



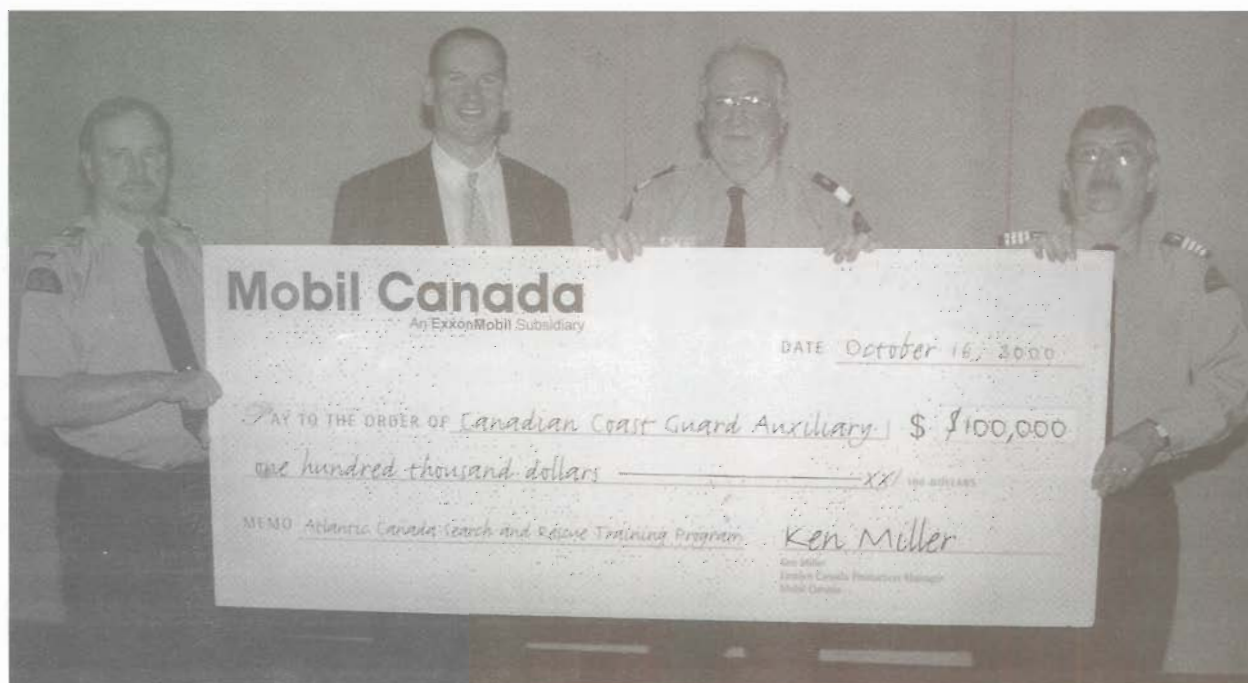
THE AUXILIARIST

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Fundraising Efforts Pay Off

Atlantic Canada Search and Rescue Training Program launched as Mobil Canada teams up with Canadian Coast Guard Auxiliary



Mr Frank McLaughlin, CCGA-Maritimes, Ken Miller, Mobil Canada, Harry Strong, CCGA-CEO, and Winston Pitcher, CCGA-Newfoundland holding up the big cheque.

What do you think the members of the Canadian Coast Guard Auxiliary (CCGA) reactions would have been on October 13, 2000 when they saw Mobil Canada's cheque in the mail.

My guess would be that they were overjoyed by the fact that their fundraising efforts have finally paid off. It was only a year ago that the CCGA issued a Strategic Fundraising Plan. The plan explores the possibilities for the CCGA to diversify its funding

sources. The plan has been a useful resource for developing regional strategies. The Mobil donation demonstrates how the plan is put into effect.

Members of the CCGA in Atlantic Canada will have improved training and safety capabilities as a result of a contribution of \$100,000 by Mobil Canada, the leading energy company in the region.

