: six-year-old boy.
- 3) Words used as nouns seldom take the hyphen unless the prefix ends in a vowel and the noun begins with the same vowel. Examples: worldwide, weekend, roundup.

f. Use Of Quotation Marks

- 1) Use quotation marks to enclose direct quotations.
- 2) Use quotation marks around book titles; slang expressions, movies, TV programs, song titles and lectures or speeches.
- 3) Use quotation marks for nicknames unless it is better known than the legal name. Example: John "Blue" Smith, but not Ike Eisenhower.
- 4) Periodicals are underlined, or in italics, or all in capital letters. They do not require quotation marks. Example: New York Times, *New York times*, or NEW YORK TIMES. Be consistent.

D. Other Punctuation Rules

1. Use an apostrophe to indicate possessive case of nouns, omission of figures and contractions. Example: girl's shoes, Jones' house.
2. When using the Auxiliary abbreviations and acronyms and forming a plural usage, please remember the following: Examples: FSOs-PB, meaning all Flotilla PB Officers, FSO's-PB meaning belonging to all PB Officers; SOs-PE meaning all Division PE Officers; SO's-PE meaning belonging to all PE Officers.
3. Use the exclamation point sparingly to indicate surprise or strong emotion.
4. Use the dash to indicate a strong or sudden change in thought.
5. The ampersand is used only in abbreviations and firm names. Examples: AT&T, Smith & Ray Co. You will note there is no space between letters when using abbreviations. Another example: BS&S.
6. Ellipsis, the intentional omission of words in a sentence, an abrupt change of thought, lapse of time, or incomplete statement, etc.... is indicated by three periods or asterisks (four if ellipsis is at end of sentence).

E. Grammar And Word Usage

1. The copy editor must be sure each news story integrates a full, varied vocabulary, while at the same time, uses specific words in both meaning and connotation. The editor must know differences in words for a particular situation. For example, the copy editor must know that there is something slightly favorable about the word "government" and something slightly unfavorable about "regime."
2. The copy editor must be sure that if a word has more than one meaning, it is used in the correct context to avoid confusion. Consideration of the readers must be involved in the copy editor's examination of word usage in the news story. Obviously, the readers of the *New York Times* are different from those of the *Cheyenne Eagle*. The audience of the *Times* and the *Eagle* simply have different backgrounds and interests, and the language used in each newspaper must be tailored to each audience.

3. Generally, it is preferable to use the simple word rather than the complex, the concrete instead of the abstract, the active rather than the passive voice. Foreign words, highly technical words or phrases, and clichés also should be avoided.
4. The following words and phrases list includes the words that are preferred by daily newspaper editors.
 - a. ACCEPT, EXCEPT. ACCEPT means to receive, while EXCEPT as a verb means to exclude, and as a preposition, EXCEPT means with exception of.
 - b. AFFECT, EFFECT. AFFECT usually is the verb; EFFECT is the noun. However, EFFECT may be a verb when it means to bring about.
 - c. AFTERWARD, AFTERWARDS. Use AFTERWARD rather than AFTERWARDS. The same rule applies with TOWARD.
 - d. AGREE TO, AGREE WITH. You AGREE TO a proposed action and you AGREE WITH someone.
 - e. AGGREGATE. Do not use when meaning total. It's not a substitute for total, but means a group of distinct things gathered together.
 - f. ALLUDE, ELUDE. You ALLUDE to a movie (mention), and you ELUDE a tackler (escape).
 - g. AMONG, BETWEEN. Use AMONG when more than two are meant. Use BETWEEN with two only.
 - h. ANNUAL If it is the first time, it cannot be ANNUAL.
 - i. AVERSE, ADVERSE. AVERSE is a verb meaning oppose.(You are averse to it). ADVERSE is the adjective meaning bad. (ADVERSE weather)
 - j. BESIDES, BESIDE. BESIDE means at the side of, and BESIDES means in addition to.
 - k. BLOCK, BLOC. BLOC is a coalition or group with the same goal.
 - l. COMPOSE, COMPRISE. You COMPOSE things by putting them together. Once they are together, the object COMPRISES or includes various parts.
 - m. CONSENSUS. CONSENSUS means general agreement. Therefore, it is redundant to say CONSENSUS of opinion.
 - n. COUNCIL, COUNSEL. COUNCIL means an assembly while COUNSEL means to give advice.
 - o. COUPLE OF. You need the OF. Don't say "in a couple minutes."
 - p. DEMOLISH, DESTROY. They mean to do away with completely. There is no such meaning as partially DESTROYED or no need to say totally DEMOLISHED.
 - q. DIE OF. One DIES OF an illness, not from it. Also, a person dies after an operation, not from or as a result of, or following, an operation.
 - r. DIFFERENT FROM. Things are DIFFERENT FROM each other, not different than.

