
**USCG AUXILIARY
PUBLIC AFFAIRS SPECIALIST 3
(AUXPA3)**



*PERFORMANCE QUALIFICATION
SYSTEM (PQS) STUDY GUIDE*

Revised February 2016

Introduction to Coast Guard Auxiliary Public Affairs

01 What is the purpose of USCG Auxiliary Public Affairs?

To publicize Auxiliary activities so public understands and appreciates Auxiliary support of the Coast Guard. To assist Coast Guard with its public affairs and training programs. We must:

- Tell what's going on (tell Auxiliary story)
- Act as persuaders and marketers
- Develop relationships and two-way communications
- Enhance Auxiliary brand
- Cultivate strong media relationships

Thus, through an active public affairs program we can:

- Encourage attendance at PE classes
- Spur interest in vessel safety checks
- Boost Coast Guard and Auxiliary image
- Build morale of both Auxiliary and active duty personnel
- Recruit new members of all ages

02 Outline organization of the AUX PA program.

Public Affairs Officers (PAO's) conduct PA efforts at the flotilla, division and district level. They also assist Coast Guard units as needed. At the national level, Department of Public Affairs (the "A" Directorate) supports Auxiliary PAO's by developing programs and resources.

03 What is the web "gateway" to the world of PA?

National PA website at www.auxpa.org

04 Describe the proactive approach to public affairs.

Actively disseminating messages through a variety of communication media.

- Identify your audience
- Know your target media (prepare a contact list)
- Write articles and promotional materials regularly
- Publish announcements in community calendars
- Set up displays and safety exhibits at special events
- Create public service announcements and video news releases
- Distribute posters, fliers and flotilla newsletters

05 *Outline the four-step public affairs process*

- Planning (identify audience, message, media)
- Execution (putting plan into action)
- Analysis (determine impact of your PA program)
- Follow-up (adjusting and repeating communication effort)

06 *What are the guidance manuals used for PA?*

USCG Auxiliary Public Affairs Guide (revised November 2010)
U.S. Coast Guard Public Affairs Manual

07 *What are the PA responsibilities of the flotilla commander?*

Supervise the PA staff officer; rely on the PA staff officer for guidance and counsel in all public affairs matters; represent the unit as spokesperson; identify public affairs opportunities in various mission areas.

08 *Do flotilla members have any PA responsibility? Why?*

Public Affairs is EVERYONE's responsibility.

09 *What channels can we employ to communicate with the general public?*

Commercial media (newspapers, magazines, radio, television); the Internet; church or community bulletins; local boating newsletters.

Print Media

10 *Discuss different types of print media.*

- Internal: flotilla, division and district newsletters, Navigator magazine, national e-mail newsletters such as NAVIGATOR Express.
- External: weekly and daily newspapers, commercial magazines, shopping guides, company newsletters and magazines.

11 *Explain Auxiliary guidelines for release of information.*

“If you did it, or were responsible for it, you can talk about it. If not, then don’t.” Tell it all...tell it now...tell the truth.

12 *Develop a media contact list for your local area.*

13 *Publish one or more articles in local newspapers.*

14 *Prepare/distribute a press release for PE and VE.*

15 *Publish an article in an Auxiliary publication.*

Broadcast Media

16 Describe the different types of broadcast media.

Radio, television, internet based. Each has advantages and disadvantages in terms of Auxiliary material.

17 Explain major differences between print and broadcast.

Deadlines—days and weeks vs. hours. Frequency—broadcast is immediate, live, often 24/7; sound and motion give TV immense power; radio can reach audiences almost anywhere. Newspapers and magazines offer much more in-depth coverage rather than a “headline” service; less need for entertainment and “filler;” readers still enjoy clipping articles and pictures.

18 Identify three staff positions in a broadcast news operation.

- News director. Responsible for overall news product, makes final decisions on content; supervises news staff.
- Assignment editor. Determines general coverage; gives assignments to news crews; helps generate story ideas. This is your primary contact.
- Reporter. An “on the ground” working news journalist; covers general news and features. Large stations may have specialists that report on a particular topic such as sports, business or education.

19 Send a news release to a local radio or TV station.

Safe boating topics are always good. And remember, the national PA website offers ready-made public service announcements (PSAs). Localize if possible, or simply contact a local station and forward the digital file. Please follow-up and encourage the station to actually broadcast the spot.