"Mobil has demonstrated its commitment to

More details on page 2



Canadian Coast
Guard Auxiliary

Garde côtière
auxiliaire canadienne

Atlantic Canada SAR Program launched as Mobil Canada teams up with CCGA

enhance the quality of life in an area where the company has a significant presence," said Harry Strong, Chief Executive Officer of the Canadian Coast Guard Auxiliary. "With this strong financial support from Mobil Canada, volunteer Auxiliary members will be better trained to provide search and rescue services and have their own safety enhanced while working in an often dangerous environment."

Ken Miller, Eastern Canada Production Manager for Mobil Canada, said it makes good sense for the company and the Canadian Coast Guard Auxiliary to form a partnership. "The Auxiliary volunteers provide a vital link in the emergency response chain," said Miller. "As a company with employees, families and friends living in Atlantic Canada, we want to help support this valuable effort, which has saved countless lives over the years."

Atlantic Search and Rescue Training Program

Mobil's \$100,000 contribution will support the implementation of the Atlantic Search and Rescue Training Program for Auxiliary volunteer members in Newfoundland, Nova Scotia, New Brunswick and Prince Edward Island. This program will provide a basis for training on the specific knowledge and skill requirements necessary for qualification in the various roles as a CCGA member and maintain the highest level of operational performance through the provision of refresher and/or advancement training for qualified members.

In addition to the training program, the partnership will enable Mobil to involve Auxiliary personnel in the company's emergency response exercises at its operations in Atlantic Canada, improving response capabilities through valuable hands-on experience.

About Mobil Canada

Mobil Canada is a wholly owned subsidiary of Exxon Mobil Corporation of Irving, Texas. Mobil Canada is headquartered in Calgary with offices in Nova Scotia and Newfoundland, and operations in British Columbia, Alberta and Saskatchewan. Mobil is the leading oil and gas company in Atlantic Canada and has interests in Hibernia and Terra Nova oil projects in Newfoundland and the Sable Offshore Energy Project in Nova Scotia.

By Kathy Needham, SAR Intern

The Auxiliarist

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Opinions expressed are those of the author and may not always represent official DFO/CCG policy.

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Cooperation is Honoured

Francois Vezina and Steve Daoust are among the first Canadians to accept the USCG Auxiliary Honourary Membership

Hard working, dedicated, co-operative- these are just some of the characteristics that can be applied to both Francois Vezina and Steve Daoust for their continued support and exemplary service to the United States Coast Guard Auxiliary (USCG Auxiliary) and its programs of boating safety. To recognize their efforts, Everette Tucker, the National Commodore of the USCG Auxiliary, has awarded the two with an honorary membership to the USCG Auxiliary. Mr. Vezina, Business Manager, CCGA, and Mr. Daoust, Superintendent Canadian Coast Guard Auxiliary (CCGA) join Harry Strong, Chief Executive, CCGA as the only people from outside of the United States to receive the honorary membership.

Francois Vezina and Steve Daoust have played an important role in the creation of the Memorandum of Agreement (MOU) that permits the CCGA and the USCG Auxiliary to carry out joint training in search and rescue (SAR), disaster relief, environment response, courtesy vessel checks, public relations, and other activities. These other activities include

the recent International SAR 2000 competition where the USCG Auxiliary were invited to join Canada's National SAR Competition.

By Kathy Needham, SAR Intern



Steve Daoust (centre) receiving his award from Captain Mark Kern (USCG) (r), and Commodore Everette Tucker (l).



International Year of Volunteers

The United Nations has declared 2001 the International Year of Volunteers (IYV). The objectives of the year are to increase the recognition, facilitation, networking and promotion of volunteers and their efforts. In Canada, representatives of business, government and the voluntary sector held a forum to determine national objectives for Canada's role in the International Year of Volunteers. The forum participants identified some key strategic objectives, including the promotion and celebration of volunteerism in Canada. The Canadian Coast Guard Auxiliary, as a non-profit organisation, is made up of over 5000 volunteers who are dedicated to saving and protecting lives in their communities. The IYV will highlight the importance of such dedication in Canadian society. Although some

nation-wide initiatives are being planned, the forum concluded that "fundamental to the nature of volunteerism is that the activities and events for the year come about at a grassroots level, where the bulk of volunteer work takes place."

For more information on the International Year of Volunteers and how to get involved, visit the United Nations web site at www.iyv2001.org or visit Volunteer Canada's web site at www.volunteer.ca.

