

# Publications Guide



United States Coast Guard Auxiliary  
District 11 Southern Region

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## Introduction

Congratulations on your appointment to the important job of FSO-PB or SO-PB for District 11 Southern Region. I appreciate your commitment to your office. Creating powerful publications allows us to communicate activities and missions, and create a well-informed membership—the backbone of any successful unit. You'll find your role both fun and challenging.

Working with your fellow staff officers you can energize, motivate, and share wonderful experiences with your unit's members. One of the most powerful motivators for anyone is seeing their name or picture in print.

Please note that this is a guide and not a manual, and should in no way override the AUXMAN or any Coast Guard Procedures or Policies. This guide should be used in conjunction with the Auxiliary Manual and the Publication Officer's Guide, 2008 Edition 2, located at:

[http://www.auxpa.org/resources/ADept/PB Officers Manual 2008 P&P12-09.pdf](http://www.auxpa.org/resources/ADept/PB%20Officers%20Manual%202008%20P&P12-09.pdf)

This guide will answer some questions you might have regarding your job as Publications Officer. If you have questions or concerns at any time, please feel free to contact me.

You are encouraged to send your newsletter by email, as it is the most cost-effective. Most of our members have email access. For the few members who do not, government postage is available through your Materials Officer. Please make sure that your newsletter is shared with your Division Bridge and emailed or hand-delivered up the chain.

Many people will read your publication. You should work to create a publication in which you can be proud, as your work represents the high standards of the Auxiliary. Always remember that you and your publication must reflect the standards of the United States of America, the United States Coast Guard, and the United States Coast Guard Auxiliary.

Have fun with your publications!

Julia Dye DSO-PB, District 11(SR)



## **Duties of Publication Staff Officer**

Your duties and responsibilities, consistent with the provisions of the Auxiliary Manual, are as follows:

- Be the editor of the Flotilla or Division newsletter.
- Maintain close contact with the Division (District) Publications Officer to gather suitable articles and interesting information.
- Encourage all members to submit articles to your unit newsletter.
- Develop and maintain a file of photographs of unit activities that may be appropriate for use in your publication or for use by the FSDA or SO-PA, or online by the FSO-CS or SO-CS.
- Immediate supervisory responsibility for your office is vested in the VFC (DVCDR). Cooperate with this officer in every way so that your publication is effective and useful.
- Upon expiration of your term of office, or when so directed by the unit Commander, transfer all property and records of the office to your successor.
- Attend all unit meetings. Give the Flotilla Vice Commander (or Division Vice Commander) prior notice when such attendance is not possible. Report monthly on activities and progress in carrying out these duties. Submit a copy of your report to the SO-PB (DSO-PB).
- Assist in the preparation, Director's clearance, and publication of unit publications and any other authorized publications.
- Promptly submit articles for publication.
- Cooperate with Public Affairs Staff Officers in obtaining action photos of unit activities for publication in newsletters, district and national publications, and for entry in District and National photo contests.
- Maintain a file of all unit publications and articles submitted to other publications.
- Email a copy of your publication to each member of your unit. Division newsletters should be hand delivered to all Division Commanders in the District, and all Flotilla newsletters should be hand delivered to all Flotilla Commanders in your Division. Make sure the ADSO-PB who approved your publication gets a final copy along with the DSO-PB.
- Report Publication hours using ANSC-7030. Select "Public Affairs" and click 10C. Always check the latest version of ANSC-7030 to be certain that no changes have been made in the reporting categories.

In the past, copies of newsletters have been sent to the Coast Guard Auxiliary Collection at the J.Y. Joyner Library. After considerable discussion, the Joyner staff decided to accept only items forwarded by the U. S. Coast Guard Auxiliary districts or higher offices. This hard decision was made based on the limited space that is available for Auxiliary documents. Members of units below District level are encouraged to forward documents with historical value to their DSO-PA.

