

District Publications Officer (DSO-PB)

The District Staff Officer for Publications (DSO-PB) is responsible for the development and production of the District publication.

General Duties

1. Exercise staff responsibility and supervision over all matters pertaining to the District's publication. Keep the District Board or Executive Committee informed of all developments in the production and dissemination of the publication.

2. Immediate supervisory responsibility is vested in the District Vice Commodore (VCO), who also functions as chief of staff. Where the District employs a Rear Commodore Directorate program, the Publications will also coordinate and report through the Rear Commodore for Member Services (RCO-MS). Cooperation with the VCO and RCO-MS should ensure that the District publications are effectively utilized as a communications tool by the District.

3. Maintain close liaison with Division Publications Officers in order to provide support and ensure that publications items are used extensively and appropriately at all levels of the district.

4. Provide guidance and support, including periodic training, to Division and Flotilla Publications Officers. If there is a District Conference or other comprehensive district training opportunity, organize training sessions for public affairs officers and encourage newly appointed officers to attend.

5. Recruit, train, supervise, and coordinate the activities of those appointed to assist you with the publications. If assistant district staff officers (ADSOs) are appointed, ensure that each is assigned a specific task or area of responsibility, understands the assignment, and maintains communication with appropriate district and division personnel. ADSOs may be appropriate in the following areas: reporting, editorial, production, distribution, or geographical.

6. Maintain a liaison with local Coast Guard publications personnel, such as area magazines, to ensure they understand the role of the auxiliary and incorporate auxiliary activities in Coast Guard publications, as appropriate.

7. Maintain records required to effectively discharge the DSO-PB responsibilities.

8. Serve as custodian for District material used for publications. This may include photographic or production equipment or materials.

9. Transfer all property and records of the office to succeeding staff officers upon conclusion of the term of office.

Specific Duties

1. Initiate reporting of district activities for inclusion in the publication.

2. Ensure that reported information is accurate, timely, informative, interesting, and in keeping with Auxiliary policy.

3. Edit copy without changing the intent of the author. Ensure that the authors and photographers receive credit for their contributions.
4. Distribute the publication as widely as possible given the physical and economic circumstances. Arrange to have the publication posted on the District web site if possible.
5. If the District has a publications award, tabulate the data applicable to the award, coordinate with an awards committee if appropriate, and furnish the results to the DCO or other appropriate District personnel.
6. Be fully knowledgeable of the contents and applicability of Coast Guard and Auxiliary instructions and publications, including the Auxiliary Manual.
7. Understand the National Department of Marketing and Public Affairs and maintain a working relationship with the Department, Division, and Branch Chiefs in order to provide communication and coordination among National and local staff officers involved in publications.
8. Working with the District Executive Committee, establish measurable goals and objectives for publications activity along with programs and activities required to achieve these goals. Report progress in attaining these goals to the District Board. Compare current reported publications activity with last year's progress.
9. Attend meetings of the District Board and Staff as required. Give the VCO prior notice when such attendance is not possible. Report in writing or orally at such meetings on the status of programs and activities, including an assessment of progress toward goals and objectives.
10. Where a story is appropriate for dissemination to the general public, coordinate in the development of the story and forward it to the district staff officer for public affairs (DSO-PA) or other appropriate personnel.
11. Prepare articles appropriate for perpetuating leadership, training, motivation and enthusiasm of the publications staff for inclusion in district publications.
12. Maintain contact with local division and flotilla personnel as appropriate, attending meetings as a direct representative of the District Commodore (DCO), coordinating your visits with related elected officers.
13. Monitor supplies of materials needed for the publications activities, including those provided by the Auxiliary National Supply Center ("ANSC"). Assist local unit personnel in understanding the proper use of said materials, and advise the District Executive Committee on any special considerations relating to the system of supplying the materials.
14. Coordinate with other District staff officers to ensure that district programs are receiving the widest possible publicity.