



UPDATE

July
2001

Striking gold

Last time we discussed how to contact that big newspaper editor and get to know them. Some of you have already done that. Some were successful. Some were not. So let's hit it for another angle.

We have an advantage that very few other organizations have. I was reminded of it in a message received from Bill Schroeder in Corpus Christi. We not only do community service, but we are also affiliated with the United States Coast Guard, one of the most respected and honored Governmental agencies.

By delivering our articles in our sharpest uniforms, and letting the newspaper know what we do for the community, we are taking full advantage of our advantage. But, that might not be the reason they publish our material. They may just want to have something of interest to hold the ads apart.

Every town, big and small, has smaller publications. They can be called the "Weekly Shopper," or the "Pennysaver." There are also hometown and community publications that don't write about the international situation, but cover items of local interest.

Sometimes in our effort to be efficient, we overlook these publications. We shouldn't. They don't have large professional staffs of journalists. They just don't have time to go out and



research and write up articles. So, they generally print it as you wrote it. In big cities, you will find at least 10 of these smaller outfits. In small towns you will find two or three. You will find that they are very eager. Their circulation may be smaller, but they are very worthwhile.

Here are some things that will serve you well and some that could cause you to fail. **DO** get acquainted with the publication. Answer these questions for yourself: What is its purpose? What kinds of articles do they publish? How timely are the articles? Do they print submission information?

DO watch the length of articles. Remember. Most publishers print our materials on a space available bases. The shorter the article, the smaller the available space needs to be. Consider submitting a page of fillers. Fillers are one to three lines long. Papers, large and small like them. They dip in and take the ones that fit. *Example*, "Your fellow boaters in the US Coast Guard Auxiliary reminds you to boat smart from the start and wear you life jacket."

DO call. Find out their deadline. Who you should talk to?. What's their schedule?.

NEVER be demanding, or criticize an error, or placement. You can tell them that there was an error, but don't dwell on it. Always be courteous, appreciative and helpful.

DO give them enough lead time. One-to-two weeks is best. Less than a week and they may have a hard time finding space. More than two weeks, they could misplace the article.

WHEN submitting printed copies put it on a USCG AUX letterhead. It is not necessary to put FOR IMMEDIATE RELEASE; they know that. With some smaller publishers it may help to put your release on pale colored paper.

ALWAYS provide a local contact phone number in the body of the article. Newspapers hate getting calls asking questions about your article. Whoever submits the article should provide a contact number in case the paper wants to ask questions, or get more info.

There is more to be said here but "available space" is gone.

Remember, this is your newsletter. Drop me a note and ask a question, or, better yet, give us all some advice I can pass on.

Getting the newsletter to your readers

Welcome Back! If you have missed the prior issues of the UPDATE, please look on the national web site, Marketing and PA Department.

With this issue we start the first of a far ranging discussion on STAMPS!

Congress authorized the Auxiliary; as such we are part of the Federal Government. This authorization includes the use of Government issued postage – those wonderful penalty mail stamps.

Penalty stamps are authorized for OFFICIAL BUSINESS mailings only.

These stamps are purchased in bulk from the USPS by the USCG and issued to all of their activities, including the Auxiliary. They purchase stamps just like we do; they pay for them when they buy them. We need to be careful how we use them and not stockpile large numbers.

The USCG has issued stamps in denominations of \$5.00, \$1.00, 32¢, 23¢, 10¢ and 01¢. They can be used with newsletters, meeting minutes, correspondence with the USCG and with non-Federal Government entities. You cannot use them to write your U.S.

ON PUBLICATIONS

Derrick
Young

deyoung1@mindspring.com



Congressperson or Senator. For additional information refer to ANSC pamphlet 3036.

There are alternatives to penalty stamps. You may consider the USCG Bulk Mail permit, electronic distribution, and of course, regular postage. Each has advantages and costs.

If you have enough people on your distribution list, consider using the USCG Bulk Mail Permit.

There are very specific requirements for this permit. You must apply both to the US Postal Service and DIRAUX to receive authorization to use it. If you think that your publication may qualify, contact the business unit of the main U.S. Post Office in your area to get all of the requirements and forms. Then forward your request through your Chain of Communications to your DIRAUX.

Electronic distribution is another option. This is GREAT in that it provides the options of using color photos, banners, and text with

minimal cost to you and/or your unit. What about those members that do not have electronic mail?

What about those whose e-mail service does not support attachments or embedded html calls? Some of the services that do not always support these options include some or addresses. It goes without saying that you must send printed copies to your members that are unable to receive their copy via a computer, even if they have electronic mail addresses!

In addition, you should always be sending printed copies to any USCG units that your unit supports, your district historian as well as any none Auxiliary folks that your unit works with (game officers, local boating law enforcement, etc.).

These folks are very important and deserve the same high quality copies that you are providing to the membership.

Next month, we will continue this discussion with using regular stamps (pros and cons), addresses (return and mailing) and AUXMIS II. So stay tuned and keep sending those questions!