U.S. Department
of Transportation

**United States
Coast Guard**

PUBLIC AFFAIRS MANUAL

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SUMMARY OF CHANGES

The following is a listing of the changes implemented in each chapter.

Chapter 1. Public Affairs Objectives, Policies and Responsibilities. This chapter identifies the newly-established role of the Assistant Commandant of Governmental and Public Affairs (G-I) and announces the availability of the G-I engagement plan for use by field commanders as a strategic communications tool. This section also expanded public affairs objectives to include the program's direct support of Coast Guard missions through increased public education and education of public officials on the Coast Guard's roles in the community and the nation. The chapter also shifted public affairs emphasis toward media relations and significantly expands the responsibilities of the Chief, Office of Public Affairs. It also:

- removes the requirement for district and area PA staffs to submit a monthly activities report to headquarters.
- changes the routing symbol of the Chief, Office of Public Affairs from (G-CP) to (G-IPA) to reflect the new organization.
- removes the requirement for field public affairs staffs to publish district information bulletins; instead, the revised guidance encourages field public affairs staffs to support field operational commands in their internal information efforts.
- discourages the use of public affairs specialists to shoot imagery of events of no news value.
- encourages field public affairs staffs to reflect Coast Guard diversity in their captured imagery.
- removes the requirement to maintain a district goals and objectives file.
- adds the goal of maintaining contact with the local Coast Guard Auxiliary.
- removes the section listing public affairs specialists duties.
- deletes requirement for service-wide audiovisual approval.
- deletes suggestions for plan of the week and posting of messages.

Chapter 2. Media Relations. This chapter:

- clarifies (G-IPA) release authority to disseminate news, speeches, information, public interest materials and imagery not directly involving the Secretary of Transportation or DOT policy.
- coordinates release of information between (G-IPA) and the Office of Congressional Affairs, Commandant (G-ICA) on matters pertaining to the commissioning, decommissioning, relocation or other significant changes to Coast Guard units in Congressional districts.
- grants unit commanders the authority to embark media aboard their units, vessels and aircraft without prior notification to, or approval from, district or Headquarters.
- provides helpful tips for all members of the Coast Guard when dealing with the media.
- adjusts methods for release of information to reflect recent changes in technology.
- mentions reality TV shows as a medium and refers to chapter 9 for specific guidance on dealing with these shows.
- adds a section providing guidance on releasing information on the Internet.
- this Web section also adds the requirement for all posted Coast Guard Web pages to be in compliance with accessibility standards of Section 508 of the Rehabilitation Act.

- provides an order of precedence for releasing hard news to various forms of media.
- cautions against allowing media to come aboard a private vessel without permission from the vessel's owner.
- raises from $100,000 to $1.5 million the minimum requirement for Coast Guard news releases announcing contract awards to be released from Washington, D.C. Coast Guard field units may release news of commercial contracts granted for amounts less than $1.5 million.
- adds a statement under the "reductions in force, unit decommissioning" section saying that the local congressional representative will usually make the first announcement.
- adds a statement saying that the Coast Guard can not withhold information concerning those persons we assist that is not protected under the Privacy Act or exempt from the Freedom of Information Act.
- adds a section, "The Rights of Families of Victims," cautioning members to be mindful of victims' families' sensitivities during incidents involving fatalities or serious injuries.
- adds a Web address to view the Joint Information Center Model for guidance during critical incidents.
- adds a list of public affairs objectives for critical incidents.
- expands topic-specific guidance on release of information during critical incidents.
- adds a statement saying the Coast Guard will not normally release video that depicts the dead or mutilated bodies.
- adds a section discussing joint mission news release procedures.
- significantly expands the detail of guidance including specific procedures to be followed on release of information and media coordination for Coast Guard counter narcotics, migrant interdiction and fisheries law enforcement cases.
- adds guidance on release of information policy and procedures for suspension and revocation proceedings conducted under 46 U.S.C. Chapter 77.
- the chapter also significantly expands the detail of guidance concerning release of information for persons accused of UCMJ offenses.
- adds a section concerning the release of Coast Guard video to media other than news organizations.
- revises and expands the guidance in the section covering Coast Guard authors. Additionally, the new guidance also addresses the issues of author compensation and use of military titles in public writings.
- the revised chapter removed the now-invalid section formerly covering guidance for authors of prominence.
- adds helpful tips on news writing, as well as an appendix at the end of the chapter showing an example of a properly-formatted and properly-written news release .
- clarifies the distinction between FOUO and classified information.
- Adds the requirement for G-IPA to review fisheries releases before they are made public.

Chapter 3. Community Relations. This chapter:

- states that the Community Relations Branch (G-IPA-3) is responsible for developing and administering community relations programs at a national level.
- adds detail of guidance of command participation in community events.
- lists examples of events in which the Coast Guard routinely participates and assigns organizational responsibilities for certain events.

- provides specific guidance for command participation in certain key community events
- adds a note in the section, "support for youth programs," stating that support does not extend to fundraising of any type.
- adds a note under the Naval Sea Cadets Corps program section stating that the NSCC has a regulation forbidding a cadet from being alone with an adult.
- adds a note under the Partnership in Education section establishing that members are authorized to work with private schools under the program guidelines.
- adds a section, "First Book," establishing guidelines of Coast Guard support for this educational initiative under the Partnership in Education program.
- also adds a statement under "Volunteerism," encouraging Coast Guard commands and members to support local environmental clean-up community projects.
- adds a statement under "Religious Events," saying that though the Coast Guard must not directly or indirectly support these events, members are allowed to practice their freedom of religion when they are not representing the Coast Guard.
- significantly expands the detail of guidance in the section concerning political conventions and campaign activities.
- expands the detail of guidance under the fundraising activities section to include guidance concerning Auxiliarist participation, requests for exemptions and Coast Guard-affiliated organizations.
- expands the detail of specific guidance concerning Coast Guard support for and cooperation with the American Legion and Veterans of Foreign Wars.
- adds a statement under service-related organizations discussing the Coast Guard Combat Veterans Association.
- corrects responsibility for coordination of the CGC Eagle port call visits, from Commandant (G-IPA) to the Commanding Officer of the Eagle.
- expands the detail of guidance under the section concerning public requests for the Coast Guard Band to include allowing certain Coast Guard flag officers to accept offers by outside sources to pay for Coast Guard Band travel, under certain provisions.
- adds a statement saying that the Coast Guard Ceremonial Honor Guard is under the direct control of the Military District of Washington.
- adds a paragraph under the Coast Guard Art Program section discussing artwork reproduction issues.
- shifts responsibility for recommending a sponsor and keynote speaker for vessel launching and commissioning ceremonies from Commandant (G-B) to Commandant (G-ICA).
- adds a statement allowing for new patrol boat christening and commissioning ceremonies to be combined.
- shifts responsibility for issuing travel orders for vessel commissioning ceremonies from Commandant (G-BPA) to the project residence officer or headquarters program manager.
- also shifts responsibility from Commandant (G-BPA) to Commandant (G-IPA) on providing headquarters input to the commissioning invitation list and providing the list to the PCO.
- under the section "Naming of Cutters and Shore Facilities," moves up the deadline for submitting nomination from 90 days to six months prior to the expected dedication date.
- also under the section "Naming of Cutters and Shore Facilities," the standing board delegates authority to unit and/or installation commanders to name roads, streets avenues and drives.

- significantly expands government protections against the unauthorized commercial use of the name "U.S. Coast Guard," our service's seal, mark, and emblem and personnel.
- adds a section discussing the Joint Civilian Orientation Conference and provides detailed guidance on responsibilities and coordination.
- deletes references to the Defense Orientation Conference Association.
- adds an appendix of insignia at the end of the chapter.
- Removes the need for field activities to report original artwork acquisitions to headquarters.

Chapter 4. Internal Information Program. This chapter:

- adds a statement in the chapter overview discussing the recent workforce cultural audit.
- shifts responsibility for managing the internal information program from Commandant (G-BPA) to Commandant (G-I).
- adds specific guidance and places greater responsibility on to unit collateral-duty PAOs for carrying out the program.
- adds a section called "Reaching the Entire Coast Guard Family," advocating improving two-way communications with reservists, auxiliarist, civilian employees, retirees and dependents.
- adds a section, "Internal Information Tools," that lists the broad spectrum of tools for communicating with the entire Coast Guard family.
- adds a note of caution saying that appropriated funds will not be spent on publications unless they fill a unique information need that cannot be met in another fashion.
- deletes the reference to the Armed Forces Press Service under the "Mandatory Distribution" section.
- changes the mandatory distribution from Commandant (G-BPA) to Commandant (G-IPA-2).
- deletes the section "Use of Mails," recommending the use of indicia printing "postage and fees paid," to save printing costs.
- deletes the paragraphs concerning games of chance and funding.
- deletes the paragraph discussing writing regional-interest articles for regional publications.
- adds a statement saying that government publications are not copyrighted.
- adds a statement saying that materials must have a copyright mark to be legally protected under copyright laws.
- deletes the paragraph, "Awards," and moves the guidance into the awards chapter.
- deletes the headquarters monitoring of other Coast Guard internal publications.
- deletes the section," Programs for Dependents," and incorporates this guidance under the section, "Internal Information Tools."
- deletes the section, "Captains's Call," and moves this guidance under the section, "Internal Information Tools."
- removes the reference to the Alex Haley award as recognition for internal information programs.

Chapter 5. Coast Guard Imagery. This chapter:

- changes its name from "Audiovisual Services," to "Coast Guard Imagery."
- deletes Chapter 6, "Photography," of the old PA Manual and instead incorporates this guidance under the new Coast Guard imagery chapter.
- combines previously listed discussions of photography and video under the term "imagery."

- adds the function of publishing the Coast Guard Magazine under the responsibilities of the Imagery Branch, Commandant (G-IPA-1).
- adds the responsibility for area and district public affairs officers to forward imagery to G-IPA-1 for inclusion in the central image archive.
- adds the responsibility for unit commanders to ensure that significant operations are documented to the extent allowed by safety and operational limits.
- adds responsibilities to the unit collateral-duty PAOs to make imagery available for PA functions, obtain imagery of significant events and to forward imagery to district PA offices.
- adds the section, "The Need for Good Images of Coast Guard Operations," encouraging units to document Coast Guard operations on imagery .
- adds sections recommending certain formats of cameras and video camcorders for use in documenting operations.
- expands guidance on recommended imagery equipment purchases and techniques on distributing video to internal and external customers.
- adds a statement saying that enlisted PAs are always official photographers unless in leave status.
- deletes a statement saying that official photographers may be authorized to wear civilian attire while shooting official photography.
- changes guidance to state that all imagery shot aboard Coast Guard operational platforms, regardless of the ownership of the imagery equipment, is considered official photography, and as such, may not be sold under any circumstances for private gain.
- adds a statement prohibiting under federal law all members of Team Coast Guard from shooting imagery Coast Guard operations for private gain.
- significantly expands the detail of guidance for release of Coast Guard imagery.
- adds guidelines on the handling and distribution of Coast Guard imagery.
- adds a paragraph discussing federal agency requirements for complying with Section 508 of the Rehabilitation Act accessibility standards.
- adds a statement in the section, "Photo Labs," discouraging units from establishing official photo labs as commercial processing facilities can now typically fill all film processing needs.
- adds a statement under "Portraits," mandating that the combination cap is required to be worn in all official portraits.
- adds a statement in "Official VIP Portraits," strongly discouraging commands from maintaining chain of command photos due to the expense involved.
- routes requests for official photos of the President and Secretary of Transportation through the White House and DOT respectively.
- provides a Web site address for downloading portraits of the Commandant, Vice Commandant and Master Chief Petty Officer of the Coast Guard.
- deletes guidance discussing restrictions on the purchase of audiovisual equipment or internally-produced audiovisual products.
- provides an appendix at the end of the chapter that gives step-by-step instructions for accessing the Visual Imagery database, as well as instruction on how to download images to and from the database.

Chapter 6. Coast Guard History. This chapter:

- moves "Coast Guard History" from chapter 7 in the previous edition of the PA Manual to chapter 6.
- shifts responsibility from Commandant (G-BPA) to Commandant (G-IPA) for managing the program.
- changes guidance to field units to transfer Coast Guard artifacts to the Coast Guard Exhibit Center in lieu of disposing of them.
- adds a requirement to forward to the Coast Guard Historian's Office any photos or biographies of retired Coast Guard flag officers.
- restricts field units from loaning Coast Guard artifacts to any other command, agency, organization or individual.
- more clearly defines the term "artifact."
- eliminates the annual history report requirement /requests district public affairs and headquarters units to submit copies of informational materials to the Historian.
- encourages Coast Guard individuals - especially retirees - to donate items of historical significance to the Service.
- adds an internet Web site as a public resource for accessing information about Coast Guard history.
- moves and expands the section "Preserving Artifacts and Art," formerly listed in chapter 3 of the previous PA Manual edition, to this chapter.
- significantly expands the detail of guidance concerning loans or gifts of artifacts to or from other agencies, organizations and individuals.
- adds an appendix discussing the required information for a flag officer's biography, and provides a sample of a flag officer's biography.

Chapter 7. Public Service Awards. This chapter:

- was formerly chapter 8 in the previous PA Manual edition.
- adds a statement saying that any Coast Guard member may nominate any individual or organization for a public service award.
- more clearly states Coast Guard reservist eligibility requirements for receiving public service awards.
- provides more opportunities to give lapel pins to public service award recipients.
- delegates Commandant signature authority for the Coast Guard Distinguished Public Service Award to the Vice Commandant, Chief of Staff, Atlantic Area Commander or Pacific Area Commander.
- delegates signature authority for the Coast Guard Meritorious Public Service Award to any flag officer or SES equivalent.
- delegates signature authority for the Coast Guard Public Service Commendation to any flag officer or SES equivalent.
- more broadly defines award eligibility criteria for the Coast Guard Distinguished Public Service Award, the Coast Guard Public Service Commendation and the Coast Guard Certificate of Appreciation.
- delegates signature authority for the Coast Guard Certificate of Merit and Certificate of Appreciation to any Headquarters Office chief, Commanding Officer/Officer-in-Charge or anyone authorized to sign the next higher award.
- shifts responsibility for administering the program from Commandant (G-BPA) to Commandant

(G-IPA).

- adds a statement saying that awards should be signed by the lowest level authorized unless the nominating command feels the recipient warrants forwarding to the next higher authority.
- notes that many public service award materials stock numbers have changed.
- changes the award materials supplier from Supply Center Brooklyn to Engineering Logistics Command Baltimore.
- changes the address to send Jarvis and Munro award nominations from Commandant (G-BPA) to Commandant (G-IPA-3).
- adds specific criteria for nominating members for the Jarvis or Munro awards, as well as providing more detail concerning unit responsibilities and the selection committee.
- changes the name of the Alex Haley Award to the Chief Journalist (JOC) Alex Haley Award.
- changes the focus of the JOC Alex Haley Award from excellence in internal information programs to excellence in writing and photography; in turn, this new focus also changes the award eligibility criteria.
- deletes references to the JOC Alex Haley award presentation.
- adds the CDR Jim Simpson Awards, including guidance on the award background, eligibility, submission criteria and judging for the awards.
- mentions the American Forces Information Service sponsors the Thomas Jefferson Awards vice the Assistant Secretary of Defense for Public Affairs.
- lessens the detail of guidance concerning the award and instead refers interested members to the Thomas Jefferson Awards Standard Operating Procedure for more information.
- deletes mention of the Blue Pencil Awards.
- changes sponsorship of the Military Photographer of the Year Awards program from the National Press Photographers Association to the American Forces Information Service.
- adds a statement that Coast Guard Auxiliarists are ineligible to compete in the Military Photographer of the Year (MILPHOG) Awards program.
- deletes mention of the Silver Anvil Awards program sponsored by the Public Relations Society of America.
- adds a section entitled,“ Coast Guard City designations.”

Chapter 8. Collateral Duty Public Affairs Officers. Adds an entirely new chapter providing guidance on:

- selecting collateral-duty PAOs, their responsibilities, job requirements, training, recommended equipment and materials, as well as other public affairs professionals who may be called upon to assist them in their duties.

Chapter 9. Entertainment Media Relations. Provides a new chapter of guidance concerning Coast Guard cooperation with the entertainment media and adds specific guidance on:

- Coast Guard policy, responsibilities, approval and cooperation conditions, use of Coast Guard personnel, equipment and facilities, Coast Guard-owned footage, reimbursement, donations to unit morale and recreation funds, disclosure, and credits and promotions.

PUBLIC AFFAIRS MANUAL

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CHAPTER 1. PUBLIC AFFAIRS OBJECTIVES, POLICIES AND RESPONSIBILITIES.

A. OBJECTIVES.

1. **Purpose.** A robust public affairs program is essential to the Coast Guard's success in every mission area. It is imperative that we raise the visibility of the Coast Guard's services to the public. Effective public education campaigns have reduced our search and rescue workload and reduced the number of unnecessary deaths in recreational boating and the commercial fishing industry. Public awareness has helped the Coast Guard combat drug smugglers, locate alien migrants, identify poachers in America's fisheries and protect the nation's marine environment. Only by informing the public of the services the Coast Guard provides and establishing relationships with the communities we serve will we continue to enjoy the support of Americans: support they show by funding our efforts with their tax dollars; support they show when they cooperate with our operations; support they show by joining our ranks – as active duty members, Reservists, Auxiliarists and civilian employees. Without the support of the American public, the Coast Guard could not operate and might not even exist.

2. **Engagement Plan.** The Assistant Commandant for Governmental and Public Affairs (G-I) develops a strategic engagement plan to communicate the value of, and build support for, the Coast Guard. The plan provides a framework to help raise the visibility of the Coast Guard's value to America. The G-I Engagement Plan may be accessed on the Coast Guard G-I intranet page. The plan contains special areas for emphasis, along with the tools for successful outreach programs, to help units capitalize on media and community relations opportunities.

3. **Five primary objectives.** The five primary objectives of the Coast Guard's Public Affairs Program are:

   a. Keeping the American public informed about the Coast Guard's ongoing operations and programs, thereby fostering understanding and support for all our missions.

   b. Making our world a better place to serve and live by taking an active role in community activities and challenges.

   c. Helping Coast Guard leadership attract, motivate and retain highly professional people to continue our tradition of dedicated quality service to the country.

   d. Helping save lives by educating and informing the American public, thus reducing accidents and casualties.

   e. Educating elected and public officials of the Coast Guard's role in their community and nation for continued healthy fiscal support for our service.

4. **Program elements.** To achieve these objectives, the Coast Guard's Public Affairs Program is built on three interdependent program elements: media relations, community relations and internal information. There is a need to achieve a successful balance between these vital

elements. However, it is through our external communications efforts—press coverage, from media relations, and audience outreach from community relations—that we achieve the most visibility for the Coast Guard.

a. The primary objective of our Media Relations Program is to place information about Coast Guard operations and programs before the American public, using all available forms of news and public information media. Working with the news media enables us to communicate with the public what we do, why we do it, what we need to do it and how well we do it. (See Chapter 2 for program specifics regarding Media Relations.)

b. The objective of the Community Relations Program is to reinforce our position as an integral and contributing part of the communities in which we live and serve. This is accomplished at the unit level through participation in civic activities and organizations. Individual Coast Guard members promote or detract from this objective, often without realizing it, every time they interact with another member of their community. (See Chapter 3 for program specifics regarding Community Relations.)

c. The objective of the Internal Information Program is to keep every member of the Coast Guard family fully informed about ongoing as well as future service operations, policies, programs, accomplishments and challenges so that we may all fully realize and meet the challenges we face. (See Chapter 4 for program specifics regarding Internal Information.)

B. PUBLIC AFFAIRS POLICY.

1. **Public information.** It is the policy of the Coast Guard to make available to the public all information concerning the activities of the service except that information which is restricted by law. This is to be done in a forthright, expeditious manner. In a nutshell, the general rule is "Maximum disclosure with minimum delay."

2. **Command responsibility.** Public affairs is a command responsibility. Commanding officers and officers-in-charge have the authority to release information pertaining to their commands according to the provisions of references (a) and (b) of the Letter of Promulgation for this Manual. Commanding Officers are responsible for ensuring that their unit's public affairs program is conducted in accordance with the guidance contained in this Manual.

3. **Proactive.** The Coast Guard's Public Affairs Program is assertive, not passive. We do not wait for the public or media to ask what we are doing. We provide accurate, timely information by the most efficient means possible. All Coast Guard personnel are encouraged to exercise initiative and creativity in the accomplishment of our public affairs missions.

4. **Withholding information.** Complete guidance on the types of information that may be withheld is contained in Chapter 2 of this Manual. Generally, information should be withheld only if it is:

a. Classified.

b. Specifically required to be withheld by a federal statute, such as the Privacy Act.

c. A trade secret or commercial or financial information considered privileged or confidential.

d. Contained in inter- or intra-agency documents that would not be available by law to a party other than one in litigation with the agency.

e. A clearly unwarranted invasion of personal privacy.

f. Information which could jeopardize or interfere with a judicial proceeding or law enforcement official or activity.

5. **Releasing bad news.** It is in the best interests of the Coast Guard and the American public that information concerning the activities of the service be provided promptly. When embarrassing information or "bad news" must be released, do it with the same care and speed as favorable news. Withholding negative information can compound a problem by creating the appearance of a cover-up. Remember, bad news does not improve with age.

6. **Tell the truth.** It is a violation of Coast Guard policy to lie to or mislead any member of the media or public.

C. PUBLIC AFFAIRS RESPONSIBILITIES.

1. **Commandant (G-IPA).** Under the general direction and supervision of the Assistant Commandant for Governmental and Public Affairs, the Chief, Office of Public Affairs (G-IPA) shall:

a. Serve as the Program Manager for the Public Affairs Program.

b. If Commandant (G-I) is not immediately available, advise the Commandant directly in special, urgent or sensitive matters requiring that officer's immediate attention, then back brief Commandant (G-I). The Press Assistant to the Commandant (G-C-3) serves on the Commandant's personal staff and is responsible for his personal media strategies and media relations.

c. Provide for an effective public affairs personnel training program.

d. Prepare, clear, and distribute public affairs material such as pamphlets, booklets, magazine articles, radio and television materials.

e. Survey and analyze public opinion regarding the Coast Guard; advise as to the public relations implications of proposed programs or policies of the Coast Guard; initiate recommendations relative to improvement in Coast Guard public affairs activities.

f. Provide overall guidance, coordination and policy determination for the Coast Guard History program; the operation of Coast Guard museums; and the general preservation of Coast Guard artifacts and memorabilia, and their loan to qualified organizations.

g. Coordinate the cooperative public affairs efforts for the Coast Guard Reserve, the Coast Guard Auxiliary and retired personnel.

h. Produce C*oast Guard* magazine, the service's primary internal information tool. The magazine's staff works with Headquarters program managers to announce and explain changes in policy or procedures, as well as career opportunities and benefits.

i. Serve as a member of the DOT Public Affairs Council.

j. Oversee the Public Affairs Liaison Office (Hollywood); review/approve Coast Guard cooperation with commercial audiovisual enterprises.

k. Serve as the primary authority for approval of cooperation on the part of any component of the Coast Guard with commercial producers of feature, short subject films, or television series having regional or national distribution.

l. Manage, fund and coordinate activities of the Coast Guard Band and Coast Guard Ceremonial Honor Guard.

m. Serve as representative to the Department of Defense Public Affairs Working Group.

n. Serve as representative to Interagency Committee on Public Affairs in Emergencies.

o. Serve as the force manager for the PA and MU ratings.

p. Manage the Public Affairs Specialist rating including planning, assignments, qualification, and advancement.

q. Serve as the Public Affairs liaison with the Coast Guard Institute and the Defense Information School to coordinate training development.

r. Coordinate the Public Affairs Program with field units, provide policy and guidance and evaluate the effectiveness and efficiency of public affairs functions at field units.

s. Serve as liaison to the Fleet Home Town News Center.

t. Maintain continuing liaison with all the news media; clear information for release; and answer inquiries from these media and the public.

u. Survey and analyze public opinion regarding the Coast Guard.

v. Ensure that Public Affairs records are maintained per the provisions of the Coast Guard Paperwork Management Manual, COMDTINST M5212.12 (series).

w. Support the G-I Strategic Engagement Plan to raise the visibility of the Coast Guard.

2. **Area/District Public Affairs Officers.** The Area or District Public Affairs Officers provide public affairs support to Area or District Commanders, serve as spokespersons for the Area or District, and conduct media, internal and community relations programs at the Area and District level. To the extent that resources permit, Area and District PAOs provide public affairs support to all Coast Guard commands located within the geographic boundaries of the Area or District. Office activities must be fluid enough to permit rapid response to unexpected events (oil spills, major SAR, etc.) It is the responsibility of the public affairs officer to manage the office in such a manner as to accomplish the following:

a. Serve as an information resource. The PAOs keep the Area or District Commander apprised of issues and communication points originating from headquarters. PAOs also make headquarters public affairs aware of field events and issues that have the potential to attract national or Congressional interest.

b. Serve as the Area or District Commander's spokesperson. PAOs cannot be effective in this role if they are uninformed. They should be included in all aspects of Area or District plans and operations. Operational meetings and discussions provide background information the PAO needs to speak on behalf of the Area or District Commander. Collateral duties limit the time available for a PAO to participate in the many meetings and discussions which take place daily in an Area or District office. Therefore, an Area or District PAO's collateral duties should be kept to a minimum. In order to be effective in their positions as Area or District Public Affairs Officers, all PAOs should plan to attend the Public Affairs Officers Course at the Defense Information School, Fort Meade, Maryland. Whenever possible, this training should be scheduled as pipeline training before reporting into the district public affairs office. Otherwise, PAOs should receive this training as soon as practical following their arrival.

c. Conduct a media relations program. This is the primary public affairs mission and should account for a majority of a district public affairs office's workload.

(1) The public affairs officer will conduct proactive media relations to inform the public of significant district operations, events, policies and issues. In addition to serving as spokesperson for the Area or District Commander, the public affairs officer will normally respond to inquiries from the media and the public. A trained public affairs representative will be available at all times to assist and respond in urgent and crisis situations.

(2) Keep informed of the status of the public affairs program within the district and of public reaction to Coast Guard activities, and advise the District Commander and the Chief of Staff.

(3) Provide media relations guidance and support to units within the Area or District as necessary.

(a) Public affairs staffs should maintain regular contact with the units within their area of responsibility. That contact will be the basis of good working relationships during any response to a crisis or critical incident in which the units are involved.

(b) Public affairs staffs should visit and conduct annual public affairs training at the units within their area of responsibility.

(c) Keep copies of all news releases issued by the command. Releases about significant operations or issues should be faxed or e-mailed to the Media Relations Branch of Commandant (G-IPA) on a timely basis and also shared with other district and unit PAOs as warranted. News releases shall be made readily available to the media and public as current news or background information.

(d) Compile a print and video news clip file of stories about the Coast Guard gathered from local media. The clips should be read or viewed by everyone assigned to the public affairs office, routed to key staff officers, and filed in the appropriate unit file or video library. Clips reflecting significant operations or issues should be faxed to Commandant (G-IPA) on a timely basis. If the news story appears on the newspaper's homepage, simply e-mail the URL with a brief description of the story to the designated point of contact in the Media Relations Branch of Commandant (G-IPA). Similarly, video of significant cases should be consolidated and forwarded on a regular basis to Commandant (G-IPA).

(e) As available resources and training permit, area and district public affairs staffs are encouraged to establish and maintain Web sites to further our Service's public communications efforts. Those choosing to keep a Web site posted should strive to keep the content timely.

d. Conduct a community relations program.

(1) Maintain a contact list for use in maintaining liaison with regional and state leaders of national organizations including service-related organizations such as the Navy League, Coast Guard Combat Veterans Association, VFW, American Legion, FRA, ROA, TROA, etc. This should include the title of the point of contact, phone number, address and key notes such as the date of significant recurring events. Use this as a reference when compiling guest lists for official events.

(2) Maintain a Speakers Bureau. The District public affairs office shall maintain the capability to serve as a clearing house for speaker requests, forwarding such requests to the appropriate staff element or command.

(3) Respond to public inquiries. Good community relations require that the Coast Guard be responsive to all inquiries from the public about our missions and activities. This may involve generating correspondence to answer particular questions or providing Coast Guard literature. All correspondence with the public should be prepared in accordance with the Correspondence Manual, COMDTINST M5216.4 (series).

e. Assist unit commanders in creating successful internal information programs.

(1) Areas and districts are not required to publish a district information bulletin, whether a newspaper or magazine. The decision to produce an area or district information bulletin should be based on whether a publication will meet the goals of the internal information program. A second consideration is whether the publication is the best investment of our limited public affairs resources. District newsletters or magazines should not be published if they primarily provide a showcase for the work of public affairs specialists.

(2) A recommended alternative to the printed district information bulletin is an electronic newsletter that gathers career and service information from a variety of sources and condenses it to a format that the local unit can incorporate into a printed plan of the week.

(3) Public affairs specialists are encouraged to contribute timely, well-written articles and color photographs depicting major operations, events and efforts for publication in *Coast Guard* Magazine. While this is not a requirement, and while submission is not a guarantee of publication, submission to the magazine is possibly the area/district's best avenue for showcasing accomplishments within their area of responsibility to the entire Coast Guard family and beyond. Additionally these articles and images should also be posted on their district public affairs web site.

f. Provide photo/video support. Coast Guard imagery is an important communications tool for informing the public and other audiences about Coast Guard missions and operations. Photos and video of significant events should be released to the widest market possible. All photography or video shot by public affairs specialists is considered official and therefore may not be sold under any circumstances for private gain. Likewise all imagery shot by Coast Guard members on Coast Guard cutters, aircraft and facilities is also considered official due to the exclusive nature of the location. Using public affairs specialists to shoot photography should be guided by determining whether or not award ceremonies or other events have intrinsic news or significant historic value. Otherwise, these events should be photographed by the local command.

(1) Maintain an image library of the Coast Guard ships, boats, aircraft and stations within the PAO's Area or District.

(2) When possible, reflect diversity in the images you capture (women, minorities, civilians doing their jobs).

(3) Forward to Commandant (G-IPA) photos and other visual imagery identified and documented as outlined in Chapter 5 of this Manual.

g. Administer the public affairs office.

(1) Maintain a Unit File. The Unit File shall include a record (typically a file folder) for each unit in the district. The unit record will include copies of news releases made by or about the unit; copies of news clips concerning the unit and a unit fact sheet containing the name of the commanding officer, date the CO assumed command, date the unit was commissioned, number of persons assigned, address, phone number, primary missions, significant historical events involving the unit and an up-to-date photograph of the unit. The unit file shall be updated with each change of command and historical materials forwarded to Commandant (G-IPA-4).

(2) Maintain a correspondence file.

(3) Maintain liaison with public affairs officers at other commands, agencies and military services within your AOR.

(4) Maintain unit public affairs plans and public affairs sections to operation plans and special operation orders.

(5) Maintain liaison with Auxiliary personnel assigned public affairs responsibilities within their district (DSO-PA/ADSO-PA, SO-PA, FSO-PA). The Auxiliary designates personnel to support Auxiliary public affairs efforts who may be available to assist Coast Guard public affairs efforts. Many Auxiliarists have a professional public affairs or media background or training. Chapter 2.B.11 of the Auxiliary Manual, authorizes Auxiliarists for duty to support public affairs programs.

h. Support the G-I Strategic Engagement Plan to raise the visibility of the Coast Guard.

3. **Unit Commanders.** Public affairs is a key function of each command. The most important people conducting the public affairs program are commanding officers and officers-in-charge. Their daily interaction with the community and media, and the guidance they provide to personnel assigned to their units, form the basic public perception of the Coast Guard.

a. Commanding officers are responsible for conducting a unit-level public affairs program that includes media, internal and community relations activities. General requirements of unit PA programs are the same as those of districts; however, unit commanding officers must determine the extent to which they are able to conduct their own program. The functions listed under Area/District PA programs should be used by unit COs as a guide, not as a requirement.

b. Because individual commands have the closest association with the communities in which they work and live, a strong community relations program at the unit level is a critical element in maintaining the working relationships necessary to perform our missions. Commanding officers must set an example for all members and their families when it comes to community involvement. A full description of community relations activities is found in Chapter 3 and 8.

c. One of the most important public affairs efforts a local unit can perform is a vital, on-going internal information program. The Coast Guard puts a great deal of responsibility for managing a career on the individual, but that requires the individual member to be aware of changes to policies and procedures that affect career opportunities and benefits. So it is vital that every member of the chain of command PASS THE WORD.

d. Commanding officers should avail themselves of the public affairs resources available from their district offices. They should, for example, arrange annual public affairs training at their unit from a district public affairs officer.

4. **Collateral Duty PAOs.** The selection of collateral duty PAOs should be based on their knowledge of the Coast Guard, missions of the command, and ability to speak well in public. When assigning a collateral duty PAO, unit commanders should remember that the individual assigned will be the person who most often represents the unit, the CO and the Coast Guard to the media and the public.

a. Because the unit PAO normally has several other pressing collateral duties, the individual should be creative and imaginative in finding ways to achieve the media, community and internal information program objectives for the unit. Unit PAOs should take every opportunity to identify individuals who may be able to help them with duties, including non-rates on the PA school list, reservists, auxiliarists and even family members.

b. The Defense Information School provides short-term training designed specifically for unit collateral duty PAOs, E-5 and above. A traveling Media Relations Workshop is also available. Commandant (G-IPA-5) can provide specific details and class quotas. The district public affairs office is also able to provide unit public affairs training for collateral duty PAOs and watchstanders.

c. Training and encouraging designated members of boat and air crews to shoot video of operations and having a pre-established plan for reviewing and distributing newsworthy video quickly to the media is the Group/Unit PAOs best way of ensuring TV coverage of unit operations. Additionally, the PAO should not expect to be the sole, nor necessarily the primary, spokesperson on a case; rather he or she should arrange for media to interview the operators (OpCen controller, coxswain, cutter CO, rescue swimmer, etc.) from the case.

5. **Public Affairs Specialists.** Public Affairs Specialists (PAs) typically assist Area, District or Headquarters Unit Public Affairs Officers in nearly all aspects of conducting the public affairs program within their areas of responsibility.

   a. Most PAs assigned to public affairs detachments provide support to a region as opposed to a specific unit.

   b. PAs receive entry-level training in public affairs, media relations, electronic news gathering, journalism, photography and Web skills. Some PAs may receive intermediate or advanced-level training in desktop publishing, Web design, electronic imagery, digital photography, crisis media relations and mass communications.

   c. Units maintaining PA billets for purposes other than public affairs (training support, etc.) should insure that personnel assigned there receive the training required for such billets.

