

2015 D5NR Public Affairs Training



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

U . S . COAST GUARD AUXILIARY
Fifth District Northern Region



2015 D5NR Public Affairs Training

January 24, 2015
U.S. Coast Guard
Sector Delaware Bay
Philadelphia, PA

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Public Affairs Training Agenda

09:00 – 09:15	Greeting and Introductions	Bob Babezki
09:15 – 09:45	Leadership Overview	K.C. Murphy
09:45 – 10:30	Public Affairs Overview	Bob Babezki
10:30 – 10:45	Break	
10:45 – 11:00	PA Website	Fran Krajewski
11:00 – 11:45	Social Media	Paul Casalese
11:45 – 12:15	Color Guard	John Jedrejczyk
12:15 – 12:45	Lunch on the Mess Deck	
12:45 – 13:45	Leadership Development	Dave Powell
13:45 – 14:30	Mascot Program	Bob Babezki
14:30 – 14:45	Break	
14:45 – 15:15	National Safe Boating Week	Ed Wandall
15:15 – 15:45	Visual Arts	David Lau
15:45 – 16:30	Planning Large PA Events	Bob Babezki

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Public Affairs Overview

Aux-20 Training

Monthly Reporting

Officer Visitation Program

PA Organization

Boating Safety Initiatives

PA Awards

Media Releases

Save Our History

Re-Organization Impact

PA Uniforms

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Aux-20 Training

- Mandatory Requirements will be enforced by EXCOM
- Promote PA Apprentice Program beyond AUX-20
- Possible AUX-12 C-School at Spring D-Train

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Monthly Reporting

- **With trained PA Officers, higher compliance with reporting requirements**
- **Monthly Report Form (see attached document) & Monthly Reporting Schedule**

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Monthly Report Form

- **RECENTLY COMPLETED EVENTS**
- **UPCOMING [MISSION] EVENTS**
- **NOTEWORTHY ACCOMPLISHMENTS**
- **SUPPORT & RESOURCES NEEDED**
- **TRAINING**
- **CHALLENGES**

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Monthly Report Schedule

- **FSO-PA Reports to SO-PA by 1st of Month**
- **SO-PA Reports to ADSO-PA by 5th of Month**
- **ADSO-PA Reports to DSO-PA by 10th of Month**
- **DSO-PA Reports to DDC-P by 15th of Month**

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Officer Visitation Program

Know your down-lines on a personal level.