## Planning Your Newsletter

Your newsletter's first edition will require the most planning. Subsequent editions will be easier as you'll have a template already in place. Start by selecting a workable style and format, using software with which you're comfortable. The Adobe Acrobat standard .pdf file is best for final output, as it can be read nearly universally with the free Acrobat Reader software, and the recipient can't easily do their own modifications to your final product.

Design matters. The easier it is to read your newsletter, the more people will actually read it. Arrange your material consciously, using text, imagery, and white space effectively. Use an easy-to-read font at a readable size. Two font styles are ideal—one serif and one sans-serif is pleasing to the eye—with perhaps three fonts if you have a very long publication and a reason to add an additional design element. There are thousands of available fonts, but that doesn't mean you can or should use them. Avoid cartoonish or overly scripted fonts, as they're hard to read and tiresome. Emphasize words using bold or italics. Underline hyperlinks. Don't combine these elements. If you italicize, don't bold the same text. All capital letters does not emphasize words in electronic publications and should be avoided.

- Don't try to crowd the first page with lots of stories that are all continued on subsequent pages. In a recent study, 61% percent of readers say that these jumps are annoying, and 83% said they usually disobeyed the jumps.
- Make sure the headlines are in both upper and lower case.
- Have reasonable amounts of graphics and captions. You must credit photographs appropriately.
- With electronic newsletters, columns can vary much more than was common in print newsletters. Break up your columns with headlines that cover two columns, or on one page run text over two or three columns. Variety adds interest.
- Use headers and footers to define page number, newsletter name, and date.
- Consider use of rules between columns and stories. There is no correct yes or no on this, it depends on overall page design, but can serve to make your articles easier to read.
- Use good judgment. Religion, sex, and politics don't belong in a unit newsletter. Neither do civilian jokes about the government or the military. The newsletter must contain official business; it's not the place for birthday announcements, items for sale by members, or recipes (unless it's a logical extension of an AUXCHEF article, for example).

## Helpful Hints

Here are some helpful hints to help you publish your unit's newsletter; if you have any questions or problems, your Publications staff is ready to assist you.

### Mastheads

The masthead or the cover page must include

- Name of the publication
- Date of the publication
- Volume number in Arabic numerals (10 means it has been printed for 10 years)
- Issue number in Arabic numerals (4 is the fourth issue printed this year)
- District or region
- Unit number. Remember to use the correct identifying number for your unit as in the Auxiliary Manual. For example, Flotilla 61, not 6-1; Flotilla 21-2, not 21-02. Leading zeros are never used; Flotilla 04-03 is incorrect.

The editor's name, address and phone number must appear somewhere in the publication.

## Headlines

Five times as many people will read your headline than will read the rest of the publication. Clever headlines, puns, literary allusions, and snappy words rarely work. Clarity and brevity make great headlines.

## Body Text

Body text design can be mastered with consistency, conservation, and contrast.

Consistency means that you have a unifying overall design to your newsletter. The margins are consistent page to page, the fonts don't change dramatically from article to article, the images relate to the articles and aren't random white-space filler.

Conservation means clutter-busting. No matter how many images you add, they won't make boring text more exciting. Images should lead your readers through your publication and illustrate the words.

Contrast means playing with variety after you've established your consistent look. Headlines should be significantly larger than the body text. Mix up your columns, add a sidebar to an article with interesting background, and play within your set parameters.

## Text Justification

*"Right and wrong do not exist in graphic design. There is only effective and non-effective communication."*

— Peter Bilak - *Illegibility*

Some designers prefer newsletter to be justified; others like a ragged edge. There is no hard-and-fast rule. Generally, justified text (like I've used in this guide) is considered more formal, saves space, and looks neat, like a book or a newspaper. Full justification packs more information onto a page. If you choose fully justified text, break up dense blocks of text with subheadings, margins, and graphics.

Left-aligned text, on the other hand, is considered friendlier and more informal. It's a bit easier to work with as there are fewer concerns with hyphenation and page appearance.