6. **Individuals.** The cornerstone of the Coast Guard public affairs program is the individual. Active-duty members, reservists, auxiliarists and civilian employees interact with the public thousands of times each day. These interactions are opportunities to tell the Coast Guard story, to explain our missions and to support service goals. Because the Coast Guard has direct, daily involvement with the community, our public affairs program relies on the good will generated by every member. Individual members also have a responsibility to educate themselves about the Coast Guard and to remain abreast of changes in the service, whether in operations, policy or programs. Well-informed members are more confident, more successful, more resourceful and make the best public representatives of our service.

CHAPTER 2. MEDIA RELATIONS.

A. THE COMMANDANT'S MEDIA RELATIONS POLICY.

1. **General.** Just by the very nature of their jobs, the Coast Guard and the news media need each other. The mass media provide us a valuable service by helping keep our citizens informed of our operations. The media thrive on the type of dramatic news the Coast Guard provides. They need Coast Guard news. The Coast Guard needs an informed public. An ideal combination!

2. **Information to release.** What can you release? Just about everything! With few exceptions, the Coast Guard will answer all questions quickly and accurately. You will find more information on the exceptions later in this chapter. In general:

   a. Be extremely cautious when dealing with classified information and law enforcement cases.

   b. Remember that the media are in business to report facts — not to improve the Coast Guard's public image.

   c. Answer questions accurately, or explain why you won't/can't answer.

   d. Meet their needs with accurate, understandable and timely information.

3. **Information to withhold.** You can withhold information that violates a person's privacy, violates security, could hamper law enforcement or could interfere with a judicial proceeding. Complete guidance is contained later in this chapter.

4. **Information that cannot be withheld.** Sometimes, you know information that might "make us look bad." This is not justification for withholding it or covering it up — acts which will probably make a bad situation worse. If you are worried about how to handle a "bad news" situation, contact higher authority. Never lie. Never "stonewall." (You may delay your response, however, while you contact higher authority for guidance.)

B. RELEASE AUTHORITY AND RESPONSIBILITY.

1. **Secretary of Transportation.** Ultimate responsibility rests with the Assistant Secretary of Transportation for Public Affairs who, through the Office of Public Information (DOT), is responsible for coordinating and releasing DOT public information, including:

   a. Releases originating in Washington, D.C. that directly involve the Secretary of Transportation.

   b. Releases on contracts, grants and grants-in-aid of more than $1.5 million or others of any amount which may have significant public interest or other public value.

c. Releases with policy-making implications originated in the field.

2. **Commandant (G-IPA-2).** The Media Relations Branch of Public Affairs (G-IPA) is responsible for coordinating with the Department of Transportation releases having national and international interest; for determining whether information should be released at the seat of government or by local staffs; for servicing all national and local media in the District of Columbia; and for review and clearance of releases dealing with:

   a. Subjects of potential controversy among the military services.

   b. Policy of other federal agencies.

   c. Public statements on foreign and military policy.

   d. Statements or information on non-military incidents. A non-military incident is defined as a situation that could adversely affect U.S. foreign relations or the safety of U.S. citizens abroad.

   e. Information reflecting or implying the degree of success of intelligence efforts, including intelligence efforts in support of the enforcement of laws and treaties.

   f. Subjects of national interest and those involving more than one district.

   g. Releases of information on the commissioning, decommissioning, relocation or other significant changes to Coast Guard units will be coordinated by the Office of Congressional Affairs, Commandant (G-ICA) with the respective Congressional offices where the affected assets are located. Do not release any information of this nature to the media before Headquarters notifies the appropriate Congressional representatives.

3. **Area, District and Unit Commanders.**

   a. Except for information described above, area, district and unit commanders can release news of activities of their commands without prior approval. When the information falls within the purview of the Assistant Secretary for Public Affairs or Commandant(G-IPA) as described above, districts and units should contact Commandant (G-IPA) for guidance or assistance.

   b. Unit commanders at each level of command must use release authority judiciously. Units should develop a written plan using the guidelines in this chapter for handling media inquiries within the command, covering both on- and off-duty hours. Guidance should cover how to release information, photos and video to the news media and how to arrange media interviews.

c. Coast Guard commands must provide media awareness training to all hands. The training should cover how to notify the media and how to respond to media queries. More in-depth training is available through district public affairs offices.

d. In most cases, unit commanders have the authority to embark media aboard their unit, vessels and aircraft without prior notification to, or approval from, district or Headquarters.

4. **Individuals.** Every Coast Guard member has a responsibility to "Represent the Coast Guard."

a. While public affairs is a command responsibility, individuals actually carry out the program. Some are designated as the unit's public affairs officers. Others meet the media and the public in the course of their duties. The demeanor and attitude of a boarding officer, for example, can have a strong impact on a boater's impression of the Coast Guard.

b. Unit commanders have a responsibility to give their command members guidance on dealing with the media and representing the Coast Guard. Watchstanders, people who operate at a distance from the unit, team leaders, etc., should understand how the unit commander wants the unit's public affairs program to run. Guidance should cover releasing information (including photos and video) to the news media, being interviewed by the media, accepting or arranging for public speaking engagements, writing for publication and responding to queries from the general public.

c. Your individual participation in public affairs is discussed in more detail in this and other chapters of this Manual. See Chapter 3 (Community Relations) and Chapter 4 (Internal Information) for more information.

5. **Spokesperson requirements.** The following requirements apply to everyone who speaks for the Coast Guard.

a. Be able to speak confidently and authoritatively on what your command does — both how and why. Get an understanding of what the news media want from you — Who, What, Where, When, Why and How. Try to look at your operations from a civilian perspective. Before an individual engages the media, answer each of the previous questions. It is acceptable to get back to the reporter after you've had an opportunity to answer these questions for yourself.

b. Build your reputation as being open, frank and honest. When things go wrong; when you have a tough time explaining complex details; when everything depends on how the media will react; everything will come out OK -- because you've earned their trust and respect.

c. Stick to the facts. Reporters do not expect you to know everything. If you don't know the answer to a question, say, "I don't know, but I can find out for you." Be sure to follow up.

d. Don't speculate. Avoid giving your opinion and be wary of hypothetical questions.

e. Never use the words "No comment" or similar expressions to the press. The public is so accustomed to hearing those words from people trying to hide the truth that the words in themselves have come to denote wrongdoing. Answers such as "That's part of an ongoing investigation" or "I cannot answer that question now, but will provide an answer as soon as one is available" when they apply are much better.

f. Never lie to the media or to the public. Never lie to the media or to the public. Never lie to the media or to the public.

g. Do not promote. While the Coast Guard's public affairs policy is to be assertive in media relations, you must be careful not to advertise or promote the service. Government agencies cannot legally or ethically promote themselves. Whenever you are dealing with the media, you should provide factual information that the public needs to know, not simply "cheerleading" for the service's abilities and achievements. However, we can and must tell our story — aggressively. Citizens will promote us if we've earned their support.

C. WHO ARE THE MEDIA AND WHAT DO THEY WANT?

1. Types of media.

a. Wire services, such as Associated Press and Reuters, provide news reports to print and broadcast media 24 hours a day, seven days a week. In all but state capitals and larger U.S. cities, wire service newsgathering is done by local news media and passed "up the wire" to regional offices.

(1) Deadlines. Wire services release information to other media constantly, as the news becomes available. The news on the wire services goes quickly to all media at the same time. Also, the wires can pass editorial notes such as advance notice of news conference times, photo opportunities, whom to contact for more information, etc.

(2) The Coast Guard releases news to wire services by telephone, fax and e-mail.

b. Television is a popular source of information today. Its influence is based on fast-paced reporting and its dramatic use of visuals to depict stories. Requests for video "action footage" from both TV news and production companies are common. A Coast Guard story accompanied by 30 seconds of video footage, on any format tape, is almost guaranteed exposure if there is any news value at all. You don't have to be a professional to shoot video for television, and most television stations can use almost any video format.

(1) While radio news tends to run on a continuous basis, local TV news concentrates on the scheduled news programs. Stations like to put a reporter on scene and perhaps get video from the event itself. Videotapes must be edited and stories written prior to the newscast, except for the "live" coverage of big events. As a result, television reporters require rapid notice of a news event, if they are going to get it "in the can" before news time. If you are flexible in scheduling an event for TV coverage, you can check with an assignment editor for a preferred time. You may find that you get better response from TV early in the day, before the midday rush of competing events.

(2) Inexpensive, modern equipment has given television more mobility, allowing live feeds from remote locations. Because it concentrates on visual communications, television is best suited to fast-breaking, action stories — perfect for Coast Guard activities. Operations permitting, television camera crews may be taken aboard Coast Guard vessels and aircraft to record operations. When government-owned or privately owned equipment is available at your unit, take every opportunity to videotape the Coast Guard in action, making the tape available for duplication by television stations as quickly as possible (but don't play favorites — give all stations a chance at the tape). Either make copies of the tape for all local stations, or allow them to copy the original or a first-generation copy. The district public affairs staff can help arrange to get tape to the media. When a case is particularly newsworthy, television stations will broadcast still photos. See Paragraph 2.F.9. on release rules for law enforcement cases.

(3) Tape of regular operations may also be used to illustrate stories when no actual video coverage of a case is available. Units should gather video footage of routine operations, as well as newsworthy events, and make it available to your local stations and district PAO.

c. While newspapers and magazines cover more stories in more detail, radio covers events briefly but immediately and generally for larger audiences. Because so many people rely on the broadcast media for their news, it is a prime target for Coast Guard information.

(1) Radio stations usually cover major breaking news live the moment they get the news — if only for a few seconds. You can usually call or fax news to a radio station at any time. However, remember that many small stations have only one news reporter working at a time. If you call during the news program, the reporter will be on the air and unable to take your call. Plan ahead.

(2) Contact with radio reporters is often by telephone; however, reporters often ask for recorded interviews. At times, Coast Guard personnel are interviewed at the unit or on the telephone. One way to almost guarantee air time with a dramatic interview is to set up a cutter-to-shore link via radio during a specified time. Your area or district public affairs office can arrange for the media to contact your ship through a marine operator or government facility.

(3) Most local radio news programs subscribe to one of the many networks, receiving and supplying hard news and feature "feeds." Networks usually rely on feeds from affiliates, but may contact you for "actualities" (recorded interviews).

(4) Community-service programs aired on both radio and television offer a good outlet for Coast Guard information. These range from brief public service announcements to full-scale talk and call-in shows. Coast Guard missions — especially our public safety education and community service programs — are very attractive to producers of these shows.

d. At daily papers, the city editor directs a staff of reporters and photographers to cover news. A few reporters cover "beats" — they regularly report on the activities of police, fire, maritime news, etc. General assignment reporters cover whatever the city editor assigns, such as finding a local angle to a national wire story. The general assignment reporter often has no background in Coast Guard or maritime news and requires some extra attention and help.

(1) When working with a reporter on a daily paper, be mindful of the reporter's deadlines. Much of an afternoon paper is actually written the previous day, but they will have several editions with deadlines in the morning or early afternoon. Most morning paper reporters work a later shift and their deadlines are in the evening. Remember, if a reporter doesn't get your facts before his deadline, your facts don't get into the paper. If you are scheduling an event for coverage by morning and afternoon paper, the best time is late morning to early afternoon.

(2) The Coast Guard releases news to papers by telephone, fax and e-mail. Because newspapers devote more print space to stories than broadcast media devote air time, you can expect a newspaper reporter's interview to take much longer than those of other media. In an area with several print outlets, you may start by faxing out or e-mailing a press release and then making follow-up phone calls, starting with the wire services.

(3) Weekly newspapers generally concentrate on community news. Because they have small staffs, they like news releases they can publish without extensive revision. While a release to a small weekly paper may not reach as many people as one printed in a major daily, it has a better chance of publication. Many weeklies publish on Thursdays. This means their deadline is Wednesday, but they prefer getting your releases well in advance.

(4) All newspapers want photos of major news stories. Help them when possible by putting their photographers onto Coast Guard vessels or aircraft or by offering them official photos. High resolution digital photos are very desirable.

e. Magazines offer the Coast Guard PAO and writer several benefits, including access to specific readers — "vertical markets." Since magazines cater to almost every subject and interest in America, writers (including Coast Guard members) can publish a well-written piece on almost any subject. Magazines cover subjects in far greater depth than newspapers or the broadcast media. They also stay "on the shelf" longer — readers browse or study them for a month or more and often pass them on to other readers.

(1) Magazines deadlines are usually far in advance of the publication date, often as much as two months. If you have an item that you want to see published in a particular month's edition, check with the publication to be sure you submit it in time.

(2) The Coast Guard releases news to magazines by fax, mail, telephone and e-mail. Because magazines work so far in advance, editors seldom discuss story ideas on the telephone.

(3) Seek out and support free-lance writers, magazine stringers (local correspondents) and others who write for the magazine markets. Do not overlook Coast Guard personnel — experts in their field who have a great deal to offer the magazine reader. Before writing a magazine article, write a query letter to the magazine to determine if they are interested and request any writer's guidelines.

f. "Reality" Television and Motion Picture Production Companies feature real-life drama, using actual events such as rescues. Although they use actual events, they are not considered news outlets. As a result, the guidelines for releasing information to reality television programs, as well as documentary and motion picture production companies, are different than the policies covering regular news media. Guidance for dealing with television and movie producers is contained in chapter 9 of this Manual.

g. During normal operations, we give reporters from foreign media the same cooperation as domestic reporters. However, you must notify Commandant (G-IPA) when a foreign reporter actually embarks aboard a Coast Guard aircraft, vessel or installation. This does not apply to vessels making foreign port calls. If a foreign reporter wants to cover your unit or operation in a feature story or asks for general information on the Coast Guard, contact Commandant (G-IPA) for guidance.

h. The advent of the World Wide Web, the Internet and the Intranet has changed the way in which we communicate.

(1) Access to the World Wide Web and the amount of information contained on the Web have grown exponentially over the past few years. Users can find a wealth of information quickly and easily.

(2) As an outlet for news about the Coast Guard, the web is slightly different from the traditional media. More media organizations are accepting news releases by e-mail. Generally, if you want to put your news on the web, you will have to post it yourself, usually on your own web page. Do not expect the posting of a news release on your unit's home page to replace the normal release of news by fax or telephone. Reporters will not normally check your home page unless you notify them that you have posted an item of interest.

(3) Information you post on the web must comply with all of the guidance on proper release outlined in this chapter, including security, accuracy, policy and propriety. An improper release of personal information on the Internet, for example, could have very serious consequences for the individual whose privacy was invaded because of the worldwide audience, as well as penalties or sanctions for the individual who released the information. Information you post on the web must comply with the provisions of references (a) and (b) in the Letter of Promulgation for this Manual.

(4) If your unit supports a web page, remember that it must not represent or appear to represent an endorsement or advertisement for any commercial product or activity. You should be especially careful when establishing "links." While a link to your city's web site may help orient newly arriving crewmembers, a link to the Chamber of Commerce provides a list of commercial outlets. This might constitute an unfair endorsement of a product or business, because the Chamber of Commerce' page lists only the names of member businesses and companies. The same may be true of a link to your local tourism board. Remember, the Coast Guard cannot appear to endorse a commercial enterprise.

(5) Section 508 of the Rehabilitation Act refers to accessibility standards for all electronic and information technology. Coast Guard web pages must comply, by assuring that web information is accessible to all individuals within the Coast Guard and to the general public. Plan your information for multiple senses. For example, provide a caption of an image for a person with a visual disability, so that the message can be interpreted via Braille or audio reader device.

2. **What the media want.** All reporters want clear, concise, factual, well-reasoned and presented answers — free of "hype" and bureaucratic "spin." Provide your information that way and you'll achieve your information goals. Generally news releases fall into one of the following three categories:

a. Hard News, also called breaking news — an event of urgent news interest, such as a SAR or pollution case. You should release all available, releasable facts quickly. Use the telephone. Do not wait until the case is over or until you have written a complete news release.

(1) Before contacting any media, make sure you can answer most of the following: Who? What? When? Where? Why? or How? What you tell the media up front will help them plan how they will cover the news. You may not know the names of any of the individuals involved, but you could say how many. You may not know exactly what is wrong, but you know that someone has declared a mayday. You may not know an exact latitude and longitude, but you can tell the media the approximate area where your units are responding.

(2) Do not wait for the case to end before contacting the media. If you wait, you will miss the opportunity for the media to cover the story live themselves. In many metropolitan areas for example, the media will use their traffic helicopters to cover breaking news events.

b. Feature Stories deal with a subject in more depth or with more human interest than hard news. For example, a newspaper may run a hard news story today on a SAR case, followed next week by a feature on how the Coast Guard plans searches, or how our people felt about rescuing the survivors. Generally reporters come up with their own story ideas, but don't hesitate to offer ideas of your own, just be sure to offer the same ideas to all the media outlets in your area. There may be interesting people or unusual activities at your unit that the media would cover if they knew about them. Use your imagination. However, be careful not to share one reporter's feature story idea with another.

c. Background Information is intended to give reporters knowledge they need to understand and report on a current story. Remember, many reporters do not know a great deal about the Coast Guard or our missions. Often simply a factsheet, background information is issued along with other information or at an event. For example: you can enclose background information on Coast Guard helicopters or boats with your release on a future SAR demonstration; a handout explaining Marine Boards of Investigation will help reporters understand the proceedings.

(1) Providing background information is different from something people in the news media call "speaking on background." "Speaking on background" generally refers to the practice of giving information anonymously or without the information being attributed to you. Remember, however, that the reporter is under no obligation to keep your name out of the story. Coast Guard policy is that everything said by our spokespeople will be on the record. We do not leak information, and anyone speaking on behalf of the Coast Guard should fully identify himself or herself to the media and the public.

D. HOW WE PROVIDE THE MEDIA OUR STORY.

1. **Official Spokesperson.** Any member of the Coast Guard may be called upon to speak to the media.

2. **Command responsibility.** Public affairs is a command responsibility. Commanding officers and officers-in-charge have the authority to release information pertaining to their commands and are responsible for ensuring that their unit's public affairs programs are conducted in accordance with the guidance contained in this Manual.

3. **Personal responsibility.** Each member of the Coast Guard is authorized and encouraged to publicly discuss non-restricted aspects of his or her area of responsibility, using the following guidelines.

   a. If you do it or are responsible for something, you can talk about it.

   b. If you don't do it or are not responsible for something, don't talk about it.

   c. If you are uncertain, seek guidance from your command or the appropriate public affairs officer.

4. **Training.** Because any member of the command may be called upon to talk to the media and deal with public, all commands should provide regular public affairs training to their personnel. Your district public affairs office can assist you with this training.

5. **Best Spokesperson.** Many times, the best spokesperson for an event will be the rescue swimmer on the scene. There also will be times when the unit commander is the best spokesperson. While every member of the service should be trained to deal with the media, there will be situations, such as accidents involving Coast Guard units, when the best spokesman will be the most senior. Remember, rank carries added credibility. During such times, the unit commander will be extremely busy, but a few minutes spent with reporters will go a long way toward shaping how the media and the public interpret events.

6. **Guidelines for talking to the press.**

   a. Before contacting the media, get your facts in order. This is easily accomplished by writing a fact sheet of information from the watchstander or the case file. Be sure to update your fact sheet as new information becomes available. There will be times when the media hears about a case by monitoring Coast Guard frequencies on a scanner. If you need time to gather information, tell the journalist; he or she will wait.

   b. Give only the facts. Do not speculate, inject personal opinion or guess. Do not exaggerate.

   c. Always talk "on the record." There is no such thing as "off the record." A journalist may use everything you say before, during and after an interview. Never say anything to a journalist that you wouldn't want your CO to see in the newspaper or hear on television.

   d. Do not discuss anything that does not pertain directly to the case. Do not discuss policy, regional or national issues. Refer journalists to the proper public affairs office for inquiries beyond your area of responsibility.

   e. Avoid the phrase "no comment." Say "I don't know" if you don't. If you can't answer a question, tell the reporter why or refer them to someone who can answer it. For example, you may say, "I'm sorry, but for security reasons, I can't discuss that. Is there anything else I can help you with?"

   f. Always speak in good taste; avoid profanity or slang.

   g. Don't allow the journalist to put words in your mouth. If the reporter describes something incorrectly, make sure you describe it properly. Do not accept terminology with which you don't agree. Explain the correct terminology and use it.

   h. Ask for clarification of vague questions.

   i. Use layman's terms, not jargon or acronyms.

   j. Work with reporters to resolve errors in their stories.

k. Always be courteous, polite and professional. Don't let a rude journalist shake you. Answer the question posed; don't show anger or sarcasm.

l. Don't over- or under-estimate a reporter's knowledge. Simply give the facts.

m. Give credit to other units and agencies involved, but do not speak on their behalf. Stress teamwork where applicable.

n. Do not make promises. Never say something like, "If they're out there, we'll find them."

7. **Allowing news media on board your unit.** It can be hard for the media to tell the Coast Guard's story in depth, accurately and with compelling visual images without allowing them aboard your station, boat, cutter or aircraft. Inviting media aboard is usually a very good idea, as long as safety and security are not at risk.

a. In most cases, unit commanders have the authority to embark news media without notifying or clearing through district or Headquarters. The following exceptions apply:

(1) Embarking media aboard vessels and aircraft for counter-narcotics and AMIO patrols.

(2) Embarking foreign media.

(3) Where the Air Operations Manual states otherwise.

(4) Reality TV shows, documentaries and motion pictures are not news media. Refer these requests to your district public affairs office or directly to the Coast Guard Motion Picture and Television Liaison Office.

b. Be sure to check identification before allowing media aboard. In all cases, ask to see media credentials (usually a press ID issued by the city or county police) and driver's license.

(1) Breaking news/allowing media aboard your shore unit: When hoards of media representatives suddenly show up at your unit because boats or aircraft are returning from a SAR case, for instance, you will probably not have time to check credentials beyond press IDs and drivers' licenses. Have a media escort available and establish an area within which press must remain unless escorted. Designate a spokesperson for the media.

(2) Feature story requests: With these you will have time to verify credentials further, and should make the effort to do so. For TV news shows or newspapers/magazines, ask for a letter on letterhead from the producer or editor stating the request (story idea, dates, units they want access to) and providing the reporters' and photographers' names. Call the POC stated in the letter to ensure it is legitimate. If the news outlet is not local or is one that you are unfamiliar with, ask your district public affairs shop for help.

(3) Freelance writers and photographers should be able to show that an established publication plans to publish their work. They should also be able to show examples of previously published works. Book authors should provide a letter from a prospective publisher. Freelancers and writers won't necessarily have media Ids but you should check their driver's license to verify identity.

8. **Photographs and Video.** Media, especially television, thrive on good images that help tell the story. A few seconds of video or a strong action photo could move your news to the top of the program or onto page 1. Guidance on official Coast Guard photography and video is contained in Chapter 5 of this Manual.

9. **Releasing hard news.**

a. Normally, you will follow the order below when releasing information to the media. Make the first notification by telephone.

(1) Because wire services feed their news to other media, they will help get your story out quickly, even at the same time you are contacting other members of the media.

(2) TV stations require extra lead time in order to get the video they want to cover the story. If possible, you may be able to get a TV cameraman on a vessel or aircraft participating in the news event. Unit commanders have the maximum discretion to allow members of the media to ride on Coast Guard vessels and aircraft to cover hard news, but should notify district (dpa) at the earliest opportunity. Commandant (G-IPA) shall be notified through district (dpa), to gain awareness of the event. However, Commandant (G-IPA) approval is not required.

(3) Radio stations do not require a lot of advance notice to prepare a story for the air. They will generally record an interview with you right over the phone.

(4) Newspapers generally print today's news in tomorrow's newspaper, so they have very long deadlines. Newspaper reporters also generally cover stories in greater depth than the other media, and an interview with a print reporter will take longer than the other media. If you contact the newspaper last, you may be able to answer all of the reporter's questions and you may know if photography is available. Newspapers also normally will develop a roll or two of your film from a newsworthy case, but ask first and always request that the negatives be returned to the Coast Guard.

(5) After you have provided information to all the media working on a deadline, you may take the time to post a news release or images to your unit's homepage. Remember, all of the rules covering release of information apply to the Internet as well.

(a) Internet News Organizations (INO) are basically the same as wire services such as the Associated Press. Their responsibilities are essentially the same and they should be treated as other members of media.

(b) Remember, inform the media first. Do not post a release to your web page and then inform the media of where they can go find it. We want them to tell our story. They may not have the time or ability to access the Internet to get our information.

(c) You should be especially careful when writing news for the Internet. If you fax a release to a media outlet, they will rewrite it and correct any mistakes you make. Once you post something to the Web, no one will correct any errors. Proofread your releases very carefully.

(6) Generally, you will not contact magazines, reality television shows or foreign media during a hard news event. If a case is significant enough, or involves a foreign vessel, they may contact you. Provide them with all the information you gave to the local news media.

b. When you release information concerning a hard news event, do the best you can to make sure it reaches all of the local media. Do not play favorites. It will help to keep a log of what information you've released, and to what media. This way, you can quickly correct any incorrect information you may release. The media will not hold mistakes against you if you release incorrect information — unless you forget to call them back with corrections!

(1) Most of the time, you will release information by calling the media direct. If a story generates a great deal of interest, you should expect and plan for a large volume of return phone calls from the media. Try to identify a telephone that reporters can call without disturbing the watchstanders or the operations controllers. Give the media that number to call for updates.

(2) When you talk to a reporter on the telephone, always assume that your words are being recorded. Never say anything you wouldn't want to see in print or hear on the radio or television; there is no such thing as "off the record." The reporter does not have to ask your permission to record your words or even tell you that he is recording you. There probably won't be a "beep" on the line. He does, however, have to notify you in advance if he intends to broadcast your voice. Be careful of implied notification. For example, the reporter may say, "I'm Joe Blow, a reporter from radio station WQQQ. I understand there was an accident in the harbor." You imply consent to be recorded when you say, "Hi, Joe," and continue to talk rather than ending the conversation.

10. **Interviews.** For many cases, the broadcast reporters will want to tape an interview with someone speaking for the Coast Guard. Radio reporters will often tape the interview over the telephone. Television reporters will normally come to your unit to tape the interview in person.

a. Establish ground rules before the interview. Feel free to specify such things as time limits, subjects you'd like to address, subjects which are off limits, etc. It's also a good time to find out how much the reporter knows about the Coast Guard, so you can fill in the gaps. Remember, however, that from the moment you meet the reporter, anything you say may be quoted.

b. Present a sharp, professional appearance. Speak clearly but not too slowly. Stand or sit up straight. Wear your uniform well. Concentrate on the interviewer and not the camera or microphone; think of it as a conversation with the reporter.

c. Broadcast reporters want short, to-the-point answers. Only brief, to-the-point statements get on the air. The reason is simple; stories are covered in only a few seconds of air time. Long sentences, or lengthy explanations taking several sentences, do not fit the format. The tape editor will have to delete part of your quote, possibly changing the meaning. You can make a complex subject easier to cover briefly by discussing in advance the questions and answers. Ask up front whether you can retape answers for clarity or brevity. Assemble your thoughts in advance: what points you want to cover, what subjects you should not discuss, what direction you'd like to lead the interview.

d. Use the pause. You don't have to start talking as soon as the reporter finishes asking the question. Take a second or two to formulate your answer before you start speaking. You'll avoid the "uhs" and "duhs" if you do.

e. Stop talking when you've finished your answer. A common broadcast trick is to hold the mike in front of you for a few seconds after you've stopped talking, hoping you'll feel obligated to expand on your last comments. If you're done with a question, wait for the next one or ask, "Is that all?"

11. **Printed releases.** News release format is not nearly as important as content, but you should try to give the editor/news director a write up that is easy to work with. A grossly improper format may convince them your release will take too much time to fix. An example of a well-formatted news release can be found in PANet on the Coast Guard Intranet site, cgweb.uscg.mil/g-i/Panet. A few tips to avoid common problems:

    a. You do not need to use a special form for a news release, but the top of the page should clearly show the words "Coast Guard News" along with the date, the name of the unit releasing it, a name of a person to contact for more information and the best telephone number to reach that person.

    b. Type and duplicate the material on one side of the paper only. Economy directives requiring printing on both sides of the paper do not apply to news releases — there's no economy if our releases are tossed out in the newsroom.

    c. Space down the page about two or three inches before you begin typing the news. This will give the editor space for notes to reporters or typesetters.

    d. Type your information the way it will end up in print — in capital and lower-case letters. This includes the names of people and ships. (Does MACDONALD spell his name MacDonald or Macdonald? The editor can't tell from an all-caps releases.)

    e. Write in plain, American English, with short sentences and understandable words. Answer the questions "Who? What? Where? When? Why? and How?," in the first sentence, only if they really belong there. The lead paragraph should tell the gist of the story, with the following paragraphs expanding on the lead. Translate technical jargon and "officialese" into English before you mail or fax out a release.

    f. Because you will probably be talking on the phone with the media throughout the case, you won't have to write a new release every time something happens in the case. However, you should write a news release at the end of your watch recapping what has happened so that the on-coming watch stander has something to give the media when they call for additional updates.

12. **News briefings.** News briefings are a special type of interview that places an especially knowledgeable Coast Guard spokesperson in front of a large group of reporters at the same time to talk about a specific purpose. The primary purpose of a news briefing is to release information that cannot be released by conventional means (in writing or in private interviews). For example, when the best spokesperson can devote only a brief period of time to the media (such as the On-Scene Coordinator during a spill); during a legal proceeding; or when the spokesperson will need aids such as charts and diagrams to explain the news.

    a. Briefings will require some preparation. You may wish to have a fact sheet available for reporters. Help the spokesperson prepare by developing a list of anticipated questions. The spokesperson should also practice handling questions with a mock briefing prior to the real event.

b. Select a suitable place to hold the briefing. While the dock may make a good place for an interview, there may be too much background noise for all reporters to hear the speaker. If the briefing will be held inside, select an area large enough to accommodate all the reporters as well as their equipment, but with few distractions from or to normal business of the unit. Make sure there are enough electrical outlets for the reporters cameras and recorders.

c. Be sure to invite all interested media to a news briefing. One way to do this is to ask the local wire service to post the briefing in their day book.

d. The public affairs officer will normally open the news briefing with a brief summary of past events, the most recent information available and perhaps some background information on the mission area. Common sense will dictate the subject matter. The PAO will then introduce the primary spokesperson. The PAO should also take note of any questions that the spokesperson promised would be researched more extensively, providing answers as soon as possible after the news briefing.

e. After the formal news briefing ends, many reporters will hang on, looking for private interviews or a slightly different slant on the story. Others will head directly to telephones and a few will head out on other assignments. The PAO should try to help where possible, despite the apparent confusion.

f. It is seldom appropriate to ask reporters to submit questions in advance. A possible exception is when the subject is highly technical and answers require considerable research. When you ask for questions in advance, you should make answers available — in writing — to all reporters before the formal newsbriefing begins.

13. **While underway.** Even at sea, you can release news via message traffic through your area or district public affairs office. If operations permit, you can often send the film or video ashore if there is a helicopter or boat heading that way. The district public affairs office will help you coordinate clearance and dissemination of these materials.

14. **Pooling the News.** Unit commanders, in most cases, have the authority to carry members of the media aboard vessels and aircraft to cover news stories. However, some news events will generate so much interest that requests from the media will exceed the number of individuals you can accommodate. In those cases you may ask the media to pool their coverage. A pool consists of reporters, photographers and cameramen from each different type of media who agree to share their materials with all media present when they return from the scene. Pooling, although rarely welcome by the media, is preferable to a first-come, first-served method or to no system at all. A main concern is to ensure that the pooling arrangement is equitable and impartial.

a. In pooled coverage, it is understood that the “pool” representatives must share with all other media in their category. The categories include:

(1) Wire service (or print media) reporter.

(2) National newspaper reporter.

(3) Still photographer.

(4) Film or videotape cameraperson.

(5) Radio voice reporter.

(6) TV reporter.

(7) Local newspaper reporter.

(8) News magazine correspondent.

(9) Internet News Organizations (INO).

b. The preferred course of action in pooling is to inform media representatives of the available space allocation and let them decide who will fill those spaces.

c. If they cannot agree, the public affairs officer can make the decision. Priorities among the media categories will vary with the circumstances of each news event. It may depend, for example, on whether the story is primarily visual, or whether it is basically an oral statement.

d. If the news event is a continuing one, or has different aspects occurring at different times, it is customary to rotate the pool representatives, giving turns to as many as possible so that each may witness some part of it.

e. Members of the media may not accompany boarding teams onto suspect vessels or any private property without permission of the vessel's owner. If the owners of private vessels or property do not grant the media permission to enter, the media may film or shoot images from a Coast Guard vessel or public area.

15. **Release of Feature or Other Types of News.**

a. Advance releases notify the media of up-coming events, such as changes of command or open houses. An advance release is usually also an invitation for the media to attend the event. Mark the release with the date you release it, not a date in history, or the date you'd like it published. Use suggested "Hold for release" dates only when a situation demands them.

(1) If you have a good reason, you can include on the advance release a note to the editor/news director to "Hold for release until (date)." The media are under no obligation to wait until that date before they publish the material. Remember that each editor is under pressure to be first on the street with a story, so it's a good bet that someone will run it prematurely. If you have a good reason why they should not publish the information, be sure to include the reason in your editor's note.

(2) Advance releases are generally telefaxed, mailed or e-mailed to the media. However, you cannot repeatedly mail unsolicited materials (such as regularly distributed publications, newsletters, weekly features, etc.) unless they are enclosures to correspondence. You may make regular mailings if the news outlet has asked to be placed on your mailing list. You may also occasionally "shotgun" news releases to all media in your area of responsibility, even when you do not have a request for the material on file, as long as you are doing so in the public interest, such as providing essential safety information.

b. Another way to "sell" a feature story to the media is to invite them to a demonstration. For example, you might hold a morning session to demonstrate how the Coast Guard plans or coordinates a search and then take the reporters out on a vessel. You might arrange for a group of reporters to watch rescue swimmers training. Remember, in most cases, unit commanders have the authority to put reporters on Coast Guard vessels and aircraft. With a little imagination, you can show reporters the whole range of Coast Guard missions. Again, however, do not play favorites with one reporter or news outlet.

c. Hold an editorial board. This is an informal meeting, usually held at a newspaper or television station, between the unit commander and the senior editors and reporters. Although the media outlet acts as host, it is okay to suggest an editorial board to them. This is an opportunity for the unit commander to meet the media, educate them on the Coast Guard and discuss issues of mutual interest.

d. At times, reporters will ask for an"exclusive" on a story idea. An "exclusive" gives one reporter sole access to information while other reporters are denied access until the story is published or broadcast. Since withholding releasable information is strictly against policy, the Coast Guard does not grant true "exclusives."