Zoë Macdonald, SAR Intern

SAR 2000: A Splashing Success

Splash! Can't you just hear that sound when imagining an Auxiliary member jumping into the St. Lawrence River with in an immersion suit? Well, that is what on-lookers got to hear and see when they watched the mystery event at SAR 2000 National Competition in Lachine Quebec.

Now this might sound easy, but when you consider that the temperature was cool and the water was frigid, nobody wanted the short end of the stick. For many of the participants, it was the first time putting on the full body immersion suit. So things got a little difficult when they were told to run/walk 100 feet (which ended up looking more like a waddle), jump off the dock, swim across to the next dock and return, take the suit off and place it neatly back into the bag, and do it all as quickly as possible. This mystery event demonstrated technical know-how, speed and agility, which made Greg Miller a likely candidate to lead the Pacific Region Unit as the Canadian Coast Guard Auxiliary (CCGA) winners for this event.

For some years, the CCGA regional associations have taken part in regional competitions testing their members' SAR skill and expertise. This year marks the first time the Competition was held at a National level. But that's not all. To encourage the cooperation and



Who knew the mystery event would involve swimming in a survival suit?

exchange between the CCGA and the United States Coast Guard Auxiliary (USCG Auxiliary), the USCG Auxiliary entered six teams to compete in the National Competition, making the competition an International event. And what an event it was.

Awards were given to the winners of each event for both the US Auxiliary and the Canadian Auxiliary. The National Championship award was given to the winning team of the overall competition for each country. However, the International Champion was determined a little differently.

Before the competition, Everette Tucker, National Commodore, USCG Auxiliary and

Harry Strong, Chief Executive Officer, CCGA, selected one event in the competition. Once all the scores were tallied the top US and Canadian teams in that event were compared and the highest scoring team was declared the International Champion. This year the International Champion of SAR 2000 was Team Newfoundland

Special thanks to CCGA-Laurentian for their hard work and contributions as the first National Competition was an overwhelming success.

By Kathy Needham, SAR Intern

SAR 2000 Award Winners for Each Event



CCGA

Team 1 - Pacific

Ryan Woodward, Patricia Sears, Greg Miller

National Champions and winners of Radio Communication and Mystery Event



Team 2 - Central & Arctic

Terry Rossy, Lloyd Taylor, Ivan Hansen

Winners of Search Planning, First Aid, and Pump Operation



Team 3 - Laurentian

Jacques Gagnon, Joël Gagné
Lisette Pouliot-Tremblay

Winners of On-the-Water Rescue

Team 5 - Newfoundland

Randell Snook, Kerry Hatcher, Gérald Courtney, Wesley Snook

International Champions and winners of Line Throwing



USCG Auxiliary

Team 7 - District 9 South

James Lambert, Charles Sferra
William Logan, Larry Via

Winners of Search Planning



Team 8 - District 9 Central

Mark Simoni, David Gould
Michael Skowronski, Robert Colby

National Champions and winners of On-the-Water Rescue, Line Heaving, and Mystery Event



October 15, 2000



Team 9 - District 1 North A

James Leclair
Barbara-Glenn-Campbell
Francis Senkel

Winners of Pump Operation



Team 10 - District 1 North B

Dwight McIntosh, Donald Ladd
Richard Hamel

Winners of First Aid and Radio Communication



Honourable Mentions

Team 4 - Maritimes

Rickey B. Joudrey, Natasha Young,
Georges Sheen, Kevin Duffy

Team 6 - District 9 Western

Fletcher Prestige, Arthur Wielga, John Staggs, Ted Dawson

Team 11 - District 9 Eastern

Linda Oltz, James Phillips, Mike Allen,
Ed Dorval

Everyone leaves a Winner

The Newfoundland team share their experiences from their Search and Rescue Skills Competition

What do you get when you put three strangers from Newfoundland together? The answer is simple, one International Auxiliary Champion of SAR 2000.

Due to the large size of Canada, members of the Canadian Coast Guard Auxiliary rarely get the chance to see what each other is doing in their respective regions. However, when the different regions organize their own Search and Rescue (SAR) Skills Competition, great things come out of it.

