



United States Coast Guard Auxiliary

America's Volunteer LifesaversSM

National Department of
Marketing and
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UPDATE

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IT'S SUM, SUM, SUMMERTIME



**Nick Nicholson DVC-AL
DISTRICT LAISON**
dsopad7@ucnsb.net

The title of this UPDATE refers to an old song. It lists all the really nifty activities we all enjoy during the summer season. It is the time of year when we all want to be out on our boats, not sitting in front of a keyboard pounding out articles. Yet, this is the time of year when the public is also out on the water. It is the time when they need our vital boating safety information, and the newspaper is the best way to provide them with good safety tips. Articles that deal with hot weather and boating will be considered timely. Newspapers are likely to print them. Let's take a look at some timely topics and some ideas that have worked very well in past years.

Articles dealing directly with health concerns due to heat are a good choice. You will need to do a bit of research concerning the symptoms of heat related dangers. Explain heat exhaustion and how it progresses to heat stroke and death. Be sure to discuss normal procedures to avoid this progression and how to help those who fall victim to it. Warn that children and older persons are most susceptible.

Articles that deal with over exposure to the sun are also considered very timely this time of year. You will need to explain how sun reflects off the water causing visual impairment and can cause damage to the eyes. Then discuss the dangers of sun exposure to the skin. Sunburn and/or sun poisoning is no joke. Of course we all know that skin cancer is on the rise and that the use of a good quality sun block with UV protection can go a long way toward prevention.

The wearing of Lifejackets is a HOT topic. Folks don't like to wear them in hot weather. Well, these folks need to hear about the new inflatable devices. They counter all of the objections above. Remember to mention the restrictions printed on the tag attached to the device. You don't have to buy one, just go to the store and read it.

This is the time of year when we see an increase of alcohol related accidents. The public needs to understand that, just as sun and heat are magnified on the water, so are the effects of alcohol. The exposure to summertime elements, such as waves, motion and noise from engines, over a long period of time, causes symptoms very much like intoxication. Combine that with a relatively small amount of alcohol produces Boating While Intoxicated (BWI) and real life-threatening danger.

The selection of what to drink is important. Remind them that water or a sports drink is much more likely to keep the body's electrolytes in balance than beverages with sugar or alcohol. Let them know that they need to watch young children very closely for dehydration and heat problems. Children and older people are much more likely to become dehydrated than adults in their prime.

Well, I think you'll agree that these are things the public needs to be reminded of. It is also the things that set the USCGAUX apart from others. **"WE CARE."**

I bet you have done some amazing things, like putting a boating safety display in a downtown department store window in Rogers, Arkansas. Or got the NSBW on milk cartons in Northern California. Maybe, just maybe you got a bunch of movie theaters to show a slide promoting some USCGAUX activity. I like to hear about these things. So does everyone else. You may want me to write an UPDATE on some problem you are having. OK. I will. Just send your "Good Stuff," comments, and questions to Nick at dsopad7@ucnsb.net

PUBLICATIONS



Norma Karpiscak BC-ALB
PUBLICATIONS LIAISON
e-mail: normali@gate.net

Some publication tips from your Publications Liaison.

Hi, I have just recently been appointed liaison to all of you in the publications field. I am here to help you in any way I can. As liaison I hope to be able to solve some of the common problems that all publications have. I will keep you informed of any of the latest information that comes my way. If you learn any new things at recent workshops, please let me know so that I can disseminate that information to others.

How do you get your staff to contribute?

I had been asked often when publishing a flotilla newsletter or a division newsletter, "How do you get your staff to contribute an article each month?" Well I answered, "I hold their paycheck for that month." If it were only that easy, every flotilla and division would have that problem solved.

Most times after reminding the person that was their job, they complied and they didn't have to be reminded the following month. As the publications officer, I felt it an obligation to get each staff officer to contribute to the monthly newsletter.

When I served as DSO-PB for the Seventh District, I usually had no problem, but when an article was late, either I called or e-mailed them to remind them of the deadline. I always said, "Remember, the deadline is **not the due date.**" They got the message and production of the district magazine was on time.

Make your newsletter interesting

I just recently read an article written by an RCO in the Eighth District on diversity. It was so interesting I could hardly put it down. Did you ever think of diversity as a difference of opinion? Well that is what makes interesting reading.

Now go ahead and do your publication. Be proud of what you write and edit by proofreading things that are contributed to your publication.

Please feel free to contact me with any question you might have. That's what I'm here for.

Norma Karpiscak BC-ALB
Fax and phone: 352-596-7664
e-mail normali@gate.net

PHOTOGRAPHY



Larry Kellis, BC-APP
PHOTOGRAPHY LIAISON
e-mail:clkphoto@willapabay.org

Hi to all you Auxiliarists who own a camera. Do you want to take better photographs?

*My name is Larry Kellis and I am the new Chief of the Photography Branch,
National Department of Marketing and Public Affairs.*

My background covers 35 years as a professional photographer including being an international judge of photography at fairs and competitions. I also teach classes and give seminars on the above subject. I have spent the last five years photographing changes of watch, special ceremonies, retirements and Coast Guard action shots from air and sea. I have held a staff officer position at flotilla, division and district levels in public affairs. I live in Ocean Park, Washington and belong to Flotilla 62 (Cape Disappointment Station)

I will be writing articles on many photography subjects, to include digital cameras, 35 mm cameras, point and shoot cameras, disposable cameras and APS cameras. I plan to cover information on different films and speeds, filters, tripods, focusing, camera shake, shooting on the water or from the air, depth of field, composition and choosing subject matters which will help in producing better photographs. I will touch on what the news media likes and how to get your photos published.

DIGITAL CAMERAS

Digital cameras come in all price ranges and sizes. They each have special features. Generally the bigger the camera, the higher the megapixels, the more features and bigger cost. A zoom feature is a must. These cameras use no film and depending on the memory card, can shoot a lot more photos which can be put on a disc for safe keeping. They have a monitor built in so you can view your photos immediately and re-take any that need it. No developing but there is a slight printing cost to you who have printers and use the ink cartridges.

Taking photos with a digital camera is no different than a regular camera. You must focus, compose and edit your subject, be careful of camera shake and practice good maintenance and care of your camera.

When purchasing a digital camera, check to see what type of batteries it uses. Some batteries are very expensive and don't last very long. AA batteries are inexpensive but in the long run, it seems that the rechargeable batteries are the way to go.

Be careful with going too high on the megapixels as you may find your computer and printer may not be able to handle it. Remember smaller cameras are easier to carry around. Also make sure yours has a zoom so you can bring the subjects up to you. All brands are good, some are better and it really is a personal preference. It seems everyday they are making them better.

There is so much information out there on the web. You might want to try www.auxpa.org or go direct to Kodak, Agfa, or Fuji Digital sites. It is an exciting new way to enjoy your photos and share them with others right away.

Next month I will continue to explain the different types of cameras. Maybe one of them is yours. This will include disposable, point and shoot and APS. I hope these articles will enlighten you on how to take better photos and have fun doing it.