

U.S. Department of
Homeland Security

United States
Coast Guard



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SECDELINST 5728

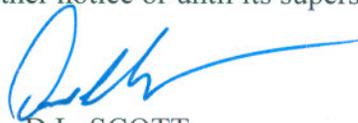
JAN 10 2007

SECTOR DELAWARE BAY INSTRUCTION 5728

Subj: SECTOR DELAWARE BAY PUBLIC AFFAIRS PROGRAM

- Ref:
- (a) Coast Guard Public Affairs Manual, COMDTINST M5728.2C
 - (b) The Coast Guard Freedom of Information and Privacy Acts Manual, COMDTINST M5260.3
 - (c) Policy on Coast Guard Use of Internet/Worldwide Web, COMDTINST M5230.56 (series)
 - (d) Coast Guard Paperwork Management Manual, COMDTINST M5212.12 (series)
 - (e) Sector Delaware Bay Organization Manual SECDELINST M5401.6

1. PURPOSE. This Instruction is published to provide instruction and primary policy guidance for the conduct of the public affairs program of Sector Delaware Bay.
2. ACTION.
 - a. Commander, Coast Guard Sector Delaware Bay shall ensure that the provisions of this Instruction are followed IAW ref (a).
 - b. Each person assigned as Sector Delaware Bay Public Affairs Officer (PAO) shall ensure that the provisions of this Instruction are followed IAW ref (a). PAO designation letter will be attached as enclosure (1).
 - c. This Instruction shall remain in effect until further notice or until its supersession.



D.L. SCOTT

Enclosure: (1) Sector Delaware Bay Notice 1610

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SECTOR DELAWARE BAY PUBLIC AFFAIRS PROGRAM

PURPOSE

The purpose of Sector Delaware Bay's (SDB) Public Affairs Program is to get the Sector's story out to the public. Timely and accurately informing the public about our activities and policies is the best way to maintain the support and trust of our fellow citizens. Public support and trust are essential elements for any successful organization.

OBJECTIVES

1. Timely and accurately informing the public about our missions
2. Actively participate in community affairs
3. Ensure all Sector personnel are capable of engaging with the media in accordance with applicable Coast Guard guidelines
4. Educate elected officials and public opinion makers
5. Promote public understanding and support of Coast Guard missions

BACKGROUND – THREE SIDES TO THE PA TRIANGLE

1. **INTERNAL INFORMATION.** This is the process by which we ensure all SDB personnel have sufficient understanding of Coast Guard missions so they can speak confidently and effectively about ongoing operations in accordance with Coast Guard Public Affairs guidelines, and have a better understanding of how their individual actions contribute to the Coast Guard's overall goals.

OBJECTIVES:

- a. Help SDB personnel understand the unit's mission, and their importance to it, so they will work more effectively
- b. Promote individual and unit mission accomplishments and achievements
- c. This will enhance our ability to accomplish the following public affairs goals:

(1) Instill pride and esprit de corps so that each member of SDB can promote the Coast Guard to family, friends, and community

(2) Increase productivity

(3) Ensure professional mission accomplishment

2. **COMMUNITY RELATIONS.** Interaction with our local communities.

OBJECTIVES:

- a. Develop and maintain full public understanding and support of the Coast Guard and its missions
- b. Develop an awareness that Coast Guard personnel are dedicated, highly-trained professionals, vital to national security
- c. Present Coast Guard positions on subjects of national and local interest to appropriate individuals and groups
- d. The goal is to have the local community see us not as **the** Coast Guard, but **their** Coast Guard

3. **MEDIA RELATIONS.** Educate the public through outreach to mass media.

OBJECTIVES:

- a. Raise the visibility of the Coast Guard to promote understanding of, and support for our varied missions

POLICY

It is SDB's policy 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 expeditiously by using the simple rule of "maximum disclosure, minimum delay."

RESPONSIBILITIES

Public Affairs is a command responsibility. Commander, Coast Guard Sector Delaware Bay has the authority to release information pertaining to the Sector and its outlying field units IAW ref (a).

- 1. **SDB PUBLIC AFFAIRS OFFICER (PAO).** The Sector's collateral duty PAO and alternate PAO should be well versed in Coast Guard missions and be comfortable speaking in a public forum. The PAO will be the person who represents the command most and should best exemplify the Coast Guard's image in public. Some additional responsibilities may include:

- a. Prepare news releases about SDB and its missions
 - b. Facilitate SDB's involvement with the local tri-state community
 - c. Maintain a Sector Public Affairs Training Plan
 - d. Update Homeport with Public Affairs information
 - e. Liaison with PADET Atlantic City
 - f. Host visitors to SDB
 - g. Fill PIO role in Incident Command System
 - h. Develop curriculum for and conduct periodic unit wide public affairs training as discussed elsewhere in this guidance
2. **SDB PUBLIC AFFAIRS TEAM.** The alternate PAO will be the person who best represents the command in the absence of the PAO and should best exemplify the Coast Guard's image in public. Like the PAO, the Alternate should be well versed in SDB's missions and be comfortable speaking in a public forum. There will be assistant PAOs in all SDB divisions, Planning, Response, Prevention, and Logistics, who are subject matter experts in their divisions who will be available to assist the PAO or alternate PAO with technical issues pertaining to their specific fields. It is highly recommended that individuals filling PAO, and assistant PAO positions attend the Coast Guard Public Affairs Course (COPAC) held at DINFOS in Fort Meade, MD.