Last year, Wesley Snook, district director of Unit 4, selected Gerald Courtney from Francois NF, Kerry Hatcher from Ramea NF, and Randell Snook from Harbor Breton NF, to represent his district at the Newfoundland regional SAR Skills Competition. By combining their boating knowledge, from which they gained as fishermen, this mixed team won the competition and moved on to represent their region at this year's first SAR National Championship (See more information on page 4).

Before attending the regional competition, the three men knew very little of each other. Living in distant small communities, they only saw each other the odd time when docked at the same port. But as they travelled together to Laval, Quebec to participate at the Nationals, they were able to share some new experiences that they will never forget.

"We are very grateful to represent Newfoundland at the competition," said Randell Snook. "It was such a great learning experience for us to be a part of. It really makes you realize what you do and don't have. For example, the actors used for the first aid event were very believable."

Gerald Courtney jokingly adds, "you knew when you were doing something wrong when they continued screaming in pain."

Being involved in the competition has not only been a great educational experience, but also a great



(l to r) Randell Snook, Gerald Courtney, Wesley Snook, Kerry Hatcher

way to build friendships with other Auxiliary members.

"Working next to the American team at each event was great," said Kerry Hatcher. "We supported each other all the way. Spending the day with them really built a sense of trust." Snook adds, "it was excellent watching our competitors although it was hard at times not to get involved and help out."

Before the competition, Everette Tucker, National Commodore, USCG Auxiliary and Harry Strong, Chief Executive Officer, CCGA, selected one event in the competition. Once all the scores were tallied, the top US and Canadian teams in that event were compared and the highest scoring team was declared the International Champion. This year the International Champion of SAR 2000 is Team Newfoundland. The team would like to send special thanks to Gerard Lacey, Neil Peet, Andy Caines, Wesley Snook, Winston Pitcher, Medeiros Boatworks and their wives, for all their endless support and for making this all possible.

A trophy or not, this team was coming back winners.

By Kathy Needham, SAR Intern

On Their Way

Newfoundland's Regional Team for SAR 2001 Announced

Did you ever hear the story about the turtle and the hare? You know the one where the turtle wins the race by slowly moving ahead of the hare.

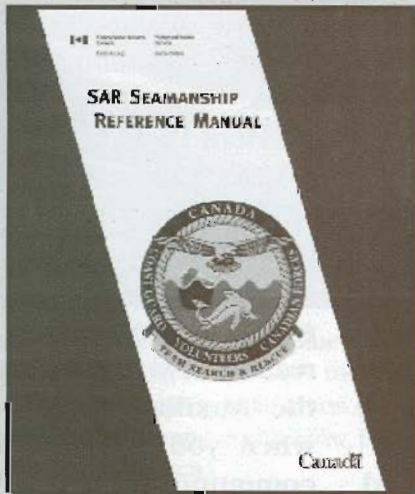
Well when you look at the scores from the Third Annual CCGA Newfoundland Search and Rescue (SAR) Skills Competition which took place in Gander, NFLD., you can see that the overall winner was the team that did consistently well in each event.

Teams representing ten of the CCGA Newfoundland districts, competed in six events: first aid, line throwing, search operations, chart-work, SAR pump operations and courtesy vessel examinations. For each event, teams received points based on their performance.

With some great competitors in the competition, the overall winner was never the top of any single event but they sure came close. Which is why the consistent efforts of District 8 were rewarded as they were named the overall champions for the Newfoundland regionals.

Fred Barrett, Randell Webber, and Mike Donovan of District 8 will have some big boots to fill when they go to British Columbia to represent Newfoundland at the National SAR 2001 Competition next year. At this year's Nationals, the Newfoundland team came home with the International Champion Trophy and it has been requested that District 8 bring it back next year.

By Kathy Needham, SAR Intern



The all new SAR Seamanship Manual will be available in the new year. To find your on-line version please check out.

www.ccg-gcc.gc.ca/sar/main.htm



Harry Strong presents the trophy to the District 8 team.

Auxiliary Provides Needed Support On the Water

The water is still and a heavy mist enshrouds the drifting boat. The three men had looked forward to this day all week - a day of fishing and camaraderie out on the waters of the 'big' lake.