(1) You can — and should — cooperate with reporters by not disclosing their original story ideas to other reporters. It is considered unethical to give a reporter's story idea to a competitor — similar to disclosing an inventor's trade secrets. Don't do it.

(2) You cannot grant exclusive use of the information or remove it from the public domain. While you may agree not to disclose the original story idea, you must cooperate with any other reporters who by chance come up with the same or similar ideas.

(3) "Hard news" does not qualify for any such protection, only feature stories. For example, a reporter cannot claim an event such as a SAR case or pollution incident to be an original story idea, even when the reporter breaks the story. You must make a general release on a breaking case.

e. While a news briefing is limited to a certain topic or case, reporters at a news conference can ask questions on any subject they want. Rarely will any Coast Guard spokesman other than the Commandant–-or his flag officer or senior executive designee--hold a news conference.

E. RESTRICTIONS ON RELEASING INFORMATION.

1. **General.** As a spokesman for the Coast Guard, you have very broad authority to release information about the service's missions and operations. However, you must be familiar with the following restrictions on information that should not be released. If you still have questions after reading this section, contact your district public affairs office.

2. **S.A.P.P.** S.A.P.P. is a helpful acronym that stands for Security, Accuracy, Policy and Propriety.

   a. Information with a designated SECURITY classification level of "CONFIDENTIAL, SECRET or TOP SECRET," is protected from uncontrolled release.

   b. Unlike "CONFIDENTIAL, SECRET, and TOP SECRET, "FOUO" is NOT a security classification level. FOUO is a designation for information that requires special handling and, at the time of origination, appears to require protection from uncontrolled release. As such, information designated as FOUO is not typically included in an uncontrolled release of information such as a Coast Guard news release or media interview. FOUO is discussed in Chapter 7 of the Freedom of Information and Privacy Acts Manual, COMDTINST M5260.3 (series).

   c. All information released by Coast Guard personnel must be verified for ACCURACY prior to release. Stick to the facts and avoid speculation.

   d. No information released by Coast Guard personnel should violate service or command POLICY. For example, certain personal information about members may not be released because it would violate the member's privacy.

   e. All information released by Coast Guard personnel will meet acceptable standards of PROPRIETY.

3. **Libel and Slander.** All official news releases and correspondence from the Coast Guard should be free of libel and slander. Libel is untrue or defamatory information that is written, printed or broadcast, and slander is spoken defamation. Since libel and slander are state (not federal) laws, the definitions vary by state. In general, both are injurious to a person, company or organization's reputation. Consult a legal officer for more precise definitions.

   a. There are several possible defenses for libel, but only one is complete and unconditional: that the stated facts are provably true. The absence of malice or ill intent is not always a consideration.

b. A great risk for injuring a reputation exists when making releases about vessel collisions, spills, boating accidents or other damage-causing incidents. Be careful not to imply fault. For example, if you say, "The motor vessel Punky collided with the tug" you have implied that Punky rammed the tug. If you say, "The motor vessel Punky and a tug collided" you have not laid the blame on either.

c. As a general rule, only the United States may be sued for the acts or omissions of its employees and military personnel. On occasion, however, individual Coast Guard members, their commanding officers, the Commandant and the Secretary of Transportation have been named in their personal capacities as defendants in civil lawsuits for defamation. In cases where the Attorney General certifies that the Coast Guard employee or service member has acted within the scope of his or her employment or official duties, the normal practice is for the United States to substitute itself as the defendant and move for dismissal for the individual defendants. Such individuals also may be entitled to receive representation by the Department of Justice or private counsel, at no cost, provided that the Attorney General determines that representation is in the best interests of the United States. Any member named as a defendant in an individual capacity should immediately contact his or her servicing legal office for assistance.

4. **Privacy and Privilege.** The Privacy Act protects individuals from unwarranted invasions of privacy through release of certain types of information. The Freedom of Information Act provides the American public with access to government records that are not critical to national security. When in doubt, ask your district public affairs office or district legal office. Certain information is now considered "privileged" and individuals in the Coast Guard have certain "rights of privilege" which affect the releasing or withholding of information. The Freedom of Information and Privacy Acts Manual, COMDTINST M5260.3 (series), gives detailed guidance. If you have doubts about whether or not to release information, you can also contact a legal officer or Privacy Act coordinator.

a. In general, information privileged to individuals includes all actions not related to the performance of official duties. However, private acts committed in violation of military or civil laws are not privileged.

b. You must not use service records or other personnel records as sources of information unless you first have permission from the individual concerned. Under the Privacy Act, the following are not releasable:

(1) home addresses or phone numbers

(2) number of dependents

(3) pay withholdings and allotments

(4) Social Security number

(5) and any other personal information, such as medical history.

c. Photographs and biographies prepared for official purposes are releasable unless public disclosure would clearly be an unwarranted invasion of personal privacy. Official biographical sketches for officers 0-6 and below are not maintained by Coast Guard public affairs staffs, but may be kept and updated by the individual involved. Flag officers furnish their biographies to Commandant (G-IPA-4), where they are kept in the historian's archives.

5. **Freedom of Information.** The Freedom of Information and Privacy Acts Manual, COMDTINST M5260.3 (series), gives guidance for responding to requests for records under the Freedom of Information Act (FOIA). Remember that the intent of the FOIA is to improve public access to material, not to act as a barrier to access, or a method of delaying access. Generally, FOIA officers assigned to district offices and major units handle FOIA requests.

6. **Security.**

a. Do not release classified information, including that designated as "CONFIDENTIAL, SECRET and TOP SECRET."

b. Do not use military security or national defense as an excuse to withhold releasable information.

c. Security and the release of sensitive information is covered in detail in the Coast Guard Information Security Manual, COMDTINST M5510.23.

7. **Lobbying**. Do not use government funds — even inadvertently — to influence the legislative process. This includes news releases. Public law requires that no part of the money appropriated by Congress shall, unless expressly authorized by Congress, be made available, directly or indirectly, to pay for any personal service, advertisement, telegram, letter, printed or written matter, or other device intended to influence in any manner a member of the Congress to favor or oppose, by vote or otherwise, any legislation or appropriation by Congress.

8. **Contracts, Grants and Grants-in-Aid.**

a. Not every Coast Guard contract is newsworthy. Some, however, have enough local impact to make them newsworthy.

b. The Department of Transportation requires that news releases on contracts or grants of more than $1.5 million be made in Washington, D.C. Contracting officers should send copies of the contract award notification to Commandant (G-IPA) and Commandant (G-ICA). Commandant (G-IPA) will forward the announcement to DOT Public Affairs and Commandant (G-ICA) will make appropriate congressional notifications.

9. **Nuclear Weapons Capability.** Personnel shall not reveal or cause to be revealed any information, rumor or speculation with respect to the presence or absence of nuclear weapons or components on board any ship, station or aircraft. The standard government-wide response to any such requests for this type of information is: "It is the policy of the United States Government to neither confirm nor deny the presence or absence of nuclear weapons or components on board any ship, station or aircraft."

10. **Reductions in Force and Unit Decommissionings.**

    a. Major changes in the Coast Guard's presence are a matter of concern to communities. It is important that the first announcement of major personnel reductions or a unit decommissioning be accurate and official.

    b. Before the Coast Guard issues a general news release to the media, Commandant (G-ICA) will notify the appropriate members and committees in Congress.

    c. Commandant (G-IPA) is responsible for issuing the first release, although that authority may be delegated to district or local unit commanders. The release will include the reasons for the action, the number of military and civilian personnel involved and economic considerations used to help determine the course of action. The initial announcement commonly will be made by the local congressional representative.

11. **Information you must release upon request.** The public has a right to know what the Coast Guard is doing and how it is spending the taxpayer's dollar. That means that most information about our routine operations is releasable, unless it is covered by one of the restrictions listed above. We cannot, for example, withhold releasable information from the public at the request of someone we rescued simply because they may be embarrassed by it unless the information would invade the individual's privacy. For example, we must identify by name an individual who is rescued or medevaced by a Coast Guard asset, but we should not reveal detailed medical information about the patient's condition that would be an unreasonable invasion of privacy.

F. RIGHTS OF FAMILIES OF VICTIMS.

1. **Sensitivity.** The Coast Guard must deal with the families of victims with sensitivity and concern. Their information needs should be met first before releasing public information about a case. In addition to long-standing "notification of next of kin" procedures relating to the release of names of victims, the emergence of instantaneous and 24-hour news coverage has created a need to be sensitive about release of information related to serious injuries, deaths, or the retrieval of human remains during search and rescue cases, disaster response, or any operation.

2. **Families first.** There is rarely any public interest served by the "immediate" release of details such as the severity of physical injuries, the condition of human remains, or the exact location or plans for transportation of bodies. When such details are an important part of an

ongoing operation, anyone releasing information through news releases or interviews should make sure the families of the injured or deceased have been notified. This sensitivity does not restrict our ability to respond quickly and accurately about Coast Guard operations during such events, but gruesome or inappropriate details need not be part of the story and should never be seen or heard by the families of victims on television or radio before they have been notified by the appropriate authorities.

G. RELEASING INFORMATION DURING A CRITICAL INCIDENT.

1. **General guidelines.** For the Coast Guard, crisis is routine. Every day, the Coast Guard handles dozens of crises: sinking speedboats, overdue fishing boats, lost surfboarders, disabled freighters, reports of marine pollution, illegal migrants, missing aircraft and drug smugglers. Because of all this activity, Coast Guard operations draw a lot of media attention. The public affairs objectives in a crisis or critical incident are:

   a. Release information concerning the crisis to satisfy the public's need to know. Coast Guard operations are a matter of record, and only certain information can be withheld. As government employees, we work for the public. As members of the military, we have a duty to the public. We want to avoid any appearance that the Coast Guard is not answerable to the American taxpayer.

   b. Demonstrate to the public that the Coast Guard and other agencies are responding to the crisis. The public expects the government to handle certain crises. As an agency of the government, the Coast Guard must demonstrate its ability to serve the needs and protect the interests of the country.

   c. Direct the public to action if necessary. For example, airborne agents from a hazardous chemical may force the evacuation of a nearby populated area. The Coast Guard would use the media to help make certain that the evacuation is complete and orderly.

   d. Involve the public as necessary. In some cases, it may be necessary to solicit information or assistance from the public. For example, someone at sea may have spotted a vessel that was reported overdue. Using the media to spread the word reaches more people than any other method.

   e. Allay the public's fears and concerns. People quickly become confused, frustrated and angry if they cannot get information affecting their lives or if they believe no one is in control of a situation. The media can easily provide our information to a broad segment of the public.

   f. Don't panic. Help is always available. If you believe the media's requests will exceed your resources, call your area or district public affairs office for assistance.

2. **Joint Information Center Model.** This document is designed to assist unit public affairs officers and others assigned as an information officer for a major crisis. It is available online at http://www.uscg.mil/hq/nsfcc/nsfweb/NSF/onlinedoc.html.

3. **Plan Ahead.** We deal with crises daily. Some we can plan or drill for; others we play by ear, doing the best we can with common sense and the tools at hand. Dealing with the media during a crisis can be difficult because there will be an added sense of urgency. There are a few things you can do NOW to be always ready:

   a. Learn the media in your area. Know how to contact them quickly. Invite them out for tours or to embark aboard your vessel or aircraft. The better relationship you establish with your local media before the crisis, the easier your job will be during a crisis.

   b. Complete unit public affairs training regularly. Remind every member of the unit of their responsibility in dealing with the media; what they can say and what they cannot say.

   c. Identify a space where media can set up shop during a major incident. Otherwise, they may be underfoot, rooting out news anywhere they can, often talking to people who are not well-informed. Reporters will need access to a phone or two and electrical outlets. Modular phone outlets are preferred, since many reporters submit articles from portable computers via phone modem. Plan to use the same space for media briefings.

   d. Make a list of people you can count on for help or advice. Be sure to include PAOs up the chain of command, the Public Information Assist Team, Reserve PAOs, Auxiliarists, etc.

4. **Search and Rescue.** Reporters love a hot SAR case! This "bread and butter" Coast Guard mission makes ideal news copy because it involves action, human interest, drama, adventure, urgency, people doing good things for other people.

   a. Despite the flood of facts and wildly fluctuating situations, you must make sure the media get accurate, timely information. Objective, fast reporting of facts is critical to slow the spread of rumors and misinformation. If your information flow is good, reporters will not have to bother the people directing the case, or resort to newsgathering from people who do not have current, complete or correct information.

   b. Although "maximum disclosure with minimum delay" is usually the rule, there will be times in a hectic SAR case when you will have to use your judgment about what to release and what not to release. Following are a few general guidelines to follow during a SAR case.

(1) Release only confirmed, factual information. In a crisis, a lot of apparently factual information turns out to be incorrect. If you release incorrect information to the media, correct it as soon as possible.

(2) Generally, most information is releaseable.

(3) Stick to the facts; avoid speculation or opinions.

(4) Attribute information whenever possible.

(5) Do not speculate on the cause of an accident or incident.

c. During searches for overdue vessels, try to release names of missing civilians in overdue cases as soon as possible. Names are released in overdue cases because the people may not, in fact, be overdue and will contact us to let us know they're safe. Coordinate the release of names with the appropriate SAR Mission Coordinator. Notification of next of kin (NOK) is generally not a problem because they are often the reporting source for overdue cases or they have been contacted by the SMC for information.

d. During searches for people known to be in distress, release names of civilians only when you are reasonably certain the NOK have been notified of the situation. If a reasonable time has passed and you have not received verification, you should release names. Releasing names in this case may prompt the NOK to contact us, possibly with float plans or other information about the case. (Each case may call for a different "reasonable time" — use 6-12 hours as a guide for routine cases.)

e. If you have already released names during a search and then bodies are found, you can release the fact that victims have been sighted or recovered, but have not yet been positively identified. Local officials (coroner, police, etc.) normally make the positive ID and next of kin notification. Do not release names of survivors until positive identification has been made and names of dead and injured have been released by local authorities.

f. At times, people will ask that their names or other personal information not be released. The Freedom of Information Act requires us to release official records, including the names of people we assist or search for, unless the release is a clearly unwarranted invasion of personal privacy, such as detailed medical information. Use common sense when dealing with personal information. If you sense a special problem, contact the district or Headquarters public affairs staff for case-by-case guidance.

g. The Coast Guard will not require survivors or people we rescue to face the news media — especially immediately after the accident. Inform the survivors that the media would like to interview them and allow them to make their own decision. Do not encourage them one way or the other. If survivors agree to answer questions from the media, you should caution them to speak only about what they actually saw and not to speculate.

h. Video and still photography of SAR cases should be made available to the media as soon as possible. However, the Coast Guard will not normally release video or photography that depicts dead or mutilated bodies. Each unit commander has authority to make the determination of whether the material should be released.

i. Describe SAR in common terms. Remember that search and rescue is something in which very few members of the public get involved, so they won't know very many terms or acronyms (POB, PIW, POD, PRECOMS, EXCOMS, NEGRES) that we commonly use. Whenever you speak to the media, use plain English. You might also try to translate events into terms people will better understand. For example, you might say, "Today we searched an area of 1,200 square miles, roughly the size of Rhode Island." But use terms relevant to your audience; searching "an area the size of Tierra del Fuego" means little to the average American.

j. If a case extends over several days, you can use your daily releases to inform the public on different aspects of Coast Guard search and rescue capabilities. You may try to interest reporters in EPIRBs, FLIR, SLAR, search patterns, etc. SAR cases are an excellent opportunity to send a safety message to the public via the media's coverage of hard news. A well-crafted safety message may help prevent future loss of life at sea, but be careful not to moralize or point fingers during a tragedy. For example, do not say, "These three young children would be alive if only their parents had enough common sense to put life jackets on them."

k. Just say "I don't know." If you are asked a question you can't answer, simply say, "I don't know, but I will find out." But never say:

(1) "No comment."

(2) "Missing and presumed dead." A court, not the Coast Guard, makes the determination of presumed death.

(3) "A 90 percent probability of detection..." This suggests the Coast Guard puts a numerical value on life. Just avoid the topic.

(4) "It appears that ..." Chances are whatever follows will be speculation. Just state the facts as you know them and use the popular refrain, "The cause of the accident is under investigation."

(5) "If they're out there, we'll find them." Don't make promises.

l. Suspending a search is difficult for the media to accept because they want an end to the story they have been covering, perhaps for several days. They will want to conclude the story, and a reporter may attempt to put words in your mouth in order to do that. Avoid the problem by sticking with the tried and true stock answers: "We have conducted an exhaustive search of the area based on the best information we have. We are suspending our active search pending the development of new information. The cause of the accident will be investigated by (the Coast Guard, the state troopers, whoever has jurisdiction.)" Do not be pressured or bullied into saying anything that you don't want to say beyond that.

(a) A reporter may ask if the missing people are now presumed dead. Explain that the Coast Guard does not make that determination, only a court can do that.

(b) You may also be asked what new information may restart a suspended search. You should discuss the possibilities with your unit commander and SMC in advance. Generally the answer will be straightforward: new sightings, a newly discovered float plan, etc. But there are cases when the Coast Guard is forced to resume searches due to political pressure. In such cases, you should coordinate an appropriate answer with the unit commander or even the district public affairs officer.

m. Automated Mutual Assistance Vessel Rescue (AMVER) system, a program under G-O, tracks participating merchant vessels on their voyages throughout the world's oceans in order to divert those merchant vessels nearby to the location of a distress. It is an invaluable resource for high seas SAR.

(1) If you are releasing information on a case that involves AMVER ships, mention that and explain the program to reporters. If you receive information that one or more merchant vessels is involved in a case, ask the SAR coordinator if the ships were identified through AMVER.

(2) In-depth information and assistance with media are available from the AMVER Maritime Relations office in New York City. Be sure to send copies of your news releases, SITREPs and any photo or video of the case to them.

5. **Accidents Involving the Coast Guard.**

a. Local contingency plans for accidents involving Coast Guardsmen or Coast Guard equipment should include quick notification of the district public affairs staff. Notification can be through the district command center. Major accidents may also call for notifying Commandant (G-IPA).

b. The first release should be made by the local command, as circumstances allow. In most accidents, this will be at the unit level. Major accidents may call for release at the district level and a few maybe more suitably released first in Washington, D.C. When you notify the district public affairs officer, ask for advice.

c. Handle the release of Coast Guard accident information in the same manner as if the Coast Guard had not been involved, except that we have far greater responsibility for releasing the names of people involved.

d. Do not release names of Coast Guard personnel killed or injured until you are certain the next of kin have been notified. Because many service members live a distance from their family, this may take a day or more. Do not let the media bully you into releasing the names until you have received verification that the next of kin have been notified.

e. Do not release the names of survivors until you can also release the names of the missing or dead. This will prevent reporters from using a process of elimination to speculate on the names of the dead.

f. If the accident occurs in the public domain (such as a traffic accident), the media will be able to obtain names from other sources. Notify the media if next of kin have not been notified and that you would appreciate their not making the names public until we have completed such notification. They are under no obligation to withhold the names but may be inclined to do so if you have a good working relationship with them.

g. Avoid the term "casualty," which is ambiguous and can be misunderstood. Instead, use: dead or deceased, wounded or injured (seriously, slightly), missing. If known, indicate the type of injuries.

h. The Coast Guard will not require survivors to face the news media — especially immediately after the accident. If survivors agree to answer questions, you should caution them to speak only about what they actually saw, and not to speculate. For example, engineers should not comment on what they thought was happening on the bridge or what probably happened in the Bosun Locker.

6. **Accidents Involving Other Services.**

a. Coast Guard units participating in joint exercises, under the operational control of another service fall under the public affairs regulations of that service. If they become involved in an accident, the joint commander will issue the first release of information. Home districts should contact the joint commander before making follow-up releases. (For information on Joint Service Agreements see National Search and Rescue Manual, COMDTINST M16120.5 (series), Chapter 13, Section 1324.)

b. When the Coast Guard responds to an accident involving another service, we may release information on our part in any rescue or recovery attempt after the parent service has made an initial release, unless Coast Guard rescue units shift to the operational control of the other service. An example is telling the media, "The Coast Guard is responding to a report that a Navy (or Air Force, etc.) plane (or vessel, etc.) is in distress off the coast of ...." Generally, our information will concentrate on Coast Guard operations. Do not elaborate on the type of distress.

c. Information about the other service's equipment or personnel will be limited to basic facts including: confirming that an accident has taken place, the general location, the time we received the report, the number of people rescued, and general information about Coast Guard units involved.

d. Try to help reporters make contact with the parent service or joint commander for specific information. You should withhold information that may violate security, such as the type of aircraft or vessel, the mission, home port or point of origin, the exact location of the accident (unless obvious), the number or identities of people involved or other specifics about the incident.

7. **Joint Mission Releases.** A joint Service agreement on news releases provides that, when only one Service is involved in a SAR mission, release of information to news media follows that Service's directives. When two or more Services are involved, the policies of the joint agreement apply and should include the following:

a. Inquiries made to one Service concerning the activities of another Service should be referred to the joint commander.

b. In missions involving a military mishap, the first announcement of the incident should be made by the parent Service whenever possible. If representatives of the parent Service are not immediately available and certain facts are obvious, any other Service directly involved in the incident may provide assistance to the news media. This assistance may include a statement that an accident or incident has occurred, the location and time, and information concerning the queried Service's own SAPP, operations and accomplishments after the incident. A statement that a board of officers may be appointed to investigate and determine the exact cause of the incident also should be made.

c. Release of names of members of other services. Release of names of victims in an accident involving another service will be made by the member's service.

8. **Pollution Incidents.** The National Oil and Hazardous Substances Pollution Contingency Plan (40 CFR Part 300) contains the general guidance for public information in response to spills. It specifies that all federal news releases or statements by participating agencies should be cleared through the Federal On-Scene Coordinator (FOSC).

a. The Federal OSC is the sole release authority for official statements concerning federal cleanup actions. All official statements shall be approved by the FOSC in accordance with local contingency plans.

b. The goals of all public information efforts in pollution response are to keep the community informed of potential threats to people or the environment; informed of the status of cleanup operations; and to replace rumor with facts. These goals must be met by avoiding speculation, release of inaccurate information, or other actions that could jeopardize the rights of any party involved in the spill (the suspected polluter, persons affected by the spill, the government, etc.).

c. The key to successful public affairs in pollution response is advance planning and rapid implementation. District public affairs officers should ensure that specific public affairs policies and procedures are developed in coordination with district (m) and FOSCs and that such guidance is contained in regional and local response plans. Such plans should address:

(1) Release procedures to be followed by the public affairs personnel assigned to an FOSC:

(a) Prepare periodic comprehensive news release updates for FOSC approval.

(b) Respond factually to all media inquiries as they are received.

(c) Conduct media and community relations programs.

(2) Guidelines for unit personnel when dealing with reporters on scene.

(a) All hands should understand that they will be perceived as official spokespersons.

(b) Individuals may explain to reporters what their own jobs are.

(c) Media questions that do not pertain to an individual's job should be referred to the FOSC or authorized spokesperson.

(3) Release procedures/relationships between district PAO and FOSC. Procedures must be established to insure that all information released pertaining to the clean up is approved by the FOSC regardless of the geographic location of the person making the release.

(4) Coordination with other agencies.

(a) Official Coast Guard spokespersons are generally authorized to speak on behalf of the Coast Guard command to which they are assigned, and on behalf of the FOSC to which they are assigned.

(b) Coast Guard Federal On-Scene Coordinators (FOSCs) are more and more frequently establishing a unified command under the Incident Command System during the onset of a critical incident as a way to coordinate the responses of federal, state and local agencies and organizations. More information about the unified command and FOSCs' responsibilities is contained in 40 CFR 300.135 and 40 CFR 300.155.

(5) Staffing and organization of an on-scene office.

(a) The FOSC may establish an on-scene news office or joint information center (JIC) as part of the unified command. It should be headed by a representative of the lead agency whenever possible.

(b) A JIC is often established during the onset of a major pollution incident or other major crisis (airline disaster, flood, etc.). A JIC brings public affairs resources together within the unified command and coordinates public affairs efforts in response to the crisis. More information about establishing a JIC is contained in the Joint Information Center Model, developed by the National Response team. Coast Guard public affairs professionals should familiarize themselves with this document. It is available on the Coast Guard intranet at: www.uscg.mil/hq/nsfcc/nsfweb/NSF/onlinedoc.html or from the: Public Information Assist Team, National Strike Force Coordination Center, 1461 North Road Street, US Hwy 17, Elizabeth City, NC 27909, phone (252) 331-6000.

(c) The FOSC determines the location of the on-scene news office or JIC, and every effort should be made to locate it near the scene of an incident.

(6) The availability of the Public Information Assist Team.

(a) PIAT is a specialized, self-contained, rapid response, public affairs resource available to assist OSCs at the scene of an incident.

(b) FOSCs may obtain PIAT assistance by contacting the National Strike Force Coordination Center at (252) 331-6000.

9. **Non-military incidents.** A non-military incident is a situation that could adversely affect U.S. foreign relations or the safety of U.S. citizens abroad.

a. Non-military incidents include: Hijackings or terrorism; requests for asylum; seizures or interference with navigation of U.S. vessels; detainment or harassment of U.S. citizens; conflicts between U.S. and foreign fishing vessels; and most law enforcement actions against foreign flag vessels.

b. Normally, field units should contact their district public affairs offices before making releases. There may be instances, however, when initiating a release will help protect life and limb by warning the population of danger — for example, a terrorist threat to a populated area.

c. District and unit PAOs should contact Commandant (G-IPA) either directly or through Flag Plot, but may respond to queries with basic facts. If a district or unit PAO staff responds without specific guidance to a first wave of media queries, they should limit their information to the fact that an incident has or is occurring, the time and location, a statement that the Coast Guard is coordinating action with other federal agencies and further information will be available as soon as the impact of the incident is assessed.

10. **Law Enforcement.** The legal aspects of law enforcement naturally put limits on the timing and content of information released to the media. We must guard against releasing information that will help people break the law or avoid prosecution and punishment. We must protect the innocent and safeguard our sources of intelligence information.

a. In all cases, local considerations may require modification to the guidance below. While a law enforcement action is in progress, we will not normally release any information — even confirmation that an operation is underway. If an operation is significant in scope (such as focused harbor patrolling) you can confirm, in general terms, that an operation is in progress, since the news media will gather such information from private sources. In general, however, your best response to the media about law enforcement operations is "As a matter of Coast Guard policy, I am not at liberty to discuss ongoing law enforcement operations or judicial proceedings."

b. The applicable Coast Guard district commander will coordinate appropriate releases of information in cases where the Coast Guard is lead agency. The lead agency will assure that coordination/approval has been achieved with all concerned agencies.

c. Commanding officers and officers-in-charge should coordinate with the district and headquarters public affairs offices any requests to put news reporters on Coast Guard counter-narcotics and/or AMIO air and sea patrols. COs and OICs may embark reporters on other law enforcement patrols, such as fisheries, without prior approval, subject to normal operational, security and safety considerations. Demonstration patrols are only appropriate when they are clearly in the public interest, and they must be coordinated when the district or headquarters public affairs office.

d. The following public affairs guidance is provided to assist units in conducting public affairs activities related to operations that support the National Drug Control Strategy.

(1) Counternarcotics operations are inherently sensitive and involve risks that may be heightened by the release of information to the public. These risks can be minimized through comprehensive coordination with all participating agencies before any information is released to the public. These risks include:

(a) Risks to the personal safety of law enforcement personnel involved in drug investigations, seizures, arrests and other related activities.

(b) The risk of jeopardizing follow-on activities related to a drug seizure or arrest.

(c) The risk of jeopardizing the prosecution of people arrested for drug-related offenses.

(d) Risks to the operational security (OPSEC) of on-going operations.

(e) Risks to intelligence systems and sources.

(f) The risk to relations with other governments whose citizens, vessels, territory, etc. may be involved in drug-related activities.

(2) Commandant (G-IPA) should be notified of operations involving law enforcement or military agencies of foreign nations.

(3) Coast Guard personnel will not attempt to publicly discuss or interpret overall policy regarding Coast Guard or DOD support of the President's National Drug Control Strategy. Public affairs officers may provide copies of speeches and other printed material originated by the Commandant, but will refer any news media questions on matters beyond their purview to the Commandant's Press Assistant.

(4) Commands may use, for public affairs purposes, previously approved statements and Q's and A's pertaining to the missions of DOD unified/specified commands.

(5) Many counternarcotics successes will be the result of cooperation between the Coast Guard and other federal or state agencies. This can lead to confusion regarding which agency should have the lead for release of public affairs information. The announcement of a drug-related investigation, seizure or arrest normally will be made by the agency that actually conducted the investigation and/or actually made the seizure or arrest. If you are required to make the announcement, it should indicate that the operation was a "coordinated federal effort" and should list all the participating agencies, but only after coordinating the release with each of them. Such announcements normally will include the following:

(a) That a seizure/arrest has been made.

(b) Name and homeport of seizing vessel.

(c) Name, flag and description of seized vessel or aircraft.

(d) Date, time and general location of the boarding and seizure.

(e) List of all agencies and organizations participating in the seizure (unless precluded by OPSEC or the request of a participating agency) including combined operations with other nations or state and local law enforcement agencies.

(f) Whether resistance or pursuit was involved.

(g) Number and nationality of suspects.

(h) Type and estimated amount of seized narcotics.

(i) Destination and ETA for seized vessel and escort.

(j) Future plans (who will take custody of prisoners, narcotics and vessel/aircraft).

(k) Action taken to gain compliance with lawful orders (e.g., 30 rounds of .50 cal. warning fire and 25 rounds of disabling fire) and the process of approval for the action: (e.g., notification of the State Department, declaration of the vessel as a vessel without nationality).

(l) Video may be released if it goes through the lead agency that must clear the release with the U.S. Attorney's office handling the case.

(6) The following types of information may not be released:

(a) Any statements made by the accused or the fact the accused made or refused to make a statement.

(b) Any indication of the prospective witnesses in the case, including comments regarding names, SSNs, phone numbers or addresses, or law enforcement personnel prosecutors, third party personnel or enterprises.

(c) Any comment on the credibility or testimony of anyone involved in the case.

(d) Any information involving the possibility of a guilty plea, the accused's guilt or innocence or the merits of the charges or defense in the case.

(e) Details on intelligence collected and whether or not intelligence led to this seizure (the only exception is if the agency that provided the intelligence decides the information may be released).

(f) Any information regarding ongoing investigative aspects of the case.

(7) Commandant (G-IPA) encourages commands to embark news media personnel to cover counternarcotics missions. Requests are subject to approval of the cognizant district commander (and G-IPA in the case of armed aircraft) on a case-by-case basis. Requests should be submitted to the district PAO at least two weeks prior to departure to allow time for necessary inter-agency coordination. In the event of fast-breaking operations that warrant media coverage, the district commander may consider an exception to the two-week policy. Requests will include the following information:

(a) Name and affiliation of news media representatives.

(b) Proposed date of travel (or time frame if exact date is not known or cannot be disclosed because of OPSEC considerations).

(c) Justification: Is travel an integral part of the story? What will be the resulting benefit to the service for the effort expended?

(d) Measures taken to protect operational security, identities, etc.

(e) Coordination accomplished with any other law enforcement agencies involved.

(f) Organization point of contact for travel request.

(g) Justification for exception to policy on two-week notification (if applicable).

(8) Once approval for media embarkation is granted the following guidelines apply:

(a) Embarked media have exclusive rights to whatever material they gather unless a prior pool agreement has been made.

(b) Media may not be given access to classified or sensitive law enforcement information, but otherwise should be allowed to cover all activities.

(c) Media may, at the discretion of the commanding officer, embark in a small boat to cover a boarding.

(d) If authorized by the commanding officer or officer in charge, media may go aboard a suspect vessel or other private property, provided the vessel or property owner gives permission. Media who are denied owner permission may film or shoot images of Coast Guard operations from Coast Guard vessels or public areas.

(e) Media may not interview suspects.

(f) Media may be afforded reasonable access to document activities, such as unloading narcotics.

(g) Media may photograph or videotape suspects only as they are moved in the normal course of business, e.g., from a vessel to a dock, from a building to a vehicle, etc. Suspects will not be lined up or paraded around for the media's benefit.

(h) Media must agree that they will not publish, broadcast or release photographs or video that show law enforcement, military, police or security personnel in such a way that they can be readily identified, e.g., nametags, etc. This requirement is intended to prevent reprisal against law enforcement, military, police or security personnel or their families by criminals or criminal organizations.

(i) All on-scene agencies will be notified of media presence and in which areas media will be.

(j) Escort officers must remain with the media at all times. Escorts are not intended to hinder reporting, but are given only to facilitate movement of media; to ensure safety; and to ensure compliance with terms of any agreements.

(9) Media will be cautioned that they cannot report on:

(a) Course, speed, location and other similar information about vessels and aircraft on patrol.

(b) Sensitive equipment and/or capabilities that they might observe or come in contact with.

(c) Future operations of forces assigned.

(d) Tactics (in use or planned) to avoid various threats of narcotraffickers.

(e) Specific locations of ships, aircraft or ground forces. Instead, media should use "On board the CGC (Name) in the (general name of location).

(10) While underway, media may send stories, with passing instructions, via Coast Guard routine message traffic subject to OPSEC and the commanding officer's approval.

(11) Ground rules may be modified by the operational commander to adapt to changing media requirements and operational considerations.

(12) Media representatives who do not abide by the ground rules are subject to expulsion, and may be prohibited from future media embarkations.

e. The guidance contained in paragraph G.9.d above applies to the AMIO mission as well. In addition, units should consider the following factors when addressing migrant issues with the media.

(1) Do not comment on the identity of individuals requesting asylum, or the location of any individuals who have made asylum requests at a Coast Guard unit. Refer such inquiries to DOS if the incident occurs overseas, or to INS for reports made on the high seas or in U.S. waters.

(2) The proper term for those interdicted at sea is "Undocumented migrants." Avoid the use of the terms aliens or refugees when referring to these individuals, as well as the adjective "illegal."

(3) Do not release the identity of any undocumented migrants; refer such questions to the INS.

(4) Frequently, Coast Guard boarding teams will encounter illegal aliens working aboard U.S. registered vessels. These individuals have already entered the United States and are not considered migrants.

