

**U.S. COAST GUARD AUXILIARY
DISTRICT 13**

EFFECTIVE: 1 December 2008

DISTRICT COMMODORE INSTRUCTION I-08022

SUBJECT: DISTRICT 13 GOLDEN QUILL AWARD

1. PURPOSE. The purpose of this instruction is to update the subject award as defined in DCONINST I-07022 of 12/1/2007, refine the criteria and process for identifying, proposing, and evaluating candidates and selecting recipient(s) for award presentation, and clarify the required elements of all newsletters.

2. DIRECTIVES AFFECTED. Replaces DCOINST I-07022.

3. DISCUSSION. The District Awards Committee desires to recognize with an annual award, one or more District 13 Auxiliary Publication Officers (SO-PB and FSO-PB) who exemplify high publication standards, and offer support to the Coast Guard and Coast Guard Auxiliary activities and programs. This award will be a most prestigious accomplishment for a Publications Officer within District 13. While a division or flotilla may elect to publish their newsletter on paper, only PDF versions of newsletters will be accepted for this award.

4. ACTION.

a. General

(1) The newsletters must be submitted by the editor of the publication.

(2) The editor is responsible to submit the publication for judging to the District Chief of Staff (DCOS) (that will be holding that position in the year of the award) via the DSO-PB not later than the 15th of December deadline, unless otherwise directed.

(3) The winners of the Golden Quill Award (Division and Flotilla) are then submitted to National before the 1 July deadline, unless otherwise directed for judging. National awards are announced at the fall NACON. The division and flotilla winners will be awarded at the Fall District meeting. They will be awarded a keeper plaque and their name/flotilla or division will be engraved on the plaque displayed at the DIRAUX office.

(4) The minimum number of issues forwarded by email, or a CD containing the PDF copies of newsletter, for the award year, to be submitted for judging are:

a. Six issues for a flotilla publication

b. Three issues for a division publication

(5) If your area has more than the minimum number of issues per year, please submit all the issues produced between December of the previous year and November of the current year.

(6) Include a cover letter about the publication, stating how often it is published and what you use to complete the publication (computer, software, photograph, etc).

(8) The method of reproduction is not important. Use of names and titles should be correct, and use of photos is optional.

(9) The use of color photographs is encouraged but will not assure first place over a publication competing in black and white.

5. REPORTS.

The District Chief of Staff is tasked with reporting and coordinating changes through the EXCOM when necessary.

6. AUTHORIZED BY. District EXCOM

APPROVED BY:

Bruce Miller

Bruce Miller
District Commodore

Distribution: District Board
Flotilla Commanders Handbook
DSO-PB
SO-PB
FSO-PB

Attachments:

1. US Coast Guard Auxiliary District 13 Golden Quill Judging Criteria
2. Newsletter Format and Content
3. Approval of Newsletters, and Why?
4. Release And Authorization For Use Of Photographs

Attachment 1

U.S. Coast Guard Auxiliary District 13 Golden Quill Judging Criteria

Publication Name: _____

Date: _____

Editor's Name: _____ Division, or Flotilla: _____

Criteria for the judging Auxiliary publications were printed in the summer 1995 issue of the Navigator. The revised criteria for District 13 are listed below. The material should be judged on a scale of 1 to 10 with 10 being the best. The publications, one for flotilla and one for division, with the most points will be declared the winners.