Public Appearances

20 Write a simple speech about the CG Auxiliary

Suggested topics: recreational boating safety; maritime domain awareness (America’s Waterway Watch); Auxiliary mission and history; membership benefits; how the local flotilla serves the community and the Coast Guard.

21 Present a speech before a group

Suggestions: a local yacht club, Rotary Club, Elks or Moose Lodge or other civic organization. Would not include a public education presentation using Auxiliary PE materials. For public affairs training purposes, may be a presentation to an Auxiliary group.

In margin of PQS notebook, note topic, date and audience (name of group).

Static Displays/National Safe Boating Week

22 *Discuss various ways to use static displays.*

To enhance exhibits at boat shows, marine dealerships, government agencies such as DMV, visitor centers at national parks or national forests.

- Bulletin board using ready-made or custom created posters (which may feature photos of local activities and people), along with printed material and attached objects. Boards may be wall hung, placed on an easel or have a built-in display stand
- Counter display of pamphlets ideal for marinas, sporting goods stores
- Portable, weather resistant display of VSC pamphlets and posters very effective at VSC station at a boat launch ramp.
- Store window space can make for a dramatic display of printed materials, safety equipment and aids to navigation displays, including charts.
- A portable sandwich board (double board hinged at top) is free-standing and large enough to hold several posters or photos.

23 *Describe new types of electronic displays.*

Several options are available and are useful in many of the same venues as a conventional static display. A simple sign with a programmable “crawling message” is eye-catching and can hold attention. A laptop computer can be attached to a digital projector for a dramatic, colorful display. “Endless loop” slide shows, with sound and music are possible. Just the computer screen—or Apple iPad—is fine in a smaller setting. External speakers may be needed for adequate sound volume.

24 *Set up a VSC exhibit or promotional exhibit.*

25 *Name some key reasons for participating in NSBW.*

Although PA activities take place throughout the year, NSBW provides an opportunity to highlight boating safety at the traditional start of the boating season. The wide scope of this program gives local units a chance to tie-in with a national program for added leverage.

26 *Explain the role of public affairs in NSBW.*

Event established by President Eisenhower in 1958. The public affairs officer has primary responsibility for promoting NSBW activities in his or her Area of Responsibility, including planning, scheduling and providing coverage.

27 *What other staff should take part? What should they do?*

Additional unit members are needed to staff exhibits, perform VSCs and provide other support, such as public education programs and marine dealer

visits. It's essential to find members with the interest, energy and charisma to lead and participate in this activity.

Photography

28 *What are some advantages of photos with a story?*

Adds important visual interest to draw reader into story. Gives the story more credibility; increases the likelihood that an editor will publish the story.

29 *Define picture composition. Perspective*

Composition is the pleasing arrangement of all the story-telling elements in a scene. Simplicity is key. What do leave in? What do you leave out? Best way to simplify is to get close and fill the frame.

Perspective is to create an illusion of depth (3D) in the flat 2D space of a photo. Often done by showing dramatic size differences of objects in the image.

30 *What is Depth of Field (DOF)? How do you control it?*

DOF is the amount of sharp focus in the scene. Three factors that control depth of field are:

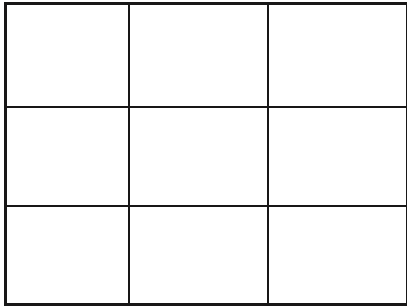
- Lens focal length. Shorter (wide-angle) lenses give greater DOF than longer (telephoto) lenses.
- Aperture setting. Larger lens openings (such as f/4) give less DOF; smaller lens openings (such as f/16) give more. Thus, for a portrait, you might use f/4 to blur the background while keeping the face sharp. For a landscape, you would use f/16 for an extended range of sharpness.
- Lens-to-subject distance. The closer your subject to the lens, the less DOF you'll get. Thus, for extreme close-up (macro) photography, DOF may only be a few inches.