(5) INS and DOS determine disposition of undocumented migrants interdicted at sea; refer all such questions to these agencies. However, when undocumented migrants are MEDEVACed ashore, Coast Guard personnel may comment on the factual aspects of the MEDEVAC.

f. Reporters often seek interviews with Coast Guard members of units involved in law enforcement operations. Interviews may be granted, at the discretion of the commanding officer and keeping with local policy, if the following guidelines are met:

(1) The individual agrees to be interviewed, and all interviews will be on the record.

(2) You should discuss only information within your personal purview and experience. No classified information will be discussed.

(3) You should not discuss or interpret overall policy regarding the President's National Drug Strategy.

(4) Keep in mind the requirements of operational security when responding to questions. If you wish to protect your identity you must set appropriate ground rules for the media prior to the interview. The public affairs officer must be included in the planning and conduct of all interviews.

(5) You should not answer hypothetical questions or comment on matters pertaining to other federal, state or local agencies, and/or the military, police or security forces of other nations.

g. Provide after-action reports or transcripts of interviews to Commandant (G-IPA) through appropriate command channels.

h. Coast Guard spokespersons may be invited to participate in joint press briefings or conferences organized by other agencies following a seizure or arrest. The criteria outlined in paragraph 2.G.6.i.(1) through 2.G.6.i.(6) above, also applies to spokespersons at press briefings and conferences.

i. District public affairs officers should make advance contact with local and regional public affairs counterparts in other agencies. This will enable you to establish a working relationship with them and identify you as their point of contact with the Coast Guard. Knowing the public affairs POC is important for coordination when lead agencies release information or hold news briefings or conferences regarding operations with Coast Guard involvement.

j. PAOs assigned to joint task forces are an excellent source for determining points of contact with other agencies. District PAO's should establish a point of contact in the U.S. Attorney's office in your area. The U.S. Attorney is a primary part of all counternarcotics operations.

k. If you are dealing with a foreign country, the State Department or the U.S. Embassy can put you in touch with appropriate spokespersons for counternarcotics operations. The U.S. Ambassador must approve any release of information regarding U.S. support of counternarcotics operations in the host country.

l. Coordinating agencies at the federal level include:

(1) The Department of State

(2) The Department of Justice

(3) Department of the Treasury

(4) Bureau of Prisons

(5) Drug Enforcement Administration

(6) Federal Bureau of Investigation

(7) Immigration & Naturalization Service

(8) U.S. Marshals Service

(9) Bureau of Alcohol, Tobacco & Firearms

(10) U.S. Customs Service

(11) Internal Revenue Service

(12) U.S. Secret Service

(13) United States Information Agency

(14) Office of National Drug Control Policy

(15) Department of Commerce

(16) National Oceanographic & Atmospheric Administration

(17) National Marine Fisheries Service

m. Each agency listed above has its own method of granting approval for release of information. All of these agencies require that policy issues be forwarded to the national level. Remember that the potential to attract national and international media attention to what normally would be routine operations has increased with the public's concern over illegal narcotics. Keep the chain of command informed anytime it appears that Coast Guard involvement in a counternarcotics operation may get national media interest.

n. Speaking with one voice has become critical for all agencies with the expansion of the president's National Drug Control Strategy. Spokespersons talking or writing about this issue must not only be consistent within the Coast Guard, but must also be consistent with the stated goals and objectives of other agencies supporting the nation's counternarcotics effort. If various agencies appear to be at odds or making conflicting statements, the public will perceive confusion and misunderstanding among them. This subjects all participants to criticism of what is supposed to be a "coordinated federal effort."

o. The term "War on Drugs" tends to militarize the nation's counternarcotics effort when that is not the case. Avoid the use of this term in public statements. DOD plays a support role and will never be solely responsible for winning or losing in the national effort. The success or failure of the president's National Drug Control Strategy will ultimately be determined by the people and not by the military "winning the war." In addition, many friendly nations have been opposed to U.S. militarization of its counternarcotics efforts and others have a distinct distrust of military intentions because of their history.

p. Coast Guard efforts in counternarcotics operations will be of great interest to our internal audiences as well as the general public. However, the internal use of descriptions, photographs, and videotape of these operations has the potential of gaining public attention. Therefore, this material must be subjected to the same strict guidelines as material being considered for use in the public domain. In addition, videotape that is initially shot for internal use must be cleared by the U.S. Attorney's office handling the case if it is later decided to publicly release the tape. Videotapes are considered evidence by the U.S. Attorney.

q. Because a prosecutor from the U.S. Attorney's office will actually prosecute the case, refer requests for the following information to the U.S. Attorney's office:

(1) Names or other personal information on suspects.

(2) Statements (or lack of statements) made by suspects.

(3) Witnesses to the violation.

(4) The guilt or innocence of any person involved.

11. **Fisheries catch and net seizures.** The Coast Guard and National Marine Fisheries Service are actively publicizing our fisheries enforcement efforts. The Coast Guard will issue news releases for every catch or net seizure made.

a. After drafting a fisheries seizure news release, you should fax it to your district public affairs office for review. The district public affairs office often needs to review fisheries releases before they are released.

b. You should mention the name and homeport of the vessel from which the catch/nets were seized. Do not mention the names of the master or crew in your release. You can mention the total number and nationalities (if not American) of POB the vessel in your release.

c. Be sure to include NMFS in your release. If a NMFS Agent was part of the boarding party, give them credit for a joint seizure.

d. Since a F/V is not technically issued a violation until NMFS lawyers have written up the Notice of Violation (NOVA), please ensure your release includes a statement such as "The evidence package for this seizure has been forwarded to the National Marine Fisheries Service, who will determine if a formal Notice of Violation (NOVA) will be issued."

12. **Legal Proceedings.** Courts, hearings and marine boards are generally open to the public, including the news media. The investigating officer or chairman of the marine board may exclude spectators or classes of spectators from certain sessions when their presence would tend to interfere with the proceedings.

a. Spectators may not record the proceedings in a court or hearing room without permission of the presiding officer. Recordings include still photos, motion pictures, videotape and audiotape.

b. For current regulations on the release of information about accused persons during or after a trial by court-martial, refer to section 14 of this chapter, the Military Justice Manual, COMDTINST M5810.1 (series) and Coast Guard Freedom of Information and Privacy Acts Manual, COMDTINST M5260.3 (series).

c. Courts of Inquiry are, by law, open or closed, as the authority ordering the court may determine. If open, the same provisions apply as apply generally to courts-martial. If closed, only the information approved for release by the convening authority will be released.

d. Marine boards and other marine casualty investigations are mandated by statute (46 U.S.C. 6301) to be open to the public, including the news media, except when evidence affecting national security is to be received. Details regarding media coverage of marine boards and casualty investigations can be found in the Marine Safety Manual, Volume V (Investigations), COMDTINST M16000.10 (series). The investigating officer or chairman of the marine board of investigation may exclude spectators if they are creating a disturbance or otherwise interfering with the orderly conduct of the investigation.

e. Suspension and revocation proceedings conducted under 46 U.S.C., Chapter 77, are presided over and conducted under the exclusive control of an Administrative Law Judge. Administrative Law Judges Internal Practices and Procedures PROHIBITS broadcasting, televising, unofficial voice recording, or taking photographs in the hearing room and areas immediately adjacent to it during sessions of hearings or recesses between sessions. The presence of news media personnel in the hearing room is permitted subject to constraints imposed in connection with national security.

13. **Claims Against the Government.** When it appears that the government may be sued, consult your legal officer and district public affairs officer for guidance before releasing or withholding information.

14. **Record of Marine Casualty Investigations.**

a. By law, we must make available to the public, for inspection or copying, investigative reports, vessel casualty reports, personal injury reports, casualty report transmittal letters and records of investigations that are required to be preserved by the Coast Guard.

b. The record of an investigation of vessel casualty made by a Marine Board or an investigating officer must be made available at any stage of the investigation, upon written application to the chairman of the Marine Board or, in other investigations, to the party having jurisdiction. Availability is contingent on:

(1) That the record is in a form suitable for release. For example: report forms, messages, written statements, etc., are readily available. Un-transcribed stenographer notes or tapes, undeveloped film, etc., are not readily available.

(2) Making the materials available must not interfere with the fact-gathering process.

(3) The material is not exempt from disclosure under the Freedom of Information Act.

c. Reports by Marine Boards and narrative reports by investigating officers will be considered complete and may be released when Commandant has taken action, except to the extent they contain information related to national security.

d. Reports by investigating officers on vessel casualties not submitted in narrative form will be considered complete and may be released when action has been taken by the final reviewing authority in accordance with other directives.

e. Information on investigations is not regarded as strictly confidential and is open to the public.

15. **UCMJ Offenses.**

a. General. There are valid reasons for making available to the public information about the administration of military justice. The most important job of a public affairs officer during a Uniform Code of Military Justice action is striking a fair balance between protecting the rights of the individuals accused of offenses against improper or unwarranted publicity pertaining to their cases, and while providing the public an understanding of the military justice system process. No statements or other information shall be furnished to news media for the purpose of influencing the outcome of an accused's trial, or which could reasonably have such an effect. An excellent public affairs reference for UCMJ cases is the publication Media Relations in High Visibility Court Martial Cases, A Practical Guide. The book is available from district legal and public affairs offices.

b. Applicability. The guidelines below apply to all persons who may obtain information as the result of duties performed in connection with the processing of accused persons, the investigation of suspected offenses, or the trial of persons by court-martial. The guidance applies from the time of apprehension, the referral of charges, or the commencement of an investigation directed to make recommendations concerning disciplinary action, until the completion of trial or disposition of the case without trial.

c. Release of information.

(1) As a general matter, release of information pertaining to accused persons should not be initiated by persons in the Coast Guard. Information of this nature should be released only upon specific request.

(2) Except in unusual circumstances, information should be released by the cognizant public information officer; and requests for information received by others from representatives of news media should be referred to the public affairs officer. In high visibility cases, a trained attorney should assist the public affairs officer. When an individual is suspected or accused of an offense, care should be taken to indicate that the individual is alleged to have committed or is suspected or accused of having committed an offense, as distinguished from stating or implying that the accused has committed the offense or offenses.

d. Information subject to release. On inquiry the following information concerning a person accused or suspected of an offense or offenses may generally be released, except as provided in subsection 15.e. below:

(1) The accused's name, grade, age, unit, and regular assigned duties.

(2) The substance of the offense of which the individual is acused or suspected.

(3) The identity of the victim of any alleged or suspected offense, where the release of that information is not otherwise prohibited by law, such as a victim in a witness-protection status. Generally, however, seek to avoid release of the names of victims of sex offenses, the names of children or the identity of any victim when the release would be contrary to the desire of the victim or harmful to the victim.

(4) The identity of the apprehending and investigating agency, and the identity of counsel for the accused, if any.

(5) The type and place of custody, if any.

(6) Information that has become a part of the record of proceedings of the court-martial in open session.

(7) The scheduling or result of any stage in the judicial process.

(8) The denial of the commission of any offense or offenses of which he or she may be accused or suspected (when release of such information is approved by the counsel of the accused).

e. Information Prohibited from Release. The following information concerning a person accused or suspected of an offense or offenses generally may not be released

(1) Subjective opinions, observations or comments concerning the accused's character, demeanor at any time or guilt of the offense or offenses involved.

(2) The prior criminal record (including other apprehensions, charges, or trials) or the character or reputation of the accused. Requests for this information should be forwarded to the prosecuting office, such as the U.S. Attorney.

(3) The existence or contents of any confession, admission, statement or alibi given by the accused, or the refusal or failure of the accused to make any statement.

(4) The performance of any examination or test, such as polygraph examinations, chemical tests, ballistics tests, etc., or the refusal or the failure of the accused to submit to an examination or test.

(5) The identity, testimony or credibility of possible witnesses, except as authorized in subparagraph d.(3) above.

(6) The possibility of a plea of guilty to any offense charged or to a lesser offense and any negotiation or any offer to negotiate respecting a plea of guilty.

(7) References to confidential sources or investigative techniques or procedures.

(8) Any other matter when there is reasonable likelihood that its dissemination will affect the deliberations of an investigative body or the findings or sentence of a court-martial or otherwise prejudice the due administration of military justice either before, during, or after trial.

f. Nonjudicial punishment (NJP). Rules for release of information regarding NJP differ from those regarding courts-martial. The privacy of the member punished at NJP is protected to a greater extent than that of the accused facing court-martial. This is because the NJP is more like an administrative hearing than a criminal proceeding. Information on NJP will not normally be disclosed to the public, even under the Freedom of Information Act. This is because the public's interest in the routine administrative disposition of employee misconduct rarely outweighs the individual's privacy interest in the matter. To protect the personal privacy of individuals receiving NJP, coordinate requests for individual NJP records with the servicing legal office. The Military Justice Manual (MJM), COMDTINST M5810.1 (series), contains the regulations regarding the handling of cases under the Uniformed Code of Military Justice, for both non-judicial punishment (NJP) and courts-martial.

16. **Coast Guard Footage.** These rules apply to the release of footage for reproduction or broadcast, not to the release of footage for live audience viewing.

a. Coast Guard stock footage is releasable to a production which otherwise qualifies for Coast Guard cooperation. Fees for footage are provided for in the Privacy and Freedom of Information Acts Manual, COMDTINST M5720.3 (series), although the producer does not have to invoke the FOIA to obtain the footage.

b. Release footage only if you produced the footage.

(1) If the footage was provided by another Coast Guard command or someone outside the Coast Guard, contact Commandant (G-IPA) for help in determining if there are copyright or other limits placed on the footage.

(2) Some official Coast Guard productions contain copyrighted material (provided by TV news stations, for example). Do not release these productions without first contacting Commandant (G-IPA).

17. **Credit Titles.** Commandant (G-IPA) may suggest appropriate wording, or approve wording submitted by the producer, to be used in credit titles.

H. COAST GUARD AUTHORS.

1. **Policy.** The Coast Guard encourages its personnel to be published authors. Our story needs to be told — and who can tell the story better than those who are part of the story, or helped make it happen? In some cases, your writings may be subject to official review by Commandant (G-IPA).

2. **Guidelines.** The guidelines below apply to all active-duty Coast Guardsmen and civilian employees. The guidance protects the authors, the government and the people of the United States. Throughout this section, the terms writings, manuscript and publication also apply to papers prepared for presentation and other materials intended for public dissemination, including photography and artwork. Material having no connection with the Coast Guard, such as, fictional short stories, novels, poems, plays and scripts for movies, TV and radio, is an individual responsibility and requires no headquarters clearance.

3. **Rules of disclosure.** Coast Guard employees shall not, without proper authority, disclose any information whatsoever, which might aid or be of assistance in the prosecution or support of any claim against the United States. In all cases, the basic rules of security apply. For more information, look in the Information Security Manual, COMDTINST M5510.23 (series).

4. **Public Works.** Coast Guard personnel may write for publication, broadcast, etc., during the course of business, subject to direction from their unit commanders. For these works, they must not receive compensation, other than courtesy copies, tear sheets or public recognition. The writings will be considered official Coast Guard releases and cannot be copyrighted.

5. **Private Works.** With some limits, Coast Guard authors may write and receive payment for by-lined articles, books or papers. The work must be done on your own time and it is your property. For complete guidance, consult the Standards of Ethical Conduct for Employees of the Executive Branch, which is available from your district or area legal office.

   a. You must not use your on-duty time for such personal writings or the on-duty hours of a government typist.

   b. Authorship must never conflict with carrying out your duties.

   c. You may copyright private writings in accordance with current copyright laws, except when you have made an agreement that the Coast Guard will have future use of the material.

6. **Use of government office equipment.** Generally, Coast Guard personnel may use government equipment for authorized purposes only. However, certain limited personal use of government office equipment by personnel may be an "authorized use" of Government property, when the use does not interfere with official business and involves minimal additional expense to the government. Limited Personal Use of Government Office Equipment, COMDTINST 5375.1 (series) specifies the limits on personal use of office equipment.

7. **Retired members.** Retired members are not required to submit for review materials they have prepared for publication. However, if the topic touches upon a national security issue, it is advisable for the author to submit it for clearance. Authors should consult the Public Affairs Manual, COMDTINST M5728.2 (series), or contact Commandant (G-IPA) for guidance.

8. **Clearance Policy.** Commandant (G-IPA) must review for clearance both public or private unclassified writings about Coast Guard or Department of Transportation policy, U.S. foreign or military policy, sensitive issues, high technology and the policies of other federal agencies that are prepared by Coast Guard members or employees. Other topics may be added by Coast Guard directives in the 5720 series. Contact the Media Relations Branch of the Public Affairs Division to see if your subject falls within one of these categories.

   a. Before you release your manuscript, submit two copies to Commandant (G-IPA-2) for security and policy clearance. Expect about two work weeks (plus mailing time) for reviewing typical manuscripts.

   b. Using the proper format will speed the process -— typing on one side of the paper, double-spaced. (Your editor or publisher will also want the manuscript done this way.)

   c. Include your name, title and duty station; the manuscript title; deadlines, if appropriate; and where the writing will be published.

   d. You will receive a copy of the cleared manuscript. The clearing office will mark it with the identity of the clearing authority, the date of the clearance and any conditions for release, such as amendments, deletions, etc.

   e. All public and private writings requiring review and clearance must include the following disclaimer either at the beginning or end of the manuscript: "The views expressed herein are those of the author and are not to be construed as official or reflecting the views of the Commandant or of the U. S. Coast Guard."

9. **Accepting Compensation for writing.** 5 C.F.R. §2635.807 contains the Office of Government Ethics (OGE) rules regarding Executive Branch authors (including Coast Guard civilian and military personnel) accepting compensation for, among other things, their writing activities. (As discussed below, these OGE rules also control a covered author's ability to refer to his or her federal rank, title, or position in connection with the writing activity.) The OGE writing compensation rules -– as applied to Coast Guard personnel -– are as follows:

   a. Coast Guard personnel are prohibited from accepting any "compensation" -– other than from the federal government -– for any writing that "relates to" that person's Coast Guard duties. The term "compensation" includes any form of payment, consideration, or remuneration, advances, salary, fees, honoraria, stipends, or royalties. The term "compensation" does <u>not</u> include the payment of transportation, meal, or lodging expenses (travel expenses) incurred in connection with a federal author's writing activities. Accordingly, a Coast Guard author <u>cannot</u> accept <u>compensation</u> from any non-federal source for a writing that <u>relates to</u> the author's Coast Guard duties -– but the author <u>can</u> accept a non-federal entity's offer of payment of <u>travel</u> expenses regardless of whether the writing "relates to" the author's Coast Guard duties. This is a fundamental rule.

b. A Coast Guard author's writing "relates to" his or her duties if:

1. the writing activity is undertaken as part of the author's official duties,

2. circumstances indicate that an invitation to engage in the writing activity was extended to the author primarily because of his or her Coast Guard position and not his or her subject matter expertise,

3. the invitation to engage in the writing activity or the offer of compensation was extended to the author by a person or entity that has interests that could be substantially affected by the author's performance of Coast Guard duties,

4. the author's conveyed information draws substantially on non-public ideas or data, or,

5. the subject matter deals in a significant way with any matter in which the author is currently assigned or has been assigned during the preceding 12-month period, or with any Coast Guard policy, program, or operation.

c. Members of the Coast Guard Auxiliary are prohibited from receiving compensation for articles relating to the Coast Guard or Auxiliary.

10. **Use of Coast Guard Title or Position.** By OGE rule, 5 C.F.R. §2635.807, Coast Guard personnel engaged in writing as outside employment or as an outside activity cannot use –- or permit the use of -– his or her Coast Guard <u>title</u> or <u>position</u> to identify himself or herself in connection with the writing <u>except that</u>:

a. such information can be included as one of several biographical details when such information is given to identify the author –- provided that information is given no more prominence than the other biographical information, and

b. a Coast Guard author may use his or her Coast Guard title or position –- and permit others to use that information –- in connection with an article published in a scientific or professional journal, provided that title or position information is accompanied by a reasonably prominent disclaimer that is acceptable to the Coast Guard –- indicating that the views expressed in the article are not necessarily the views of the Coast Guard or the United States.

11. **Use of Coast Guard Rank.** 5 C.F.R §2635.807 permits Coast Guard uniformed members to use –- and permit the use of -- their military rank in connection with their writing activities.

Exhibit 2-1

Sample News Release

First Coast Guard District

Coast Guard News

^ **Header:** could contain unit seal, emblem, etc. A simple graphic will appear cleaner and clearer than one with intricate details.

RELEASE NO: 001-02 < **Chronological release #** June 1, 2002

FOR IMMEDIATE RELEASE **contact #**, who you want media to call > (617)223-8515

CONTACT: Lt. Jon Smith < **1st** point of contact

Petty Officer Jane Doe < **2nd** point of contact

Headline: not all caps, regular punctuation and capitalization, summarize story.

Heavy weather keeps Coast Guard rescue crews busy today

Dateline: City, all caps, state abbreviation if needed, not all caps.

BOSTON -- The summer storm that rolled through New England today kept Coast Guard rescue crews busy throughout the Northeast, especially right here in Boston.

^ **The first paragraph, or lead:** try to include who, what, when, where, why & how.

Several search and rescue missions, as well as a hospital-to-hospital patient transfer, were the direct result of today's inclement weather.

^ **The second para., or bridge**: fill in any gaps left from lead.

Coast Guard stations in Boston, Scituate and Point Allerton responded to a combined total of 17 rescues between 3:00 and 4:00 p.m. 10 vessels ran aground in restricted visibility, four other vessels reported taking on water, two more were disabled and unable to proceed, and one individual had fallen into the cold water, east of Boston Harbor.

^ **Subsequent paragraphs, or body**: the heart of the story, from most important facts, descending to least. Things to remember: don't use 'on' before a date (on Dec. 18), don't use CG acronyms (PFD, BMC), and don't write as if you are writing a sitrep. Remember, your audience may not be able to understand our lingo.

While none of these cases produced any serious injuries or fatalities, it demonstrated how quickly conditions can change at sea, and the importance of planning and preparation.

-more-

^ indicates that there are more pages to be faxed, this is not all.

Exhibit 2-1

STORM
2-2-2

^ **Slug:** 4-8 letter abbreviation that identifies story, page #

"We hope that all mariners keep abreast of weather forecasts and use discretion when deciding whether or not to get underway," said Lt. Chris Cieplek, a Coast Guard search and rescue coordinator.

^ **Quote:** quotes are good ways of conveying command messages and putting information into voice. Always include rank and job title, contrary to popular belief, they are not the same thing.

A Coast Guard Jayhawk helicopter crew from Air Station Cape Cod conducted a patient transfer this afternoon when commercial transportation was unavailable because of the foul weather.

^ The **CREW** of the Jayhawk did the rescue, not the Jayhawk. Cutters, MLBs, helos and MSOs don't perform missions, their people do.

A team of specialists from Boston Children's Hospital was flown from Boston to Martha's Vineyard, to assist a young girl who was experiencing severe respiratory problems, complicated by Cystic Fibrosis. The team and the patient were then flown back to Boston, where an awaiting ambulance transported them to Boston Children's Hospital.

Nationally, the Coast Guard conducts 65,700 search and rescue cases every year.

^ **Command Message**: statistics make good command messages

-30-

First Coast Guard District news, information, video, sounds and photos can be found on the world wide web at

http://www.d1dpa.com

^

Lets reader know that this is the end of the story. Make it a different type size or style to stand out from text. Use **-30-**, or **USCG**, or **Unit** name in bold type, or something signifying the end.

CHAPTER 3. COMMUNITY RELATIONS.

A. OUR GOAL. Just by the very nature of what we do, the Coast Guard and the local community need each other. The local community is the place where we grab a bite of lunch, talk to prospective recruits, watch the Independence Day parade, send our children to school-– the place where we live and work.

1. **Contribution to society.** Our society assigns certain responsibilities to its citizens and organizations. Everyone should contribute – individuals, corporations, the Coast Guard. Coast Guard contributions should reach beyond simply carrying out missions.

2. **Relationship to community.** Your goal is to make sure the community sees us not as "The Coast Guard" but rather as "Their Coast Guard." That's exactly what we are.

3. **Objectives.** Specifically, the Coast Guard's community relations objectives are:

   a. To develop, improve and maintain full public understanding and support of its missions.

   b. To develop an awareness that Coast Guard personnel are dedicated, highly-trained professionals, vital to national security.

   c. To present Coast Guard positions on subjects of mutual interest and concern to appropriate individuals and groups.

B. RESPONSIBILITY.

1. **Commandant (G-IPA-3).** The Community Relations Branch (G-IPA-3) of Public Affairs, Commandant (G-IPA), is responsible for developing and administering programs at a national level. A complete description of those responsibilities can be found in Section D of this chapter.

2. **Commands.** Coast Guard commands must develop and maintain sound relations with communities in their operating areas. Every level of command has a community relations responsibility. The unit commander must sense public attitudes and interests, and execute a plan of action to earn public understanding and acceptance. Programs include, but are not limited to, liaison and cooperation with various associations and organizations; participation in special events; unit open houses and tours; humanitarian actions; cooperation with government officials and civic leaders; and encouragement of Coast Guard personnel and their dependents to participate in all appropriate aspects of local community life.

3. **Individuals.** Throughout this section, "Coast Guard" refers to Team Coast Guard. Civilian employees, active duty members, Reservists and Auxiliarists should adhere to these guidelines unless they conflict with guidance found within their respective Manuals. As a member of the Coast Guard, you have a responsibility to "Represent the Coast Guard." To your neighbors, to the teachers and staff at your child's school, to the businesses you deal

with – to anyone who sees you in uniform – you are the Coast Guard. The best way you can make a good impression on behalf of the service is simply by being a good neighbor.

a. Because you are in the Coast Guard, people will ask you about the service and our missions. Speak about what you know. The questions may come in writing, over the telephone or face-to-face while you are doing your job – even off duty. Speak or write clearly and distinctly. Avoid jargon, acronyms, etc., which may confuse the public. Be sincere and honest. If you don't have the answers, say so. Take the person's name, address and phone number, and try to get them the information. Always follow up!

b. Get involved. If you are on active duty, you will probably spend only a few years in each community where you are stationed. But you will find those years are enriched, and your job much easier, if you get involved with the communities in which you live. You may get to like the place so much you'll want to return for a second tour or even when you retire.

C. COMMAND PARTICIPATION IN COMMUNITY EVENTS.

1. Activities generally approved for participation.

a. The Coast Guard observes the following holidays:

(1) Coast Guard Day, August 4th, is primarily an internal activity for active-duty Coast Guard personnel, civilian members, Reservists, Auxiliarists, retirees and dependents. However, it is a good opportunity to alert the media about a feature story on the service's rich history and contributions to the community.

(a) The procedures for observing Coast Guard Day are described in Coast Guard Regulations, COMDTINST M5000.3 (series), 14-9-9.

(b) If external organizations express interest in celebrating the anniversary, cooperate in appropriate programs, such as providing speakers, etc.

(2) All units are encouraged to participate in local events in recognition of federal holidays, including Armed Forces Day, POW-MIA Day and Veterans Day. Although other federal holidays are not designated as military observances by DOD, participation in local celebrations of Memorial Day, Independence Day, etc., are strongly encouraged and should be vigorously pursued.

(3) Armed Forces Day/Week falls annually on the third Saturday in May and the week prior to that weekend.

(a) Commandant (G-IPA-3), working with the Department of Defense Director of Community Relations, has overall responsibility, including designating regional Armed Forces Day sites. Local events are scheduled for maximum flexibility.

(b) District commanders and commanding officers of headquarters units coordinate Armed Forces Day programs in their areas of responsibility. They shall designate a local project officer in cities designated as regional Armed Forces Day sites.

(c) Maximum participation in the local community by Coast Guard active duty and Reserve units is strongly recommended. Involvement in programs that call attention to the Coast Guard's role as one of the Armed Forces is especially desired. Participate and show your local community that the Coast Guard is proud to serve. Activities that may be considered for this period include, but are not limited to:

1. Open House Programs, including activities such as aerial and static displays, exhibits, parades, special demonstrations, and military band concerts.

2. Encourage active duty personnel to wear uniforms with authorized ribbons, medals, etc., wherever appropriate on and off duty throughout the week.

3. Provide speakers for various civic, service, youth, veteran and business organizations.

4. Participation in or sponsorship of patriotic ceremonies in the civilian community, including providing color guards and marching units in local parades.

5. Obtain local media (radio, television and newspaper) coverage of Coast Guard activities.

(4) Veterans Day falls on November 11 each year. The DOD Director of Community Relations, working with Commandant (G-IPA-3), designates regional observance sites. District commanders will designate a local project officer in cities designated as regional Veterans Day sites.

b. The Coast Guard participates in official civil ceremonies, including inaugurals, dedications of public buildings and projects, ceremonies for official visitors, and the convening of legislative bodies. Use of uniformed Coast Guard personnel as ushers, escorts, doormen, drivers, etc., for non-military guests or local dignitaries is generally inappropriate.

c. The Coast Guard may – and should – participate in patriotic programs, national holiday celebrations and events open to the public with no charge for admission. The Coast Guard can be a major attraction or a lesser participant in such events.

d. The Coast Guard may participate in commercial events under certain conditions. The Coast Guard generally may not participate in events that charge for admission, unless our participation is incidental to the program, is patriotic in nature, and does not benefit or appear to benefit selectively the commercial activity of the sponsor. The Coast Guard may not participate in events that charge for admission if our participation is, or could be considered to be, the primary or major attraction. As an example, a color guard appearance at a professional football game is incidental to the event, is not designed to be a drawing factor for the game and does not add to the spectators' cost. The exception to this rule is athletic events at the Coast Guard Academy, for which admission may be charged.

e. Participation in ethnic observances, such as Saint Patrick's Day, Black History Month, Mardi Gras, etc., is authorized if the occasion is formally declared a civic celebration by a mayor or governor, or a civic non-denominational group, and if the event is not sponsored by an ethnic, religious or fraternal group. The observances must not take on political overtones.

(1) This prohibition is not intended to discourage participation in an event considered otherwise appropriate that happens to involve members of minority groups. For example, an invitation to give the graduation address at an all-black college or to play a Chinese-American baseball team would normally be welcomed as an opportunity to establish good relationships with all segments of the community.

(2) Service support for ethnic-related organizations is appropriate in support of programs oriented to the veteran rather than the sectarian or national origin objectives of the organization (e.g., Polish War Vets, Catholic War Vets, Seaman's Church, etc.).

f. When a Joint Armed Forces Color Detail appears at a public event, it will be made up of: two Army bearers with National and Army colors; one each Marine Corps, Navy, Air Force and Coast Guard personnel bearing individual service standards; and two riflemen (one Army and one Marine Corps) as escorts.

(1) When a Joint Armed Forces Color Detail as defined above cannot be formed, the senior member of the senior service in the color guard will carry the National Colors.

(2) Coast Guardsmen may carry flags of foreign nations in official civil ceremonies when an official of the nation concerned is present in an official capacity and is one for whom the Coast Guard would normally render honors. In all other public events or ceremonies, Coast Guard personnel in uniform and in an official capacity are not authorized to carry flags of foreign nations, veterans' organizations or other non-military organizations.

(3) The following precedence, established by federal law in 1949, should be followed in parades:

(a) U.S. Military Academy Cadets

(b) U.S. Naval Academy Midshipmen

(c) U.S. Air Force Academy Cadets

(d) U.S. Coast Guard Academy Cadets

(e) U.S. Merchant Marine Academy Midshipmen

(f) U.S. Army

(g) U.S. Marine Corps

(h) U.S. Navy

(i) U.S. Air Force

(j) U.S. Coast Guard

(k) Army National Guard

(l) Army Reserve

(m) Marine Corps Reserve

(n) Naval Reserve

(o) Air National Guard

(p) Air Force Reserve

(q) Coast Guard Reserve

(r) Other training organizations of the Army, Marine Corps, Navy, Air Force and Coast Guard, in that order, respectively.

(4) When the Coast Guard operates as a part of the Navy, Coast Guard Academy Cadets and Officer Candidates take precedence after Naval Academy Midshipmen; the U.S. Coast Guard takes precedence after U.S. Navy; and Coast Guard Reserve takes precedence after Naval Reserve.

g. The Coast Guard may establish Speakers Bureaus. Local units who are unable to accommodate requests are encouraged to seek support from local Auxiliary units, who may have auxiliarists available and prepared to conduct such briefings.

(1) The speeches of Coast Guard officers, especially those who are in positions of substantial authority and access to classified and sensitive materials, are viewed by the public as not only the views of the individual but also as truthful and complete representations of United States government and Coast Guard policy. Matters involving foreign governments or other highly sensitive matters are subject to classification. Therefore, information or opinions expressed in the popular press commenting on such matters should not be repeated by official spokespersons even with the use of an identifying disclaimer.

(2) Local units that are unable to accommodate requests are encouraged to seek support from local Auxiliary units, which may have auxiliarists available and prepared to conduct such briefings.

h. Exhibits may be used as information tools.

(1) Exhibits, including static equipment displays and artwork exhibitions, are effective ways to inform the public of Coast Guard missions and objectives, and to support recruiting and safety programs.

(2) Locally designed displays should be neat and professional. When you plan a display, consider the costs of keeping the display in good condition and up-to-date. Contact your district public affairs office or Commandant (G-IPA-3) for advice.

(3) Commandant (G-IPA-3) maintains an inventory of original artwork and portable backdrops for units to borrow for command events, recruiting efforts and special events. All requests for exhibits are managed by Commandant (G-IPA-3) and should arrive at least three months prior to the event. Coast Guard units are responsible for the security and continued good condition of the borrowed exhibit.

(a) The portable backdrop maintained by Commandant (G-IPA-3) is a great way to separate the Coast Guard from the crowd at special events such as a convention, school career day or civic event. The backdrop is an 8-feet-wide-by-10-feet-tall concave stand. The bright blue fabric panels create a suitable platform to post the following, using Velcro: unit photos, informational posters and graphics. Units may request up to two backdrops for a maximum of one month. Units with a frequent need for backdrops should purchase their own. Contact Commandant (G-IPA-3) for information on purchasing a backdrop.

(b) Commandant (G-IPA-3) is also custodian of original Coast Guard artwork, including oils, acrylics, watercolors, bronze statues and ceramic statuettes. This artwork is available for exhibit by Coast Guard units, veterans' organizations, museums, libraries, civic leaders or organizations or any other entity that would assist in raising the visibility of the Coast Guard. Requesting units or organizations are completely responsible for the safety and continued good condition of the artwork while it is in their custody.

