



UPDATE

NOVEMBER 2002

Fourth Quarter Game Plan for Public Affairs Officers

By: Ed Sweeney, BC-AIP, and DSO-PA 11NR



Nick Nicholson DVC-AL
DISTRICT LIAISON
dsopad7@ucnsb.net

Fall is here and our natural inclination is to slow down our activities (on and off the water) and get ready for the winter months. However, there is still a great deal of work that can be done in the last quarter of the year by eager-beaver PA officers. This article will give you some ideas on how to stay busy and, much like planting bulbs in the fall, will show you the benefits of planting some "PA seeds" now so that you will reap a bounty of good things come the spring.

Reaching Out to the "Non-Boaters"

Much like an animal going into hibernation, many recreational boaters have put their boats up for the season. However, hunters and anglers are still out in force in many areas of the country. These "non-boaters" don't think of themselves as boaters, yet they account for as much as one-third of the annual boating fatalities. The primary reasons for these deaths are capsizing, failure to wear life jackets and, of course, hypothermia. Here are some suggestions to help these nontraditional boaters from becoming a statistic:

- Consider contacting some of the hunting or fishing clubs in your area and offer to speak on boating safety. Remember that many of these folks do not consider themselves boaters, so highlight the fact that life jackets save lives, safe boats save lives and staying sober saves lives. Be sure to highlight the effects of hypothermia and the steps they can take to prevent or mitigate it.
- Work with your PE Officer; Consider offering some of our "bite-sized" courses such as ***Navigating with GPS*** or ***Knot Typing***. This will at least expose this group to who the Auxiliary is and what we do. It wouldn't hurt to mention that we offer a series of other courses on boating safety and don't feel intimidated about sharing some statistics on how life jackets save lives.
- Again, working with your PE Officer, plan to offer a ***Boating Safely*** or ***America's Boating Course*** and send promotional materials to the local hunting and fishing clubs. Better yet, send a press release to all of the local hunting and fishing newspapers and magazines in your area, as well as the sports pages of the local daily or weekly newspapers.
- Consider writing an article on the pitfalls of boating during the fall and winter months. Incorporate ideas from our PE courses and personalize the article for your local area by including fatality statistics for your state or region. These statistics are readily available from your state boating law administrator (see <http://www.art4use.com/02statistics/02nasbla.htm>), the U.S. Coast Guard Office of Boating Safety (<http://www.uscgboating.org/>), or the National Safe Boating Council (<http://www.safeboatingcouncil.org/>). Be sure to submit this article via a press release to all the local marinas and yacht clubs as well as the traditional media.

continued

The Holidays are just around the corner...

The holidays are just around the corner and with that come parades. Everybody loves a parade! Most areas will have a Thanksgiving, Christmas or New Years Day Parade. This is also a fantastic opportunity to get public exposure and recruit some new members. Here are some ideas on how to keep us in the public's mind during the holidays:

- Work with your OP Officer and arrange to have a facility participate in your local holiday parade(s) or have one at a major community event and use it as a backdrop/static display. Be sure to have some "Make a Difference...Join the U.S. Coast Guard Auxiliary" brochures on hand. Although it is an unusual approach, consider having Auxiliarists participate in the parade in different uniforms (including aviators, if you have some in your area). This shows people the variety of opportunities we have to serve our community and our country as a member of the United States Coast Guard.
- Work with your local Coast Guard recruiting office and consider setting up a booth at a local mall or large retailer (of course, you must get permission from the store/mall management first). As the year comes to a close, many people re-evaluate their lives and what they want to do professionally. By working with the local recruiting office, we can offer people a place in the UNITED STATES COAST GUARD. You can also use this booth to help promote our PE classes, and consider selling our PE courses. What better gift than giving the gift of safety! (Again, check with the management of the store/mall to be sure that they will allow this.)

AIMing to help the Coast Guard staff as a Homeland Defense Mission

As you may know, the Academy Introduction Mission (AIM) program is doubling its efforts – literally! There will be two AIM weeks beginning in the summer of 2003. Therefore, the career counselors in your area are in need of the PA officer's help in promoting AIM. As a PA officer, you should be knowledgeable about the AIM program. If you don't have a copy of the Career Counselor Manual order one from your Materials Officer or download a copy from the Chief Director's web site. Then read it cover to cover. You can assist in the AIM program in the following ways:

- Assist the career counselor in sending a press release about the AIM program and the Coast Guard Academy. Copies of some good AIM press releases are available from the Department of Marketing and Public Affairs web site, www.auxpa.org. There is also an article on the CGATE News web site (www.cgatenews.com) where two AIMsters share their Academy experience. Be sure to send the press releases to the high school and college newspapers, as well as the traditional media outlets.
- Whenever possible, assist the career counselors with representing the Coast Guard and Auxiliary at Congressional Fairs and Career Nights at local high schools and community colleges. There are also opportunities to talk to parents about joining us in the Auxiliary.