- s. DROWN. Don't say someone WAS DROWNED unless the victim's head was held under. Say: John Jones DROWNED last night, not John Jones was drowned last night.
- t. DUE TO, OWING TO, BECAUSE OF. The last phrase is preferable.
- u. ECOLOGY, ENVIRONMENT. ECOLOGY is the study of the relationship between organisms and ENVIRONMENT.
- v. EITHER. It means one or the other, not both.
- w. FARTHER, FURTHER. FARTHER applies to distance, and FURTHER means in addition to.
- x. FLIERS, FLYERS. Airmen and handbills are FLIERS. Some trains and buses are FLYERS.
- y. FLOUT, FLAUNT. FLOUT means to mock or show disdain. FLAUNT means to display or show-off.
- z. FUNERAL SERVICE. A funeral is a service. Leave out service.
- aa. HEAD UP. Leave off the up. People head committees; they do not head up committees. People make rules, they don't make them up.
- bb. HEALTHFUL, HEALTHY. HEALTHFUL means to cause health, while HEALTHY means possessing HEALTH.
- cc. IMPLY, INFER. The speaker IMPLIES while the hearer INFERS.
- dd. IN ADVANCE OF, PRIOR TO, BEFORE. Use BEFORE, it's more natural.
- ee. Its, ITS. IT'S is the contraction for it is. ITS is the possessive pronoun.
- ff. LEAVE, LET. LEAVE alone means depart from or to isolate. LET means to permit or allow.
- gg. LESS, FEWER- LESS applies to situations using the singular form, while FEWER applies to the plurals. "They have fewer members now, and the chairman has less income.
- hh. LINAGE, LINEAGE. LINAGE is the number of lines. LINEAGE is the line of descent or ancestry.
- ii. MARSHALL, MARSHAL. MARSHALL is correct only in a proper name. Otherwise, use MARSHAL for verb or noun.
- jj. MEAN, AVERAGE, MEDIAN. Use MEAN instead of AVERAGE for the sum of components divided by number of components. A MEDIAN is the number that has as many numbers above it as below it.
- kk. MEDIA, DATA, ALUMNI. Plural forms of medium, datum and alumnus.
- ll. OPINION, ESTIMATION. OPINION is a judgment, and ESTIMATION is an evaluation or guess.

- mm. ORAL, VERBAL. Use ORAL when use of the mouth is involved and VERBAL when writing is used, although verbal may apply to both spoken or written words and is generally associated with spoken. im. OVER, MORE OVER. OVER refers to the spatial relationships, while MORE OVER is used with figures.
- nn. PEDDLE, PEDAL. PEDDLE refers to selling, while PEDAL refers to some form of locomotion.
- oo. PRINCIPAL, PRINCIPLE. While the first or dominant thing is the PRINCIPAL one, a rule of truth is a PRINCIPLE.
- pp. RELUCTANT, RETICENT. If someone doesn't want to act, that Person is RELUCTANT. If someone doesn't want to speak, that person is RETICENT.
- qq. SINCE, BECAUSE. Since is time-related, while BECAUSE is action-related.
- rr. THAT, WHICH. THAT tends to restrict the reader's thought and direct it in the way you want to go. WHICH is non-sensitive and gives subsidiary information.
- ss. UNDER WAY, not UNDERWAY. But don't say something got UNDER WAY unless it is a ship. Say it began or started.
- tt. UNIQUE. Something that is UNIQUE is one of a kind. It can't be very, quite, rather, or somewhat UNIQUE
- uu. UP Don't use it as a verb.
- vv. USE ALL RIGHT not ALRIGHT
- ww WHO'S, WHOSE. WHO'S is a contraction for who is. WHOSE is possessive.

