



United States Coast Guard Auxiliary
America's Volunteer LifesaversSM

National Department of
Marketing and
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UPDATE

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These good words were supplied by Ed Sweeney BC-AIP/DSO-PA 11NR.



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

LET'S GET READY FOR THE BIG GAME

Spring is here! And with its arrival comes the busiest time of the year for Public Affairs Officers. We have so many "key" events that take place this time of year. such as National Safe Boating Week (17-23 May) and VSC Mega Month (lasting from 17 May all the way through 30 June), you could say this is kind of like The World Series, The Super Bowl, The Stanley Cup, and the NBA Finals all rolled into one! Its exciting, isn't it? Hopefully this article will give you a game plan from which to operate during this fun, yet hectic time of year.

EVERY WEEK IS NATIONAL SAFE BOATING WEEK

I had the pleasure recently to meet with VADM Terry Cross, D11 and PAC AREA Commanding Officer. He is concerned that with all the emphasis on Homeland Security that our RBS program, including, NSBW, would suffer. His proposed solution: "Every week should be treated as if it were National Safe Boating Week. There are too many needless deaths that most likely could have been prevented." If that statement doesn't motivate you, I'm not sure what will!

Are you ready for NSBW? If not, better get started **TODAY!** Here are some things you can use as a checklist to make sure you're putting your best effort into NSBW 2003:

- Have you ordered your supplies necessary for whatever you are planning for NSBW (VSCs, Safety Booths, etc). Remember lead-time for certain items can be up to 2 months. We've said it before, but we'll say it again (if necessity is the mother of invention, repetition is the mother of skill). Staples should include things like ***Federal Requirements for Recreational Boats***, and ***Join the Auxiliary*** brochures. But don't forget unique items, such as the ***Adventures of Captain Clearwater***, and ***Inky the Whale***, available from the MSO. Anything for the kids that can help spread the boating safety message is invaluable. Also, check with your State Boating Law Administrators, and insurance companies, as they often have give away items; generally all you have to do to get some of these items is ask.
- Have you received your NSBW kit from the National Safe Boating Council yet? If so, have you taken advantage of ordering several of their unique items that can be used for NSBW? These materials are available on a first come-first served basis, and once they're gone, they're gone! This year the kit comes with a CD that contains all sorts of neat things that can be printed out, including a number of activities that can be conducted during NSBW. These activities are reorganized and revamped to go along with the new NSBW slogan: **BOAT SAFE, BOAT SMART, WEAR IT!** There is a fantastic media guide on this CD, which is not only a great introductory course for you new PAOs, it gives you some great ideas if you haven't already started planning events. **Study this material!!! Even if you use only half of the material on this CD, you will have a fantastic NSBW!** Didn't receive a kit? Contact your SO-PA, or DSO-PA, OR Go to www.safeboatingcampaign.org, and you can download all the material that is found on the CD.

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TWO MAGIC WORDS IN ATTRACTING THE MEDIA

- **PROCLAMATIONS:** On the CD, there are proclamation documents. These make great PA events, politicians sign the proclamations and give them to an Auxiliary representative. The media is usually present and asks questions about NSBW, safe boating, etc.
- Don't forget ***Coastie*** and ***PFD Panda!*** Get the kids involved and the parents will follow. These are great tools to engage kids of all ages on the topic of boating safety.
- Ideally, plan something for every day of NSBW week, not just the weekend. And remember, anything involving kids usually gets the media's attention. So holding a Boating Safety Class for children is likely to be a winner, with or without media coverage!
- A previous article entitled ***First Quarter Game Plan for Public Affairs Officers*** contained a host of other ideas for making your NSBW campaign a success. Check it out for more ideas!
Although it may be difficult to compete for media coverage during this time of war, we should still do our best to get the word out on safety. And remember, the NSBW program has been modified to include HOMELAND SECURITY concerns. My experience is, if we mention those two words, the media will come running. Our primary responsibility is to encourage the public to be vigilant. Auxiliarists can assist the Coast Guard by emphasizing the following items in news releases:

- 1. Keep your distance from all military, cruise line, or commercial vessels. Do NOT approach within 100 yards, and slow to minimum speed within 500 yards of any U.S. Navy vessels. Violators face 6 years in prison and a \$250,000 fine, not to mention being the recipient of potentially deadly force as a response;**
- 2. Observe but avoid all security zones;**
- 3. Avoid commercial port operation areas whenever possible;**
- 4. Do not stop or anchor beneath bridges or in the channel;**
- 5. Keep a sharp lookout for anything that looks out of the ordinary based on your experience of the area;**
- 6. Always secure and lock your boat when not onboard;**
- 7. When storing your boat, make sure it is secure and its engine is disabled to a would-be thief; and**
- 8. Make sure your vessel is safe and meets all federal safety requirements as well as those discussed as part of a Vessel Safety Check.**

In addition to local authorities, emphasize that boaters may report any and all suspicious or unusual activities to the National Response Center at 1-800-424-8802. This center is staffed 24 hours a day, seven days a week.

Things recreational boaters should report to local law enforcement (or the National Response Center) include:

- 1. Persons conducting "unusual" activities for the area, or loitering in an area for no apparent reason.**
- 2. Persons establishing roadside stands near marinas or waterfronts facilities; and**
- 3. Unknown or suspicious behaving persons photographing or creating diagrams.**
- 4. People fishing and/or scuba diving in areas not normally frequented by fishermen and scuba divers.**

I used the above material in a press release recently, and within two hours of sending it out, I was being interviewed by 4 TV stations, the largest local talk radio station in the area, and two newspapers. I also tied the discussion back to the BOAT SAFE, BOAT SMART, WEAR IT slogan. **BONUS!**

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AND LAST BUT NOT LEAST...

Take advantage of the ideas promulgated by **OPERATION BOATSMART**, which has four simple truths:

- (1) wearing life jackets saves lives;**
- (2) boater education saves lives (a major tie-in to our PE classes);**
- (3) safe boats saves lives (a major tie-in to VSC mega-Month); and**
- (4) sober boating saves lives.**

INVOLVE OTHERS in your celebration. Include the U.S. Power Squadrons, the U.S. Army Corps of Engineers, State and Local Law Enforcement/Fire/Rescue agencies, etc. These relationships can and should be used for not only NSBW, but VSC Mega-Month as well. And don't forget to get your Marine Dealers involved, in both NSBW and VSC Mega-Month. In my AOR, the local West Marine manager has agreed to have the Auxiliary and USPS hold lectures in his store during the week of NSBW. Yet another example of synergy! Marine Dealers are also often willing to sponsor VSC stations in their parking lot for the upcoming VSC mega-month, and many of the major retailers offer a discount to those boaters who have had a VSC.

To sum up the second quarter, it boils down to this: Its going to take a lot of time and energy! But it also can be a lot of fun and immensely satisfying. We all have a common goal- to make the public's boating experience a safe and enjoyable one! **NOW IS OUR TIME TO SHINE** - Let's get out there and do it!

Thanks, Ed, for the wise words. I couldn't have said it better myself.

**Perhaps you have some words of wisdom or advise for us. Don't hesitate.
Send them to me at: nickn@ucnsb.net**

UPDATE continued



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

PUBLICATIONS

DON'T DELAY – DO IT TODAY

Before we know it, the 2003 **National Safe Boating Week (NSBW)** will be upon us and the information must get out right away. May 17 – 23 is just around the corner and if we wait too long, it will be upon us in a flash.

I have just received my packet for the **North American Safe Boating Campaign**. The slogan is: **Boat Smart. Boat Safe. Wear It!** That's all we need. The safety message is short and clear, and if used often enough, the message will get across to the boaters and our members – so they can be encouraged to participate in the planned celebration.