(c) The original artwork is a unique way to depict the Coast Guard's rich heritage. Artwork has been arranged into several general and mission specific exhibits of 10-30 pieces. These exhibits and art easels for displaying the art are available by placing a request through Commandant (G-IPA-3) at least three months prior to the intended event. Art exhibits are available for short-term exhibits (two to seven days) or as long as several months, as long as the art is actively exhibited.

(d) Send exhibit requests to Commandant (G-IPA-3) three months in advance. Include the name and location of event, complete shipping details, duration of event, date exhibit should arrive, and the name of the Coast Guard representative.

(e) Exhibits are shipped by commercial carrier. Headquarters pays for shipping from the Exhibit Center. The requesting unit pays return shipping, or shipping to the next exhibit location.

(f) Generally, two or three people are required to set up and take down the exhibit, carefully following the instructions inside the packing crate. You must also provide two or more people who can effectively engage the pubic for maximum effect and to provide security.

(g) Commandant (G-IPA-3) does not pay exhibitor or space fees for loaned exhibits or artwork. The requesting unit is responsible for all such local expenses: electricity, set up, staffing, security, etc.

(h) Handouts are not supplied with exhibits. Order them through normal channels. For art exhibits, Commandant (G-IPA-3) provides a list of the art, titles, photos and captions for local reproduction.

(i) If you discover any damage to an exhibit, immediately notify the Exhibit Center at (301) 763-2865 or the Art Program Coordinator at (202) 267-1587. See also: Section 5 of this chapter.

(4) Aircraft Exhibitions must fall under several guidelines.

(a) Participation in static and aerial displays is covered by the guidelines found in Sections C.1 and C.3 of this chapter. Additional requirements for participation can be found in Chapter 4, Section P of the Coast Guard Air Operations Manual, COMDTINST M3710.1 (series). Requests must be submitted in writing on Form DD2535 to the appropriate area commander, in accordance with Chapter 4, Section P.3. of the Coast Guard Air Operations Manual, COMDTINST M3710.1 (series).

(b) Coast Guard aircraft may participate in appropriate public events that help contribute to recruiting or public knowledge of the Coast Guard. Participation may be a flyover, demonstration, or static display. Appropriate events include airport dedications, air shows, expositions, and fairs.

(c) Static displays must be held at airfields or heliports. The district commander may authorize exceptions when an alternative display area meets operations and safety requirements. While the aircraft is on display, crew members will be available to brief visitors and prevent damage to government property. Civilian sponsors must agree to provide or reimburse transportation, meals, and quarters costs of Coast Guard participants. Sponsors also must provide suitable aircraft fuel at military contract prices. Sponsors are required to pay all costs over military contract prices, including any transportation and handling charges, if fuel is not available at such prices.

(d) Aerial demonstrations must be within FAA guidelines and must be over open water or suitable open areas of land, where spectators will be safe.

(e) Flyovers are appropriate for civic-sponsored, public ceremonies such as: Armed Forces Day, Memorial Day, Independence Day, Veterans Day and for similar local holidays overseas; memorial services for dignitaries of the armed forces or federal government; national conventions of veterans' organizations; and occasions of more than local interest designed primarily to encourage the advancement of aviation.

i. The Coast Guard has a long-standing record of working with various national youth programs, as operations permit and at no cost beyond the expense of normal operations.

(1) General guidelines for participation.

(a) Commands at all levels are strongly encouraged to cooperate fully with the Naval Sea Cadet Corps (NSCC) and the Sea Scouts, as operations permit.

(b) It is advisable for each district staff to have a collateral-duty Youth Liaison Officer.

(c) Meals may be sold to members of any organized, non-profit, youth group, including their adult leaders, sponsored at either the national or local level using the current enlisted commuted ration rate. Emergency medical care on a humanitarian basis shall be provided.

(d) The Personnel Manual, COMDTINST M1000.6 (series), Chapter 7.A.10 allows unit commanders to place a member participating in certain youth programs on administrative absence instead of regular leave.

(e) Support for youth programs does not extend to fundraising of any type.

(2) The Naval Sea Cadet program, headquartered in Arlington, Va., is the primary youth program the Coast Guard supports. Because of its stringent membership criteria, training requirements, etc., it most closely resembles the Navy and Coast Guard.

(a) NSCC is a Congressionally chartered volunteer youth group for both males and females, 14 through 17 years of age. NSCC fosters good citizenship and an interest and appreciation of our nation's maritime services. Cadets wear naval uniforms modified with official NSCC insignia. Cadets are insured under a group accident program. They use the same texts, classrooms, training aids and examinations given Navy personnel. The Navy League's Vice President for Youth Programs is Chairman of NSCC's Board of Directors. Individual NSCC divisions/squadrons are sponsored, administered and supported by local Navy League councils, active duty and Reserve units, etc.

(b) Each year, NSCC seeks billets for two-week, on-the-job-training opportunities afloat and ashore. An annual Commandant Notice announces the program and it should be supported.

(c) Commands, active and reserve, can and are encouraged to sponsor NSCC units and provide adult leaders and instructors in military or non-military subjects for NSCC programs. Caution--the NSCC has a regulation forbidding a cadet from being alone with an adult.

(d) At the discretion of the commanding officer and with approval of the district commander, properly registered Sea Cadets may participate in Coast Guard cruises. Cadets who have not completed the two-week recruit training program at a Navy or Coast Guard recruit training center are limited to routine daylight or overnight local cruises. There should be reasonable expectation that the vessel will not have to be diverted to a mission that would endanger the health or well-being of a cadet. Cadets who have completed recruit training may take part in more extensive cruises. A properly executed NSCC Standard Release Form and orders for cruises of more than 72 hours duration will be required for each participating cadet and adult leader.

(e) Air unit commanders and commanding officers of cutters with helicopters deployed may authorize NSCC members to fly in:

1. Local orientation flights in multi-engine fixed-wing aircraft.

2. Local orientation and patrol flights in helicopters in daylight, VFR conditions only.

3. For more information, see Chapter 4, Section O.5 of the Coast Guard Air Operations Manual, COMDTINST M3710.1 (series).

(f) Cadets must wear the proper uniform, carry an NSCC ID card and present a properly executed Standard Release Form. Generally, one adult leader will accompany each eight cadets. The senior leader is responsible for the cadets' proper guidance, conduct and compliance with instructions issued by the unit commander.

(g) When cadets are on board, they may use NAFA facilities as permitted by the Comptroller Manual, Vol VII, Non-Appropriated Fund Activities Manual, COMDTINST M7010.5 (series).

(h) Each year, NSCC sponsors an annual exchange program with the Canadian Sea Cadet Organization. The Canadian program, including its insurance program, is similar to NSCC. The national NSCC office has asked the Coast Guard to provide training for the Canadian exchange cadets. Training for properly registered Canadian sea cadets should follow the policies established for NSCC.

(3) The Coast Guard has a long tradition of supporting the Boy Scouts and Girl Scouts of America. Of the three basic Scouting programs, the Explorers (especially Sea Scouts) are old enough to reap many benefits from the Coast Guard. Explorers are coed programs with members aged 14 to 18.

(a) Our Scouting support is not a recruiting effort. Coast Guard personnel may answer career-oriented questions but should not engage in direct recruitment.

(b) Scouts of all programs are welcome at Coast Guard units for tours or other activities. They may camp for short periods if units have suitable facilities, with approval from the district commander.

(c) Scouts may use training and recreation facilities at Coast Guard facilities. This can include assigning Coast Guard instructors in non-military subjects – particularly on water safety.

(d) Unit commanders, with approval from the district commander, may authorize Scouts to go on routine daylight or overnight local cruises. There should be reasonable expectation that the vessel will not have to be diverted to a mission that would endanger the health or well-being of a scout. Each Scout must sign a properly executed release form.

(e) Air unit commanders may authorize Scouts to go on local orientation flights. For more information, see Chapter 4, Section O.5 of the Coast Guard Air Operations Manual, COMDTINST M3710.1 (series).

(f) When Scouts are camped at a Coast Guard shore unit or embarked in a Coast Guard vessel, they may receive the following services, if available and appropriate:

1. Suitable lodging, with laundering costs borne by the Scouts.

2. Use of exchange, limited to purchase of items for immediate personal use. See the Comptroller Manual Vol VII, Non-Appropriated Fund Activities Manual, COMDTINST M7010.5 (series).

3. On-the-job training.

(g) Boy Scouts who attain the rank of Eagle Scout and Girl Scouts who receive the Gold Award are eligible to receive a letter from the Commandant of the Coast Guard and an image of the CGC EAGLE. Refer requests to Commandant (G-IPA-3). The Coast Guard also may support Eagle Scout ceremonies by providing a speaker.

j. Employees may volunteer for certain community service programs.

(1) The President has directed federal agencies to encourage all employees – including military – to volunteer their time and talents to community programs.

(a) Commandant (G-IPA-3) is the Coast Guard coordinator. District and unit commanders carry out the effort at the local level.

(b) Personal involvement should occur on personal time and can include a variety of projects, including local charities, sports programs, Scouting, counseling, school activities, etc.

(c) No Coast Guard unit or person may expend federal funds in support of volunteerism. This does not apply to the Coast Guard's financial support of Auxiliary programs.

(2) One strong volunteerism program is "Partnership in Education." The Coast Guard encourages commands at all levels to support "adopt a school" efforts. Volunteer activities can include tutoring students, supporting extracurricular activities, etc. See Coast Guard Partnership in Education: 2000, COMDTINST 5350.22 (series) for guidance on setting up a partnership for your unit. Private Schools. The Coast Guard can support private schools, including establishing Partnerships in Education, when participation clearly supports education or recruiting.

(3) First Book. As an extension of the Partnership in Education program, the Coast Guard has established a national partnership with First Book, a private, non-profit organization whose mission is to give disadvantaged children the opportunity to read and own their first books. Commandant (G-IPA-3) is the Coast Guard's national coordinator for the partnership. Support for First Book is voluntary and is to be provided as operations permit; additional information is provided in Partnership with First Book, COMDTINST 5350.5. Support may include but is not limited to making spaces, facilities and vessels available to:

(a) Store and help facilitate the distribution of new books to disadvantaged children.

(b) Host book parties sponsored by First Book.

(c) Host unit tours for First Book children.

(4) Participation in local programs of drug awareness education is encouraged. While the Coast Guard's involvement in drug law enforcement causes its members to be perceived as authorities on the subject by the civilian community, Coast Guard personnel should generally limit their comments to operational activities of the service.

(5) Team Coast Guard is encouraged to participate in community environmental cleanup activities including Earth Day, beach cleanups and Adopt-a-Highway programs.

2. **Activities generally not approved for participation.** Unit commanders must adhere to the following guidelines when determining possible participation in an activity:

a. The Coast Guard must not support any event or organization that discriminates in any way, such as excluding any person from its membership, because of gender, race, creed, color, age or national origin.

b. The Coast Guard must not, as an organization, lend support to religious, sectarian or fraternal organizations other than internal publicity for religious events.

(1) Religious, sectarian and fraternal groups include, but are not limited to: B'Nai B'Rith, Fraternal Order of Eagles, Benevolent and Protective Order of Elks, Loyal Order of the Moose, Free and Accepted Masons (Scottish Rite, York Rite and Shrine), Knights of Columbus, Knights Templar, Independent Order of Odd Fellows, and Order of the Eastern Star, and religious or ideological movements such as "Up With People."

(2) Service or luncheon clubs are not considered fraternal groups. Examples of such clubs are: Rotary International, Kiwanis International, Lions International, Optimists, Toastmasters International or Junior Chambers of Commerce, etc. Coast Guard participation in activities sponsored by service clubs is generally permissible so long as the event does not violate any of the other restrictions.

(3) Of course, individuals may choose to exercise their freedom of religion and freedom of association when they are not representing the Coast Guard.

c. Be careful not to repeatedly support only a few organizations, while turning down others. Do not play favorites.

d. The Coast Guard must not directly or indirectly endorse, or selectively benefit or favor, by participation or cooperation with any private individual, sect, fraternal organization, commercial venture, corporation (whether profit or nonprofit), political group, quasi-

religious or ideological movement or be associated with the solicitation of votes in a political campaign. Contact Commandant (G-IPA-3) for guidance.

e. Coast Guard personnel, in uniform, must not participate in political party conventions or campaigns. Participation of the President does not change this prohibition, unless the White House specifically requests the appearance of uniformed Coast Guard personnel, in which case the request must be cleared by Commandant (G-IPA-3). The use of Coast Guard personnel or facilities, implying in any way the endorsement of a particular candidate, is forbidden. The Coast Guard properly plays no role in partisan politics and it is wrong to create the impression that it does. Moreover, federal law prohibits the participation of Coast Guard personnel, and the use of Coast Guard facilities, for partisan political purposes. The Coast Guard does not provide facilities, bands, color guards or other military support for political candidates (either incumbent or new office seekers), or their staffs, for political assemblies, meetings, fund-raising or other partisan activities. Political candidates for elective office may be given the same access to units to which any other visitor is entitled. The following guidance must be followed in contacts with political candidates and political campaign organizations.

(1) When responding to queries from political campaign organizations, only information that is available to the general public shall be provided.

(2) Unit magazines, newsletters and newspapers will not carry partisan discussions, cartoons, editorials or commentaries pertaining to partisan or campaign issues, or political advertisements.

(3) Commanding officers must not permit the use of government facilities by any candidate, either incumbent or challenger, for political purposes, such as assemblies, meetings, or press conferences. Members of Congress or other elected officials may visit units and receive briefings related to their official duties. All candidates must only be given the same access as a member of the general public. In all cases of visits commanding officers will inform candidates in advance that all political activity and media events are prohibited. Media cannot accompany any candidate during a visit.

(4) Community relations support, such as speakers, color guards or marching units, must not be provided for political meetings or activities.

(5) Speeches, articles and public comment by military personnel in their official capacities as service representatives must not contain material that could be construed as political in nature.

(6) Requests from candidates to tape or film campaign material at Coast Guard units must be denied. The Coast Guard cannot prohibit taping or filming from outside its property.

(7) Military personnel are prohibited from distributing campaign material at Coast Guard units.

(8) All personnel -- military active duty, reserve and civilian -- are encouraged to personally participate in the elective process with their right to register and vote, but must exercise care in keeping personal activities and official activities separate.

f. The Coast Guard cannot devote official time to every charity's fund-raising activity, however deserving they may be. This government-wide policy simply admits that there are practical limits on the government's ability to extend official support to every worthwhile local, regional, national and international charity. It carries no direct or indirect judgment of any charity.

(1) Normally, the Coast Guard will direct most support toward its official national or joint campaigns, which are the Combined Federal Campaign and Coast Guard Mutual Assistance.

(2) Official support for a local, off-base, fund-raising program is permitted only if the fund-raising effort is local to the installation/unit, there is community-wide interest in the effort, there is a community-wide benefit to be derived from the effort, and the local commander concludes that official support is in the best interest of the Coast Guard. Common examples include official support for local volunteer fire department, volunteer rescue unit and youth program fundraisers. Contact your servicing legal office for assistance in this area.

(3) Individual Coast Guardsmen and their families may fill their roles as responsible citizens by working as volunteers, during their own personal time, on fund-raising activities for recognized charities. They may not, however, wear the uniform, represent themselves as acting on behalf of the Coast Guard, or imply any Coast Guard endorsement.

g. Auxiliarists and Auxiliary units are not authorized to sponsor training programs for any youth groups such as the Naval Sea Cadets or Scouting. Participation in these programs by Auxiliarists (other than public education and support activities specifically approved by the Commandant) shall be as private citizens, not as Auxiliarists.

h. Possible exceptions for specific cases must be referred to Commandant (G-IPA-3) for approval and coordination with other government agencies.

3. **Coast Guard-affiliated organizations.** The Coast Guard's relationships with the Coast Guard Academy Alumni Association, the Coast Guard Academy Parents' Association and the Coast Guard Foundation are regulated by COMDTINST 5760.11A. Contact the servicing legal officer for your command if you have a question about working with these organizations.

D. G-IPA RESPONSIBILITIES IN COMMUNITY RELATIONS.

1. **National Organizations.** Commandant (G-IPA-3) is the primary Coast Guard contact for all types of national organizations and the editors of their internal publications. These include service-related, youth and other groups. District commanders shall designate liaison officers to work with regional leaders of national organizations.

   a. Local unit commanders should deal directly, and to the best of their commands' abilities, with local chapters, except in the Washington, D.C., area, where groups should be referred to Commandant (G-IPA-3) for support.

   b. The Coast Guard works with several service-oriented organizations, including: The Navy League, The American Legion, the Coast Guard Combat Veterans Association, Veterans of Foreign Wars and others. Suggested activities can be, but are not limited to: inviting organization leaders to Coast Guard ceremonies; providing color guards for their ceremonies; recognizing their exceptional efforts; providing speakers, tours, cruises, videos, pamphlets, etc., to help keep the leaders abreast of local, district and national Coast Guard matters.

      (1) The Navy League of the United States, founded in 1902, a key organization for the Coast Guard, is headquartered at Arlington, Va. The 70,000+ member League is an independent, non-profit, civilian, educational organization with a strong concern for our nation's naval and maritime efforts. (The term "Navy" League is misleading, for they support Navy, Marine Corps, Coast Guard and maritime efforts.) The Coast Guard enjoys an equal status with Navy, Marine Corps and Merchant Marine in working with the League.

         (a) The Navy League is headed by an elected national president, national vice presidents, regional presidents, state presidents, national directors and local council presidents. By-laws prohibit active duty personnel from being members.

         (b) The Navy League presents the Jarvis and Munro awards, two annual, national awards recognizing outstanding Coast Guard enlisted and officer personnel. The awards are separate and distinct from the military decorations and awards program. The Jarvis and Munro awards are explained in further detail in the Awards chapter of this Manual.

      (2) The American Legion, chartered by Congress in 1919, is headquartered in Indianapolis, Ind., with offices in Washington, D.C. It has over three million members and is a patriotic, mutual-help, community-service organization of honorably discharged veterans. Only veterans having served at least one day of active military duty in certain periods of armed conflict, who are honorably discharged or still serving honorably are eligible for membership. The Legion is led by an elected National Commander, State Department Commanders and local Post Commanders.

(a) Each year the American Legion holds a national convention in a major city. The Department of Defense (DOD) names one of the five services as executive agent to coordinate military convention support. Commandant (G-IPA-3) notifies the appropriate district PAO of the convention site and dates, and asks that a local project officer, active duty or reserve, be assigned to work with the DOD coordinator. The local project officer coordinates Coast Guard convention participation including appropriate color guard and/or marching support of the American Legion National Convention Parade.

(b) Each service names a flag/general rank officer to act as a Deputy Grand Marshal for the National Convention Parade. For the Coast Guard, this is generally the district commander. If the district commander is not available, Commandant (G-IPA-3) secures another flag representative.

(3) The Coast Guard Combat Veterans Association is a nonprofit corporation of active duty, retirees, reserves and honorably discharged members of the Coast Guard who served in or provided direct support to combat situations recognized by an appropriate military award while serving as a member of the United States Coast Guard.

(4) The Veterans of Foreign Wars tracing its beginnings to 1899, has more than two million veteran members, and is headquartered in Kansas City, Mo., with offices in Washington, D.C. It was chartered by Congress in 1936 as a fraternal, patriotic, historical and educational organization of veterans. Foreign service, an honorable discharge and United States citizenship are the qualifications for membership. The VFW is led by an elected national Commander-in-Chief, State Department Commanders, and local Post Commanders.

(a) The same procedures apply to the VFW national convention and parade as for the American Legion convention. See para. 3.D.1.b.(2) above.

(b) The VFW also provides free exhibit space at the national convention. The local project officer is responsible for obtaining an appropriate exhibit.

(5) While many Coast Guard reunion groups cater to World War II veterans, there is a growing number of post-WWII era groups. These Coast Guard veterans enjoy their association with the service and deserve active support, such as providing tours, speakers, color guards, copies of Coast Guard brochures, etc.

(6) Other national associations include: Naval Order of the United States, American Veterans, Disabled American Veterans, Fleet Reserve, National Defense

Transportation, Non-Commissioned Officers, Reserve Officers, The Retired Officers, The Retired Enlisted, Vietnam Veterans, etc. Support for these organizations may include speakers and unit tours.

2. **The CGC EAGLE.**

a. Requests for EAGLE port visits should be directed to the Commanding Officer, CGC EAGLE. The Coast Guard receives more requests than can be accommodated without interfering with EAGLE's training mission. Requests or recommendations on domestic port visits should arrive at the Academy not later than 1 September the year before the cruise.

b. The Executive Officer, CGC EAGLE authorizes guests to sail aboard the EAGLE. If it appears that there will be several requests in your area to ride aboard the EAGLE, the unit commander should designate a representative to coordinate local requests and work with the EAGLE's executive officer.

c. Superintendent, USCG Academy, in cooperation with Commandant (G-IPA-3), coordinates community relations support for port visits and conducts related promotion efforts.

d. When asking for an EAGLE visit, keep in mind that training is the objective dominating all EAGLE scheduling decisions. Time is limited. EAGLE does not sail all year, as some other tall ships do. This prevents the cutter's participation in many events to which it is invited, including, generally, calls to our own U.S. West Coast ports.

3. **The Coast Guard Band.**

a. The Coast Guard Band, our premiere service band and only full-time music organization, is stationed at New London, Conn. The band is engaged in three functions: service requests, public requests and scheduled tours. Commandant (G-IPA-3) schedules all band engagements beyond 50 miles of New London. Submit requests for band appearances to Commandant (G-IPA-3).

b. There are several restrictions on use of the Coast Guard Band.

(1) Armed Forces musicians are prohibited by law from playing at public-domain events that put them in competition with non-military musicians.

(2) The band may, with approval from Commandant (G-IPA-3), provide patriotic programs at national conventions and meetings of nationally-recognized civic, patriotic and veterans' organizations.

(3) The band receives more requests than it can fill. To ensure the widest exposure and to avoid favoritism, repeat performances are generally not granted.

(4) Even when the band is committed for an event, official Coast Guard activities take precedence over any other appearance.

c. Coast Guard commands may request appearances at ceremonies and other events, such as changes of command, dinings in, retreats, etc. The requesting command must fund transportation, lodging, meals and other incidental expenses. Ample planning may allow for a band visit during a scheduled tour, reducing unit costs. Background, dinner, dance or other social music for service-sponsored events are permitted only for events held at military installations.

d. Requests for the band at public events must be in the best interests of the Coast Guard. The Coast Guard will participate only if the event (parade, concert, etc.) meets general community relations criteria, at no additional cost to the government. The sponsor must fund transportation, meals, lodging, promotion efforts, ticket printing and distribution, programs, sites, and all incidental expenses connected with the appearance. Such funding is legally considered as a gift. Commandant (G-C), Commandant (G-CV), Commandant (G-CFP), area commanders, MLC commanders, district commanders and the Coast Guard Academy superintendent all have the authority to accept offers by outside sources to pay for band travel. The authority for accepting gifts must comply with the following:

(1) The acceptance and collection of cash or checks for the purposes above will be handled in accordance with Part IV, Chapter 8 of the Accounting Manual, Vol. I, COMDTINST M7300.4 (series). Each gift offer must be reviewed by a staff legal officer for potential conflict of interest.

(2) Travel orders authorizing performances by bands, honor guards and drill teams must contain the following statement regarding legal reviews: "Appropriate conflict of interest reviews have been completed. There is no conflict of interest involved with this donor's gift(s)."

e. The band conducts a few short tours each year, with free public concert appearances. Coast Guard families and friends are encouraged to attend when locations are convenient. Daytime school visits are often included in the band's tour.

(1) Tour schedules are normally decided one year in advance and generally do not allow for added performances. If you want your community considered in a future tour, submit your suggestion early.

(2) Commandant (G-IPA) funds tour transportation and per diem. Local sponsors are required to fund and carry out promotion, ticket printing and distribution, programs, sites, and all incidental expenses connected to the performance. Newspapers are generally the most capable sponsors. While the band generally visits large communities, travel is limited to two hours between sites. This allows the band to serve smaller communities and perform in schools during the day.

4. **Ceremonial Honor Guard.**

a. The Coast Guard Ceremonial Honor Guard is stationed at U.S. Coast Guard Telecommunications and Information Systems Command, Alexandria, Va. The Ceremonial Honor Guard is under the direct control of the Military District of Washington and loaned to the Coast Guard for special events. The Military District of Washington uses the Ceremonial Honor Guard for White House functions, dignitary visits, state funerals and other high-level, official ceremonial events.

b. Within the Ceremonial Honor Guard are separate teams – a precision drill team, a parade unit and a color guard. These units may be available for public performances; however, official honor guard activities take priority over other appearances. Submit requests to Commandant (G-IPA-3) for engagements outside Washington, D.C.

c. Coast Guard requesting commands must fund all transportation, lodging and meals and other incidental expenses.

d. Requests from the public for events must be in the best interests of the Coast Guard and the event sponsor. The Coast Guard will participate only if the event meets general community relations criteria and is without additional cost to the government. The sponsor must fund transportation, meals, lodging, promotion efforts, ticket printing and distribution, programs, sites, and all incidental expenses connected with the appearance (See para. 3.D.3.d, above).

e. Neither the Ceremonial Honor Guard, nor its units, go on tour.

5. **Coast Guard Art Program (COGAP).**

a. The Salmagundi Art Club of New York encourages established artists and illustrators to donate their time and talent to the Coast Guard. Artists send completed artwork to the Salmagundi Club and, during a formal ceremony, the Salmagundi Club presents the art to the Coast Guard. The artists give the Coast Guard all rights to their work, including reproduction rights. On rare occasions Commandant (G-IPA-3) issues a contract to cover a portion of the artist's expenses. Artists throughout the nation are encouraged to participate in this program.

b. The Society of Illustrators administers a program where the Coast Guard annually pays a modest honorarium to a small number of professional illustrators, selected by the society, to depict contemporary Coast Guard scenes. These illustrators retain reproduction rights to their drawings.

c. The Coast Guard issues each artist of the above programs an ID Card. Artists visit units in their home areas and while they travel on business or vacation. It is important that units cooperate with the artists, including cruises, flights and overnight

accommodations when possible. Artists receive renewal stickers to update the expiration date of their cards.

d. Original artwork from the Coast Guard's premiere art collection is not used for office decoration, except for certain high-level offices such as the Commandant's. Units desiring high quality photo canvas reproductions of Service art may contact Commandant (G-IPA-3) for details. Units must bear all costs for the reproductions, including framing. Color corrected negatives may be loaned to photo contractors when the reproduction process is available at the local level.

6. **Launchings and Christenings.**

a. The contractor generally arranges for the ceremony, bearing all expenses.

b. The project resident officer (PRO) will coordinate all arrangements with the contractor and will coordinate the invitation lists with Commandant (G-IPA-3) and Commandant (G-ICA). The project resident officer will ask the contractor to extend invitations to the principal speaker and the sponsor, both named by the Commandant. While publicity is the responsibility of the contractor, the PRO shall send advance copies of all releases and press kits to Commandant (G-IPA-3) and to the appropriate District Public Affairs officers in time to permit Service release through Coast Guard channels.

c. When the ceremony date is set, the PRO will notify the district where the vessel will be homeported, the host district and Commandant (G-IPA-3).

d. District commanders will provide proposed invitation lists to the PRO.

e. Commandant (G-ICA) will recommend a sponsor and principal speaker to the Commandant and will send the Commandant's decisions to the PRO. The PRO will issue travel orders for the sponsor and principal speaker, the cost of which will be charged against AC&I funds.

f. For new patrol boats, christening and commissioning may often be combined in a single ceremony after delivery. District commanders will coordinate with Commandant (G-ICA) to determine keynote speakers and sponsors for WPBs (less than 120' in length).

7. **Commissionings.**

a. District and Area Commanders are responsible for commissioning ceremonies held in their jurisdictions, including the date of the ceremony. The headquarters program manager is responsible for commissioning ceremonies of headquarters units. The date of commissioning ceremonies will be coordinated with Commandant (G-ICA) to accommodate attendance of the keynote speaker and sponsor. The prospective commanding officer (PCO) is responsible for publicity. The District Public Affairs Officer and Commandant (G-IPA-3) will help the PCO as needed.

b. The PCO will notify Commandant (G-IPA-3) of the commissioning date and send invitations to guests. The PCO will compile guest lists in cooperation with the district commander, Commandant (G-IPA-3), and Commandant (G-ICA). Advance copies of news releases should be supplied to the district and Headquarters public affairs offices to permit simultaneous release. All commissioning expenses will be borne by the unit being commissioned.

c. The project residence officer, or the headquarters program manager, will issue travel orders for the vessel sponsor to participate in commissioning ceremonies (the cost of these orders will be charged against the vessel's AC&I funds). Commandant (G-IPA-3) will coordinate the headquarters input to the invitation list and provide the list to the PCO.

8. **Naming of Cutters and Shore Facilities.**

a. The Commandant has appointed a standing board to make recommendations for cutter names and to review nominations for facility names. Chaired by the Chief, Office of Public Affairs, the board sends recommendations to the Commandant for final approval. The remainder of the board consists of representatives from Commandant (G-C-5), (G-CMCPO), (G-OC),(G-SE), (G-IPA-4) and (G-IPA-3).

b. District commanders and commanding officers of headquarters units should submit nominations to Commandant (G-IPA-3) at least six months before the expected dedication date. Commandant (G-IPA-3) can help research names if asked far enough in advance (6-12 months).

c. Cutters 65 feet and longer are named for: geographic locations, other service ships manned by Coast Guard personnel, flowers/trees, bays, action words, famous past cutters, islands, endangered species, famous lighthouse keepers, secretaries of the department under which the Coast Guard was serving at the time of their tenure, Coast Guard heroes and persons having significant impact on Coast Guard history.

d. Buildings will be named for deceased individuals with historical significance to the Coast Guard. They include Coast Guardsmen who are: firsts/lasts, died in action or line of duty, heroes, famous lifesavers, or known for some heroic deed. The board will also consider Coast Guard-related heroes; Life-Saving, Lighthouse and Revenue Cutter Service personnel; lifesaving medal winners and people having a significant impact on Coast Guard history.

e. Outdoor facilities (athletic fields, port facilities, air fields, hangars, etc.) will be named for cutters, historically significant people, famous battles, nautical terms, noteworthy rescues, or former lighthouses, light stations or lifesaving stations.

f. The board has delegated to unit and/or installation commanders the authority to name roads, streets, avenues and drives.

E. THE USE OF PROTECTED WORDS AND SYMBOLS.

1. General policy.

a. Use of the U.S. Coast Guard's name by non-federal entities requires the approval of the Coast Guard. The Community Relations Branch of (G-IPA-3) is the point of contact.

b. Federal law (14 USC, Section 639) is the basis for Coast Guard policy. The law protects the words " United States Coast Guard," or any variation thereof, including but not limited to "USCG" and "U.S. Coast Guard." This law prohibits the use of these words as part of a business name; for the purposes of trade or business; or as part of any advertisement that would lead a reasonable person to conclude that the individual, business or association has any connection with the Coast Guard. The law also prohibits anyone from falsely representing that any project, business, product or service is in anyway endorsed, authorized or approved by the Coast Guard.

c. The Coast Guard may approve the use of its protected words by non-federal entities provided that the usage falls within the provisions of the federal law, the public interest is served and the Coast Guard in no way appears to endorse a product or service.

d. Requirements for Coast Guard approval apply to all forms of promotional materials (such as advertising, marketing, publicity or public relations) intended for use via any media (such as publications, radio, television, visual aids, billboards, direct mail, telephone solicitation). While the requirement applies primarily to the use of the name "Coast Guard" in a commercial promotion, it also applies to promotions by non-profit organizations. For example, a non-profit association would need Coast Guard approval for a press release or a public service announcement claiming Coast Guard support for their project.

e. Development of new technologies and entertainment markets has necessitated widening the scope of these responsibilities to include direct-sale video, CD-ROM, internet programs, toys and other entertainment media.

f. The Coast Guard does not cooperate with tobacco or alcohol advertisers.

2. Approval authority.

a. Commandant (G-IPA-3) clears all Coast Guard participation in promotional material or campaigns.

b. District Public Affairs officers are not authorized to clear materials intended for local use within district boundaries. Districts should refer requests regarding clearance to G-IPA-3.

3. **Approval Criteria.** To obtain Coast Guard approval and cooperation, sponsors must submit scripts, layouts with text, photographs and/or illustrations for review. To be approved, promotional material:

   a. Must constitute a statement of fact, without misleading information or objectionable features.

   b. Must not imply that a product or service is endorsed by the Coast Guard. The fact that the Coast Guard may purchase or use a product or service is not an endorsement. As long as it does not imply endorsement, the promotional material may call attention to products or services actually used by the Coast Guard.

   c. Must not present testimonials by representatives of the Coast Guard.

   d. Must not portray Coast Guard personnel using or otherwise showing a preference for the product or service being advertised.

   e. Must neither indicate that a product has undergone service tests, nor disclose results of service tests.

   f. Must not imply Coast Guard responsibility for the accuracy of the advertiser's claims.

   g. Must be in good taste.

   h. Must not divulge classified information.

   i. Must comply with laws protecting the rights of privacy of military personnel, civilian employees and dependents whose photographs, names or statements appear in the advertisement or public relations material.

4. **Coast Guard Mark, Emblem and Seal.**

   a. U.S. Coast Guard Heraldry, COMDTINST M5200.14 (series) defines the official Seal and Emblem and prescribes their use. Coast Guard Regulations and 14 USC, Section 638, prescribe use of the Coast Guard Emblem, Ensign and other identifying insignia, which includes the Coast Guard Mark. There are illustrations of the Coast Guard insignia in Exhibit 3-1 on page 3-28.

   b. The Coast Guard Seal is a pair of crossed anchors superimposed by a life ring with shield and surrounded by a line grommet. The Seal must not be reproduced outside the Coast Guard. The wall plaque reproduction of the Seal may be loaned on license agreements to service-related organizations by Commandant (G-IPA-3). Temporary use of the plaque by Service-related organizations is approved. Exceptions include allowing use of the Seal in most instances where all other service seals will be displayed.

c. The Coast Guard Mark ("racing stripe") and/or Emblem (similar to seal but without line grommet) must not be reproduced outside the Coast Guard without approval. Vendors or others wishing to reproduce these identifying symbols must submit an outline of the intended use and a copy of the proposed design to Commandant (G-IPA-3).

d. The Coast Guard has both an Ensign (vertical red stripes) and a Standard (white field with blue eagle).

(1) The Ensign is a symbol of United States Coast Guard law enforcement authority and is, by law, restricted to official use only.

