

CHAPTER 1 PUBLIC AFFAIRS OVERVIEW

Introduction

The public affairs function is one of the most essential in the Coast Guard Auxiliary. Without continuous, effective communication with the boating public about our services and activities, we not only let down our programs but ourselves as well. We can ill afford to let this happen. PA should be a priority concern at all levels of management and membership in the Auxiliary. One of our prime goals is to make the Coast Guard Auxiliary synonymous with boating education nationally as well as in our local communities. The closer we are associated in the public's eye with boating skill and good seamanship, the greater will be the response of the recreational boater to our programs. This guide was developed as an aid to the Auxiliary Public Affairs Officer as well as elected and appointed staff officers.

Goals of the Public Affairs Program

The Auxiliary public affairs efforts shall be directed towards:

Publicizing the aims, purposes and activities of the Auxiliary to develop public understanding and appreciation of its role.

Assisting the Coast Guard in carrying out its public information program.

Duties of the Public Affairs Staff Officer

Primary Duties:

The Public Affairs Officer will assume responsibility for the development of organized programs of activities to promote the best possible image for the Auxiliary flotilla, division or district. These include:

Developing a liaison with local news media for publicizing Auxiliary activities.

Coordinating the development of articles for local and national Auxiliary publications.

Coordinating the development of articles and programs to be printed or broadcast in the unit's local area.

Assisting in the publicity of Public Education and Vessel Examination activities.

Assisting in the planning and conducting of seminars, forums and boating safety lectures for the public.

Encouraging active participation of unit members in events promoting safe boating.

Urging unit members to inform the Public Affairs Officer of newsworthy events, past, present or future, so that suitable publicity can be provided.

Enlisting the assistance of unit members in the accumulation of photographs of Auxiliary activities for use in flotilla, division and district publications, as well as for general public release.

Reporting:

Monthly Reports:

The Public Affairs Officer will provide a monthly report of activities in writing to the unit elected officer, the immediate superior parallel staff officer and to AUXMIS.

AUXMIS Form Completion:

Complete AUXMIS form CG-7030 (Activity Mission Report) and CG form 7031 (Unit Monthly Public Affairs Activity #10). See the instructions on the back of the forms. Completing these forms is the only way the unit will receive recognition for its PA activities. Items reported on form 7031 include civic lectures, newspaper articles, unit-sponsored TV and radio spots and programs and boating safety booths and VSC stations.

Written or Narrative Reports:

A written report describing monthly activities should also be prepared and copies distributed to the unit elected officer and the immediate parallel staff superior. This report may well serve as the basis for an article in your local Auxiliary publication.

Parallel Staff Responsibilities:

The Public Affairs Officer will maintain close parallel staffing liaison with the flotilla, or division counterpart to insure a prompt flow of appropriate information among their respective units.

Rationale:

Parallel staffing is designed to give the members and leaders of an organization an insight into planning and policy at all times.

Chain of Responsibility: Protocol: All requests the DSO-PA may wish to make of FSOs-PA and all helpful information the DSO PA may be able to pass along, will be transmitted to the SO-PA for distribution to the FSOs-PA.

Any questions or suggestions FSOs-PA may have should be sent to the SO-PA.

Coordination of Effort:

It is desirable that Public Affairs Officers keep their counterparts informed of impending publicity programs so that:

Unit counterparts may offer their help

Close by and geographically overlapping flotillas and divisions may work together with the DSO-PA to reduce duplication of effort and possible alienation of news media through conflicting and duplicated material.

Record Keeping:

The Public Affairs Officer is expected to keep adequate records and deliver them to the successor in office.

Tracking PA Contacts:

Keeping an up-to-date file of names and addresses for radio, newspaper and TV contacts will make the PA position easier to handle. Provide your successor with a personal introduction to key media persons. It will help in the smooth continuance of PA activities for your unit.

Developing Files:

Keep a computer-generated list of your contact persons.

Archival Materials:

Keep a file of photographs (labeled as to date, activity, identities) and newspaper articles, not only for their historical interest, but as a basis to guide the new officer.