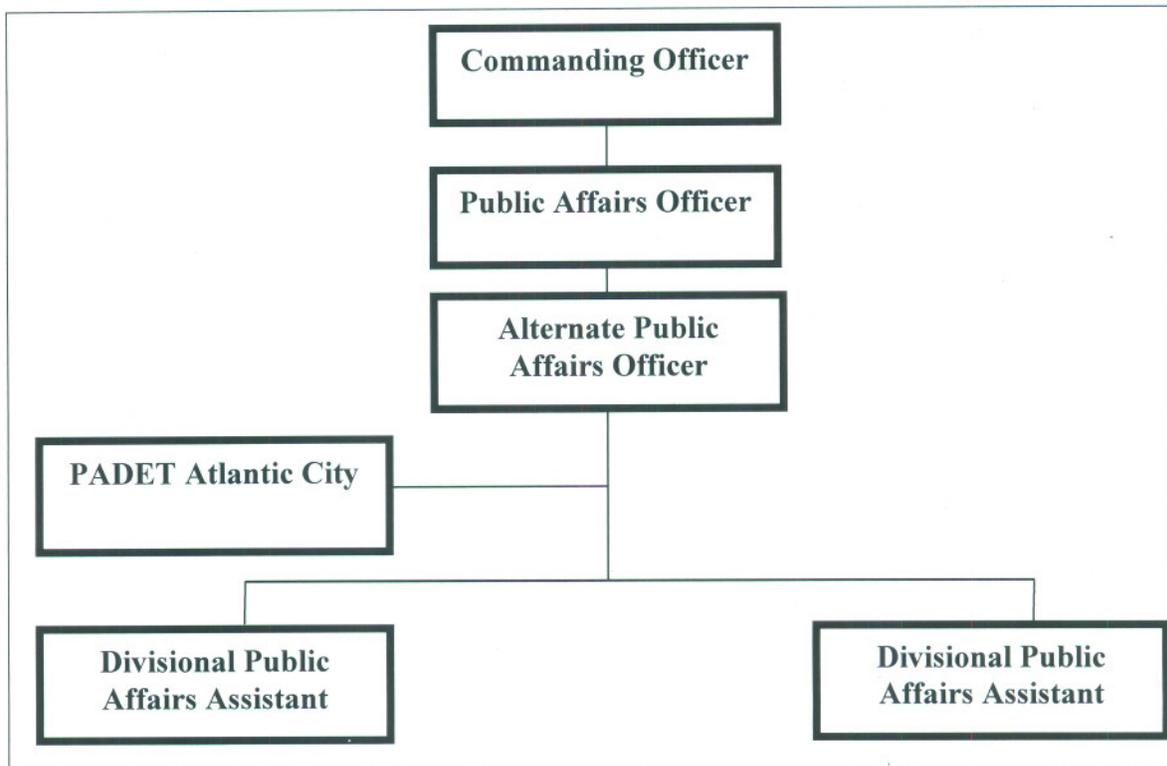


Fig 1-1
SDB Public Affairs Organizational Chart

3. **PUBLIC AFFAIRS SPECIALISTS.** The Commanding Officer of SDB is ultimately responsible for all public affairs conducted within the SDB Area of Responsibility. Due to the size/personnel constraints of the Sector, there is a Public Affairs (PADET) detachment based at Air Station/Sector Field Office Atlantic City. Although assigned to District Five, the PADET is an invaluable resource to the Sector PAO. Since they are located in Atlantic City, they are primarily responsible for covering public affairs events over the eastern portions of the SDB area of responsibility, while the Sector PAO will be the lead point of contact for the Philadelphia media market and points west. In addition, the PADET is available to assist the SDB PAO with local issues of a sensitive nature or anything that may accrue national media interest. Given these considerations, it is crucial that the Sector PAO coordinates with the PADET regarding all major events and utilize their skills depending upon their availability for minor public affairs issues such as press releases. Thru this symbiotic relationship, the Sector, and more importantly the Coast Guard, speaks to the public with one voice.