1. ____ Appearance: Does the publication have eye appeal, illustrations, white space, but not wasted space? Is the publication a convenient size? Has the publication paid as much attention to the back page as the front page?
2. ____ Editorial quality: Is the publication formatted with neatness, readability, good spelling and punctuation, consistency between each issue but enough variation to attract attention.
3. ____ Is there a calendar of coming events? Does a table of contents direct the reader's attention inside? Does the publication comply with Privacy Act and exclude personal information?
4. ____ Has the publication made use of humor, cartoons when appropriate, to emphasize a point or used interesting filler items. Has appropriate clip art or photos been used to highlight articles?
5. ____ Information quality: Does it include member training items and articles about Auxiliary programs? Does it contain input from elected and appointed officers? Is there input and participation from members? Has recognition of division or flotilla member achievements and awards been made in the publication?
6. ____ Correct abbreviations and acronyms. Correct titles in proper locations.
7. ____ Attention given to division, district and national functions: Does the publication contain information pertinent to the Auxiliary including announcements of flotilla, division, district and national activities.
8. ____ Photos - Auxiliarists in proper uniform (hats donned outdoors, PFD's donned on the water). Photo captions identify subjects in photo when appropriate and photographer credit is given.
9. ____ Masthead includes flotilla or division number, location, date, number, and issue: (Volume number in Roman numeral; issue number for the year in Arabic.)
10. ____ Editor's name and address in publication.

_____ Total Points

Attachment 2

Newsletter Format and Content

1. Newsletters are an informational public document aimed at keeping our membership informed about current events, policies, and programs as well as providing general news from the flotilla, division, district and national levels. They are not issued to imitate national magazines but are rather published to focus on the membership needs for their given focus group. Below are sample content suggestions for different newsletters. This list is not comprehensive or restrictive. Publication Officers should use good judgment in layout and design as well as content selection so as to meet the needs of their readership. Newsletters need to be informative and “good reading” so that the consumer will eagerly scrutinize its contents. Beyond journalism’s requirements of who, why, what, where, and how for every piece, articles need to be interesting reading. The layout and design need to be planned so the final product is visually appealing as well as guides the reader’s eyes across the pages. The items listed are recommendations, NOT requirements.

Flotilla Publications

1. News involving members
2. Flotilla activities or coming events
3. Division and district activities of interest to the members
4. Introduce new members
5. Information about veteran members
6. Member training
7. DIRAUX and Commandant information or policies
8. Articles by flotilla commander, vice commander, staff and members
9. Humor and clip art when appropriate
10. Flotilla formal meeting minutes should not be included in a publication, but a report about a meeting or agendas of future meetings would be helpful to include.

Division Publications

Same as flotilla, but limited to information of interest to all flotillas of the division e.g.,

1. A flotilla sponsoring a QE session should make this activity available to members in the division who would like to attend.
2. Special awards above the flotilla level
3. Division and district activities
4. Division meetings and gatherings
5. Flotilla event information for other flotillas to attend (area conference information)
6. Articles by the division commander, vice commander and staff
7. News from National sources that is current and informational

Authorship of a newsletter must be disclosed with a disclaimer statement. This statement should be similar to the one illustrated on the following page:

The NAME OF NEWSLETTER – A Coast Guard Auxiliary District 13, Division #, Flotilla # Publication authorized IAW COMDTINST 1800.5D & COMDTINST M5728.2C. Published twelve times yearly and circulated to Auxiliary members of Flotilla # via mail, electronically and on the Flotilla # web site at (<http://www.THEIR ADDRESS HERE>). The NAME OF NEWSLETTER contains news of general interest, suggestions, and information for Coast Guard Auxiliary members. The views and opinions expressed are not necessarily those of the Department of Homeland Security or the U. S. Coast Guard. Material is informational only and not authority for action. Internet release is authorized.

*Editor – EDITOR'S NAME.
Department of Homeland Security
Coast Guard Auxiliary FSO-PB-# D13
STREET ADDRESS
CITY, STATE ZIP
PHONE #*

2. Publications of the USCG Auxiliary, whether they are printed and distributed by hand, the U. S. Mail or published as a PDF document and distributed by email or posted to the World Wide Web have one basic element in common. They are the legal responsibility of the body releasing the publication and must therefore meet certain requirements of the U. S. Coast Guard and national laws. There are four areas of specific concern to all Auxiliary officers.