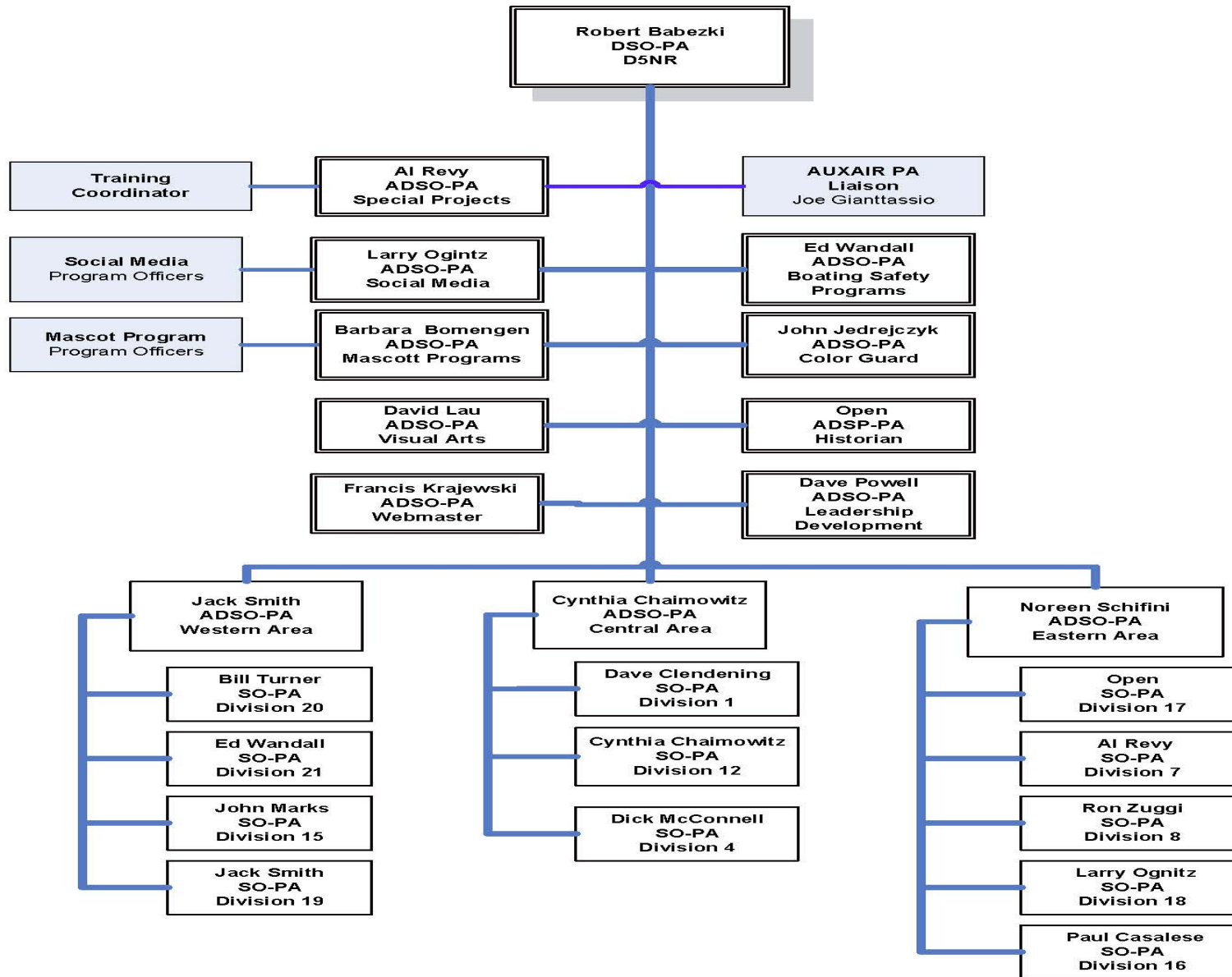
Visit their unit meetings. Understand their unit dynamics.

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District 5NR Public Affairs Organization



Calendar Year 2015

Revision 1.6
February 22, 2015

Save Our History

Work with members and their families to take possession of their Auxiliary related materials after they dis-enrole, retire or pass over the bar.

Materials to be passed to ADSO-PA District Historian (Position Open)

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D5NR Boating Safety Initiatives

- **National Safe Boating Week**
- **Operation Clear Channel**
- **Operation Paddlesafe**
- **Operation Bowrider**
- **Kids Don't Float**

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Public Affairs Uniforms

- **Per the Commandant, the authorized Uniform for Public Affairs events is Trops**
 - Short Sleeve Light Blue Shirt w/Ribbons
 - Dark Blue Long Trousers
 - Dress Shoes
 - Overseas or Combination Cap
 - Wooly Pulley Sweater
- **DIRAUX may Authorize variants due to conditions**

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Public Affairs Awards

- **There is no specific award for Public Affairs**
- **Use the Auxiliarist of the Week Award**
- **Present the Award at a Unit Meeting**

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Re-Organization Impact

- **Fewer Divisions and Flotillas**
- **Fewer PA Officer Positions**
- **Many New PA Officers**
- **Opportunity for Cross Unit Events**
- **Opportunity for Better Teamwork**

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Media Releases

- **National Standard being Developed**
- **Develop Writing Skills by generating more Media Releases**
- **Submit written content to PB Officer on regular basis**

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