

Public Affairs Mascot Programs



Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . COAST GUARD AUXILIARY
Fifth District Northern Region



Mascot Program Focus

- Outreach from Auxiliary to the Public
- Presents the Auxiliary in very good light, especially with children
- Provides good photo opportunities
- Program is extremely effective when implemented correctly

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Past Problems

- Inconsistency of program implementation
- Inappropriate member behavior
- Incorrect uniforms

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



D5NR Public Affairs Mascot Programs

- Coastie the Robot
- Robotic Sammy
- Costumes

Sammy the Sea Otter

PFD Panda

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Coastie the Robot



Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Sammy the Sea Otter



Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot Training

Mandatory Requirements will be enforced
by DIRAUX

- Mascot PQS Program
- AUX-20
- Mascot Type Specific Training
- Coastie Tow Facility

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



PUBLIC AFFAIRS MASCOT/MASCOT ESCORT POLICY AND QUALIFICATION GUIDE

FIFTH DISTRICT INSTRUCTION 16794.1

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot PQS

This program also encompasses any Robotic Mascot Operators (*Coastie* and *Sammy the Sea Otter*) certified after this date. Currently Certified Coastie Operators are authorized to continue in the program without complying with this program until 31 December, 2013, after which time compliance will be required.

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot PQS

Due to the direct interaction with audiences and the nature of the Public Affairs Outreach initiative, it is absolutely essential that all Mascot and Mascot Escort program participants be held to the highest standards of behavior, reflecting positively the values and ethics of both the U.S. Coast Guard and the Coast Guard Auxiliary.

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot PQS

This Guide and Personal Qualification Standards (PQS) establishes the position of an Auxiliary Public Affairs Mascot and/or *Mascot Escort*

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot Escort



Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot Escort



Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot Escorts

- The escort is much like a coxswain or pilot for operational missions.
- It is the critical responsibility of the escort to protect the reputation of the Coast Guard and the safety of the mascot and audience.

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot Escort

- The first duty of the escort is to maintain mission control and safety at all times.
- The escort, like a coxswain, has the responsibility to stop a character outreach mission for any appropriate reason.

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region



Mascot Escort

- Mascot Escort Must be a Fully qualified Mascot Operator
- The escort is part of the performance team and should be comfortable in speaking to crowds and managing the public in a friendly but authoritative manner.

Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region





Robert Babezki, District Staff Officer-Public Affairs, 5th District Northern Region

U . S . C O A S T G U A R D A U X I L I A R Y
Fifth District Northern Region

