



UPDATE

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LET'S PROCEED TO THE PAST

At every meeting laurels are passed out, plaques presented, certificates awarded. It is always amazing how much is accomplished by certain individuals and units. In PA we try to recognize "outstanding achievement," and that which is new, novel or provides a different slant on an old idea. That is the way it is, and the way it should be. We tend to focus on the new and different. It is motivational. It sparks ideas. It increases performance. However, there is a hidden danger here. **MOST OF US ARE NOT MENTIONED.** Does that mean we are ineffective, derelict, and insignificant? **NOT AT ALL.** Nobody, but **NOBODY**, makes the news all the time, or is the consistent creator of great and glorious deeds.

The real heroes of PA are those folks that go about their duties steadily, reliably and consistently publicizing the CG and the activities of the USCGAUX.

Getting on TV, stringing banners across major thoroughfares, producing videos, hiring blimps, lighting buildings, and getting messages on bags and cartons is GREAT FUN. It is super. It is outstanding. It is new and different. It deserves notice and award, but by definition, **it is not normal.** It is not the way the majority of us promote the USCGAUX. The fact of the matter is, sometimes the "big deal," is not as effective in the long run as the "tried and true." The principals discussed above relating to techniques also apply to our message. The "**simple and basic,**" is usually more effective than the "difficult and complex." Former DIRAUX D7 CAPT R. C. Gravino said, "A better informed public translates into fewer SARS, fewer injuries, fewer fatalities, and less property damage and financial loss." These are the fundamental reasons why Congress established the USCGAUX. "Boating Safety" remains our primary mission.

Setting goals is important. Here are my suggestions for an average annual active FSO-PA program.

1. At least 16 to 24 articles in the local press per year.
2. Participate in all local boat shows. (4 to 6 per year)
3. Participate in local festivals, celebrations, parades, and fairs with safety booths.
4. Have at least 2 special projects per year. (NSBW, and Clean Water)
5. At least try to get on TV once a year.
6. Get on radio. If nothing else, a call in talk show will do.
7. Use signs banners, fliers, and posters to support promotions.
8. Do at least 2 public lectures per year.

These items are easy to do. They have been done for years and are effective.

If you do more than the above, good for you. If you are doing less, then reset your goals. What about the message? We have generally done a great job with boating safety, thanks to cooperation between PA, PE, VE, MS and MVD. We have fought for years and years to make recreational boating one of the safest family activities anywhere. **If we rest now, THE ACCIDENT RATE WILL SKYROCKET** and we will find ourselves looking at even higher insurance rates, legislative encumbrances, more boating laws, new requirements for more safety equipment, etc.

Each year there are more and more boats operated by more and more boaters. So many in fact, that most have not been introduced to "Safe Boating." Our Auxiliary programs are top notch, but we need to inform the public of the opportunities we offer. Sure, we know all about PFDs, fire extinguishers and how to prevent capsizing and collision. As Auxiliarists we are thoroughly familiar with fundamental safety. We assume everybody else knows too. WELL, NEPTUNE, **THEY DON'T.** They never did. Some used to but forgot. Let's proceed to the past and inform those that never did and remind those that used to know.

I invite your comments and suggestions on this message and for future subjects. Contact Nick at dsopad7@ucnsb.net



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PUBLICATIONS

Some Helpful Hints from your Publications Liaison

How many of you have taken the time to read the **Publications Guide** available online? If you have not, do it today. Just go to the Coast Guard Auxiliary web site and head for the National Department of Marketing and Public Affairs. Scroll down to the article and print out the guide. This is one of the most valuable guides you can have.

In the very first line of the **Publications Guide** introduction is this opening sentence. "*Communication is the art of exchanging information and having it understood.*" That's simple enough, but do the articles you type get that message across. I have read and reread articles to understand them, but not always successfully. My theory is, make your point early. Put your first thought in the first sentence. Who, what, when, where and why belong in the first paragraph. Explanations belong in following paragraphs. I have seen some first paragraphs that go on and on for a half page. If your readers have to get half-way through the page to get your point, it has taken too many words.

If your publication communicates to the members, you will have successfully done your job. If your publication leaves openings that are unclear, you will have left some doubt in the mind of your reader's. Auxiliary members like to be well informed. Please make sure you fill those gaps with really good information giving them who, what, when, where and why.

If you need to illustrate your article, please use the best clipart possible. Photos are the best, if you have them. Always have captions under pictures and give the photographer credit. Remember, a few illustrations go a long way in supporting your message.

Use your computer's spell check often, but don't rely on that solely. Be sure to have a good proofreader go over all your work. Don't be embarrassed by having errors in your articles.

Remember, **they who make mistakes and do not correct them have made another mistake.**

Till next month,

Norma K.



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PHOTOGRAPHY

A difficult, yet very important function a person must know when controlling the lens opening and speed of your camera can be very complicated – yet needn't be.

DEPTH OF FIELD

Simply stated, depth of field is "the zone of acceptably sharp focus in a photograph." Only the subject that you have focused on and anything else at the same distance from the camera will be razor sharp. The ability to control the depth of field is one of the factors that separates the amateur photographer from the advanced photographer.

Many cameras do not allow you to control the depth of field. For those cameras that do, here are some pointers. The aperture (F-stop) like F-8, F-11, etc. controls the amount of light and the depth of field. This is coupled with the distance to the subject.

The depth of field is the area in front and behind the subject (point of focus) where things appear sharp in the photograph. The smaller the aperture (example: F-8, F-11, F-16, F-22) the more depth of field.

This is the size of the lens opening through the lens and the amount of light allowed to the film. The larger the diameter aperture with small numerical value (example: F-5.6, F-4, F-2.8, F-1.9), the less depth of field you will see. Your subject may be in focus but everything else will be out.

The question to ask yourself is, "What do I want sharp and what part do I want out of focus?"

If you are shooting beyond Infinity (30/50 ft), everything should be in focus regardless of the lens opening. When shooting close up photos like six feet away or closer with a large lens opening you may even find that part of your subject may be out of focus.

Moving the camera (and yourself) or the subject further away may correct that problem. Some cameras have a depth of field preview button for you to view what is or isn't in focus. This, along with lighting, could be the most important item in taking better photographs.

I hope that this has helped most of you who own a camera with aperture and shutter priority features. Please read and re-read your manual until this system of controlling your depth of field becomes a handy and fun way to take special photos.

I also advise all photographers to take a beginners college course in photography. This is a great way to meet new friends while discovering new ways to photograph this beautiful world.

Keep clicking ...

Larry