31 *Cropping can help create a more dynamic composition. Discuss.*

By eliminating distracting or unwanted elements, cropping can simplify and strengthen an image. Like a zoom lens, cropping brings the viewer in close, enhancing content and taking out extraneous detail.

32 *Explain the Rule of Thirds*

Visually divide your viewfinder into thirds vertically and horizontally. Place main subject on one of these lines to avoid dead-center, "perfect balance" positioning and make the composition more dynamic and interesting.



Much like a tic-tac-toe board, the image area is divided into nine squares. The four points where the lines intersect are the strongest focal points. For example, placing the horizon at the upper third or lower third helps create a well composed landscape.

The Rule of Thirds is more of a guide than a hard and fast rule, but is very helpful when choosing the placement of the subject in the frame. A photograph is often much more appealing when the subject is not directly in the center, and occupies a significant area within the frame.

33 What two camera adjustments control exposure?

- **Aperture.** Controls the amount of light reaching the digital sensor through a series of “f/stops” which are fractions of the lens focal length.

An f/2 aperture setting, for example, means the size of the opening is 1/2 the lens focal length, while f/16 means the opening is 1/16th of lens focal length. Thus, smaller numbers equal larger openings; large numbers equal small openings.

- **Shutter speed.** Controls how much time the light can enter the camera to capture an image. Measured in fractions of a second. The faster the shutter, the more fast action can be stopped.

34 Document at least three Auxiliary activities and produce publishable images from each.

Team Coast Guard

35 How can public affairs increase Auxiliary membership?

Deliver credible and consistent messages that enhance the Auxiliary brand. Beyond traditional public outreach, other methods to attract and keep younger members (ages 18–39) include:

- Visits to local high schools, colleges, vocational schools and area youth groups. Leave literature, offer to teach boating safety classes.
- Start a speaker’s bureau and send speakers to schools, companies and service organizations.
- Set up PA exhibits at non-boat show events like job fairs, local festivals.
- Assign new members a mentor. Promote free training opportunities and offer training immediately. Get new members involved.

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- Entrust new members with meaningful tasks that tap into specialized skills so they can help Team Coast Guard right away.

36 *Name Coast Guard enlisted personnel grade structure from lowest to highest.*

Seaman Recruit (SR)

E-1



Seaman Apprentice (SA)

E-2



Seaman (SN)

E-3



Petty Officer Third Class (PO3)

E-4



Petty Officer Second Class (PO2)

E-5



Petty Officer First Class (PO1)

E-6



Chief Petty Officer (CPO)

E-7



Senior Chief Petty Officer (SCPO)
E-8



Master Chief Petty Officer (MCPO)
E-9



Command Master Chief Petty Officer (CMC)
E-9

***Gold Stars and Gold Shied denotes
Area CMC/MCPOCG in Coast
Guard Reserve**



**Master Chief Petty Officer of the
Coast Guard**
E-9



37 *Name Coast Guard warrant officers and commissioned officers.*

Chief Warrant Officer 2
(CWO-2) W-2



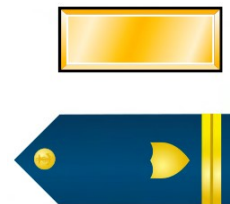
Chief Warrant Officer 3
(CWO-3) W-3



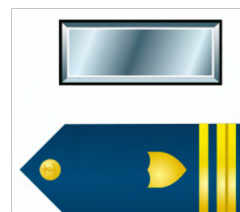
Chief Warrant Officer 4
(CWO-4) W-4



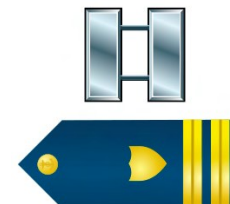
Ensign (ENS)
O-1



Lieutenant Junior Grade (LTJG)
O-2



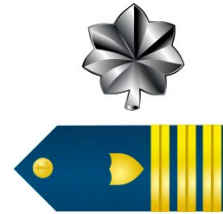
Lieutenant (LT)
O-3



Lieutenant Commander (LCDR)
O-4



Commander (CDR)
O-5



Captain (CAPT)
O-6



Rear Admiral (lower half) (RDML)
O-7



Rear Admiral (upper half) (RADM)
O-8



Vice Admiral (VADM)
O-9



Admiral (ADM)
O-10