Public Affairs Avenues:

Media Types:

A variety of avenues is available to the Public Affairs Officer to provide exposure for the Auxiliary unit's activities. Four basic types are: print media, broadcast media, public appearances and static displays. Each of these is an important source of publicity. Each has a unique audience and should be considered carefully when developing the PA program.

Print Media:

Print media includes the daily and/or weekly commercial newspaper, shopping guides and house organs. The use of computers has greatly enhanced the way we communicate.

Broadcast Media:

TV and radio are the most common broadcast media today.

Public Appearances:

Civic clubs, schools, community organizations, large corporations and church groups are just some of the organizations that utilize speakers for their monthly meetings. A good speaker, a good film or slide show presentation will present the Auxiliary program to a group of people with like interests in public service, and also provide important contacts for carrying out those programs

Static Displays:

This category includes posters, eye-catching bulletin boards and counter displays at boating safety booths and displays of materials and pamphlets at Vessel Safety Check Stations. Various locations may be used, with permission, from the local supermarket to prominent displays, on reader boards, adjacent to a freeway, at a marina, yacht club, launch ramp & PA booth at a shopping mall or a boat show.

Chapter 2- PRINT MEDIA

Finding an Audience:

Perhaps the oldest form of distance communication is through the printed word. The majority of Public Affairs Officers probably place their primary emphasis on the print media. This mode of publicity ranges from the daily and weekly commercial newspaper to shopping guides and house organs. Usually there is no charge to public service organizations. Each addresses the needs of a different segment of the population.

Newspapers:

Newspapers will usually accept a short news release concerning an upcoming event of public interest and generally print it within 48 hours. Contact the editor and secure a time frame for receiving, editing and publishing news releases and any other special format requirements. Develop a good relationship with the editor and your short release (regarding meetings, PE classes or VSC stations) may well receive positive attention.

Shopping Guides:

Shopping guides may be published weekly or monthly. Again, make personal contact with the editor. Since publication of shopping guides is less frequent than the regular newspaper, it's important to secure time frames for receiving, editing and publishing news releases, as well as any special format requirements. Use this media for long-range announcements.

House Organs:

House Organs cover a wide group of print media. They include newsletters for employees, fraternal organizations, yacht clubs and marinas, church bulletins, local military installations and condominium organizations, providing an untapped audience. This may be a good source for publicizing PE programs and public lectures.

Types of Articles:

Two types of articles should be considered for publication, the news (press) release and the feature story. A news release publicizes a past or future event or activity of the unit and is short, concise and factual. A feature story is longer, more detailed and usually narrative and /or informative in nature. News releases, when well prepared, will be accepted for publishing in local daily and weekly newspapers. The feature story takes more preparation.

The News Release:**When to Use:**

The news release will generally be a one-page notification of immediate interest to the public. Those items of a transient nature, such as an upcoming meeting date or a list of PE class dates are the usual material for a news release.

Other Items:

An active unit should have at least one news release per month. This should be the most frequent media contact for the Public Affairs Officer. The following is a list of suggested topics for articles about Auxiliary activities.

General:

- Election of Officers, Staff Appointments
- Officer Installation/Change of Watch
- Announcement of Regular Meetings
- Announcement of Special Topic/Special Speaker Meetings
- Report of Special Meeting with Local Officials
- Presentation of Certificates of Appreciation to Local Figures
- Announcement of New Members
- Announcement of Advanced Training Courses

AIM/RAP Activities:

- Program Objectives
- Application Procedures and Deadline Dates
- Results of AIM Interviews

Vessel Safety Checks

- Year's Schedule, Exam Sites
- Weekly, Monthly Results and Repeat of Exam Sites
- Unique Boat or Skipper Exam

Chart Updating Activities

- Year's Objectives, Public's Role in Notification
- Notice of Problem Situations
- Developments, Results of Public Interest

Public Education Activities

- Public Education Schedule
- Particular Class Sessions
- Announcement of Graduation Exercises

Operations and SAR Activities

Schedules of Safety and/or Regatta Patrols
Radio Procedures for Contacting a Patrol Vessel

Special Events

Announcement of National Safe Boating Week
Participation in Civic Festivals, Parades
Boat Shows or Places Where Boating Safety Booth Will Be Present
Auxiliary Anniversaries
Visiting Auxiliarists or Coast Guard Officers

Developing A News Release:

To be “news,” the story must be new, preferably submitted prior to, or just after it occurs.

