

Public Affairs Officer (FSO-PA)

Ref: Public Affairs Officer Guide (M5728.3 series) **(ANSC# 5008)**

Unit Monthly Public Affairs Activity (CGAUX-37) **(ANSC# 7031)**

Auxiliary Web Site (<http://www.cgaux.org>)

DUTIES

- a. Exercise staff responsibility and supervision over all Auxiliary public affairs and public information matters within the flotilla, and keep flotilla members informed of all developments in the program.
- b. Provide news releases to newspapers and radio & TV stations concerning flotilla activities in order to increase local knowledge of the Auxiliary and promote the best possible public image of the Auxiliary.
- c. Coordinate and cooperate with the FSO-PE and FSO-VE to encourage effective coverage of their activities.
- d. Mail news releases for all PE Classes to newspapers and radio & TV stations in sufficient time so that publicity is given four weeks before the scheduled start of each class.
- e. Mail news releases concerning all CME stations to newspapers, radio, & TV stations in sufficient time so that wide publicity is made at least two weeks before the scheduled station.
- f. Assist the FSO-CC by preparing and distributing advertising and publicity concerning Project AIM and the Recruitment Assistance Program (Project RAP).
- g. Be familiar with the Publications Staff Officer's Guide in order to originate articles in local publications. Clear articles as required with the Flotilla Commander, Director, etc.
- h. Cooperate with the FSO-PB in obtaining action photos of flotilla activity for publication in the flotilla and division newsletters, the district and national publications, and for entering in any district and national public affairs, publications and photo contests.
- i. Originate, as appropriate, articles for flotilla, division, national publications, clearing them with the FC for forwarding to district and the SO-PA.
- j. In cooperation with the SO-PA, establish effective working relationships with the newspaper, magazine and television media in a manner which will facilitate coverage of flotilla activities.
- k. Ensure that all public affairs activity reports are completed correctly and promptly forwarded on time.