Whichever method you choose, the most important element is that your text is as readable as possible.

## Color

Adding additional color to your text, known as spot color, can be effective if it's not overused.

The most readable combination of colors is black ink on white paper. Color can brighten up your pages, but it's tricky to do effectively in your text. Don't overdo it—the ideal combination for most newsletters is black on white with one spot color. Use restraint. You can add spot color to large initial letters in an article, for pull quotes to add interest, in a bar across the top of your pages, and in charts or graphs.

The main rule to guide you in using spot color is restraint. The price is the same whether you use a lot of it or a little of it. But it's best to use only a little.

Don't use the spot color in your headlines. This overuse takes away from the newsletter's effectiveness. And, of course, you can add color with graphics and photographs.

## Imagery

Imagery should be used to communicate an idea or message effectively, not only to make the page look colorful.

When using graphics, artwork, or other images in a publication, be sure to understand the copyright restrictions. A great resource is the Coast Guard Auxiliary Visual Information Gallery located at <http://www.image.auxpa.org/>. The images located here are released for your use and can be used in your publication. For photos, if photographer is known, indicate appropriately. Other clip art is available through commercial software programs and can be used as long as it is

in good taste, you have reproduction rights, and it does not reflect negatively on the Coast Guard or the Auxiliary.

## The Auxiliary Emblem and Official Seal

The new U.S. Coast Guard Heraldry manual (COMDTINST M5200.14A) was signed into effect at Coast Guard Headquarters on 12APR11. This document now contains specific guidelines (Chapter 7) on authorized and proper use of Coast Guard Auxiliary heraldry including our Seal, Emblem, and Marks. The U.S. Coast Guard Heraldry manual can be found online at:

[http://www.uscg.mil/directives/cim/5000-5999/CIM\\_5200\\_14A.pdf](http://www.uscg.mil/directives/cim/5000-5999/CIM_5200_14A.pdf)

All Coast Guard Auxiliary National Staff personnel and unit elected leaders shall comply with the content posted as per COMDTINST M5200.14A. All publications officers should make themselves specifically familiar with the stated policies and guidelines of this manual.

## Important Items to Remember

- Auxiliary flotillas are designated by Arabic numerals indicating first the division number, then the flotilla number, followed by the name of the city, town or area in which the flotilla is chartered. Example: Flotilla 32, St. Louis, MO is Flotilla 2 in Division 3, chartered in St. Louis, MO. When either the number of divisions or the number of flotillas exceeds nine, use a hyphen between the flotilla and division number, (17-6 or 6-10). Do not use a hyphen between the division and flotilla number when either is nine or below. The division number always precedes the flotilla unit number.
- The numbering of divisions is done with Arabic numbers. Do not use Roman numerals as there is no place in AUXDATA for them. We use Division 10 (DIV 10) or Division 4 (DIV 4) when speaking or writing about a division.
- Titles should be capitalized only when appearing with a person's name, not when they appear generically in text.
- Current or past commodores are the only Auxiliarists that may have their title precede their name. Titles of all other levels of Auxiliarists appear after their name. (The title of a rear commodore also *follows* the name.)
- VFC is an unusual abbreviation. It's spelled out Flotilla Vice Commander, not Vice Flotilla Commander.
- Auxiliary staff officer designators appear with a dash, as in FSO-PB.
- Spell out numbers from one through ten; use numerals for numbers above ten.
- Coast Guard rank is spelled with all capitals, and no period. It's CAPT, not Capt.



- USCGA is the Coast Guard Academy. USCGAUX is the Coast Guard Auxiliary.
- Effective with ALCOAST 395/08 the following are correct titles and acronyms: District Chief of Staff (previously VCO)—DCOS; District Department Chief—DDC; District Captains (previously RCO)—DCAPT; Division Commanders (previously DCP)—DCDR; Division Vice Commanders (previously VCP)—DVCDR; Auxiliary Sector Coordinator—ASC.