(2) The Coast Guard Standard is used during parades and ceremonies and is adorned by our 34 battle streamers. Service-related organizations may use the Standard on temporary loan with approval from Commandant (G-IPA-3).

(3) The Coast Guard cannot donate or sell flags to individuals or organizations. Flags of historical interest or value should be sent to the Coast Guard Exhibit Center.

5. **Personnel.** In approved promotional material, the Coast Guard will permit:

a. Use of Coast Guard personnel provided that:

(1) Personnel are not inconvenienced and neither their training nor regular duties are interrupted.

(2) They are not paid for their appearance.

(3) The advertiser obtains permission of the personnel involved.

b. Use of professional models in Coast Guard uniforms as long as they meet uniform regulations and do not discredit the Coast Guard.

6. **Official Photographs.** Upon request, the Coast Guard may supply official photographs for use in approved promotions. Official photographs are available on the Coast Guard Imagery database, accessible through the World Wide Web at www.cgvi.uscg.mil.

7. **Internet sites and links.**

a. Official Coast Guard World Wide Web sites may not include any advertisements. Official Coast Guard sites may provide hyperlinks to sites outside the public sector provided that there is no perception of implied endorsement of any product or service.

b. The words "United States Coast Guard" or "USCG" or any variation thereof may not be used for commercial purposes as part of an Internet domain name, email address or to "brand" Web pages by any commercial or private entity. Federal law (14 USC,

Section 639) is the basis for this Coast Guard policy. The law prohibits unauthorized use of the words "Coast Guard," or any variation thereof, to lead people to believe that any individual, association or business has any connection with the Coast Guard. The same law also prohibits anyone from falsely representing that a product or service is in any way endorsed, authorized or approved by the Coast Guard.

c. Commercial and personal Internet sites may include links to official Coast Guard Web Sites. The Coast Guard Emblem and Mark may be used as hyperlink buttons from a commercial Web site to an official Coast Guard Web site provided that the insignia is used in good taste and is not used to portray the commercial Web site as an official Coast Guard site. The Coast Guard Seal is reserved for official Coast Guard use and may not be used as a hyperlink button on such web sites.

d. Links from non-Coast Guard web sites to official U.S. Coast Guard web sites. Information presented on Coast Guard web sites is considered public information and may be distributed, copied or linked by non-Coast Guard web sites. However, the contents of Coast Guard web sites may not be used for commercial purposes or to imply endorsement by the U.S. Coast Guard of products or services. Logos and graphics (excepting the seal) may be used on non-Coast Guard web sites as graphic buttons that link back to the official Coast Guard web site. Coast Guard logos and graphics may not be used to create a non-official web site that gives the appearance and general look and feel of the official web site.

e. Links from U.S. Coast Guard web sites to non-Coast Guard web sites. Links from official Coast Guard web sites to external web sites are decided on an individual case basis by the Coast Guard office having responsibility for the web site making the link. Decisions to link to external sites are made after assessing relevance to the office mission and maintenance factors. Links to external sites may not be used to endorse a particular non-Governmental product or service or provide preferential treatment.

f. Department of Transportation (DOT) policy requires that visitors to the Coast Guard World Wide Web site be notified of our privacy policy when clicking links to content external to DOT. Consult your webmaster for the required script for this notification on all existing and new hyperlinks to external content provided on your pages.

g. "Cookies," or other technology to track the activities of users over time and across different web sites shall not be used, except in certain instances. Refer to Department of Transportation directive DOT H. 1350.2 and Policy on Coast Guard Use of Internet/World Wide Web, COMDTINST 5230.56 (series) for details on these privacy and data collection policies.

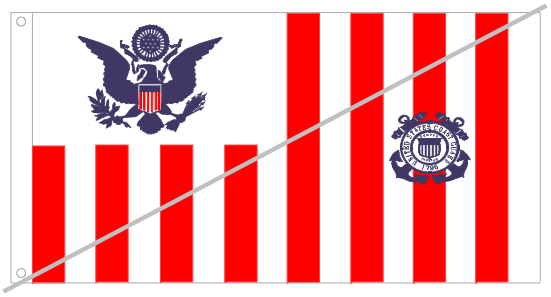
h. All information provided to the public and to employees by electronic means should be accessible by people using assistive technologies under Section 508 of the Rehabilitation Act. Consult your local Section 508 coordinator for advice in making your information compliant.

F. JOINT CIVILIAN ORIENTATION CONFERENCE.

1. **Annual program.** The JCOC program, sponsored each year by the Secretary of Defense, brings together 60 noted civilians from around the country – a broad cross–section of opinion leaders – and gives them a weeklong, intense orientation on the U.S. military. The program begins with high-level briefings at the Pentagon and then takes the participants to various installations across the country for "hands-on" experience.

2. **Nominations.** Commandant (G-IPA-3) is the coordinator for Coast Guard participation. Commandant (G-IPA-3) releases an ALCOAST each year requesting nominations for the program. The Coast Guard has been allocated 15 JCOC nominations. Nominators should focus particular attention on leaders of institutions and organizations who, both professionally and personally, communicate on an on-going basis with key audiences. Examples of appropriate nominees include, but are not limited to: presidents of universities and colleges; publishers or editors of newspapers and others with management positions in print or broadcast media; published authors and syndicated columnists; national association and regional leaders of professional, minority and women's organizations; rising state and local elected and appointed officials; and CEOs and senior officials of private enterprises with regional or national reach. The program is intended to be educational. The purpose is to reach individuals who have neutral, uninformed or negative opinions of the military.

USCG Standard



USCG Ensign

USCG Seal

USCG Emblem

USCG Mark

Coast Guard insignia are available at the internet site:
<http://www.uscg.mil/images/images.html>

CHAPTER 4. INTERNAL INFORMATION PROGRAM

A. IMPORTANCE AND OBJECTIVES.

1. **Need for communication.** Because of the very nature of our jobs, the Coast Guard and its employees must communicate with each other clearly, concisely, constantly and consistently.

   a. Effective managers understand that people are their most important resource. Coast Guard active-duty members, Reservists, Auxiliarists and civilian employees must understand the importance of their service and the part they play in it. Loyalty, proficiency and our "esprit de corps" come from keeping Coast Guard people well-informed about their history, traditions, activities, accomplishments, benefits and opportunities.

   b. The success of the missions you carry out relies on your willingness and aggressiveness in keeping your people well-informed. In the Coast Guard, we place a great deal of responsibility on each of our members. In order for them to do their jobs, in order for them to manage their careers, in order for them to want to remain in the service, it is essential that every member of the chain of command make every effort to PASS THE WORD.

   c. We need to continue to improve our internal information efforts. When the Work-Life Study was conducted in the early 1990s, more than 40 percent of those who responded felt they were not getting enough information about their careers and benefits. By the time the Workforce Cultural Audit was conducted in 1996 and 1997, that percentage had grown to more than 60 percent.

   d. One of the challenges we face in our internal information program is our increasing reliance upon computers. We must remember to share all that information with those members of the Coast Guard family who don't normally sit at a workstation; members like deck force, engineers, food service specialists, Reservists, Auxiliarists, ombudsmen, family members and retirees. What are we doing to ensure that the WORD gets passed to them?

2. **Mission Support.** The Coast Guard's internal information program supports Coast Guard missions by keeping our "family" aware of what and why things are happening.

   a. Awareness of benefits and opportunities.

   b. Awareness of requirements, obligations and changes in policy or procedures.

   c. Awareness of issues and challenges facing the Coast Guard.

   d. Recognition of individual and team accomplishments.

B. RESPONSIBILITY.

1. **Commandant (G-I).** The Assistant Commandant for Governmental and Public Affairs is responsible for the Coast Guard's internal information program and its objectives.

2. **Unit commanders.** All successful internal information programs succeed because the unit commander cares about his or her people. Without the support of the unit commander, any amount of information generated in publications, message traffic or e-mail will go unheeded without the unit commander's specific instructions to all department heads to PASS THE WORD. Unit commanders must supervise and vigorously carry out local internal relations programs through their unit PAO. As a commanding officer, be upfront and forthright with your people. Tell them what you know. If you do not have complete information, let your people know that you will inform them when you do. Remember, you are the first link in the chain of command.

3. **Unit public affairs officers.** Unit public affairs officers must bear the brunt of the internal information work. The following sections of this chapter will show you how to create an aggressive internal information program at your unit. If you provide people with good information, they will return the favor. You may find yourself serving as an informal liaison between the crew and command. One of the best ways to approach this job is to get some free help. Recruit that seaman who is on the waiting list for PA school. Ask a Reservist or Auxiliarist to help out. Use your unit ombudsman.

4. **Individuals.** Everyone in the Coast Guard has some responsibility for communicating with other members of the Coast Guard. Members, especially in command, management, supervisory or leadership roles, must keep their people informed of Coast Guard "news."

C. POLICY.

1. **Be Aggressive.** Unit commanders must run a proactive and continuous internal information program, keeping individuals informed of the missions, functions and activities of their command and the Coast Guard.

   a. Unit commanders will insure that adequate two-way communications are available.

   b. Units may develop and evaluate new and innovative techniques in carrying out a Coast Guard internal information program.

2. **Pass the Word.** Unclassified information must flow quickly to Coast Guard people and in an understandable form. They are entitled to the same access to news--both good and bad -- as are all other citizens. The Coast Guard will not tolerate the withholding of unfavorable news stories from Coast Guard personnel, particularly when those stories may affect members of the Coast Guard family and the quality of their lives or careers.

D. REACHING THE ENTIRE COAST GUARD FAMILY.

1. **Active Duty Members.** All members of the Coast Guard are responsible for managing their own careers, but can they be truly effective and successful if they are not aware of all the information that may affect them? Think of the most junior people at your unit. Do they have enough knowledge of the Coast Guard to make informed decisions? Do they learn enough about changes to know what will effect them? Remember that they are the service's future; if we fail to keep them informed and successful, who will take our places when we leave the service?

2. **Members of the Coast Guard Family.** Information should be passed to all members of the Coast Guard family. This family includes all active duty members, Reservists, Auxiliarists, civilian employees, retirees, and all members of their families. Sometimes, this includes people and organizations we've "adopted," such as Coast Guard-trained foreign nationals, members of various organizations you've dealt with, etc.

3. **Programs for Families.** Families have a great deal of influence on our members. Their attitudes and knowledge have a great effect on the sponsor's career decisions and on-the-job performance. A good internal information program addresses their needs and interests. Again, you can make effective use of both oral and written information.

E. INTERNAL INFORMATION TOOLS.

1. **Passing Information.** You pass information in many ways. Unfortunately, the "rumor mill" is the most common, yet least effective method. Word-of-mouth and the written word are most effective. Make good use of muster and other all-hands gatherings to pass along new information.

2. ***Coast Guard* magazine.** *Coast Guard* magazine, formerly Commandant's Bulletin, is the service's primary internal information tool. Send key information about your program to the editor of the magazine for consideration. Units have a great opportunity to showcase their significant achievements by submitting timely, well-written articles with photographs or other art.

3. **Internal publications.** Many headquarters offices, programs and units, as well as area and district offices, produce their own publications. These publications contain excellent information for members that affect their duties and their careers. Unfortunately, cost limits the number of copies available at each unit. Unit PAOs should make an effort to copy and circulate articles of particular interest to all members of the crew.

   a. Internal publications, such as a plan of the day or unit newsletters, are effective ways to pass information. They can be produced easily by simply pulling together material from other Coast Guard publications.

   b. An easy but very useful tool is a list of recent message traffic, such as ALCOASTS, with a brief summary of each. Just posting a list of subject lines and date-time groups

outside the ship's office or in each division will help keep members better informed because they can quickly learn about any new information that interests them. If there is something of interest, the member can then look up the appropriate message. Remember, not everyone has the chance to read message traffic.

c. Familygrams are newsletters from a unit commander to dependents of the crew that talk about unit accomplishments, people and activities. They are not limited to use by ships at sea! They work just as well for ships in port, small stations, MSOs, thousand-member commands, or the whole Coast Guard. They work best when published on a regular schedule, instead of sporadically.

d. A personal letter from the command welcoming dependents should include names, addresses and phone numbers of sponsors and key points of contact. Also include maps of the local area, and information on housing, schools (all grades including evening college), and shopping. Remember that some of the most stressful times in military life occur during a transfer.

4. **Planned Events.** Include dependents in your planning for regular holidays and events (Christmas, Thanksgiving, Independence Day, Coast Guard Day and award ceremonies, for example). Consider inviting dependent children to bring their classmates for a unit tour. Contests and recognition from the command are also useful tools ("honorary crew" certificates, for example).

5. **Captain's Call.** A Captain's Call is a meeting between a unit commander and all unit personnel, keeping them informed of unit schedules, policies, etc., and often to offer two-way communications. Attendance is usually required for all military personnel not on watch and is encouraged for civilian personnel. Captain's Call can strengthen command credibility, squelch rumors and improve mutual support and understanding.

a. Scheduling should not conflict with off-duty time and should allow for maximum attendance, with provisions made to inform people on leave or on duty. An after-inspection meeting may be the most convenient for both the command and the crew. One hour is a good target length.

b. Your program's format and content may vary according to your requirements, unit size, and audience composition. An informal, open climate is usually most productive. The meetings should address: unit accomplishments, suggestions for better unit efficiency, goals, unit problems. You may want to add a question-and-answer period, introduce newcomers, recognize individual achievements, and discuss problems and issues affecting the crew. You may consider inviting a guest speaker, such as a tax preparer or a health benefits advisor. Captain's Call may also be appropriate after exercises or deployments to discuss lessons learned, suggestions for improvement, or to pass "attaboys." You may find it appropriate to ask the crew for agenda items.

c. Hold the Captain's Call in a place that makes communication easy. For example, consider how weather or noise may hamper the communications process.

d. At large units, it may be necessary to divide the crew into groups to improve the two-way communication. Captain's Call should be scheduled regularly--perhaps quarterly. Publicize the event well in advance, using internal publications, the Plan of the Day or bulletin board notices.

e. Captain's Call will not be used to avoid or satisfy other requirements (such as military training), for disciplinary purposes, as a substitute for complaint channels or as quarters. It's a time for passing the word and solving problems.

f. Remember that ALCOASTS and many other internal communications often do not reach the people they were intended to reach. Reading excerpts from these forms of written communication is an excellent way to pass the word. You may consider posting the items on a common area bulletin board for the crew to read at their leisure.

6. **Clubs.** Spouse clubs are an excellent way to pass information on to family members. If your unit is too small for a formal spouse's club, you may be able to use other information tools to reach dependents. A telephone tree headed by an interested spouse or ombudsman is a good way of passing information on ship schedule changes while underway or regular status reports on the unit's missions. A selected dependent might also serve as a troubleshooter to speak with the command on dependents' problems, acting as a representative for several families. A "spouses only" meeting with the commanding officer may also be effective.

7. **Family Days.** These help acquaint the family with the unit and our service's missions. Coast Guard Day, open houses, Armed Forces Day and other special events offer excellent opportunities for these get-togethers and may include underway time. Consider inviting guest speakers from within the Coast Guard, other government agencies, or public service groups to discuss benefits, health subjects, Coast Guard policy and similar topics.

8. **Coast Guard Publications and websites.** Encourage people to take, or mail to their home, copies of the district publication and the *Coast Guard* magazine when available. Members may also purchase subscriptions to receive a personal copy of *Coast Guard* magazine mailed to their home. There are many items in these publications that are pertinent to dependents. Tell others about the current Coast Guard news and extensive information available on the Internet at its website, http://www.uscg.mil. Local unit websites are also effective for disseminating information.

F. PUBLICATIONS.

1. **Internal Publications.** It is the policy of the Coast Guard and the federal government that appropriated funds will not be spent on publications unless they fill a unique information need that cannot be met in any other fashion and that the information should be necessary to the conduct of official business. Use of public funds for self-aggrandizement or publicity is strictly illegal. Area and district offices should not publish newspapers or magazines if they serve only to showcase the work of the authors.

b. Internal publications compete with all media for a slice of each Coast Guardsman's time. The content must be useful and the design attractive. The publication as a whole should be readable and understandable.

c. Commands are encouraged to submit articles to service publications, such as *Coast Guard* magazine. Bear in mind that articles submitted to *Coast Guard* should be of Coast Guard-wide significance.

2. **General Content of Internal Publications.** All sorts of written communications can be effective -- whether a magazine, newspaper, plan of the day, familygram, etc. They should inform, educate and (sometimes) entertain. The unit commander should discuss command policies, philosophies and command views with the people who prepare local publications. Editors should give as much attention as possible to the following topics:

a. important individual contributions.

b. unit accomplishments.

c. unit missions.

d. community involvement.

e. explanations of people-oriented programs.

f. career enhancement and retention.

g. facilities and services available.

h. personal and moral responsibilities.

i. equal opportunity and human relations.

j. leadership.

k. pay and benefits.

3. **Personal opinions.** Unit commanders may permit properly-identified columns, commentaries and letters to the editor expressing personal opinions. These articles should be accomplishment-oriented -- they must serve a purpose other than airing an opinion.

a. When news stories contain opinions, identify the sources. Otherwise, readers assume the opinions belong to the editor or the unit commander.

b. Editorials will support the interests of the U.S. Coast Guard and the readership. They should state a problem or situation and offer solutions and/or alternatives. The readers

should be encouraged to make their own decisions and take their own actions. Editorial or opinion columns will not dominate any publication.

4. **Endorsements.** Your publications should not influence a reader's decision on commercial products or services, or political causes; however, you can (and should) endorse non-commercial activities which benefit your readers.

   a. You have an obligation to advise your people on their rights and obligations to vote but you should in no way influence their decision on how to vote. Campaign news or editorials dealing with specific political candidates or issues are specifically prohibited. Support voting rights, the Federal Voting Assistance Program, and other rights of citizens -- including their rights to contact elected representatives.

   b. Commercial advertising is prohibited, except in legally contracted "Commercial Enterprise" publications (see below, section 8). No news article will imply that the Department of Transportation or the U.S. Coast Guard endorses or favors a specific commercial product, commodity or service. This does not prohibit "classified ads" for property or services offered by unit personnel or promotions of NAFA activities.

   c. Your publications may support community services and non-commercial organizations with announcements and news stories. This includes publicity for service-sponsored, non-profit activities, such as religious services, blood donor campaigns, Mutual Assistance, Combined Federal Campaign, non-commercial civic or sports events.

   d. Your publications should not support activities which involve gambling (such as a club's bingo-for-prizes night). Publications that publicize gambling activities should not enter the United States mails.

   e. Under no circumstances will any publicity campaigns support an activity or organization that prohibits or restricts attendance, participation or membership on the grounds of race, creed, color, sex or national origin.

   f. You may publish brief, objective announcements or reviews on movies, books, etc., if the goal is to serve the best interests of the readers.

   g. Most offices now use desktop publishing systems. Although they save time and manpower, these systems offer so many features that novices easily become overzealous. Layout should always be clean and simple to enhance readability. You should always be able to explain the purpose of every line or box on a page.

5. **Restrictions and Requirements.** Authorized Coast Guard publications must follow regulations on security, and laws involving libel, copyright, printing and mailing of materials.

   a. If you want to create a new publication (other than an informal unit newsletter), consult with the Directives, Publications and Printing Branch, Coast Guard Headquarters, to make sure you are following current Office of Management and Budget and

Department of Transportation policies. If you are producing a simple unit newsletter, these procedures are not necessary.

b. Within the first eight pages, each issue must include a masthead or disclaimer (even if it is included elsewhere in the publication). The masthead may be incorporated into a contents page or other element, but must include:

(1) Name of publication.

(2) A statement that it is an authorized publication.

(3) Name of publishing Coast Guard unit.

(4) Postal address, including ZIP code.

(5) Area code and telephone number of publishing office.

(6) Publication frequency (monthly, weekly, etc.).

(7) The statement that "The views and opinions expressed are not necessarily those of the Department of Transportation or the U.S. Coast Guard. Material is for information only and not authority for action."

(8) Method of reproduction and circulation.

(9) Any additional information desired by the unit commander.

c. The nameplate ("flag") of each issue will include at least the date of publication. Readers also appreciate the date of publication on each page, since covers are sometimes removed, or pages photocopied. The flag may also include the name and location of the printing unit.

d. Unless editorial material is credited, readers assume it originated at the publishing command, or at least within the Coast Guard.

(1) You should credit all material obtained from sources outside the Coast Guard. (For example: American Forces Press Service.) You MUST credit all material you obtain from sources outside the U.S. government.

(2) Credits, such as bylines, may be used with material from any source. This includes articles, columns and photographs.

(3) When crediting copyrighted material, indicate that the material is copyrighted and is reprinted with permission. This lets readers know that they cannot reproduce it without permission from the copyright holder. If you do not have

permission from the copyright holder DO NOT REPRODUCE THE MATERIAL. IT IS A VIOLATION OF FEDERAL LAW.

e. On the normal distribution date, send two copies of each issue of the authorized Coast Guard publication to Commandant (G-IPA-2).

f. All uses of the Coast Guard official seal, emblem, signature and mark will follow the rules in U.S. Coast Guard Heraldry, COMDTINST M5200.14 (series). Generally, you should not use the Coast Guard Seal in Coast Guard publications. See chapter 3, section E.4. for the guidelines.

6. **Writing for Internal Publications.** Consider many factors when producing your own, or writing for, internal relations publications.

B. Know your readers. Include something for everyone in your publication. If you are writing for a command newsletter to be distributed to the housing community, include items such as community events, places of local interest, and recognition of community members. Write simply, so the younger members of the community can read it too.

C. Write for the reader. Write in simple, concise, English. Do not write for articles as you would for a report, directive or log entry. Refer to the *Associated Press Stylebook and Briefing on Media Laws* for generic guidance on writing.

D. Emphasize how the article affects the reader. For example, when describing new technology, explain how it will make the job better. Describe benefit and pay information to show how your people are affected by it. This sort of emphasis is possible in most articles.

E. Use photographs that tell the real story. Avoid the standard award ceremony photograph. In its place try to show the award winner doing what won the award. When photographing hardware -- machinery, ships, aircraft, etc., -- show people doing something in, on, to or around the hardware.

F. Government publications are not copyrighted. Most information found in a government publication may be reproduced locally. Any information printed in government publications that is protected by copyright should be properly marked.

7. **Copyright.** Materials must have a copyright mark to be legally protected under copyright laws. When in doubt, contact the author, call the publication that printed the material, or contact your legal officer for guidance.

8. **Commercial Enterprise Publications.** A commercial enterprise publication is one published by commercial, civilian contractors, at no cost to the government, for the benefit of Coast Guard personnel. They contain Coast Guard news and commercial advertising. The command entering into the contract has a large degree of influence over the content and some influence over the advertising. Civilian enterprise newspapers are allowed, although the

small size of Coast Guard units usually makes such a venture unprofitable for most publishers. Some points you should consider before entering into a contract:

a. Be wary of offers and be sure to read contract terms carefully. In any contract, be sure what control you have over the publication -- especially the editorial content and advertising. All advertising should be tasteful and in keeping with good order and discipline.

b. Consider the amount of time and money you have to publish your own Coast Guard publication. Do you really want to release control to someone outside the Coast Guard or are you really looking for a printer or layout artist?

c. Depending on specific contract agreements, Coast Guard personnel may be restricted to only visiting the civilian enterprise staff to inspect workmanship; they may not be assigned to the staff either full or part time. They cannot be assigned under the direct supervision of the civilian enterprise or any of its employees. In many cases, they may be contractually prohibited from touching the product once submitted to the publisher.

d. Commands have the authority to prohibit distribution of a civilian enterprise publication on federal property if the command feels that any issue is unlawful or prejudicial to Coast Guard regulations, good order and discipline or if any advertisement is not in the best interests of the command. All rights for distribution by the command should be outlined in a contract for a civilian enterprise publication. Appropriated funds may not be used to pay for any part of the cost of publishing a civilian enterprise publication.

e. An agreement for a civilian enterprise publication is a government contract. You must work with the local contracting officer to set up such an agreement, and you must obtain clearance from the unit legal officer and maintain a proper customer/contractor relationship.

f. Political campaign advertising is permitted; however, equal opportunity must be afforded all opposing candidates. Also, a disclaimer must be used within the ad to clearly deny Coast Guard endorsement of either candidates or political positions on issues.

CHAPTER 5. COAST GUARD IMAGERY.

A. RESPONSIBILITIES AND SUPPORT.

1. **Commandant.** Commandant (G-IPA-1), (Imagery Branch) is responsible for:

   a. Advising on Coast Guard imagery policies. Imagery is defined as all visual media products, including video, film, slide and print photography.

   b. Maintaining the Coast Guard central repository for imagery.

   c. Photo Team support of public affairs and documentary imagery.

   d. Production of *Coast Guard* magazine.

2. **Area and District Public Affairs Officers.** Area and district PAOs are responsible for:

   a. Imagery support to district staff and units within their district for events that have definite, marketable, public affairs value.

   b. Imagery documentation for Commandant (G-IPA) of significant district activities.

   c. Forward imagery to Commandant (G-IPA-1) for inclusion in the central image archive.

3. **Unit Commanders.** All photography carried out within a command's jurisdiction is under the control of the unit commander. Unit commanders are responsible for:

   a. Ensuring all significant operations are documented to the extent allowed by safety and operational limits.

   b. Providing adequate support and cooperation to unit public affairs officers.

   c. Insuring that photographers and photographs do not violate security.

4. **Unit Public Affairs Officers.** Public Affairs Officers are responsible for:

   a. Making imagery available for all public affairs functions.

   b. Obtaining imagery of all significant events related to their operations and organization.

   c. Forwarding imagery to the District Public Affairs Office.

B. THE NEED FOR GOOD IMAGES OF COAST GUARD OPERATIONS.

1. **Visual documentation.** Capturing images of Coast Guard activities is essential so our customers can see what the Coast Guard does. Images taken by Coast Guard personnel are

used to generate interest in and support for Coast Guard operations. Video and still imagery is widely used for internal and external information, training, historical purposes, as well as legal evidence. Recent growth in the popularity of computerized slide presentations and the growth of the World Wide Web have also increased interest in Coast Guard images.

a. Video and still photography tell the Coast Guard's story more dramatically than any news release can. Even minor cases can receive wide media coverage if good video or photos are available. In most cases, the media will not have access to the scene of an incident, and Coast Guard imagery will often be the only images available. The same imagery is used by television and motion picture producers, "Reality TV" programs, documentaries and feature motion pictures. Still photos find their way into magazines, exhibits and books. Good documentation of normal operations featuring Coast Guard people doing their jobs, as well as dramatic scenes of vessels and aircraft, is always in great demand.

b. Operations permitting, units should visually document all significant activities. Image gathering should be integrated into normal operating procedures. For example, most units currently have still and video cameras and could designate a crewmember to act as unit photographer during SAR cases and boardings. Many aircraft carry video and still cameras on every flight and use them as operations permit. Normally, capturing a few minutes of video and a few still photos will not affect operations.

c. Where possible, both video and still photos are desirable. If time and operations limit the photographer's time, video should take precedence over still photos. Video also makes the best evidence for an investigation package.

d. Auxiliarists are often on-scene at events or locations not covered by Coast Guard public affairs staff (such as boating activities on the Western Rivers or other inland waterways). These Auxiliarists can be a resource for Coast Guard public affairs offices to obtain photographs of activities in those areas.

e. Imagery of unauthorized activities or practices (improperly marked boats or aircraft, operation of unauthorized boats or aircraft, operations without proper protective gear in use, or firefighting vs. suppressing fire to save lives and then withdrawing) can create misconceptions about the Coast Guard.

2. **Recommended equipment.** Most commands currently have adequate video and still cameras to document their operations. The following recommendations are intended for units looking to acquire new equipment or replace old equipment. These recommendations do not mean that you have to replace any existing equipment before the end of its operational life.

a. There are several points to consider when purchasing still cameras.

(1) Recommended are 35mm cameras with full automatic capabilities and interchangeable lenses. A 35-70mm zoom lens can handle most jobs. A 70-200 zoom lens is also suggested.

(2) Use color film. Color film can be quickly processed at "one-hour" photo stores. When you drop film off for development, ask for enough copies to give to your media outlets that may use them. (Obviously radio will not use photos, but television stations may. Ask your local stations.) Black and white film requires special handling, so it takes longer to print and costs more.

(3) Units considering the purchase of digital cameras should first seek guidance from the program manager who will receive the bulk of the images. For example, Commandant (G-OCI) has adopted a standard digital imagery suite to support aviation imagery requirements that is different from G-MOR's digital imagery suite for use in pollution response. Public affairs offices have a variety of digital imagery systems. While images can be converted, you should purchase equipment compatible with the system used by your primary customer in order to eliminate any transfer problems.

b. There are several points to consider when purchasing video.

(1) Hi8mm video is the current Coast Guard standard, but it is rapidly being replaced by digital video. Both are compact, easy to use and provide high-quality recording at a reasonable price.

(2) Units with VHS, VHS-C and 8mm video equipment should continue to use it until it is no longer serviceable. When replacing video equipment, digital is the recommended format.

(3) Units should maintain the capacity to copy and play VHS tapes. VHS will continue to be used for the distribution of video tapes made for informational packages, training and other purposes.

(4) When buying a new digital video camera, it is usually unnecessary to purchase a new video recording deck as well. Most digital cameras have adapters so they can record onto VHS players. This will allow further distribution of the Coast Guard video either internally or to the news media without losing control of the original tape. Only when it is absolutely unavoidable should you release an original tape to the news media for duplication.

(5) When purchasing a new camera, you should strongly consider the purchase of a camera equipped with a LCD monitor as opposed to a simple eyepiece. On aircraft and smallboats, looking through an eyepiece for any extended period of time can quickly cause motion sickness. Monitors are also generally safer underway because the camera operator can see what is happening all around rather than just what is in the camera lens.

(6) Be aware that, in all but high-end model cameras, still images captured from video footage may be too low a resolution for publication use.

3. **Official Photography and Video.** Media, especially television, thrive on good images that help tell the story. A few seconds of video or a strong action photo could move your news to the top of the program or onto Page 1. Unit commanders should make every attempt to put either a 35mm still camera or a video camera (or both) on every vessel or aircraft at their unit. And the unit PAO should make every attempt to get any images captured to the media as quickly as possible.

a. Photographic and video equipment on Coast Guard ships, boats, aircraft and stations, is subject to command policy. All photographs and video, including those taken with personal cameras, taken aboard Coast Guard units are subject to screening and approval of the commanding officer prior to release for commercial or public use. All such photography is considered official and may not be sold under any circumstances for private gain.

b. Official photographers and videographers are for official use only.

(1) Coast Guard Public Affairs Specialists are at all times official photographers unless in leave status.

(2) Unit commanders may designate any Coast Guard employees, military or civilian, as official photographers or videographers.

(3) Volunteer amateurs can be an important resource. Unit commanders should encourage crewmembers to record Coast Guard operations and submit photos or video to the local PAO for dissemination to the news media and to the Coast Guard.

(4) Official photographers will not be used for unofficial photography, such as recording social events, which competes with commercial photographers, or providing photos for private collections, which constitutes a misappropriation of government funds. This precludes the use of public affairs specialists using government camera equipment and film from photographing events with little or no publication potential.

c. Before photos or video can be released, the approving official will evaluate the materials and ensure that they meet the following standards. If the tape or film fails any of these standards, do not release it.

(1) Video or photos must not be of classified material or any information that may jeopardize security or ongoing operations.

(2) If operational guidelines do not specify a clearance process for law enforcement cases, the district public affairs office should be consulted for coordination with the appropriate district staff elements to determine if video and still photos can be released. Generally, photos of seized contraband and the exterior of vessels can be released. Close-ups of suspects or evidence, tape statements or confessions by suspects, or videos/photos of any testing being done on suspects (for intoxication, etc.) cannot be released.

(3) If personnel from other law enforcement agencies are depicted, or if the film was shot in another country, the district public affairs office must coordinate release with the appropriate U.S. agency or embassy.

(4) If next of kin have not been notified of a death or serious accident, imagery of the incident should be withheld until notifications are complete.

(5) The tape or photos must be in good taste. Images of corpses, violence, graphic injuries or nudity generally will not be released.

(6) Video should not contain inappropriate language by Coast Guard personnel. Generally, Coast Guard members should be in proper uniforms; however, the release authority may overlook minor problems. For example, the newsworthiness of an incident captured on video may outweigh the fact that a crewmember is not wearing a hat or may have an outdated uniform item.

(7) Video or photos that might jeopardize the safety of a Coast Guard member or law enforcement agent, or that depicts information protected under the Privacy Act will not be released.

(8) The Coast Guard releases as official Coast Guard photography or video only images that pertain to Coast Guard operations. The Coast Guard does not release photography or video on non-Coast Guard operations because to do so would create competition against non-government sources.

(9) Unless a photograph or video depicts a newsworthy event that cannot be duplicated, images should not be released if they depict Coast Guard members not wearing the proper uniform or safety equipment. Because the duty of the person with the camera is to produce images that may be released or published, it is incumbent upon the camera operator to also police what is seen through the lens, within reason. Obviously, a photographer would not attempt to stop a dramatic rescue to make certain everyone is wearing a lifejacket. However, a photographer, especially a public affairs specialist, who takes feature photos of a member out of uniform or an unsafe condition during a normal work day is simply wasting film and time, because the images cannot be released. Use your time and resources wisely, and spare your subjects the embarrassment of depicting their mistakes.

d. Personal photography or video by Coast Guard personnel. As a team Coast Guard member – whether active duty, reserve, Auxiliary, or civilian employee -- you may have access to news events that the media and other members of the public cannot see. You may not sell or market in any way either photos or video that you take of these events. Federal law prohibits federal employees and military members from accepting any compensation for activities that pertain to the member's official duties. For additional guidance, see the *Standards of Ethical Conduct for Employees of the Executive Branch*, which is available from your district or area legal office.

e. The Coast Guard retains the right to use personal photography or video to support Coast Guard missions. The Coast Guard can take temporary possession of any video or photographs, including negatives, taken on federal property. While in the Coast Guard's possession, the images are not official photographs or video and will not be released to the public without the owner's permission.

f. Commanding officers, or other competent authority, can confiscate any imagery — photographic or video — aboard their units whenever those photographs deal with an official matter that is, in their opinion, of a highly sensitive nature (e.g., a law enforcement case or SAR operation), or violates security requirements, whether those images were shot by a Coast Guard member, a member of the news media or a civilian. Photographs containing classified information become official Coast Guard photographs. Unclassified materials may revert to the owner.