4. **SECTOR DUTY OFFICERS (SDOs).** As up-to-date experts on Sector operations and responses, SDOs are responsible for notifying the SDB PAO on all cases that have the potential for media interest, such as search and rescue activity, law enforcement cases, marine casualties, or

pollution events. When in doubt contact the PAO. In addition, the SDO is authorized to speak to reporters that may call the Sector inquiring about cases and operations, of which the SDO has direct involvement and knowledge.

5. **INDIVIDUALS.** The cornerstone of the Sector's Public Affairs Program is the individual. It is the individual's responsibility to keep informed and abreast of the happenings of the service. With continued educational diligence, the individual's ability to tell the Coast Guard story confidently will increase, thereby fostering good will throughout the public relations community. Additionally, continued training and access to public affairs guidance will help ensure Coast Guard members are prepared for impromptu inquiries from the public or media while on duty or at a response. On the topic of case response, SDB personnel are encouraged, when it is safe and appropriate to do so, to take photos and video to document Coast Guard mission accomplishment. Official photography and video of the Coast Guard's response to an incident, besides for operational and historical documentation purposes, improves the Sector's ability to promote the response through increasing the chances for media coverage.

TRAINING

Sector Delaware Bay's Public Affairs Training Program consists of two levels of training:

1. **BASELINE PUBLIC AFFAIRS TRAINING.** Recommended for all SDB Personnel and outlying units. "PA101" will acclimate Sector personnel in the basic "do's and don'ts" of public affairs. This training will be conducted by the staff of PADET Atlantic City in coordination with the SDB PAO on an annual basis for all Sector personnel.
2. **PUBLIC AFFAIRS OFFICER TRAINING.** Recommended for all SDB PAOs and alternates. This can be accomplished by sending prospective candidates for public affairs positions to the COPAC held at DINFOS in Fort Meade, MD.
3. **ADDITIONAL TRAINING.** It is always good practice to become familiar with the Public Affairs realm. This can be accomplished by simulating press opportunities such as mock interviews, press release writing, and photography.

ENCL: (1)

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Sector Delaware Bay

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SECDELNOTE 1610

SEP 11 2006

SECTOR DELAWARE BAY NOTICE 1610

Subj: RATING CHAIN AND ASSIGNMENT OF DUTIES AND RESPONSIBILITIES

Ref: (a) Personnel Manual, COMDTINST M1000.6A
(b) Coast Guard Regulations, COMDTINST M5000.3B
(c) Sector Delaware Bay Organizational Manual, SECDELINST M5401.6

1. PURPOSE. This notice publishes the rating chain, collateral duties, for all active duty, reserve and civilian members assigned to Sector Delaware Bay.
2. ACTION.
 - a. The rating chain for all officers and enlisted personnel is contained in enclosure (1). Field units shall publish an enlisted rating chain consistent with Article 10.B of Ref (a).
 - b. All military and civilian personnel assigned duties as set forth in enclosure (2) shall comply with references (a), (b) and all pertinent laws, regulations, and directives in the performance of their respective assignments. All required reports of relief shall be submitted to the Sector Commander as required by Chapter 4-1-7 of reference (b). Relief memos shall be submitted through the chain of command within 30 days of a change to this notice.
 - c. Each person assigned herein shall retain one copy of this instruction for reference and consider this a "Letter of Designation."

A handwritten signature in black ink, appearing to read "D. L. Scott", with a long horizontal flourish extending to the right.