Note: The grammar material in Chapters 7 and 8 is reproduced from *Editorial Process*, by Dan L. Lattimore and John W. Windhauser, with permission of the Morton Publishing Co., Englewood, CO, 1984.

F. Coast Guard Policy

1. It is the policy of the Commandant that all articles, items, etc. shall avoid use of specified gender instances where the subject could be either.

Example: "Anyone wishing to attend the unit banquet must submit his/her name to the secretary by 1 October.
Preferred: Members wishing to attend the unit banquet must submit their names to the secretary by 1 October"
2. In telling time, the word hours is not used by the Coast Guard. The preferred way is to use only military time with nothing following the numbers. Example: "We will be leaving at 1500."
3. If writing for a non-Coast Guard publication, it is best to use regular time (12:30 a.m. or 12:30 p.m.).

CHAPTER 8: IMPORTANT ITEMS TO REMEMBER

A. Correct Designation of Your Flotilla Number

1. Auxiliary flotillas are designated by Arabic numerals indicating first the division number, then the flotilla number, followed by the name of the city, town or area in which the flotilla is chartered. Example: Flotilla 32, St. Louis, MO is Flotilla 2 in Division 3, chartered in St. Louis, MO. When either the number of divisions or the number of flotillas exceeds nine, use a hyphen between the flotilla and division number, (17-6 or 6-10). Do not use a hyphen between the division and flotilla number when either is nine or below. The division number always precedes the flotilla unit number.
2. The numbering of divisions is done with Arabic numbers. Do not use Roman numerals as there is no place in AUXDATA for them. We use Division 10 (DIV 10) or Division 4 (DIV 4) when speaking or writing about a division.

B. And More

1. Titles should be capitalized only when appearing with a person's name, not when they appear generically in text. See the text of the Auxiliary Manual and you will get the idea.
2. Current or past commodores are the only Auxiliarists that may have their title precede their name. Titles of all other levels of Auxiliarists appear after their name. (The title of a rear commodore also *follows* the name.)
3. Although VFC is the abbreviation *for* the Flotilla Vice Commander, note that it is not written or spoken as (Vice Flotilla Commander). The title follows the person's name.
4. The Coast Guard Auxiliary has no commanders or captains. We have flotilla and division commanders and district captains. These titles are to always follow the person's name. These persons are addressed as Mr., Mrs., Ms., whatever the case may be, and not by "Commander" or "Captain." The Coast Guard active duty and reserve have commanders and captains and they should be so addressed.
5. Abbreviations of the plural use of VSC, VE, OP, etc., do not require the use of an apostrophe, i.e. VSCs, not VSC's. This is acceptable for all abbreviations.
6. Auxiliary staff officer designators appear with a dash, not a slash, i.e., FSO-PB, not FSO/PB; DSO-PA not DSO/PA.
7. Spell out numbers from one through ten; use figures for numbers above ten.
8. Never start a sentence with a number in figures. Always spell it out. (NOT: 1996 was a busy year, but, The year, 1996, was a busy year.)
9. Always use the same style to express related numbers above and below 10. If any of the numbers are above 10, put them all in figures.
10. When there are two numbers side by side in a sentence, whether in words or figures, always separate them with a comma. But, when one number is a figure and the other one is written, do not separate them with a comma.

11. It seems that some writers use we instead of I because they feel they emphasize themselves too much. However, it is better to use we only when you are writing on behalf of the organization you represent. It is correct to use I when speaking of yourself alone.

12. Do not confuse certain possessive pronouns with contractions and other phrases that sound like possessive pronouns. For instance:

its (possessive)	it's (it is or it has)
their (")	they're (they are or there're , there are)
there's (")	(there is or there has)

13. The use of the words "to" (preposition), "too" (adverb) and "two" numbers are often confused.

to	go to town (action)
too	too many people (in addition)
two	only two are going (more than one)

14. Effective with ALCOAST 395/08 the following are correct titles and acronyms:

District Chief of Staff (previously VCO)	DCOS
District Department Chief	DDC
District Captains (previously RCO)	DCAPT
Division Commanders (previously DCP)	DCDR
Division Vice Commanders (previously VCP)	DVCDR
Auxiliary Sector Coordinator	ASC

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