- a. First is the authority to issue a publication in the name of the USCG. This authority comes to the District Commodore and his authorized representatives (DSO, SO, or FSO—PA, PB and CS) from COMDTINST 1800.5D & COMDTINST M5728.2C.
- b. Second, The Privacy Act further regulates and places limits on the type of information that can be published. Certain kinds of information must not be included in a public document so a Privacy Act notice is routinely included in a newsletter such as illustrated below:

A Confidentiality Notice of the Privacy Act is normally posted to newsletters. It would read:

The disclosure of the personal information contained in this publication is subject to the provisions contained in the Privacy Act of 1974.
The subject Act with certain exceptions prohibits the disclosure, distribution, dissemination, or copying of any material containing the home address, home telephone numbers, spouses' names, and social security numbers, except for official business.
Violation may result in disciplinary action by the Coast Guard and/or civilian criminal sanction.

Also included hereunder are items to not publish are items such as financial reports, children's full names or any other personal identification information. Children are a special concern and photographs of them must be carefully screened to protect the children's identity and safety. If there is any doubt about what information is covered by the Privacy Act, refer the question to DIRAUX for clarification.

- c. Third, the **Freedom of Information Act** (FOIA) sometimes seems at odds with the Privacy Act. The U.S. Freedom of Information Act (FOIA) is a law ensuring public access to U.S. government records. Our newsletters and press releases are public documents. FOIA carries a presumption of disclosure; the burden is on the government - not the public - to substantiate

why information may not be released. If a staff officer receives a FOIA request from the public, refer the inquiry to DIRAUX before responding to the petition.

d. The fourth area of concern is copyright law, which place a direct burden on Auxiliary use of written materials and photographs within newsletters and press releases. If the staff officer issuing a newsletter or press release is the author of its stories and articles, then there is no problem with these laws. It can also be infer when members of a Flotillas, divisions and districts submit material for publication that they are granting fair use authority for the items they sent in. It becomes a little more technical when we use stories, news, or other information from outside the Auxiliary. If it is desired to quote a portion of a newspaper article or other such copyrighted document it is completely legal provided you cite your source under the legal concept of "Fair Use". (USC Title 17, Chapter 1, § 107 defines Fair Use.) The law allows limited use of material (written, recorded, photographic, sculpture, etc), but not a reproduction of the entire work. If it is deemed necessary to reprint the entire work or a major portion of the work in your document/newsletter then you must receive copyright release authority from the creator. Failure to secure a copyright release places the USCG Auxiliary in a legally compromised position. Even materials that are found on the Internet are frequently copyrighted. When in doubt, secure a release from the author or don't use the material.

3. Photographs are an essential element of any newsletter to help illustrate articles, add to the appeal and overall appearance and breakup the monotony of written text. Photographs have the concern of not only copyright laws but also the privacy of any individuals in the photo. Copyright releases for use is not necessary if the sources of the photograph used are a USCG source (national, district or local.) The following are some recommended web sites to find USCG photos and graphics:

USCG Official Visual Images: <http://cgvi.uscg.mil/media/main.php>

USCG Auxiliary Images: <http://image.auxpa.org/>

USCG Auxiliary Historical Images: <http://history.auxpa.org/>

If the source of the photograph is a copyrighted provider, then normal copyright release procedures apply. A photograph of any structure or item (vehicle, place, thing) that is open to the public is, under USC Title 17, allowed to be used without a release. A self provided photo or one from some other local source, has the concern of the subject within the photograph and their release to allow use of their image. When photos include individuals who are not members of the USCG family, then the Auxiliary photographer must secure a release from the individual to allow use of their photographic image. A sample Photographer's Release form is illustrated as attachment 4. It is imperative that the Auxiliary secure a written release from anyone photographed and that release be kept with the picture in Auxiliary files to protect the photographer as well as the USCG.