Now all three were quiet, as quiet as their surroundings, not knowing what direction they were headed, only able to guess. The thick 'pea soup' fog blanketed everything including the shoreline and the shoals of rock that they knew lay beneath the surface.

Each was lost in his own thoughts. The day had started out with bright sunshine and high spirits. Then, shortly after lunch, the fishing line belonging to one of the trio had grabbed onto something and refused to let go. Rather than lose the new lure he had put on only that morning, his friend and owner of the boat told him to "hold on" and he would put the motor in reverse backing the boat up.

As the boat slid backward through the inky water, the man reeled in his line as fast as he could when, suddenly, they heard the crunch and knew that they had hit something. The motor refused to move into forward or any other gear

and so the boat had continued its silent drifting until the sun slipped behind the horizon and the murky mist had moved in to take its place.

The CCGA has become a vital link in the marine search and rescue program.

As the hours ticked away and the men didn't return as expected, three anxious wives made a collective decision and called the Marine and Air Search and Rescue number listed in the front of the telephone book, explaining that their husbands had not come back from their fishing expedition as planned and, with the heavy fog, the women were more than a little concerned.

The Canadian Coast Guard, in turn, made an immediate decision and contacted the Auxiliary (CCGA) closest to the situation.

The CCGA determined from the information they received and with computer expertise regarding wind and water speed, the approximate location that the boat may have drifted toward.

Within twenty minutes, a

boat manned with search and rescue volunteers began its mission ... to find the three men, hopefully, still afloat.

Sound like the scene from a movie? It's not. It's real life around the Great Lakes.

The CCGA has become a vital link in the marine search and rescue program (SAR). The Bluewater Rescue Unit of Kincardine has been fortunate to be able to remain active because of the involvement of various community organizations.

Herb Paetzold, Captain and District Commander, is quick to point out that, "We could never have survived as a unit without the support we've received. People don't seem to realize how valuable a service the Auxiliary provides but, when you live in a lakeside community where the key recreation is involved around water, it's absolutely necessary."

There were approximately eight rescue situations last summer in the Kincardine area which is actually a decrease from the previous year's 28. "I think people are becoming more water safety conscious," says Herb, "and that's a good thing."



The members of the Kincardine Bluewater Rescue Unit, CCGA Central & Arctic on board the Mysis. (Lower l to r: Bruce McBlaine, Dale Johnston, Bill Arnold, Derek Gordon, Mike Dunn, Gary Buttee, Ron Holder; Top l to r: Brian Grohs, Paul Catanho, Keith Filby, Dave Bursey, Herb Paetzold, Don Hughes and Randy Burch)

Photo by Jim Parnell

In Port Elgin, Klaus Goebels and wife Kerstin, are active members of the Auxiliary. "We love the water and boating," says Klaus, "so it just seemed natural that we would become involved especially when we have a boat that fits the standards needed." As an ex-navy

and experienced scuba diver, Klaus has been called out several times in emergency conditions and, "it always seems that most of the calls are at night!"

The Port Elgin unit covers the area from Port Elgin northward past Sauble Beach but, as Klaus explains, "We help out

wherever we are needed. It's the 'law of the high seas' that everyone must help someone who is in distress on the water".

Grey-Bruce, known as District Four, covers an enormous coastline - from Point Clark to Kincardine, north past Port Elgin to Tobermory then down past Lion's Head and north again to Midland and Britt, with 90 volunteers. Don Limoges is the District Director and over the past 21 years of involvement with the CCGA has responded to over 300 calls.

"I don't know why anyone wouldn't want to join," says Keith Filby, Kincardine Training Officer. "It doesn't cost anything, except time. It's the perfect opportunity to receive free safety and medical training and, what better way to spend the summer, than out on the water. For those who are younger, it also means gaining experience and knowledge that will carry over for the rest of a lifetime!"

"This is the ideal organization for those who enjoy boating and, at the same time would like to help others," says Commander Paetzold. "Not only that but it can also be very exciting!"