## **Proofread! – Proofread! – Proofread!**

You must proofread your newsletter. You must also have someone else proof it for you. Spell-check can't catch every problem.

## **Copyrights**

Putting an article that was written by another person in your publication is not illegal. There are many fine articles in boating magazines that work well in a unit publication, but there is a rule about “copyright material” that must be observed (see Publications Guide COMDTPUBP5600-7).

All previously published material, including all writing, printing, engraving, etching, photographs, cartoons, and graphic representation, falls under the United States Copyright Laws and written permission for use must be procured. Simply write to the editor of the original publication and request permission to use the selected piece. Ask the editor to send you a letter granting or denying permission to use an article in your paper. Be sure to get permission in writing—a verbal consent is not sufficient. If they want a signed agreement, you must have them send you two copies, filled in where appropriate. Then fill in the remaining blanks with the publication information, sign it, and send it to the DSO-LP for legal approval and formal signature by a District Legal Staff Officer. Usually, the group granting permission to reprint will request a copy of your publication with the reprinted article. Typically the editor will require two conditions: You may not receive any money for the use of the article, and you must include the original author's name. Keep in mind copyright rules apply to other Auxiliary publications, too. The process of getting a release only takes a few minutes and is well worth it in the long run.

## **Final Approval**

The steps for approval for publications in our District can be found on our website's job aid kit:

[http://www.d11s.org/modules/job\\_aid\\_kit.mod.php?office=DSO-PB](http://www.d11s.org/modules/job_aid_kit.mod.php?office=DSO-PB)

In brief, those wishing to produce an Auxiliary publication, such as newsletters, flyers, posters, handouts, and so on, need to have them approved in accordance with Auxiliary Policy. For submission, please send newsletters formatted as either in Microsoft Word or Adobe Acrobat PDF to:

Julia Dye, DSO-PB – [juliaddye@gmail.com](mailto:juliaddye@gmail.com)  
and  
Charles P. Lathrop, ADSO-PB – [lathrop2@q.com](mailto:lathrop2@q.com)

Once reviewed and if approved, you will receive an approval. We'll send you an approval stamp which must be added to your publication prior to distribution. Please ask the publications staff if you have any questions.

Make sure you file this approved copy and keep it for at least two years. It is recommended that this is kept as long as you have the job of Publications Officer; when you relinquish your position, all records and files, including computer files, are to be turned over to your successor or unit commander if there is no successor.

## **Mailing List**

The suggested mailing list for your newsletter is:

### **FLOTILLA PUBLICATIONS**

All members (Retired, as requested)  
SO-PB  
DSO-PB  
DCAPT's  
DCOS  
DCO  
DIRAUX  
All FCs in division  
All FSOs-PB in division  
Local CG station(s) OIC

### **DIVISION PUBLICATIONS**

All members  
SO-PB (all within district)  
DSO-PB  
DCAPT's  
DCOS  
DCO  
DIRAUX  
All DCPs in district  
All SOs-PB in district  
Local CG Station(s)

Your source for correct address information is your District or Division Information Officer.

## **National Publications**

You are encouraged to submit feature articles on Auxiliary topics and photographs to our national publications. Before submission, send it to your appropriate department chief for approval.

## **Commercial Advertising**

The policies regarding the inclusion of commercial advertising in Auxiliary publications is specified in the Auxiliary Manual COMDTINST M16790.1 (Series). Since the Coast Guard and Coast Guard Auxiliary cannot be associated with any product or with the endorsement of any product, the editors of official publications must strictly adhere to these policies regarding commercial

advertising. While there may be situations in which solicitation of advertising is permissible, these are indeed exceptions and there are serious conditions imposed on this practice. The Director of Auxiliary must clear each instance relating to the use of commercial advertising prior to soliciting the ad and prior to reproducing such advertising.

## **Final Thoughts**

Publications officers throughout the district are here to help you whenever you have questions or need guidance. Please let us know if you have any questions, suggestions, or if you would like to see archived newsletters from other units.