

District Public Affairs Officer

(DSO-PA)

The District Staff Officer for Public Affairs (DSO-PA) is responsible for the development and direction of an organized program of activities to promote the best possible image for the District.

General Duties

1. Exercise staff responsibility and supervision over all matters pertaining to the District's public affairs programs. Keep the District Board or Executive Committee informed of all developments in the program.
2. Immediate supervisory responsibility is vested in the District Vice Commodore (VCO), who also functions as chief of staff. Where the District employs a Rear Commodore Directorate program, the Public Affairs Officer will also coordinate and report through the Rear Commodore for Member Services (RCO-MS). Cooperation with the VCO and RCO-MS should ensure that the District public affairs programs are effectively accomplished.
3. Maintain close liaison with Division Public Affairs Officers in order to implement District programs, provide support, and ensure communication of these activities throughout the District.
4. Provide guidance and support, including periodic training, to Division and Flotilla Public Affairs Officers. If there is a District Conference or other comprehensive district training opportunity, organize training sessions for public affairs officers and encourage newly appointed officers to attend.
5. Recruit, train, supervise, and coordinate the activities of those appointed to assist you with the public affairs program. If assistant district staff officers (ADSOs) are appointed, ensure that each is assigned a specific task or area of responsibility, understands the assignment, and maintains communication with appropriate district and division personnel. ADSOs may be appropriate in the following areas: AUXMIS reporting, boat shows, special events, safety booths, Coastie, training, speakers' bureau, media relations, photography, video, production, or other areas as appropriate.
6. Maintain a liaison with local Coast Guard Public Affairs offices, to ensure they understand the role of the auxiliary and incorporate auxiliary activities in Coast Guard public affairs activities as appropriate.
7. Maintain records required to effectively discharge the DSO-PA responsibilities.
8. Serve as custodian for District material used for public affairs. This may include photographic equipment or materials, promotional items such as half-boats, Coasties, or PFD Panda, or materials used for safety booths at boat shows or other venues.
9. Transfer all property and records of the office to succeeding staff officers upon conclusion of the term of office.

Specific Duties

1. Initiate and promote the Districts activities related to National Safe Boating Week ("NSBW"). Encourage the District, Divisions, and Flotillas to appoint a NSBW Coordinator and develop a cogent plan for unit activities during NSBW. Forward material from the National Staff and outside organizations, including the National Safe Boating Council, for use by units within the District. Establish a schedule for reporting NSBW activities through the chain of command, consolidate the division reports and furnish a comprehensive district report to the Division Chief - Special Projects based on the national schedule.
2. If the District has a public affairs award, tabulate the data applicable to the award, coordinate with an awards committee if appropriate, and furnish the results to the DCO or other appropriate District personnel.
3. Be fully knowledgeable of the contents and applicability of Coast Guard and Auxiliary instructions and publications, including the National Auxiliary Public Affairs Guide, the National Coast Guard Public Affairs Manual, and the Auxiliary Manual.
4. Understand the National Department of Marketing and Public Affairs and maintain a working relationship with the Department, Division, and Branch Chiefs in order to provide communication and coordination among National and local staff officers involved in public affairs.
5. Working with the District Executive Committee, establish measurable goals and objectives for public affairs activity along with programs and activities required to achieve these goals. Report progress in attaining these goals to the District Board. Compare current reported public affairs activity with last year's progress.
6. Attend meetings of the District Board and Staff as required. Give the VCO prior notice when such attendance is not possible. Report in writing or orally at such meetings on the status of programs and activities, including an assessment of progress toward goals and objectives.
7. Coordinate the activities of a speakers' bureau to respond to requests for speakers at civic, business, or educational organizations on the subjects of boating safety appropriate to the auxiliary.
8. Coordinate the development and publication of stories in media of the district appropriate to the auxiliary.
9. Where a story is appropriate for dissemination to the auxiliary, coordinate in the development of the story and forward it to the district staff officer for publications (DSO-PB).
10. Prepare articles appropriate for perpetuating leadership, training, motivation and enthusiasm of the public affairs staff for inclusion in district publications.
11. Maintain contact with local division and flotilla personnel as appropriate, attending meetings as a direct representative of the District Commodore (DCO), coordinating your visits with related elected officers.
12. Monitor supplies of materials needed for the public affairs activities, including those provided by the Auxiliary National Supply Center ("ANSC"). Assist local unit personnel in understanding the proper use of said materials,

and advise the District Executive Committee on any special considerations relating to the system of supplying the materials.

13. Coordinate with the DSO-PE and other public education staff to ensure that district public education programs are receiving the widest possible publicity. Place the master public education calendar at appropriate locations, i.e., on the district web page and public safety booths. Facilitate the inclusion of public education programs through other systems such as the Boat U.S. web page.

14. Coordinate with the DSO-VE to encourage the use of public safety booths to promote vessel examinations, especially during promotional events like NSBW and Vessel Safety Check Day.

15. Coordinate with the DSO-MV to establish public safety booths at appropriate marine dealers, such as West Marine and the Department of Motor Vehicles.