*Written by Sandy Lindsay
Reprinted from the Bruce County
Marketplace Magazine, June 2000*

Valparaiso: The Maritime Paradise

Georges Alexandre's, CCGA-Laurentian, extraordinary adventure

Valparaiso, lying halfway along the Pacific coast of Chile, was long a port of call for all ships plying between the Pacific and Atlantic oceans by way of the Strait of Magellan, until the Panama Canal was completed.

In bygone days, this port a few kilometres northwest of Santiago was the most important one on the west coast of the Americas. Now, while the opening of the Panama Canal caused a big decline in its ship traffic, Valparaiso has nevertheless managed to maintain quite a respectable international standing. One fine afternoon in December, the beginning of summer there, I went down to the docks of the port of Valparaiso, which literally means "paradise valley". The Chilean Armada with its many warships was visible off in the distance. As I was strolling along, I found myself outside the headquarters of the volunteer lifeboat corps, or *Cuerpo de voluntarios de los botes salvavidas* in Spanish. And as chance would have it, a patrol had just come back from a surveillance mission at sea. Second Pilot Gerardo Fernandez Jerez, the captain that day, invited me aboard and showed me his ship. Everything was included in the tour: the bridge, the deck, the pilothouse, the berths, the engine room, and even the washrooms!

I was really surprised when I learned that the organization's president, Mr. Cabrera Parada, had given his men special permission to cast off and take me on a tour. We sailed along the coast to just before the beaches of Viña del Mar. The Valparaiso lifeboat corps, it must be



Georges Alexandre and members of the crew inside the cabin of the 'Captain Simpson.'

admitted, is very popular with the public, judging by the number of people who waved them on their way. Then, as we returned to port, we passed right by the Chilean Navy. There were nine ships of various sizes in perfect condition. What a wonderful sight!

The volunteers were proud, I can tell you, to show off their new toy! A real big "boat" (54 feet long), it is fitted with a Caterpillar II Glass Arum engine capable of 18 knots. It weighs in at 30 tons and can tow three times its weight. Designed to withstand Force 10 storms (common in Chile) without any problem, it has an average capacity of 45 passengers and a fuel consumption of 50 gallons, or 228 litres, an hour. The name of this wonder is the Captain Simpson, in honour of a founder of this volunteer organization.

A little history

The organization was founded in April 1925 by a Danish captain named Oluf Christensen Lund. He gathered a group of men who demonstrated their dedication to the maritime cause by creating from scratch the *Cuerpo de voluntarios de los botes salvavidas*.

The volunteer corps is a private organization made up of men of diverse social classes who are able to meet the requirements to protect lives from wind and waves.

As with us, their training is provided by a government agency (the Chilean Armada), but the association only manages to be self-supporting with the income from a restaurant that it operates on a permanent basis. It was with the profits from this restaurant, by the way, that they bought the Captain Simpson last year.

Before that, the organization's sixty-odd members sailed among others on the Captan Christiansen. This is a legendary vessel if ever there was one. Built in England in 1925 by the Royal National Lifeboat Institution during the Second World War, it took part in the evacuation of the British Expeditionary Force from the beaches of Dunkirk in France in May 1940 during the German advance.

Possible exchanges?

Now, the Valparaiso lifeboat corps would like to develop exchanges with the CCGA, which would help both parties to enhance their know-how and perhaps even acquire new rescue techniques.

Be that as it may, this experience showed me how people at the other end of the earth, who do the same job as we do, can have the guts and motivation to pursue an adventure that has already lasted 75 years.

Let us wish long life to the Valparaiso Cuerpo de voluntarios de los botes salvavidas.

*Submitted by Georges Alexandre
Unit 33, Laurentian Region
Initially published in Le Dauphin,
April 2000*



'Captain Simpson' in the Port Valparaiso.

Happy 35th - CCG College!

The Canadian Coast Guard College marked its 35th year of professional technical training with five days of celebrations in mid-August.

The college, which officially turns 35 in September, is located in Westmount, Cape Breton. It had its beginning in former World War II buildings in what is now the Sydport Industrial Park. In 1980-81, the campus moved to its current location across Crawley Creek, and features state-of-the-art simulators and an impressive fitness centre.