Public Affairs (PA) and Publications (PB) are two sides of the same coin. Many times the writer for the flotilla is the PB Officer. If we split up the writing chores and help our NSBW Chair, we can get more accomplished with less effort. Moreover, it is up to us, the PB Officers, to encourage our members to participate in the planned activities of our units. Many times members reading about the celebration will come forward to assist.

While we are emphasizing the slogan we should also help our Public Education programs by encouraging enrollment in Safe Boating education. Along with this we should point out the importance of a well-equipped and properly maintained boat by offering our **free** vessel safety checks by a Vessel Examination Officer, with the name and phone number of the VE Officer. Point out the dangerous effects of alcohol and carbon monoxide. The Campaign packet is an overview of the most recent boating accident statistics and is a grim reminder of what can happen when alcohol is mixed with boating.

We need to get together with our Public Affairs (PA) Officer and our NSBW chairperson to start blitzing the media and our Public Education Programs. As publications officers we should have no problem in getting this information into our newsletter, but we need to go further. Information just in our newsletters is helpful in that it encourages an entire unit effort. Most members know what it is all about, but need encouragement. The public still needs education. So get the information out to the media with the help of our PA officers and start the boating season off with important information.

If you have not received your packet, there is an online kit available with loads of great logos, certificates, activities, etc. at: www.SafeBoatingCampaign.com. Working together with our PA Officer and NSBW Chairperson we will be able to bring the message of the North American Safe Boating Council and the United States Coast Guard to the public.

June will be our mega-month for Vessel Safety Checks (VSC). PB Officers should list the schedule of VSC locations and a roster of who will be on duty. Perhaps if the PB asks for the VSC locations, the flotilla might even make up a schedule. It's worth the asking.

We should also be able to use the campaign materials throughout the year. We have significant dates to get the message across like Memorial Day, Fourth of July and Labor Day. **Boat Smart. Boat Safe. Wear It!** should not be just a weeklong slogan.

Remember – **Education is learning what we didn't even know we didn't know.**

Till next month,
Norma Karpiscak BC-ALB

UPDATE continued



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

PHOTOGRAPHY

Taking better photographs

Tips to remember – part two:

#9. A CABLE RELEASE is a handy item. It screws directly into your shutter button if your camera is so equipped. You use it in conjunction with a tripod. This way you can set all your camera focusing and then not touch it again. Just use the cable and you will avoid camera shake.

#10. Be sure and keep a SPARE BATTERY in your camera bag. I have been out on the weekend and couldn't find a place to purchase any, especially if you're on the water or out for a hike. If you use rechargeable batteries be sure you take two at full charge.

#11. Always carry a COIN in your camera bag for removing the cover on your battery holder.

#12. FILM. Be sure and carry spare film. At least four rolls, at different speeds. Such as 100 ASA, 200ASA and 400ASA. Be prepared.

#13. Never load or unload your film in bright sunlight. Make sure your film is wound into the canister and replace it in the plastic container.

#14. If you chose a lab to develop your film, try to make sure it is a reliable one. If so they will handle your film with gloves on rather than getting oil from their hands on your negatives. If your negatives look nice and sharp but the photos are blurred, let someone else develop one and compare. People and equipment do make mistakes. Never feel bad about asking the lab to re-do your photos. Of course this goes for one hour and also one day service. If you are not satisfied, tell them.

#15. When buying a 35mm camera, first buy a camera body that has the features you want or need. Then buy a zoom lens that covers the type of photography you wish to do such as scenic, portrait, action or travel. Choose one you can afford yet will provide you with a lot of choices and fun.

Last but not at all the least, PLEASE PRACTICE PROFESSIONALISM and most of all POLITENESS. I have seen some very rude photographers in my day. Never walk in front of someone taking photos, offer to take a photo for them or show them another good place to shoot from. Share your knowledge and it will return ten-fold. Even if you are not a professional photographer you will look like one and have confidence to get those perfect photos ...and feel like a Pro.