Thanks Ed, for the excellent advice. Now let's hear what you have to say. Remember, this is your newsletter. Send your items to dsopad7@ucnsb.net



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

PUBLICATIONS

Some Helpful Hints from your Publications Liaison

Have you started getting together all your 2002 publications? I hope you have. It sure saves a lot of time at this season of the year. We all have many things to do at the close of the year and we certainly do not need to add anything else to our list.

Get those copies together and be ready to mail for the National Conference Publications Award. Check to see who gets your publication and what the deadline is. With that job out of the way, you will have lots of time for the seasonal run-a-round. Go to www.auxpa.org and download the National Contest Guide.

Now is the time to start thinking about how you will set up your publication for next year. Will you use the same masthead? Will you use the same number of columns in your publication? Will you start using color in your reproduction?

Talk to the people who reproduce your publication to see how much of a price difference there is by using color. You may be surprised that it doesn't add too much if you do the front and back cover in color. I would suggest you personally visit the printer and discuss this. See some of the publications that they have printed and make your own suggestions. This certainly would make a difference in how good your publication looks in 2003.

Don't be afraid to go to a few printing companies for estimates. Some of the really large companies will give you a better price than a smaller one. It never hurts to investigate costs. Your district will appreciate your attempts at saving money.

Make sure you know how many copies you need. Cost is based on that figure and you can save quite a lot by increasing the number of copies. Do you have a VIP list? Add them to your general mailing list.

Have you been using the Coast Guard bulk mail system? If not, investigate and find out how you can save time and money. Just recently I had an inquiry on using that system and that it was available to all districts. That person was happy to get that information and is presently using bulk mail.

"If you can speak what you will never hear, if you can write what you will never read, you have done rare things." Henry David Thoreau 1817-1862.



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

PHOTOGRAPHY

DISPOSABLE CAMERAS

Disposable cameras are inexpensive so that any loss or damage is not a serious problem, specially when you are out on the water.

There are many kinds: some with flash built in; panoramic versions; and underwater versions; the small size is handy for carrying in your pocket. Real problems are the plastic lens, which takes away sharpness and that you have no control of the exposure. They are strictly point and shoot, very handy to have and the cheapest to use. I have seen some pretty good photos come from them.

The 35mm versions are very compact, relatively inexpensive, easy to use and come with either plastic lens or optical glass.

The price you pay should tell you how good the camera is that you're buying. There are hundreds on the market but you would be wise to choose a top brand name such as Cannon, Olympus, Nikon or Minolta.

These cameras come with fixed and zoom lens. Most are quick response cameras but in some cases due to the cheap prices, the quality and sharpness of your photos will not be good. Any camera over \$150 should be of good quality. I suggest 200 ASA to 400 ASA film. Any brand you choose.

ADVANCED PHOTO SYSTEM (APS) CAMERAS AND FILM

This camera is different from the standard 35mm camera system because the film is sealed in a cartridge and only 24mm wide. You never touch the film.

The advantage is you simply drop in the film cartridge and take some photos and can remove it at anytime instead of using the whole roll.

That means you can take the film out at photo number eight and change to another film. You can then put the original film back into the camera and continue at photo number nine. This is great for changing subject material. A data disc, built into every APS camera, tells the camera speed, film type and length.

You can chose three different size photos; 3x5, 4x6 or panoramic – all on the same cartridge. APS film comes in 15, 25 or 40 exposure rolls.

Check and make sure your photo processing lab is APS certified. Not all photo labs are equipped to process APS film.

Index prints come with every roll processed and your negatives are in the cartridge. Both these must be returned for reprints.

There's a wide choice of lens – again, beware of the plastic lens. Pay a little more and you won't be sorry. Most APS cameras have a built in flash but remember these only carry around 12 feet.

With APS cameras it is possible to photograph anything from portraits to panoramic scenic views.