Since the 25th anniversary in 1990, many changes have taken place at the college. These include the transfer of the Rescue, Safety and Environmental Response, and Marine Communications and Traffic Services training programs from the Transport Canada Training Institute in Ontario in 1990 and 1992, respectively to the college.

Since 1995, the college has also become a popular venue for workshops and conferences for other government departments and organizations. In 1999, the college's officer cadet program became international with the admission of cadets from the United Arab Emirates and Kuwait. In May 2000, the college received its ISO 9002 certification, opening the doors to more international training opportunities.

By Adam Raymakers, Susan Gallivan and Jennifer Leonard - Canadian Coast Guard College. Reprinted from the Canadian Coast Guard Newsletter, Echo, July-August 2000 edition.



The Canadian Coast Guard College campus in Westmount, Cape Breton

Florida Couple Will Never Forget Valley Visit

It was just another routine rescue when Canadian Coast Guard Auxiliary (CCGA) crew were called out onto the calm waters off Cape Lazo late in the night of May 28 to transport a heart attack victim off the Sun Princess cruise ship bound for Alaska.

But William Connell struck a chord in his rescuers. He and his wife Yvonne were taking the trip to celebrate their 46th wedding anniversary on May 30, and crew members Gord Olsen and Mike Geneau were not about to let the couple go home empty-handed.

"My wife and I can't tell you how grateful we are for what all they've done for us," said Connell from his home in Lakeland, Florida. "The CCGA is a great organization. If it hadn't been for them, I don't know how they'd get me to the hospital."

Olsen was just glad he was able to help. "It's good to be in an organization that's there to help

and when you actually do help somebody it gives you a nice feeling," Olsen said.

Connell, a retired school superintendent, spent six days recovering in St. Joseph's Hospital and was touched beyond words when both Olsen and Geneau brought the couple flowers to try to raise their spirits. "When I went to meet the fellow he was just overcome with gratitude," said Olsen, who took the couple some rhododendrons because they don't grow in Florida. Connell and his wife were impressed by the kindness shown them by the doctors and nurses at the hospital as well as the motel where his wife stayed during the interim and they would love to come back for a visit.

"We want to come back but not under those circumstances," Connell said. "It's so beautiful...we were impressed by all the beauty of it and the people

and we've said that we've got to go back sometime." Connell said he is "getting along fine now." In addition to seeing a cardiologist and participating in a cardiac rehab program, he is walking three miles a day.

"I'm so thankful to be feeling like I am, and I'm back to my old self," he said. The Coast Guard Auxiliary, a volunteer society, doesn't usually deal with situations as serious as Connell's, and Olsen said it was unusual to have that much interaction with a patient. The society is costly to run, especially the upkeep of the rescue boat, and they were touched to receive both a thank you letter and a donation once the Connells returned to Florida.

Reprinted from Comox Valley Record, Friday, July 21, 2000

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The Canadian Coast Guard Auxiliary will be launching the National Web-site in February, 2001.

WWW.CCGA-GCAC.ORG

Tips For Handling the Media

What happened? Who was involved? What is the condition of the victims? These are just some of the questions you might be asked during an interview, after being tasked for a Search and Rescue case. Some questions might be more difficult to answer than others. So we've offered some tips for handling the media. Please keep in mind that responses should still follow the National Guidelines Respecting CCGA Activities.

Know What Not to Say

Make sure that you know the key messages you need to deliver. Make them clear, simple, to the point and few.

Don't be intimidated

Be aware of intimidation tactics and don't assume the media knows as much or more than you do about the subject. In fact, there is often a need to educate the media about the issue (s) you are dealing with.

Be Honest About Bad News

Trying to hide bad news just makes matters worse by causing it to fester and linger. Be up front about it and explain how you have tried to minimize any adverse impact of an accident or a tragedy.

Be a Good Spokesperson

Be interested and interesting, convincing but not combative. Show your human side, maintain your composure and always take the high road.

Don't Bury Your Head in the Sand

If, for some reason, you can't talk right away about an issue that has already received, or will soon receive, media attention, talk about the process you are going through



to get more information. Do not remain silent.

Nothing is Off the Record

Never forget that you are talking with a journalist; it is not just a regular conversation. Watch your double negatives, don't speculate and don't give out confidential information.