D. L. SCOTT

Enclosure: (1) Officer and Enlisted Rating Chain
(2) Collateral Duties List

OFFICER AND ENLISTED RATING CHAIN

ACTIVE DUTY

REPORTED ON	SUPERVISOR	REPORTING	REVIEWING
SECCOM	CCGD5 (des)	CCGD5 (des)	CCGD5 (d)
DEPSECCOM	SECCOM	CCGD5 (des)	CCGD5 (d)
PLANNING CHIEF	DEPSECCOM	SECCOM	CCGD5 (dr/des)
LOGISTICS CHIEF	DEPSECCOM	SECCOM	CCGD5 (dr/des)
RESPONSE CHIEF	DEPSECCOM	SECCOM	CCGD5 (dr/des)
PREVENTION CHIEF	DEPSECCOM	SECCOM	CCGD5 (dr/des)
RESPONSE DEPUTY CHIEF	RESPONSE, CHIEF	DEPSECCOM	SECCOM
ADMINISTRATION DIV CHIEF	LOGISTICS CHIEF	DEPSECCOM	SECCOM
ENG/SUPPORT DIV CHIEF	LOGISTICS CHIEF	DEPSECCOM	SECCOM
FINANCE DIV CHIEF	LOGISTICS CHIEF	DEPSECCOM	SECCOM
ENFORCEMENT, DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM	SECCOM
ENFORCEMENT ASST DIV DIRECTOR	ENFORCEMENT DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM
INCIDENT MNGMT DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM	SECCOM
SECTOR COMMAND CENTER CHIEF	DEPSECCOM	DEPSECCOM	SECCOM
INCIDENT MNGMT, ASSIST DIV DIRECTOR	INCIDENT MGMT DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM
INSPECTIONS DIV CHIEF	PREVENTION CHIEF	DEPSECCOM	SECCOM
INVESTIGATIONS DIV CHIEF	PREVENTION CHIEF	DEPSECCOM	SECCOM
WATERWAYS MANAGEMENT DIV CHIEF	PREVENTION CHIEF	DEPSECCOM	SECCOM
OPERATIONS PLANNING	PLANNING SUPERVISOR	DEPSECCOM	SECCOM
CONTINGENCY PLANNING	PLANNING SUPERVISOR	DEPSECCOM	SECCOM
EXERCISE PLANNING	PLANNING SUPERVISOR	DEPSECCOM	SECCOM
TRAINING/ICS COORDINATOR	RESPONSE CHIEF	DEPSECCOM	SECCOM
MSD LEWES LT - SUPERVISOR	PREVENTION CHIEF	DEPSECCOM	SECCOM
MSD LEWES OFFICER	MSD LEWES LT	PREVENTION CHIEF	DEPSECCOM
INVESTIGATIONS DIV SUPERVISOR	INVESTIGATIONS DIV CHIEF	PREVENTION CHIEF	DEPSECCOM
INVESTIGATIONS DIV OFFICER	INVESTIGATION SUPV	INVESTIGATIONS CHIEF	PREVENTION CHIEF
DOM INSPECTIONS DIV SUPERVISOR	INSPECTIONS DIV CHIEF	PREVENTION CHIEF	DEPSECCOM
DOM INSPECTION DIV OFFICER	INSPECTIONS DIV SUPV	INSPECTION DIV CHIEF	PREVENTION CHIEF
PORT STATE CONTROL SUPERVISOR	INSPECTIONS DIV CHIEF	PREVENTION CHIEF	DEPSECCOM
PORT STATE CONTROL OFFICER	PORT STATE CONTROL SUPERVISOR	INSPECTIONS DIV CHIEF	PREVENTION CHIEF
WATERWAYS MANAGEMENT OFFICER	WATERWAYS MANAGEMENT DIV CHIEF	PREVENTION CHIEF	DEPSECCOM
PWCS DIV SUPERVISOR	ENFORCEMENT DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM
PWCS DIV ASSIST SUPERVISOR	ENFORCEMENT DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM
POLLUTION RESPONSE DIV SUPV	INCIDENT MGMT, ASSIST DIV DIR	RESPONSE CHIEF	DEPSECCOM

FACILITY/CONTAINER DIV SUPV	ENFORCEMENT DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM
BOAT OPS DIV SUPV	ENFORCEMENT DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM
FACILITY/CONTAINER DIV ASSIST SUP	ENFORCEMENT DIV DIRECTOR	RESPONSE CHIEF	DEPSECCOM
STATION CO'S	INCIDENT MGMT DIV DIRECTOR	RESPONSE CHIEF	SECCOM

RESERVE OFFICERS

REPORTED ON	SUPERVISOR	REPORTING	REVIEWING
SECTOR SRO	DEPSECCOM	SECCOM	CCGD5 (dr/des)
RESERVE OFFICER	DEPARTMENT HEADS	DEPSECCOM	SECCOM

Enlisted

MEMBER	SUPERVISOR	MARKING OFFICIAL	APPROVING OFFICIAL
ANT OIC	WATERWAYS MANAGEMENT DIV CHIEF	PREVENTION CHIEF	DEPSECCOM
ANT XPO	ANT CO/OINC	WW MANAGEMENT DIV	PREVENTION CHIEF
CGC OIC	RESPONSE CHIEF	SECCOM	CCGD5 (dre)
CGC XPO	CGC CO/OINC	ENFORCEMENT DIV	RESPONSE CHIEF
STATION OIC	INCIDENT MGMT DIV	RESPONSE CHIEF	DEPSECCOM
STATION XPO	STA CO/OINC	INCIDENT MGMT DIV	RESPONSE CHIEF
EPO	CO/OINC	EO	LOGISTICS CHIEF
ALL ENLISTED E-6 & BELOW	SUPERVISOR	DIVISION CHIEF	DEPARTMENT HEAD *
ALL E-7 THRU E-9	SUPERVISOR	DIVISION CHIEF	DEPARTMENT HEAD *
SECTOR/SFO RESERVIST	SUPERVISOR/ WEEKEND SUPERVISOR	DIVISION CHIEF	DEPARTMENT HEAD *
STATION ENLISTED RESERVIST	SUPERVISOR	STA XPO	STA CO/OINC

* IF NOT RECOMMENDED THAN DSC