(1) Photographs containing classified information become official Coast Guard photographs. Unclassified materials may revert to the owner.

(2) If a visitor photographs or videotapes classified information, the classified portion of the film, prints or video becomes the property of the United States Government. Unclassified portions revert to the owner. The Coast Guard will provide processing, or, at the photographer's discretion, proper disposal of undeveloped film.

4. Handling Coast Guard imagery.

a. Release of video and still images to the local news media is normally done at the unit level in coordination with the group, district or area public affairs office. Complete guidelines for release of Coast Guard imagery are contained in Chapter 2 of this Manual.

b. All video or still photos must be evaluated by a designated person at the local unit, such as the CO, OINC, XO, PAO or OOD, before being released.

c. The news media should be provided with copies of video and prints. Only when it is absolutely unavoidable should you release an original tape or undeveloped film to the news media for duplication. A better choice is to ask the news media to come to the

unit to make copies, if possible or to hand carry it to them and wait while they duplicate tapes. Discuss the situation with your district public affairs office before giving any original material to the media.

d. Timeliness is important. The sooner a unit releases video or photos, the better chance it will have of getting news or media coverage.

e. All video and photos released are Coast Guard property. All video and photos will be labeled with the date, unit, name and description of the incident. The news media shall be instructed to credit the images to "U.S. Coast Guard." Photos shall also include the name of the photographer and be credited as "Photo by (name), U.S. Coast Guard."

f. Units operating offshore (cutters, air detachments) will forward video and photos for release directly to the public affairs office of the district in which they are operating, by the most rapid means possible. The greatest news interest will be among the media closest to the operation, so videotapes and photos should not be sent back to the unit's home district. The closest district public affairs shop will take responsibility for coverage in the unit's homeport.

g. After release to the local news media by the unit, the original videotapes and still photos (including negatives) will be forwarded to the area or district public affairs office within five days of the event. The public affairs office will attempt to further market the images to the national news media, incorporate them into district image files and forward the best images that tell the story and meet standards of technical quality to Coast Guard Headquarters. High quality copies of all material submitted to the area or district public affairs office will be returned to the submitting unit.

h. The area and district public affairs offices will work through the Coast Guard Motion Picture/Television Liaison Office in Los Angeles to market the images to "Reality TV" shows or other entertainment programming. Any Coast Guard participation in, or providing images to, these non-news programs must be authorized by that office. For additional guidance, see Chapter 9 of this Manual.

i. The sale of photos or video of Coast Guard images is strictly prohibited by federal law. There are no circumstances where a Coast Guard military or civilian employee can accept reimbursement for photographs/video taken of Coast Guard events, or while on Coast Guard assets.

5. **Accessibility standards.** Section 508 of the Rehabilitation Act requires Federal agencies to comply with accessibility standards for video and multimedia products.

a. Informational video and multimedia products that support the Coast Guard's mission must be prepared in a format accessible to multiple senses. Those that contain speech or audio information necessary for comprehension must be open- or closed-captioned. Those that contain visual imagery necessary for comprehension must be audio described.

b. When replacing or purchasing new television monitors, the Coast Guard is required to select equipment that has the capability to display captions.

C. IMAGE FILES AND DISTRIBUTION.

1. **Forwarding images.** All video footage and still photos (non-digital) will be forwarded to Commandant (G-IPA-1) via the appropriate district office. The district must submit the video in a timely manner—no later than two weeks after its immediate news value is exhausted.

   a. Detailed instructions for submitting digital imagery to the Coast Guard visual imagery server can be found at the end of this chapter.

   b. Videotapes, and still photos shot on film, should be forwarded to Commandant (G-IPA-1) via regular mail or Federal Express as warranted.

2. **Headquarters.**

   a. Commandant (G-IPA-1) maintains a central Coast Guard image file and fills requests for current photography and video from all headquarters units, districts, and the national/international private sector.

   b. District units should request photos and video via their district public affairs offices.

3. **District PAOs.**

   a. District public affairs offices maintain regional photo files and respond to requests from district units and the private sector.

   b. In order to keep the central imagery files current, district PAOs must select appropriate photography and video and send them, with complete caption material, to Commandant (G-IPA-1). Original images-- such as in-camera duplicates, or high-quality duplicates-- are required.

4. **Unit PAOs.**

   a. Units are not required to maintain photo files. You should keep only enough photos to meet local, official needs. Send duplicates and unused photos to your District PAO, complete with caption material. Public affairs officers at Headquarters units forward materials directly to Commandant (G-IPA-1).

   b. Floating units should not store original negatives or slides, since deployments will render them inaccessible. Contact your district public affairs officer for guidance on what photo files should be left ashore.

c. Do not release original slides or negatives to the public without the approval of the district PAO. An exception to this policy is turning over unprocessed film to the news media in order to ensure rapid processing and release.

5. **Charges for Photo Services.** The Coast Guard occasionally charges for photos sent to organizations or individuals in the private sector. Your decision whether to charge a requester should be based on the volume and type of request. Consult with the district FOIA coordinator regarding specific requests.

D. PHOTO LABS.

1. **Authorized Locations.** Units may maintain official photo labs (as opposed to morale labs) only if rated public affairs specialists or qualified personnel designated by the commanding officer are assigned. The responsibility for maintaining photographic facilities and capabilities rests with the unit. In general, photo labs are discouraged since all normal processing needs can be met by commercial processing facilities. Due consideration in the decision to maintain a photo lab must be given to the appropriate storage and disposal of the photographic chemicals.

2. **Space Requirements.** Official labs should have space for separate negative processing, printing and finishing rooms. Depending on work demands and equipment, there may be a space need for files, desks, copy work area, portrait studio, and secure storage. Safe handling and storage of chemicals and supplies also requires proper ventilation, temperature, and humidity controls. Local conditions may require water filtration or treatment and temperature controls for proper film and print processing.

3. **Minimum Required Capability.** Official photo labs must have the capability to develop, print, and reproduce black and white still photography. In-house black and white processing should be restricted to those needs which cannot be filled by a commercial processor, e.g., classified or sensitive matter, urgent needs, hard news photos and training. Color film and prints must be processed commercially. To exceed these guidelines, you must have approval from Commandant (G-IPA).

E. PORTRAITS.

1. **Official Portraits.** The uniform for official portraits is Service Dress Blue. Official portraits must show ribbons and name tag. Poses showing sleeve lace are not required. For official portraits, the combination cap is required.

2. **Official VIP Photographs.**

   a. Chain of Command portrait displays are not required. Due to the high costs of maintaining current portraits of high-ranking officials, they are strongly discouraged except at major training commands, where they serve a defined purpose.

b. Three or more portraits displayed together constitute a "portrait display." All portrait displays must include the President and Secretary of Transportation.

c. No other portraits in the display may be larger or be reproduced by a method more expensive than the President's and Secretary's.

d. Small quantities of the President's portrait may be ordered from the White House Photo Office (Phone: 202-395-4050). The Secretary's portrait may be ordered from the Assistant Secretary of Transportation for Public Affairs (Phone: 202-366-4570). Photos may not be reproduced locally or used for any purpose other than chain of command display.

e. Major training commands may obtain portraits of the Commandant, Vice-commandant and Master Chief Petty Officer of the Coast Guard from Commandant (G-IPA-1). High-resolution versions of these three portraits may be downloaded from the Coast Guard visual imagery website, at http://cgvi.uscg.mil.

Exhibit 5-1

Coast Guard Visual Imagery Repository

Accessing the Visual Imagery database:

1. Open your Internet browser and type the following URL: http://cgvi.uscg.mil (Recommended browsers are Netscape or Internet Explorer 4.0 or later version)

2. Click on "Enter".

3. On the User ID prompt, enter your Username. On the Password prompt, enter your Password. Both should be lower case.

4. Enter your search criteria in the What box at the top of the search window screen. This box, as well as others, employ drop down menus to assist you in your search. Since this program is an Associated Press software package, the drop down menu search prompts are not Coast Guard specific. It may be easier for first time users to click on the drop down menu and locate the Keywords prompt. Type in your search parameters in the box next to the Keywords prompt. For example, type in rescue. Then click on the SEARCH button located on the right side of the screen.

5. The database will record the number of images that met your search criteria and will display thumbnail images. Use the scrolling arrows at the side and bottom of the displayed page to scroll within the displayed page. Use the red arrows on the right side of the screen below the SEARCH button to move between pages.

Downloading images for reproduction:

1. Click on an image thumbnail. A larger view of the image will appear.

2. Once you locate the image you desire to download, click on that image or go to "Actions" and select Download. Another screen will appear with the words initiate download. Click on this link. The database will download an image at 180-300 dpi. The image quality will be good for reproduction, but too large for PowerPoint presentations.

3. Another large image will appear. To save the image, right-click the mouse and select the option "Save Picture As". You can now save the image to your desktop.

4. Once you've saved the image, you can use the Microsoft Photo Editor to resize the photo, etc.

Downloading images for PowerPoint presentations:

1. Click on an image thumbnail. A larger view of the image will appear.

Exhibit 5-1

2. Right-click the mouse and select the option “Save Picture As”. You can now save the image to your desktop.

3. Once you’ve saved the image, you can use the Microsoft Photo Editor to resize the photo, etc.

Submitting Images via-email

1. Scanned Image must be scaled to 5 X 7 at 300ppi

2. Digital images do not crop in Photoshop. Please crop in camera. Do not resize.

3. If you have Abode Photoshop, fill out the File Info Boxes before emailing. Make sure as many sections as possible are filled out.

4. Filenames must follow the Coast Guard's "Visual Information Reference Identification Number (VIRIN)" Standard. A VIRIN is a numerical filename system where the first six numbers are the year, month and day; for example: "991201." These numbers are followed by a dash "-" and then the service indicator letter “C”. Next are the last four numbers from the photographer's social security number and the first letter of the photographer' last name. This is followed by a dash and then the photographer's daily sequence number. The daily sequence number pertains to the number of photos the photographer has taken that day, for instance if it is the fourth photo the photographer has taken that day it would be "004." Keep in mind that "001-499" indicates slide, negatives or prints; "500-599" indicates digital. So if you're shooting digital images start your numbering at "500". Make sure .jpg extension is on the end of the name when emailing. The final VIRIN should look like the following:

990929-I-0000B-001.jpg	slide, negative, prints
990929-I-0000B-500.jpg	digital

5. Send images to cgvi@comdt.uscg.mil. (MAKE SURE JPEG EXTENSION - .jpg - IS ATTACHED TO IMAGE.)

CHAPTER 6. COAST GUARD HISTORY.

A. OBJECTIVES.

1. **Yesterday's History.** The Coast Guard's history is a key to its future. In contrast to the other four Armed Forces, the Coast Guard has a unique background as a humanitarian service in direct and daily contact with the people it serves. Public support for present and future Coast Guard missions is in part based on its history; the support and loyalty of active and retired Coast Guard members, and the recruitment of new members, is strengthened by its history.

2. **Tomorrow's History.** Coast Guard history is being made today. Today's story will be accurately told tomorrow only if it is documented and preserved. Printed records, photographs, artwork, and a variety of artifacts, no matter how ordinary they may seem at present, can serve as a record of the Coast Guard of the 21st century.

B. RESPONSIBILITIES.

1. **Commandant.** Commandant (G-IPA) manages the Coast Guard's history program.

   a. A full-time Coast Guard historian (Commandant G-IPA-4) collects, preserves, manages and interprets documentary Coast Guard history.

   b. Commandant (G-IPA) also administers the Coast Guard's museum system and collects, preserves and manages the Coast Guard's historical artifacts. This includes all Coast Guard-owned artifacts in the custody of a unit, organization, agency or individual, and for which the custodian is accountable to the U.S. Coast Guard.

2. **District and unit commanders.** All units have a responsibility to recognize and pass historic data and artifacts to Commandant (G-IPA).

   a. The Paperwork Management Manual, COMDTINST M5212.12 (series) publishes requirements for transferring historical records. There are also other, less official, documents which should be submitted to Headquarters.

   b. Retired Flag Officer biographical material requirements. The retention of information relating to Coast Guard flag officers is important to maintain the history of the service. To assure that this information is permanently retained, Coast Guard offices that generate and keep biographical information on flag officers are requested, as per the Retired Flag Officer Biographical Material/Requirements, COMDTINST 5700.3 (series), to send such material to the Coast Guard Historian's Office when a flag officer retires. This material should include the most current biographical statement, portrait photography, and other pertinent file material. The official biographical statements should be sent in both hard copy and disk.

c. When an artifact is no longer needed at a unit, or when disestablishing or decommissioning units, steps must be taken to preserve these historical items. Artifacts should be transferred to the Coast Guard Exhibit Center, 7945 Fernham Lane, Forestville Business Park, Forestville, MD 20747, after first contacting Commandant (G-IPA-4). Artifacts include any items that reflect the history and traditions of the service and its operations, but do not include historic buildings or structures.

d. Coast Guard units, activities and representatives cannot issue loans of Coast Guard artifacts to other installations, agencies, organizations and individuals. All loan requests must be processed through Commandant (G-IPA-4). See Property Management Manual, COMDTINST M4500.5 (series), chapter 8.

C. DEFINITIONS.

1. **Documents.** Documents are official, unofficial or private papers which record the Coast Guard's operations, functions, equipment and people. Documents do not have to be old to be considered historical. Documents recording today's Coast Guard are tomorrow's history. If not collected now, the history may be lost.

2. **Photographs.** Photographic documentation, while not always yielding significant information, is an important graphic record. Besides providing positive evidence of events or scenes, photographic images are especially important to researchers wishing to publish their works. Historic photographs are used in Coast Guard publications and presentations and are also sought by model builders, historic preservation organizations and retirees.

3. **Artifacts.** Historical artifacts are defined as historically significant items that have been designated historical artifacts by Commandant (G-IPA). Historic buildings and structures are not considered artifacts. Some items may not have been so designated but, because of their age or obvious historical significance, are inherently historical artifacts. Such items help illustrate the military, social and cultural heritage of the U.S. Coast Guard and its predecessor agencies (Lighthouse Service, Life-Saving Service, Revenue Marine, Bureau of Navigation and Steamboat Inspection Service, and Revenue Cutter Service). In addition to revealing much about the Coast Guard's past, they are often ideal for public exhibition. A sample list includes, but is not limited to, those items described in section E.4. of this chapter. For further guidance, contact Commandant (G-IPA-4) at (202) 267-2596.

4. **Art.** Paintings, drawings, sketches, cartoons, statuary and other visual evidence of Coast Guard history are also important documentation. Because little attention was given to their preservation until recently, they are often found in private collections or have been discarded. It is imperative that even contemporary Coast Guard art be considered a part of the service's history. For more information on Coast Guard art see Chapter 3, Section D.5. of this Manual(Coast Guard Art Program).

D. PRESERVING RECORDS.

1. **Formal Records.** The primary guide to preserving Coast Guard documents and photography is the Paperwork Management Manual, COMDTINST M5212.12 (series). For more guidance, contact the Coast Guard Historian at (202) 267-2596.

2. **Informal Records.** There is no requirement for an annual history report. However, the Historian has a special interest in items not specifically described in the Paperwork Management Manual, such as district newspapers or newsletters, clipping files and finding aids (phone books, unit listings, personnel locators, etc.).

   a. District public affairs officers and Headquarters units should send copies of general-interest internal publications to the historian. These are valuable for building the historical files.

   b. Before you dispose of old or obsolete publications (such as Light Lists, Annual Reports, Manuals and Notices to Mariners) please check with the Historian to see if they are needed for the reference collection.

   c. Contact the Coast Guard Historian if you have questions on the proper disposal of any item.

   d. The most important resource in recognizing and preserving Coast Guard history is people. Each Coast Guard employee can have a significant effect. The Coast Guard encourages individuals -- especially retirees -- to will or donate privately-owned documents, photographs, artifacts and artwork that help tell the history of the service.

3. **Reference Files.** The Historian creates reference files from a variety of sources. The filing system is designed to take advantage of part-time help such as student aides, volunteers, Auxiliarists and Reserves. Therefore, materials are filed in broad categories, which must be narrowed by additional research.

4. **File Categories.** The Historian is very interested in obtaining such items as cruise books, brochures (commissioning, decommissioning, change of command, welcome aboard, etc.), and unit newsletters. Please bear these categories in mind when disposing of materials:

   a. Cutters. Arranged alphabetically. Limited information and photography on all 20th century, many 19th century and some 18th century cutters.

   b. Aircraft. Arranged by seaplanes/amphibians, land planes and helicopters. Limited information and photography on all aircraft flown by the service.

   c. Stations. Arranged alphabetically, by district. Principally photographs of 20th century stations. There is little historical documentation.

d. Disasters. Arranged alphabetically. Principally photographs and limited data on shipwrecks, oil spills, and collisions occurring since 1950.

e. Subjects. Arranged alphabetically. Subjects of repeated interest to the service, such as the Aids to Navigation, Ocean Stations and Vietnam.

5. **Research Assistance.** The Historian presents Coast Guard history by responding to inquiries, preparing limited publications, public speaking, representing the Coast Guard on internal and external boards, and researching material for exhibition.

a. While the Historian tries to respond to all inquiries, including phone calls, the best way to ask for history support is by letter, if time permits.

b. The Historian's staff is too small to respond fully to the more than 8,000 inquiries the office receives each year. Priority goes to those that will give the Coast Guard the greatest return.

c. The Historian responds quickly to public requests for prepared materials but is unable to devote time to research. History files are open to the public. Any member of the public wishing to use them should first make an appointment.

6. **Internet.** The internet has become the major tool for the Historian to reach the public. The Historian's Office site http://www.uscg.mil/hq/g-cp/history/collect/html has posted material that should answer any general question that may arise. Every primary historical publication published by the Service is available here. The bibliographic material on the web site is kept current. The bibliography is the starting point for research beyond the general material provided on web site. More data and photography is added on a daily basis to accommodate the needs of the public.

E. PRESERVING ARTIFACTS AND ART.

1. **General.** The History Branch manages the Coast Guard's Museum and the Curatorial Services Program.

2. **The Coast Guard Museum.** The Coast Guard's primary exhibition facility is the U.S. Coast Guard Museum located at the Coast Guard Academy in New London, CT. This facility is charged with displaying the Coast Guard's history and providing educational programs for the Coast Guard and the general public. The museum maintains part of the artifact collection and a small manuscript and photograph collection. The primary photograph and manuscript collections are in the Historian's Office. It also provides access to the rare books collection at the Academy Library. A national museum project is currently in development to build a new 40,000 square-feet museum to showcase the Coast Guard's storied past.

3. **Curatorial Services Program.** The mission of the program is to ensure the proper identification collection, preservation, accountability, security and educational use of the Coast Guard's historically significant artifacts and art. It collects, preserves and manages the

Coast Guard's historical artifacts. This includes all Coast Guard-owned artifacts in the custody of a unit, organization, agency or individual, and for which the custodian is accountable to the U.S. Coast Guard. To accomplish its mission, the Curatorial Services Program performs the following functions:

a. Maintains a servicewide inventory of Coast Guard artifacts, ensuring that they are identified, appraised and recorded into the accountable property inventory system.

b. Establishes servicewide Coast Guard preservation, security and interpretation standards for the handling, storage and display of Coast Guard artifacts and art.

c. Advises and assists Coast Guard personnel in the correct management procedures for historical artifacts and art, and maintains a Standard Operating Procedure (SOP) for guidance.

d. Arranges, tracks and updates each loan of Coast Guard artifacts, including assigning current values and inventory numbers, and reporting the current condition of artifacts.

e. Determines the feasibility of new loans.

f. Collects artifacts and properties of historical significance to the Coast Guard.

4. **Artifacts.** Such items help illustrate the military, social and cultural heritage of the Coast Guard and its predecessor agencies. These items include, but are not limited to: contract builder's (and other) models; lighthouse, lightship and buoy lenses; ship's, buoy and fog bells, helms, binnacles, compasses, engine order telegraphs; peloruses, inclinometers, sextants; chronometers, deck watches, Chelsea clocks and radiobeacon clocks; commissioning/shipbuilder's ID plates; ship's seals, decorative dodgers, flags, pennants; ship's (and other) unique silver; life rings; operational clothing (e.g., firefighting, flight, survival, other); aviation material; medals and insignia; weapons; religious articles; items from humanitarian operations, search and rescue, drug interdiction, and wartime activities; and other items which represent the uniqueness of the Coast Guard missions and members.

a. The Coast Guard's historical artifacts cannot be sold, traded or given away for any reason (see the Property Management Manual, COMDTINST M4500.5 (series) for further guidance concerning specific artifact policy, loans and reporting artifacts as property).

b. For further information on the Coast Guard's artifact identification, preservation, inventory and loan procedures, contact Commandant (G-IPA-4) at (202) 267-2596 or (301) 763-4008, or Commandant (G-CFM-3) at 267-0654.

5. **Reporting.** All personnel who manage and dispose of Coast Guard property must carefully screen and evaluate all material and make appropriate entries to the unit's accountable property inventory, using Item Name Code (INC) ART01 for art, ART02 for artifacts, and MOD01 for models. In addition, they must report artifacts to Commandant (G-IPA-4) as

outlined in the Property Management Manual, COMDTINST M4500.5 (series), chapter 8, Supply Policy and Procedures Manual, COMDTINST M4400.19 (series). Forward a list of historical artifacts to Commandant (G-IPA-4) at least 30 days prior to decommissioning or disestablishment of a unit. Artifacts are the property of the U.S. Coast Guard and any unauthorized transfer of artifacts is illegal. Artifacts will be shipped directly to the Coast Guard Exhibit Center, 7945 Fernham Lane, Forestville Business Park, Forestville, MD 20747, unless authorized otherwise by Commandant (G-IPA-4). Include all items that reflect the history and tradition of the Coast Guard and its operations, including its predecessor agencies.

6. **Gifts.** Historical artifacts may only be accepted as gifts by the recommendation of Commandant (G-IPA-4) with the approval by Commandant (G-CFP) (IAW Financial Resource Management Manual, COMDTINST M7100.3 (series), Chapter 5W.) Units must advise the Historian's Office of potential artifact gifts and after approval from Commandant (G-CFP) must then complete a deed of gift (IAW Accounting Manual, COMDTINST M7300.4 (series) and send copies to Commandant (G-IPA-4) and Commandant (G-CFP).

7. **Loans.** As part of its stated mission, the Curatorial Services Program of the History Branch ensures the proper preservation and educational use of the Coast Guard's historically significant artifacts. Artifacts will not be lent for purposes other than educational; all loans will promote the public awareness of the service. Although loans of historical artifacts may be initiated by district commanders and commanding officers of Headquarters units, all artifact loans require prior approval by Commandant (G-IPA-4).

   a. Only Commandant (G-IPA-4) is authorized to make loans of the Coast Guard's historical artifacts. See the Property Management Manual, COMDTINST M4500.5 (series).

   b. Individual units may not loan artifacts.

   c. Loan requests must be directed to Commandant (G-IPA-4).

   d. All borrowers of Coast Guard artifacts must sign a formal Coast Guard loan agreement. Enclosure (3) is the standard loan agreement issued by Commandant (G-IPA-4).

   e. Coast Guard artifacts will not be lent on a "permanent loan" basis. No artifact will be lent for a term to exceed 25 years.

   f. Artifacts cannot be lent for purposes of profit, commercial promotion or decoration of private property.

   g. Artifacts will not be lent for consumptive use (historical flags will not be flown, clothing will not be worn, etc.).

h. Artifacts will not be lent to installations, agencies or organizations that have lost, damaged, destroyed or otherwise mismanaged artifacts in the past, unless tangible evidence of a change in management is provided.

i. Commandant (G-IPA-4) maintains the right to inspect artifact loans on-site with as few as 24 hours notice to the borrower.

j. Artifacts on loan through district offices and Headquarters units will be carried in the lending unit's accountable property report in accord with the Coast Guard Property Management Manual, COMDTINST M4500.5 (series).

k. All units shall review existing loan files and ensure that copies of all loan records are forwarded to Commandant (G-IPA-4) and Commandant (G-CFM-3).

l. Commandant (G-IPA-4) maintains the right to recall any artifact from current loan status.

m. The current replacement or market value of the artifact will be recorded on each loan agreement. Commandant (G-IPA-4) may determine artifact values for the use of Coast Guard personnel.

8. **Reporting Loans.** Commandant (G-IPA-4) will maintain a master inventory of all Coast Guard artifacts and loan agreements. A copy of every loan or license agreement must be sent to Commandant (G-IPA-4). Include the name and address of the borrower, a photograph and detailed description of the property, a report of the property's physical condition, the property number, estimated dollar value, and the expiration date of the loan.

Exhibit 6-1

Required Information For A Flag Officer's Biography

- Chronology of Duty Assignments (including dates if possible).
- Chronology of Coast Guard Promotions (including dates if possible)
- Most important accomplishments
- Medals and Awards
- Date of birth and hometown

A sample flag biography follows.

Exhibit 6-1

Sample biography

Rear Admiral Russell P. Halsey
Chief, Office of Law Enforcement and Defense Operations
United States Coast Guard

Rear Admiral Russell P. Halsey became Chief, Office of Law Enforcement and Defense Operations, U.S. Coast Guard Headquarters, Washington, D.C. in June 2000. As such, Rear Admiral Halsey is responsible to the Commandant for establishing the program requirements for surface and aviation operations and has overseen the acquisition program for an entire new class of Coast Guard cutters that will take the service well into the 21st Century.

Rear Admiral Halsey was Commander, Joint Task Force Five, located in Alameda, California, from February 1999 to May 2000. Here he guided the drug interdiction efforts of the U.S. along the nation's West Coast. Prior to this, he was Commander, First Coast Guard District, located in Boston, Massachusetts, from June 1998 through February 1999, and saw the implementation of new fisheries restrictions as well as the interdiction of thousands of pounds of narcotics.

Rear Admiral Halsey has served on board many vessels during his career including the Coast Guard cutters DUANE, on which he served from June 1975 to June 1976. He sailed on board the MCCULLOCH from June 1979 to June 1980. He served as the executive officer of the SHERMAN from June 1985 to June 1986 and commanded the DECISIVE from June 1986 to January 1988. He then commanded the DALLAS from June 1992 through June 1994.

His shore assignments included serving as the commanding officer of the Long Range Aids to Navigation Station on Marcus Island from June 1976 to June 1977. He also served as the commanding officer of Coast Guard Group Buffalo, New York from June 1977 to June 1979. He served as the chief, Readiness Division, Coast Guard Atlantic Area from June, 1979 to June 1983 and then as chief, Military Readiness Division, U.S. Coast Guard Headquarters, Washington, D.C. from June, 1983 to June, 1985. He has served as the commanding officer of the Vessel Traffic System in New York from January 1988 through June 1992. He also served as the chief, Operations Division, Twelfth Coast Guard District in Alameda, California, from June 1994 through June 1995. He then served as chief of staff, Coast Guard Pacific Area located at Coast Guard Island, Alameda, California, from June 1995 through June 1998.

Rear Admiral Halsey's awards include the Defense Superior Service Medal, the Legion of Merit, five Meritorious Service Medals with "O" device, the Coast Guard Commendation Medal, the Coast Guard Achievement Medal, three Commandant's Letter of Commendation Ribbons with "O" device, two Coast Guard Unit Commendation Ribbons with "O" device and the Coast Guard Meritorious Unit Commendation Ribbon.

Rear Admiral Halsey was born and raised in Worcester, Massachusetts. Upon graduation from Southside High School, he entered the U.S. Coast Guard Academy in New London, Connecticut and graduated in 1975. He received a Master of Science degree in naval architecture and marine engineering and the professional degree of Naval Engineer from the Massachusetts Institute of Technology in 1982. In 1988 Rear Admiral Halsey was a distinguished graduate of the Industrial College of the Armed Forces.

Following his commissioning as an Ensign in 1975 he was subsequently promoted as follows: Lieutenant, Junior Grade on August 26, 1976; Lieutenant on July 1, 1979, Lieutenant Commander on July 1, 1983; Commander on July 1, 1988; Captain on June 1, 1994. He was selected for flag rank in 1998, his date of rank as Rear Admiral is June 1, 1998.

Rear Admiral Halsey is married to the former Deborah P. Bullock of Des Moines, Iowa. They have three sons, Matthew, Christopher, and Robert.

CHAPTER 7. PUBLIC AFFAIRS AWARDS.

A. PUBLIC SERVICE AWARDS.

1. **Background.** Public Service Awards recognize private citizens, groups or organizations for helping the Coast Guard carry out its missions. Awards can serve to both recognize those who have helped us and to encourage others in a position to contribute. Each award signed by the Commandant must be sent to the Commandant via the Office of Public Affairs (G-IPA) for processing. Any Coast Guard member can nominate an individual or organization for a public service award through his or her chain of command. The level of award should be determined by the extent of the contribution, not necessarily by the stature of the awardee. For concerns about what level is appropriate, contact your district public affairs office.

2. **Eligibility.** The awards may be given to people or organizations not directly affiliated with the Coast Guard. A nominee who was eligible at the time of an action remains eligible if later affiliated with the Coast Guard.

   a. Military and civilian personnel of the Coast Guard are not eligible.

   b. Actions eligible for Coast Guard Reserve, Coast Guard Auxiliary, DOT, DOD or other service medals and awards are not eligible for Public Service Awards. Reservists and Auxiliarists are eligible when it is clearly demonstrated that no other award is appropriate.

   c. Those having a profit-making tie to the Coast Guard are not eligible unless their actions are clearly beyond the scope of that relationship and not performed merely in self-interest.

   d. Individuals already awarded the Gold or Silver Lifesaving Medal for the same act are ineligible.

   e. A Letter of Appreciation may recognize modest contributions. (Medals and Awards Manual, COMDTINST M1650.25 (series), Chapter 2.)

3. **Award format.**

   a. Each award includes a two-sided folder with signed certificate. Light blue matting, 11”X14”, one-inch wide, is used to frame the certificate.

   b. A citation is required in the two senior awards and is optional for the others. The two senior awards also include a medal set; the other three levels include a lapel pin.

   c. For information on ordering award supplies, see the listings in section A.10 of this chapter.

4. **Coast Guard Distinguished Public Service Award.** This is the highest public recognition (other than the Gold and Silver Life-Saving Medals) that the Commandant of the Coast Guard may award.

   a. Award: Signed certificate (CG 4769); citation (CG 4769A; medal set.

   b. Signed by: Commandant, Vice Commandant, Chief of Staff, Atlantic Area Commander or Pacific Area Commander.

   c. Criteria: Nominee must have accomplished one or more of the following:

      (1) Extraordinary heroism in advancing the Coast Guard's mission.

      (2) Exceptional coordination and/or cooperation in matters pertaining to the Coast Guard's responsibilities.

      (3) Personal and direct contribution to the Coast Guard that had a direct bearing on the accomplishment of the Coast Guard's responsibilities to its citizens.

5. **Coast Guard Meritorious Public Service Award.** This is the second-highest award of this series and should be used for substantial contributions that do not meet the criteria of a Distinguished Public Service Award.

   a. Award: Signed certificate (CG 4770); citation (CG-4770A); medal set.

   b. Signed by: Any Flag or their SES equivalent.

   c. Criteria: Nominee must have accomplished one or more of the following:

      (1) Unusual courage in advancing a Coast Guard mission.

      (2) Substantial contribution to the Coast Guard that produced tangible results that measurably improved, expedited, or clarified administrative procedures, scientific progress, work methods, manufacturing techniques, personnel problems, community relations activities or public information. The activity does not have to directly affect an overall Coast Guard mission.

      (3) Specific individual accomplishments that provide unique benefits to the public.

6. **Coast Guard Public Service Commendation.** This award is intended primarily to recognize personal and beneficial contributions to the Coast Guard's responsibilities. The activity does not have to directly affect an overall Coast Guard mission.

   a. Award: Signed certificate (CG 4771); optional citation (CG4771A) or citation filler (CG 5450); a lapel pin.

b. Signed by: Any Flag or their SES equivalent.

c. Criteria: Nominee must have accomplished one or more of the following:

(1) Courage or initiative in advancing one or more Coast Guard missions.

(2) Beneficial contribution that may have affected the Coast Guard in only one mission area or a limited geographical area.

7. **Coast Guard Certificate of Merit.** This award recognizes significant endeavors by private individuals and groups.

a. Award: Signed certificate (CG 4772); optional citation (CG4772A) or citation filler (CG 5450); a lapel pin.

b. Signed by: Any Headquarters Office chief, Commanding Officer/Officer-in-Charge or anyone authorized to sign the next higher award.

c. Criteria: Nominee must have accomplished one of the following:

(1) Displayed initiative in advancing one or more of the Coast Guard's missions.

(2) Significant effort that resulted in the completion of a project, program, contract or other effort that is so significantly beneficial to one or more of the Coast Guard's missions and/or statutory responsibilities as to require a tangible expression of appreciation. This effort may be limited geographically.

8. **Coast Guard Certificate of Appreciation.**

a. Award: Signed certificate (CG 4773); citation filler (CG 4773A) or optional citation (CG5450); a lapel pin.

b. Signed by: Any Headquarters Office chief, Commanding Officer/Officer-in-Charge or anyone authorized to sign the next highest award.

c. Criteria: Nominee must have exhibited the following:

(1) Public-spirited efforts that benefit Coast Guard personnel or missions.

9. **Procedures.** This program is administered overall by the Chief, Office of Public Affairs. Local awards boards should administer the program at lower levels. Report the number of each level of public service awards given under the same procedures as you would military awards. Awards boards coordinators should forward quarterly the public service award information to Commandant (G-IPA-3) or call (202) 267-0933.

a. Send nomination letters to the signing authority through the chain of command. The nomination package should include:

(1) OPTIONAL: CG Form 1650 Coast Guard Award Recommendation, completing applicable blocks 1-4 and 18-20 (SSN is not needed).

(2) A nomination letter stating the nominee's impact on the Coast Guard and the public interest. The letter also should include:

(a) Relationship between the nominee and Coast Guard.

(b) Supporting facts.

(c) Proposed citation.

b. Each level of formal review will:

(1) Approve and send through the chain of command to the signing authority, or

(2) Deny and return through chain of command with reasons for denial, or

(3) Return to a lower command recommending a lesser award or Letter of Appreciation.

c. Public Service Awards to be signed by the Commandant require three weeks for completion. Allow ample time for processing.

d. Awards should be signed at the lowest level authorized, unless the nominating command feels the recipient warrants forwarding to a higher signing authority.

10. **Supplies.**

a. Engineering Logistics Command Baltimore stocks public service award supplies. Units and Headquarters Directorates authorized to issue awards should stock a reasonable supply.

