

DUTIES OF 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 and Executive Committee informed of all developments in the program.
2. Communicate monthly (by the third of each month) with the District Chief of Logistics (D-CL) to report on activities and communications within the chain of Leadership and Management. Supervisory responsibility is vested in the District Vice Commodore who is also the chief of staff. The VCO has designated the District Chief for Logistics as immediate supervisor. Communication and cooperation between the DSO-PA and D-CL should ensure that the District Public Affairs programs are effectively accomplished.
3. Maintain close liaison with Division Public Affairs Officers (SO-PA) in order to implement District programs, provide support, and communication of these activities throughout the District. Also use these contacts to track what is happening in the Public Affairs program in each Division.
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 (ADSO) are appointed, ensure that each is assigned a specific task or area of responsibility, understands the assignment, and maintains communications with appropriate district and division personnel. ADSOs may be appropriate in the following areas: AUXDATA 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 as appropriate. Stay updated on national policy regarding communications with media which cover more than immediate geographic areas.
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 Coasties, 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 term of office.

Specific Duties.

1. Initiate and promote the District's activities related to National Safe Boating Week (NSBW). Encourage District, Divisions, and Flotillas to appoint NSBW coordinators and develop plans for unit activities during NSBW. Forward material from the Nation Safe Boating Council for use by units within the District. Establish a schedule for reporting MSBW activities through the chain of leadership and management, consolidate the division reports and furnish a comprehensive district report to the Division Chief – Special Projects based on the national schedule.
2. Tabulate data applicable to any District public affairs award, coordinate with an awards committee if appropriate, and furnish the results to the District Awards Chairperson.
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 regularly to the D-CL and at District Board meetings. (Compare current reported public affairs activity with last year's.)
6. Attend meetings of the District Board and Staff as required. Give the D-CL (or 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 within National guidelines of stories in media of the district appropriate to the Auxiliary.
9. Coordinate in the development of stories appropriate for dissemination to the Auxiliary and forward 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 and/or regular correspondence.
11. Maintain contact with local division and flotilla personnel as appropriate, attending meetings as a direct representative of the District Commodore coordinating your visits with related elected officers.
12. Monitor supplies of materials needed for 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 D-CL of 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/US 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. Encourage SO-PAs and FSO-PAs to help arrange for publicity for scheduled VSC activities.
 15. Coordinate with the DSO-PV to establish public safety booths at appropriate marine dealers such as West Marine.