4. The layout and design of a newsletter should follow good design principles guiding use of fonts and graphics. Restraint is the most difficult design principle to apply in a consistent manner to a newsletters. Restraint is exemplified by restricting changes in typeface and type size to an absolute minimum. Remember that emphasis can only occur when contrasted against a stable framework. Like the boy who cried, "Wolf!" too often, unnecessary emphasis weakens your newsletters to the point where it loses all impact. Use of framing blocks, arrows, stylized typefaces and white space are all valid design techniques but should be use conservatively so that highlights are exceptions and not the norm for your pages. Staff officers are encouraged to seek desktop publishing training from Auxiliary and local sources such as community colleges.

5. Newsletter are normally produced for two types of media, printed or electronic or both. Staff officers are encouraged to produce newsletter for both media so their printed newsletter can

also be posted to the unit's web site. The best layout for posting to the web is as a Portable Document Format (PDF) form, which is universally utilized as a platform independent format. When printing to paper key points to remember are:

- a. Use the best quality, heavy weight paper that is within your budget to insure the medium survives handling by the Post Office or other delivery method.
 - b. Use a good quality laser printer or printer professional to insure production quality.
 - c. When possible, produce materials with color images. This is normally for the web version in PDF format. If color printing is within budget and available, it is also recommended but not required.
- 1 The return address on all newsletters mailed using government postage shall contain the following elements:

DEPARTMENT OF HOMELAND SECURITY
U. S. Coast Guard Auxiliary

OFFICIAL BUSINESS

FIRST CLASS MAIL

SO-PB-08-D13

District)

Street address of staff officer

City, State and Zip of staff officer

(Staff officer title, unit number,

Attachment 3

Approval of Newsletter, and Why?

Prior to release of a newsletter the staff officer responsible for its creation needs to have its content reviewed and approved. The reason for this is to check:

1. Accuracy of information included
2. Proper permission and copyright approvals
3. Agreement with Coast Guard policy
4. Ensure the regulations concerning the use of government stamps are not violated. Misuse of government stamps, in addition to subjecting the violator to a \$300 fine, could result in the withdrawal of the privilege for the Auxiliary as a whole.

Who Approves?

1. The flotilla publication officer should review the newsletter with the FC or VFC and must submit the purposed newsletter to the division publication officer (SO-PB) for timely approval of newsletters.
2. The division publication officer should review the newsletter with the Division Commander (DCDR) or Division Vice Commander (DVCDR) and must make submit the purposed newsletter to the area District Captain (DCAPT) for approval.
3. The district publication officer tries to get as many people as possible to read it and find errors before it goes to press. Included in the approval process are DIRAUX and the District Commodore and District Chief of Staff. If this approval process cannot be followed, the publication must go to DIRAUX.

Attachment 4

RELEASE AND AUTHORIZATION FOR USE OF PHOTOGRAPHS

I hereby grant (***Name of USCG Auxiliary photographer***) the irrevocable right and permission, throughout the world, in connection with the photograph(s) that were taken of me or which I provided to (***Name of USCG Auxiliary photographer***), (copies of which photographs are annexed hereto and made a part hereof), the following: the right to use and reuse, in any manner at all, said photographs, in whole or in part, modified or altered, either by themselves or in conjunction with other photographs, in any medium or form of distribution, and for any purposes whatsoever, including, without limitation, all promotional and advertising uses, and other trade purposes, as well as using my name in connection therewith, if (***Name of USCG Auxiliary photographer***) so desires.

I hereby forever release and discharge (***Name of USCG Auxiliary photographer***) from any and all claims, actions and demands arising out of or in connection with the use of said photographs, including, without limitation, any and all claims for invasion of privacy and libel. This release shall inure to the benefit of the assigns, licensees and legal representatives of the U. S. Coast Guard Auxiliary.

Please check one:

- I am over the age of eighteen years and I have read the foregoing and fully and completely understand the contents.
- I represent that the subject of the photographs is a minor and that I am the parent of the minor and that I have read the foregoing and fully and completely understand the contents.

Subject or parent's signature _____ Date _____

Print or type both subject's and parent's name

Phone: _____

Address: _____

(***Name of USCG Auxiliary photographer***) staff signature and title