(1) CG Form 5450 – Citation Filler, FSN 7530-01-GF3-2010.

(2) CG Form 4770 - Meritorious Public Service Award, FSN 7530-00-F02-5030.

(3) CG Form 4770A - Citation to accompany the Meritorious Public Service Award, FSN 7530-00-F02-5040.

(4) CG Form 4771 - Public Service Commendation, FSN 7530-00-F02-4970.

(5) CG Form 4771A - Citation to accompany the Public Service Commendation, FSN 7530-00-F02-4980.

(6) CG Form 4772 - Certificate of Merit, FSN 7530-00-F02-4990.

(7) CG Form 4772A - Citation to accompany the Certificate of Merit, FSN 7530-00-F02-5000.

(8) CG Form 4773 - Certificate of Appreciation, FSN 7530-00-F02-5010.

(9) CG Form 4773A - Citation to accompany the Certificate of Appreciation, FSN 7530-00-F02-5020.

(10) Public Service Award Presentation Folders, FSN 8455-01-GG0-1102.

(11) Public Service Award Lapel Pin, FSN 8455-01-370-2364.

b. Purchase light blue matting through a local art supply vendor. Purchase CG Meritorious Public Service Medal Sets and CG Distinguished Public Service Medal Sets through Iva Green, 1-800-663-7487, IMPAC Program Coordinator. Allow two to three weeks for receipt of medal sets.

B. JARVIS AND MUNRO AWARDS.

1. **Background.** The Navy League annually presents the Jarvis and Munro awards recognizing outstanding Coast Guard officers and enlisted personnel. The awards are separate and distinct from the military decorations and awards program.

2. **Presentation.** Certificates and inscribed watches are presented at the annual National Navy League Convention. Commandant (G-IPA) pays for the winners' transportation and the Navy League pays for accommodations and meals consumed at the convention hotel.

3. **Officer Award.** The Captain David H. Jarvis Award for inspirational leadership is awarded to the Coast Guard officer who has made an outstanding contribution to the high standards of competence and leadership traditional in the Coast Guard.

4. **Enlisted Award.** The Douglas A. Munro Award for inspirational leadership is awarded to the Coast Guard enlisted member who has demonstrated outstanding leadership and professional competence. E-6 and below Munro Award recipients will receive an automatic merit promotion, per Personnel Manual, COMDTINST M1000.6 (series).

5. **Eligibility.** The guidelines are intentionally flexible: All regular and Reserve personnel who served on active duty during the calendar year are eligible. They must have made significant contributions to advancing the standards of leadership and professional competence to the extent required by their rank or rate.

6. **Recommendation.** Submit the award recommendation in letter format, via the chain of command, to Commandant (G-IPA-3) to arrive no later than 1 February of each year. The following provides guidance on recommended information to include in the nomination letter.

   a. Emphasize accomplishments during the past year. Specific examples of 'high standards of leadership,' 'inspirational leadership' and 'professional competence' are most meaningful.

   b. Provide details that give more insight about the individual to help the selection committee in their deliberations.

   c. Briefly summarize the candidate's previous experience and awards (list format recommended).

   d. A statement about the nominee's military appearance and bearing must be included.

   e. Units may submit supporting documentation that demonstrates qualities and achievements that cannot be sufficiently addressed in the nomination letter.

   f. A proposed citation must be enclosed, to accompany the award and to be read at the award ceremony.

7. **Responsibilities.** Nominating units shall provide the award recommendation, via the chain of command through the applicable District/MLC/Area/HQ office having administrative control over the recommended individual. Each District/MLC/Area/HQ office should consolidate recommendations, list the nominees in descending priority order and forward them to Commandant (G-IPA-3).

8. **Committee.** The Chief, Office of Public Affairs, chairs the selection committee, which consists of representatives from Commandant (G-WP),(G-CGPC),(G-IPA-3),(G-IPA-4),(G-CMCPO), a petty officer first class from Headquarters Support Command, a retired flag officer and a non-voting member from the Navy League.

C. CHIEF JOURNALIST ALEX HALEY AWARDS.

1. **Background.** The Chief Journalist (JOC) Alex Haley Award is named in honor of the Coast Guard's first Chief Journalist and renowned author. It rewards individual authors and photographers who have had articles or photographs communicating the Coast Guard story published in internal newsletters and/or external publications.

2. **Eligibility.**

   a. The JOC Alex Haley Awards program is open to individual active duty, reserve, civilian, auxiliary and family members of Team Coast Guard.

b. Entries will be divided into two categories: Coast Guard author and Coast Guard photographer.

(1) Public affairs officers are those officers formally trained as, and assigned as, headquarters, area or district public affairs officers during the competition year. Specialists are graduates of the Coast Guard's Public Affairs Specialist "A" School.

(2) Since conducting public affairs is not their primary responsibility, unit collateral duty public affairs officers and graduates of the five-day Coast Guard Public Affairs Course (COPAC) will be included in the "all others" category.

c. Each category will be further separated into two sub-categories: public affairs members (officers and specialists); and all others.

3. **Submission criteria.** All works, defined as photographs or articles, must have been published during the calendar year.

a. An article refers to any published material that tells the Coast Guard story in internal newsletters or external publications - newspapers, magazines, etc. Examples of articles include, but are not limited to, a story publicizing a Coast Guard operation (rescue case, drug bust, etc.), an informational piece (Deepwater, Year of the Ocean, etc.) or personality feature (Race Across America, rescue swimmer school, etc.).

b. Photographs refer to any original still image depicting the Coast Guard in action and published in internal newsletters or external publications. Video will not be considered for the JOC Alex Haley Award.

c. Refer to JOC Alex Haley and CDR Jim Simpson Awards, COMDTNOTE 5780 for specific submission instructions.

4. **Judging.** Chief, Office of Public Affairs, will appoint a judging panel at Coast Guard Headquarters.

a. The panel will consist of Coast Guard members and Defense Information School Instructors, and may include members from academia and civilian media organizations. Ideal panel candidates will possess a proficiency in journalism and photography.

b. Winners will be announced in an ALCOAST.

c. Refer to JOC Alex Haley and CDR Jim Simpson Awards, COMDTNOTE 5780 for specific judging criteria.

D. CDR JIM SIMPSON AWARDS.

1. **Background.** The CDR Jim Simpson Award is named in honor of the late public affairs officer who is best known for his efforts to raise the Coast Guard's visibility through the news media. It recognizes a unit's excellence in its entire public affairs program – media relations, internal information and community relations. Units may submit Coast Guard news used by television, radio or print media; internal newsletters and publications; and evidence of community relations programs.

2. **Eligibility.** This competition is open to all Coast Guard units.

   a. Units with public affairs specialists on staff will be judged separately from those units without assigned public affairs specialists.

   b. Chief, Public Affairs Staff will further sub-divide submissions by unit size and/or unit type.

      (1) The number of active-duty military personnel assigned to the unit will determine unit size. Although many units employ Reservists and Auxiliarists to assist in their public affairs efforts, these members are not available full-time and will not be included to determine unit size.

      (2) Should the number of submissions make it possible, and to provide a more equitable competition, submissions may be sub-divided by unit type. For example, all medium-endurance and high-endurance cutters may fill one category, all air stations another, and patrol boats in yet another competition field.

3. **Submission criteria.** Submissions should depict a unit's overall public affairs program and provide support material in each of three sections – media relations, internal information and community relations. Refer to JOC Alex Haley and CDR Jim Simpson Awards, COMDTNOTE 5780 for deadline and specific submission criteria.

4. **Judging.** Chief, Office of Public Affairs, will appoint a judging panel at Coast Guard Headquarters.

   a. Judges will evaluate a unit's consistent and aggressive efforts to tell the unit's story and the Coast Guard story through the news media, to its internal audience and to the community. Refer to JOC Alex Haley and CDR Jim Simpson Awards, COMDTNOTE 5780 for specific judging criteria.

   b. Winners will be announced in an ALCOAST.

E. THOMAS JEFFERSON AWARDS.

1. **Background.** The American Forces Information Service sponsors the annual Thomas Jefferson Awards contest. The Thomas Jefferson Awards recognizes military and civilian employee print and broadcast journalists for outstanding achievements in furthering the objectives of the military's internal information programs.

2. **Eligibility.**

   a. Entries must contribute to the internal information objectives of the Armed Forces. No single entry may be submitted in more than one category, with the exception of DoD Print or Broadcast Journalist of the Year and Command Information Campaign.

   b. Military personnel and civilian employees or units of Armed Forces newspapers published under DoD Instruction 5120.4, magazines, and radio and television stations are eligible to submit entries through their appropriate service.

   c. Refer to the Thomas Jefferson Awards Standard Operating Procedure (SOP) for specific eligibility, submission and judging criteria. The Chief, Public Affairs Staff releases the Thomas Jefferson Awards SOP and publishes an in-service deadline prior to the American Forces Information Service deadline.

3. **Judging.** Services are permitted to submit only one entry per award category. Chief, Public Affairs Staff will appoint a judging panel at Coast Guard Headquarters to select and forward service entries to the American Forces Information Service.

F. MILITARY PHOTOGRAPER OF THE YEAR.

1. **Background.** The American Forces Information Service, through the Defense Information School, sponsors the annual Military Photographer of the Year (MILPHOG) Awards program. The MILPHOG Awards Program is designed to recognize and reward the best of military photographers and videographers.

2. **Eligibility.**

   a. Only active duty and reserve members holding a military designation (MOS, NEC, AFSC or rating) as photographer, videographer, photojournalist, journalist or public affairs specialist in the five armed services are eligible.

   b. Entries from Reserve and National Guard personnel must not have been created as part of a professional or business enterprise and must conform to the rules of the competition.

   c. Personnel assigned to the Coast Guard Auxiliary and the Civil Air Patrol are prohibited from competing, unless eligible under another category.

3. **Submissions.** Chief, Public Affairs Staff will announce deadline and release the MILPHOG Standard Operating Procedures (SOP) to all units with assigned public affairs specialists. All interested members must submit their entries directly to the American Forces Information Service as described in the MILPHOG SOP.

G. "A COAST GUARD CITY" DESIGNATIONS.

1. **Purpose.** The Commandant takes great pride in the many services provided by the men and women of the Coast Guard to American citizens in general and, in particular, to the residents of the communities in which they are assigned. It is the intent of this program, in accordance with federal law, to provide for the recognition of those cities that, in return, have made special efforts to acknowledge the professional work of the Coast Guard men and women assigned to their area by regularly reaching out to them and their families and making them feel "at home at their home away from home." Such efforts should be indicative of a long-standing and enduring relationship with an emphasis on considerations the community has made for the members of the Coast Guard family and their dependents. This document provides information as to how a city or municipality may submit a request to be designated "A Coast Guard City" and to provide the range of requirements to be met in order to be considered for such designation.

2. **Background.** On November 13, 1998, a law was enacted that allowed the city of Grand Haven, MI, to formally be called "Coast Guard City, USA" (Section 409 of P.L. 105-383). That law also provides for other cities to be similarly designated with a 90-day notice of intent from the Commandant to the two authorizing congressional committees. In accordance with that provision, on 3 June 2000, Eureka, CA, became the second city to receive the tribute and was proclaimed "A Coast Guard City." Grand Haven's designation was based on their 75-year-long history of extraordinary support for Coast Guard personnel assigned to the Grand Haven area. Eureka's designation, likewise, was based on a multi-year history of community sensitivity to the needs of the local Coast Guard personnel and the many actions they took and activities they sponsored each year to benefit the Coast Guard personnel in their area. While formal criteria did not exist for the designations of either Grand Haven or Eureka, the precedence of those actions provided de facto criteria for future considerations. It should be noted that neither designation focused on the size of the local Coast Guard community nor on what the Coast Guard personnel, either active duty or retired, contributed as volunteers to community projects. However, for the purpose of consideration for future designations of Coast Guard Cities, weight will be given to partnerships on local community projects that would be indicative of a robust, on-going relationship between the community as a whole and the local Coast Guard unit or units.

3. **Procedures.** A city or municipality must make formal request by letter, signed by the mayor or city manager, addressed to Commandant (G-I), 2100 Second St. SW, Washington, D.C. 20593. The request must include a narrative of no more than two pages describing its relationship with the local Coast Guard unit(s) in terms that would be indicative of a proactive, systematic outreach and support agenda based on community-wide efforts. In addition, the city must provide a separate document listing specific examples of actions the community has taken and events it has sponsored that would be descriptive of how it has

reached out to Coast Guard personnel, welcomed them into the community, and embraced them in a full community partnership. A board comprised of Commandant (G-I), (G-CMCPO), (G-IPA), (G-ICA), (G-WKW), (G-LGL), and (G-WPM) will review the request, consider recommendations from the appropriate field commands and, should the request meet the requirements detailed below, provide a recommendation to the Commandant. Upon approval by the Commandant, the appropriate congressional committees will be notified and a required 90-day waiting period will begin. With no dissent from either committee, the requesting city will be proclaimed to be "A Coast Guard City." The proclamation will have a five-year term after which the city will be required to apply for recertification. Recertification is an abbreviated form of the procedures required for the original request in that the city need only provide a letter six months prior to the end of the five-year term describing its on-going relationship with the Coast Guard with examples of their recent programs and projects. As with the original request, letters requesting recertification should be addressed to Commandant (G-I), and go before the Board. The designation of "A Coast Guard City" may, for cause, be rescinded with 60 days notification issued by Commandant (G-I).

4. **Requirements.** A city's request will be judged against the following list of actions and programs that are examples of the types of support shown Coast Guard personnel in cities where the Coast Guard serves. It is not necessary for a city to have initiated nor replicated every one of the actions listed. Rather, a city should be able to demonstrate that its people and the community at large have consistently reached out to the local Coast Guard command(s) in a manner that would include, but not be limited to, a number of the initiatives below. In addition, the request should specify which groups or organizations within the community are responsible for, or participated in, the initiatives. They could include city government, Chamber of Commerce, non-government organizations (e.g., Navy League), civic organizations (e.g., Lions, Kiwanis, etc.), corporate, police/sheriffs/fire departments, EMS, educational organizations, or individuals.

   a. Support for MWR events.

   b. Support for educational/scholarship programs.

   c. Availability of community support services to Coast Guard members and their families.

   d. Sponsorship of Sailor of the Quarter, Sailor of the Year, Recruiter of the Year, and other similar types of awards.

   e. Demonstrations of sensitivity to life-altering events within the Coast Guard community including expressions of congratulations for weddings and newborns, and expressions of sympathy or deaths and other family tragedies.

   f. Sponsorship of community patriotic events that specifically include members of the Coast Guard family. These events could include but not be limited to Memorial Day picnics, July Fourth picnics, Armed Forces Day events, Veterans Day observances, Coast Guard Birthday events, etc.

g. Offer military or Coast Guard "Days" within the business community, at local sporting events, and other entertainment events.

h. City-Coast Guard partnerships in community-based projects including law enforcement/fire/EMS projects, civic organizational projects, food drives, home building projects, educational projects, etc.

i. Establishing monuments, memorials, commemorations, or other tangible forms of public recognition.

5. **Information.** Questions regarding this program should be directed to the Community Relations Branch of the Office of Public Affairs in Coast Guard Headquarters (G-IPA-3).

CHAPTER 8. COLLATERAL DUTY PUBLIC AFFAIRS OFFICERS.

A. SELECTION.

1. **Best qualified.** The selection of collateral duty PAOs should be based on the individual's knowledge of the Coast Guard, missions of the command, and ability to speak well in public. When assigning a collateral duty PAO, unit commanders should remember that the individual assigned will be the person who most often represents the unit, the CO and the Coast Guard to the media and the public. For that reason, the duty should not fall simply to the newest officer in the wardroom or a very junior enlisted member.

2. **Enthusiasm.** A necessary trait in a PAO is enthusiasm for the job. Enthusiasm and sincerity are contagious. An enthusiastic PAO will put in the additional hours to complete projects after attending to other collateral duties. An enthusiastic PAO also will be more creative.

3. **Temperament.** Another good trait to look for when selecting a PAO is an even temperament. Remember, the PAO will represent the command in crisis situations, possibly even an accident involving your unit and injury or death of a crewmember. A good PAO should not be flustered by hectic tempos, constant demands or tragedy. Real-life example: An MSO had two PAOs within a short period of time. One PAO was very short-tempered and complained to the media whenever they got the slightest fact wrong; his successor was more relaxed and conversational. Guess which PAO had better relationships with the media? And guess which PAO made the CO happier?

4. **Trust.** The ideal candidate for unit PAO must be able to gain and hold the respect of the unit commander, the crew, the media and the public. But most important, the unit commander must be able to trust the unit's PAO. Without the CO's trust, the PAO will serve no useful function, especially during a crisis situation.

5. **Value of PAO.** Lastly, unit commanders should consider the selection of a unit PAO as if their careers depended upon it. More than one unit commander has been relieved because of public criticism. A good unit PAO is key to the public's opinion of your unit and, in turn, your leadership.

B. RESPONSIBILITIES OF A COLLATERAL DUTY PAO.

1. **General duties.** As a unit PAO, you will be responsible for all of three of the public affairs missions at the unit level: media relations, community relations and internal information.

   a. You will be the unit commander's primary spokesperson to the media on all activities of the unit. You can expect to handle all media inquiries into unit operations, and you can expect to answer more than a few tough questions about the Coast Guard's response in a particular case. Generally, expect all calls from the public to come to your desk.

b. Your unit's relationship with its local community is important. Your mayor, city council and local legislator are excellent audiences in gaining support for the Coast Guard and its missions.

c. No group has a greater impact on our daily operations and our overall accomplishments than our internal audience. What is your role as unit public affairs officer? You are the person who heralds the accomplishments of your unit and its members. Such recognition helps to put their work in the larger perspective of the entire Coast Guard.

2. **Job requirements.** As a PAO, you will need to learn two completely separate subjects in order to perform your duties.

a. First, you should learn as much about the Coast Guard, its missions, your unit and its operations as you can. As a PAO, you will be the person to whom the media and the public turn to learn that information. And while you can't be expected to know everything, you should have a good idea of where to get the information quickly to answer questions promptly. You should:

(1) Know your unit and district public affairs policy. Does the CO, XO, OiC or XPO want to see all press releases before they go out? How does the telefax machine work? Which phone number should the media use to reach you? What kind of support can you get from your district public affairs office, and even more importantly, how can you reach the district public affairs watchstander if something bad happens at 4 a.m. on a Sunday?

(2) Know your AOR. You should learn the geography and nature of your entire area of operations. Part of this knowledge will come during break-in as an OOD, coxswain or watchstander. In addition to the where, you'll also need to know the what of your particular AOR. You'll need to know the specifics of the local fishing industry, the local recreational activities and the commercial maritime operations. If you're in New England, you should know what the Hague Line is. If you're on the Gulf of Mexico, you should know what a TED is. If you're in Alaska, you should know about the "donut hole." These are issues in which the local media are well versed, and they will know quickly if you aren't.

(3) Know the units with which you work. Again, you will pick up some of this information during your break-in for other duties. But you'll have to learn some additional information. Know the other PAOs in the area. They may be able to share valuable information about the local media.

(4) Know the cooperating agencies and their representatives. In all of our operations, we work closely with other state and federal agencies. In a crisis situation, you will coordinate release of information concerning joint activities with their public affairs offices. You should know who their public affairs people are and how to contact them.

b. Second, you should learn as much as you can about the media, the communities and the public issues in the communities your unit serves. The unit commander should be able to turn to you for guidance on handling a particular issue. This will require you first to become familiar with the public affairs policy outlined in this Manual. But that will be only the beginning. You should also:

(1) Create a list of the media in your area. During a crisis is no time to sit down with a media directory or a phone book to look for newspapers and television stations. You don't have time to waste calling radio stations whose format is all music -- no news. If your unit doesn't already have a list of local media, first check the phone book and then call the district public affairs office for help assembling one.

(2) Meet the media in your area. Don't simply accept a list of phone numbers from the PAO you have just relieved. Call the reporters and meet them personally. Ask about their needs and deadlines. Invite them out to the unit for a tour. Accept an invitation to come tour their pressroom or studio. Seeing how the news gets put together will give you a better understanding of how you can meet their needs.

(3) These informal meetings will also establish rapport with reporters that will help you in a crisis situation. Like all of us, reporters tend to trust people they know and distrust "figures of authority." In a serious emergency, you will have a lot more credibility if you call a reporter and say, "John, this is Petty Officer Jones, at the Coast Guard station," than if you have to say "Hello, this is Petty Officer Jones from Coast Guard Station Arundel. Who is your assignment editor, please?"

(4) Learn about community issues. Read your community's newspaper. Attend town council or school board meetings. Talk to the Coast Guard's customers in your area. Community contact is especially important for single or unaccompanied unit PAOs who may live aboard the unit and have little interaction with the local residents. How can your unit serve the public -- our customers -- if you don't know who they are and what they need? As the unit PAO, your job is to be the liaison with the entire community.

(5) Learn some local history. Depending upon where you are stationed, your command has a history in the community that could stretch back 200 years. Don't assume it has always been a happy relationship. In some fishing communities, you'll find bitterness about our law enforcement efforts. Some boaters may resent "zero tolerance" forfeitures. To some people, we represent the "intrusive" federal government. In some SAR cases, people will believe we didn't do enough. In some LE cases, people will believe we did too much. In some communities, we will be the peacekeepers separating two differing viewpoints on such issues as ecology. Real-life example: When the CGC

Storis arrived at St. Paul Island in the Bering Sea to complete several community work projects, the village leaders were initially unreceptive to the Coast Guard presence. But understanding the prior history between the federal government and the native Alaskan community, the command had brought along a Russian Orthodox chaplain and a badly needed medical team. Just two days after a rather cool welcome, the islanders hosted a community-wide potluck and celebration of the Storis' visit.

c. Get some public affairs training. You can learn public affairs from a variety of sources much less painful than bitter experience.

(1) The Coast Guard Public Affairs Course is a one-week resident course taught at the Defense Information School at Fort Meade, Maryland. Solicitations for applicants are issued by Commandant (G-IPA).

(2) The Defense Information School also offers a travelling two-day Media Relations Course at various locations around the country each year. Attendance is normally solicited through the district public affairs shop.

(3) Local colleges also offer a variety of courses in communications, public relations and journalism. Use of Tuition Assistance is authorized. In some cases, training funds may be used to pay for short-term courses in public relations or media relations.

(4) Utilize self-study tools. The Panet, located on the Coast Guard Intranet at cgweb.uscg.mil/g-i/PAnet/PAnetHome2.htm, provides a wealth of resources for collateral duty PAOs. These include a press release template, a speech and presentation index, public affairs success stories, an on-line media directory, and a list of recommended texts covering many aspects of public affairs.

d. Keep a well-stocked public affairs desk. The unit PAO should make every effort to maintain, at a minimum:

(1) An up-to-date fact sheet describing the unit, including the commissioning date, a brief history of the unit, mechanical features or assets assigned, the size of the crew and other relevant material.

(2) A current biogaraphy of the commanding officer. A sample biography is presented in chapter 7.

(3) Approximately 10 copies of a recent photograph of the unit. Your area or district public affairs office may be able to assist you in taking this photograph.

(4) A list of the major media outlets in your geographic area, including newspapers, radio and television. The list should include the phone number, telefax number,

address and point of contact. Your area or district public affairs office should be able to help you compile this list.

(5) A 35mm still camera with six rolls of film and spare batteries. A digital camera may be substituted; however, make certain that a digital camera can produce images at a minimum resolution of 300 dpi. Before making new purchases, review Chapter 5 of this Manual.

(6) A video camera with six blank video tapes and a backup battery. The recommended format is Hi8mm; however, VHS is acceptable. Existing equipment should be retained as long as serviceable. You should not have to worry about compatibility with existing systems; most Hi8mm cameras have a variety of ways to convert to VHS tape recorders. Before making new purchases, review Chapter 5.

(7) A good reference library, including the most recent Public Affairs Manual with changes, a dictionary, the most recent edition of the "Coast Guardsman's Manual," a history of the U.S. Coast Guard, and recent publications of the Coast Guard, such as an Annual Report, the G-I Pelorus one-page issue papers, the Commandant's Direction, and other periodicals of note. If, for example, *Coast Guard* magazine produces an insert describing your particular mission area, you should order additional copies to have onboard for inclusion in media kits.

e. Looking for help in all the right places. Because the unit PAO normally has several other pressing collateral duties, you must be creative and imaginative in finding ways to achieve the media, community and internal information program objectives for the unit. You should take every opportunity to identify individuals who may be able to help you with your duties, including :

(1) your district public affairs office.

(2) non-rates on the PA school list.

(3) Reservists, especially Reserve Public Affairs Specialists.

(4) Auxiliarists.

(5) Fleet Home Town News Center. A quick way to release information about a member of your unit back to the member's hometown. See chapter 2 for sample forms.

(6) Family members. You would be surprised by the number of spouses who work in the media. Take advantage of their expertise and contacts.

(7) Others with an interest in journalism. For assistance in writing feature articles about your unit, ask the journalism teacher at your local high school or college to consider it for a class assignment.

(8) Use your imagination.

CHAPTER 9. ENTERTAINMENT MEDIA RELATIONS.

A. POLICY.

1. **General.** The Coast Guard welcomes the opportunity to cooperate with the entertainment media. Inclusion of the Service in the entertainment media can significantly contribute to public awareness, information, and education, as well as enhance recruiting and retention initiatives. Cooperation is authorized for productions in which the best interests of the Coast Guard are served and the support can be accommodated on a not-to-interfere with operations basis.

2. **Entertainment vs. News.** When considering support for a production, the Coast Guard first determines whether the production is entertainment or news. This determination dictates the nature of the Coast Guard's relationship with the production company and its representatives.

   a. Entertainment is a commercial enterprise principally concerned with making a profit. The Coast Guard's relationship with the entertainment media is bounded by law authorizing cooperation with film producers (14 USC 659), and the general restriction on the use of public resources for commercial or private enterprise. Specific support criteria are employed to determine whether the use of personnel, equipment, and facilities in entertainment productions is appropriate and in the best interests of the Service. Entertainment business practices, legal concerns, and practical considerations related to the on-screen portrayal of the Service also make it prudent for the Coast Guard to implement cooperative agreements specifying the terms and conditions of support.

   b. News, as it relates to the Coast Guard, is principally concerned with reporting on the activities of government. The relationship between the Coast Guard and the news media is governed by the Constitutional principle of a free press. The Coast Guard would not attempt to negotiate a cooperative agreement for a news production, nor would the news media entertain the idea of it. Chapter 2 of this Manual provides more information regarding cooperation with the news media.

   c. The determination that a production is news or entertainment is not always so readily apparent. What if a news organization such as CBS News strikes a deal to produce a documentary for The Learning Channel, an entertainment outlet? Is it news or entertainment? Are the news magazine shows and the reality programs news or entertainment? On the other hand, might it not be in the Coast Guard's best interest to treat certain productions as news even if they are clearly entertainment?

   d. In making its determination, the Coast Guard will consider the primary purpose of the production, the producing organization, the outlet(s) to the public, and any legal or practical factors relative to defining the relationship.

3. **Entertainment vs. Advertisement.** Advertisements are produced to promote or sell commercial products or services (as opposed to simply entertain). Use of personnel, equipment, and facilities in advertising productions is prohibited because of the potential for actual, implied, or perceived Coast Guard endorsement of the products or services.

B. RESPONSIBILITIES.

1. Commandant (G-IPA-M).

a. Commandant (G-IPA-M) – the Motion Picture-Television (MOPIC-TV) Liaison Office – located in Los Angeles, California, shall coordinate all Coast Guard cooperation with the entertainment media.

b. MOPIC-TV, in coordination with Commandant (G-IPA), shall be responsible for determining which productions are entertainment and which are news. In some instances, documentaries, "reality television", and "info-tainment" projects may be categorized by the Coast Guard as news and handled accordingly.

c. MOPIC-TV actively pursues projects in which Coast Guard story lines can be inserted. With allowances for dramatic value, primary considerations for authorizing cooperation are that the depictions of Coast Guard life, operations, and policies are reasonably accurate and realistic. MOPIC-TV is responsible for:

(1) Evaluating all requests from the entertainment media for Coast Guard involvement.

(2) Providing research and technical assistance.

(3) Assisting writers and producers with story line and script development.

(4) Arranging familiarization and research visits to Coast Guard facilities by writers, producers, and actors.

(5) Arranging Coast Guard resources for approved productions.

(6) Issuing cooperative agreements and ensure appropriate documents (insurance, reimbursement, screen credit, etc.) are executed.

(7) Serving on location as technical advisor/Coast Guard representative responsible for enforcing legal, safety, and accounting agreements.

2. Areas, Districts, Units, and Individuals.

a. Units or individuals in the Coast Guard contacted by an entertainment media representative soliciting Coast Guard cooperation shall refer that contact to MOPIC-TV. Even in instances where a production company seeks Coast Guard operational

support not involving the Service on camera (i.e., safety zone request for underwater explosion or vehicle entering the water from shore side), MOPIC-TV should be contacted. These types of contact sometimes result in successfully inserting the Coast Guard in on-screen roles not originally scripted.

C. APPROVAL AND COOPERATION CONDITIONS.

1. **Written agreements.** MOPIC-TV will implement a written cooperation agreement based on, but not limited to, the following:

   a. Approval of a script, treatment, outline, or other pre-production document(s) and availability of resources at the shooting location.

   b. The Coast Guard must be depicted in an acceptable, accurate and dignified manner in the final product and promotional segments.

   c. Coast Guard safety requirements must be adhered to.

   d. Coast Guard operations and readiness must not be impaired.

   e. A Coast Guard representative must be present during filming of "Coast Guard segments" at the production company's expense to ensure the conditions for cooperation are met.

2. **Insurance.** The producers must execute an industry-standard insurance policy covering intentional or accidental loss or damage to government property resulting from the production company's presence or actions on or in government property and sign a "hold harmless" agreement.

3. **Specific conditions.** Project specific conditions required by MOPIC-TV must be agreed to by the film company.

4. **Series approval.** Television series may be approved on a thematic basis. However, each episode must also be individually approved in line with the above criteria.

D. USE OF COAST GUARD PERSONNEL, EQUIPMENT, AND FACILITIES.

1. **General policy.** The Coast Guard will provide resources consistent with a cooperative agreement on a not-to-interfere with operations basis.

2. **Non-competition with other sources.** Coast Guard personnel, equipment, and facilities will not compete with commercial and private enterprises (i.e., the Coast Guard will not provide a camera helicopter or a pier to shoot scenes if there are adequate commercial helicopters and piers available, even if the scenes being shot involve other Coast Guard resources).

3. **Rules on compensation.** Coast Guard personnel are prohibited from receiving compensation for duties rendered incident to officially supported productions (e.g., boat crew, aircrew). Producers may wish to use individual Coast Guard personnel as extras or for "bit parts" playing the role of Coast Guard men and women. Coast Guard personnel may accept compensation for these types of activities provided they are in a leave status and have no other official connection to the production. Selection of these types of extras and their on-camera activities will be coordinated through MOPIC-TV and the affected command(s).

4. **Employment of extras.** Producers may wish to hire Coast Guard personnel as extras for non-Coast Guard roles. Coast Guard personnel may accept such employment when off-duty or on leave. Individuals should coordinate these activities with unit commanding officers and MOPIC-TV in order to avoid violating conflict of interest regulations.

5. **Facilities as locations.** Use of facilities as "locations" for entertainment productions without on-screen portrayal of the Coast Guard will not be authorized. "In the best interests of the Service" is defined to include on-screen portrayal in order to adequately serve public affairs goals while at the same time providing good stewardship of public resources. Authorized exceptions include providing assistance to other government agencies officially cooperating with a production, and in certain circumstances when no other private or commercial source is reasonably available to a production and the use is not in conflict with other policy or regulations.

6. **Use of Coast Guard Markings.** To reduce the diversion of Coast Guard resources, the Motion Picture and Television Office can authorize producers to temporarily use official service markings on private vehicles, vessels and aircrafts in approved entertainment-related production projects.

E. COAST GUARD-OWNED FOOTAGE.

1. **Release policy.** Coast Guard footage may be provided to specific entertainment productions upon request.

2. **Release forms.** Copyright issues must be addressed and formal footage release forms must be executed with each transaction. The process will be coordinated by MOPIC-TV and Commandant (G-IPA-1).

F. REIMBURSEMENT.

1. **Authorization.** The Coast Guard is authorized by statute to seek reimbursement for some costs associated with assisting the entertainment industry. MOPIC-TV will coordinate all reimbursement.

2. **Tracking expenses.** Field units may be reimbursed for expendables used during authorized projects. Reimbursement will be required for evolutions that are carried out specifically for the purpose of filming (sorties or diversions from normal operations and training that are <u>exclusively</u> for the purpose of filming). In order to accomplish reimbursement, participating

units are required to keep track of fuel and other expendables used during a filming and provide that data to MOPIC-TV.

G. DONATIONS TO UNIT MORALE AND RECREATION FUNDS.

1. **Donation offers.** Production companies, from time to time, may offer cash or other contributions to the Morale, Welfare, and Recreation (MWR) funds of units impacted by filming. Donations are not required, shall not be solicited in any way before, during or after the course of filming, nor are they to be construed to be a condition of cooperation.

2. **Donation acceptance.** MOPIC will handle the acceptance and collection of such donations in accordance with Part IV, Chapter 8 of the Comptroller Manual, Vol. I, COMDTINST M7300.4 (series).

H. DISCLOSURE.

1. **Trade secrets.** The Coast Guard considers television and motion picture industry story ideas to be trade secrets. Coast Guard personnel may not reveal any aspects of scripts, story ideas, movie or TV series content, resources provided by the Coast Guard and other "inside" information relating to Coast Guard cooperation unless cleared by MOPIC-TV.

2. **Other prohibitions.** Use of written accounts, or photos or videotape taken by members of the Coast Guard or Coast Guard employees of filming activities on movie or television locations, may not be used in internal or external publications unless cleared by MOPIC-TV. Union rules and individual contracts of actors frequently prohibit these types of photos from being obtained or used. MOPIC-TV negotiates these issues on a case-by-case basis.

I. CREDITS AND PROMOTIONS.

1. **Appropriate credits.** MOPIC-TV will coordinate with production companies for appropriate wording to be used in motion picture and television credits.

2. **Coordinating promotions.** MOPIC-TV is responsible for coordinating Coast Guard participation in promotional materials such as marquee posters, TV program teasers and promotional materials, trailers for motion picture products, media interviews with Coast Guard participants and other products of a promotional nature.