What to Establish When Asked to Participate in a Media Interview

Who is conducting the interview?
 What is the story about?
 What approach is being taken?
 Is the interview part of bigger story?
 Who else is being interviewed?
 When will the story appear?
 Where will the interview be conducted?
 What is the journalist's angle?
 What will happen if I do not do the interview?

Tips supplied by Jim Stanton, President and Founder of Jim Stanton & Associates, an Ottawa-based communications and training company with offices in Calgary, Vancouver, the United States and France. Jim and his colleagues teach crisis communications at the Canadian Emergency Preparedness College and to many government and private sector companies.

Reprinted from SARSCENE Magazine Spring 2000, Volume 9, number 3

National Guidelines Respecting Canadian Coast Guard Auxiliary Activities

6.18 Dealing With the Media

When dealing with the media, members must identify themselves as members of the Canadian Coast Guard Auxiliary.

When media inquiries are made concerning the details of a search and rescue incident the following guidelines apply:

- a) care must be given not to bring discredit to the Canadian Coast Guard Auxiliary or the Canadian Coast Guard or the Government of Canada;
- b) names of those assisted or causes of incidents should not be released;
- c) questions may be answered to the best of the member's ability;
- d) for any further information, the media should be advised to contact RCC/MRSC. CCGA members are under no obligation to speak to media representatives and may refuse to do so.

The Regional Auxiliary Coordinator or Regional Superintendent, Rescue, Safety and Environmental Response should be advised of any media interviews which the CCGA are involved in and shall render appropriate assistance in this respect.

It is the responsibility of the individual member to ensure that his/her President is advised before contacting the media.

Subsequently, the regional President shall advise the CEO National Council of their proposed media plans.

Behind the Scenes

A Look at One of the Auxiliary's Outstanding Secretaries: Debbie Noseworthy, CCGA (N)

Over the years the Coast Guard Auxiliary has contributed quite significantly to the safety of the people. Much of the success could not be made possible without the people who are behind the scenes.

In the next few issues of the *Auxiliarist* we will cover the story of some of the CCGA's longtime secretaries. This issue we've asked Debbie Noseworthy a few questions about herself and her role with the CCGA Newfoundland.

How long have you been working with the CCGA?

I started employment with the CCGA, then known as the CMRA, in June of 1982 and continued to work there up until July 1998. I took an 'early retirement' largely due to health reasons. Since that time I return to work periodically to help with excessive workloads.

What has been the main reason for your loyalty to the CCGA?

My loyalty towards the CCGA stems from its entire concept. During my 17 year tenure as Administrative Support to the CCGA in Newfoundland, I have seen it triple in growth. Mariners are always there to help their fellow man. I have a tremendous amount of respect for an individual who volunteers his time to leave his home, at any time of the day or night, in all kinds of weather, to help search for somebody in

trouble at sea. The volunteers, and the worried family members they leave behind during these incidents, have my deepest respect.



Debbie Noseworthy accepts her Honourary Membership from Harry Strong

Could you describe some of your major responsibilities that you've had?

Some of the major responsibilities of my position were: enrolling new members, keeping the database of vessels at the Maritime Rescue Centre up to date, giving reimbursements to members for out-of-pocket expenses, controlling and reporting the budget, editing and printing of annual CCGA (N) Newsletter, organizing and attending the Annual General Meeting.

What's your favorite part of the job?

My favorite part of the job was getting to know the members. With the geography of Newfoundland it is not possible to meet each and every member but those that you are fortunate enough to meet, leave a lasting impression.

What aspect of your job would you say you don't get enough credit for?

There is not much appreciation for the amount of paperwork that leaves this office. It increases each year as the membership increases. It is not always easy trying to communicate, via a paper trail, to some 872 members strategically located throughout Newfoundland and Labrador.

Is there any message that you would like to send out?

In October of 1998 I was made an 'Honourary Member' of the CCGA in Newfoundland. I feel deeply honoured to be a part of an organization that was part of my heart and soul for 17 years. I would like to wish all members of the CCGA in Canada all the best in your future endeavors. Keep up the good work!

By Kathy Needham, SAR Intern