Section I. Publications

Introduction	An individual serving as an Auxiliarist is prohibited from receiving any compensation for articles related to the Coast Guard or the Auxiliary which are produced as a result of such service. Any article written for Auxiliary publications becomes the sole property of such entity that publishes such work unless intellectual property rights are reserved in writing.
I.1. National Publications	Feature articles on Auxiliary topics prepared by Auxiliarists for commercial periodicals, articles for organization's publications, or Coast Guard internal publications are encouraged.
I.1.a. Approval	The DIR-GP, or a DVC specifically appointed for that purpose, must approve the article before publication. Before printing any national Auxiliary publication, all articles and photographs shall be submitted to the Chief Director and NACO for approval.
I.1.b. Distribution	The Chief Director may authorize official business mail privilege, for mailing a national Auxiliary publication when the contents of the publication meet the criteria discussed in section F of this chapter.
I.2. District, Division, and Flotilla Publications	Each district, division, and flotilla should develop some means of keeping Auxiliarists informed of activities and changes in programs and policy. An Auxiliary unit newsletter or other publication is an effective instrument for this purpose.
I.2.a. Approval	Before printing and distributing any district, division, or flotilla Auxiliary publication to Auxiliarists, the Director shall approve all articles and photographs. The Director may delegate this approval authority to the DSO-PB, ADSO-PB, or any other Auxiliarist.
I.2.b. Distribution	The Director may authorize official business mail privilege for district, division, or flotilla publications, unless these publications contain commercial advertising. A copy of each district publication shall be sent to the Chief Director, NEXCOM members, national department chiefs, DCOs, and Directors of other districts for their information.

I.3. Web Sites	Where practical, Auxiliary units are encouraged to create and maintain web sites to promote Auxiliary missions and services to the public, and provide program information to Auxiliarists. Likewise, Directors are encouraged to create sites that assist their Auxiliarists and provide program information to Coast Guard units on how to use and obtain Auxiliary resources within the AOR. Auxiliarists are encouraged to visit the Auxiliary Internet Resources Site (AIRS), via the Auxiliary National web site, and seek formal training at a "C" school which is intended to provide Auxiliary webmasters and site maintenance personnel with the information to register and create sites. Directors should refer to the policy on Coast Guard Use of Internet/World Wide Web for Guidance, COMDTINST 5230.56 (series).
I.3.a. Training	The Auxiliary has class "C" schools that provide instruction in web site development and training in preparing course materials for on-line instruction. The courses are open to Auxiliarists and personnel assigned to the Directors' staffs. Course descriptions and schedules are posted on the Training Quota Center (TQC) web site. (see Appendix I) New schedules are posted each fall for the fiscal year's courses.
I.3.b. Posting Official Statements	Statements of policy or procedure provided by members of the Chief Director's office, National elected leaders or Directorate Chiefs that are posted on the "What's New" web page, National Departments' web pages, News from the Bridge web page, Forms and Manuals web site, or other portions identified as containing official statements on the Auxiliary's national web site, should be regarded as official statements and guidance. Only specified leaders may have their announcements posted on these pages. The purpose of these announcements on the web site is to speed up the dissemination of information to the membership. They are not meant to replace the communication that flows down the chain of leadership and management (elected leaders) and the chain of communications (appointed leaders) via written and electronic means.
I.4. Commercial Advertising	Any Auxiliary newspaper, magazine, newsletter, or other publication containing advertising cannot be accorded official business mail privileges. The publishing Auxiliary unit must pay the postage.

I.4.a. Approval for Accepting Advertising	Any Auxiliary unit publishing a newspaper, magazine, newsletter, or other media, and is willing to relinquish its approved official business mail privilege to accept paid commercial advertising, shall submit all proposed advertising, in copy form, to the Director for approval before accepting the advertising. Similarly, the Director must approve any proposal to publish an Auxiliary unit advertisement or notification in a commercial newspaper, where such advertisement or notification is to be paid, either partially or in full, by persons or concerns other than the Auxiliary unit. Any proposed advertising must include an explicit statement to the effect that no endorsement of the product or service is made or implied by the Auxiliary, the Coast Guard, or DHS.
I.4.b. Approval for Publishing	Before publishing, the Director shall approve all Coast Guard Auxiliary district, division, and flotilla newspapers, magazines, newsletters, and other media which contain commercial advertising. The Director may delegate this approval authority to any Auxiliarist, normally the DSO-PB or ADSO-PB.
I.5. Coast Guard Auxiliary Emblem and Official Seal	The Auxiliary emblem and official seal are separate in design and purpose.
I.5.a. Auxiliary Emblem	The Coast Guard Auxiliary emblem (see Figure 5-1) may be used on publications or in association with authorized articles regarding the Auxiliary. Use of the Auxiliary official seal is strictly prohibited. The Coast Guard Auxiliary emblem is derived from the Coast Guard emblem, and has multiple uses. Besides use in print, the emblem is used on Auxiliary insignia such as the member collar device, cap device, Auxiliary aviator insignia, coxswain insignia, AUXOP device, and many other items. The emblem is designed for wide use within the Auxiliary for official and quasi-official purposes. Before the emblem can be used by CGAuxA, Inc. or any other commercial concerns for jewelry, stationery, clothing, pennants, flags, burgees, ensigns, or similar articles, such use must be approved by the Chief Director, via the NACO or the NACO's designated representative.



Figure 5-1
Coast Guard Auxiliary Emblem (color and black-and-white)

I.5.b. Auxiliary Seal

The Coast Guard Auxiliary official seal (see Figure 5-2), either lever-type or wax impression type, is authorized for use on official Coast Guard Auxiliary documents requiring signature under seal. It is authorized for official invitations, Auxiliary official stationery, programs, certificates, diplomas, and for display on Coast Guard Auxiliary exhibits. It may not be used on Auxiliary web sites or in any other electronic venues that may facilitate its unauthorized duplication.

The official seal may not be reproduced for any other purposes without approval by the Chief Director via the NACO or the NACO's designated representative. If approval for use is granted and an electronic version is needed, then such version shall be obtained from the Director of the Government and Public Affairs Department (DIR-GP). The official seal shall not be included within the design of any other seal, emblem, coat-of-arms, or escutcheon.



Figure 5-2
Coast Guard Auxiliary Official Seal (color and black-and-white)