Timing:

Announcements of coming events, such as PE courses, VSC sites, AIM interviews, or a public appearance, should be submitted early enough so that they appear in print before the occurrence, especially if the public is invited. It's important to check with the editor of the print media you are using to know submission deadlines. Adhere to them.

Content:

To be news, the release should offer something the public wants: self-improvement, personal safety, recreation, entertainment, word about neighbors and friends.

Structure of A News Release:

A news release has a specific structure. The opening paragraph is the most important. It must capture the reader's interest enough to keep reading, not just scanning headlines.

The three parts of a news release are:

The Lead: This is the famous five “W’s: Who, What, When, Where , Why and sometimes, How. The lead works hard, compressing the highlights of the story into two or three sentences.

The Elaboration

This puts flesh on the skeleton, expanding the lead paragraph by filling out its statement of bare facts with pertinent details. The elaboration should not exceed two paragraphs.

The Catchall:

Points of minor interest or of an entertaining nature may be used in this position. It might also include information about the purpose of the Coast Guard and the Auxiliary and state where further information may be found.

Media Editing:

Print Space may be limited. If you stick to the inverted pyramid structure, the editor may easily shorten the article from the bottom as is customary when page space is tight and still not lose the most important points.

Rewriting: The Public Affairs Officer is responsible only for the submission of the release and may not be held responsible for rewrite by newspaper personnel. A busy editor may select items that require the least amount of rewriting. Therefore, the better the article conforms with newspaper writing structure, the less chance of rewrite errors.

The Feature Story:**Content and Usage:**

A feature story is usually a detailed narrative or informational piece. Developing the feature story takes careful preparation and generally some cooperation from the local editor. Most editors will welcome interesting and informative pieces, especially during the high interest boating season. If you write well, you might be invited to contribute to a monthly column. Writing style, use of titles and abbreviations, editing and copy format will be largely the same as for the news release.

Requirements of the Media:

The ideal situation is to have someone introduce you to local newspaper personnel. If that's not possible, pay a visit, in uniform, to the local newspaper editor or marine editor. Introduce yourself. "Face to face" beats the mail every time. Ask the editor how they would like articles, photos and special column features submitted. Editors will be pleased to tell you the exact format they prefer and may have a printed guide sheet for contributors of feature stories.

Local Flavor:

A key characteristic of a good feature story is its local identity and/or local flavor. The reader will identify with familiar names and activities in local areas with more interest than to accounts of unfamiliar people and places. Such articles are also more acceptable to the media.

Suggested Subjects:

Many of the recommended subjects for the news release are also appropriate for a feature story. Items relating to patrol and SAR activity, articles describing the Coast Guard Auxiliary mission, its programs and historical events are of interest to the general public as well as the boating public.

Media Involvement/Active Media Participation:

A sure way to get a feature story in print is to have a member of the newspaper staff do the actual writing. Is there a fishing derby about to be held? Invite the writer of the local sports column aboard your boat. Explain what the local unit will be doing in its safety and regatta patrols to be of service to the boaters. You have provided the press a front line position to cover the story.

Other opportunities you'll have to invite the press to cover Auxiliary activities include inviting them to a PE class graduation or a Change of Watch Ceremony.

Bylines or Author Recognition:

Feature stories you submit may be headed with an Auxiliary officer's byline if the editor agrees.

An editor's note may read: "This article is one of a series offering tips on boating skills and seamanship, prepared especially for the *Daily Bugle* by the U.S. Coast Guard Auxiliary" Or "by John Smith, Staff Officer, Flotilla ____, U.S. Coast Guard Auxiliary".

Alternatives:

When bylines are not appropriate, an alternative method is to use a "fill-in." The name and title of the local elected Auxiliary staff officer may then be worked into the final draft.

Titles And Abbreviations:

Use of correct titles and abbreviations in news releases and feature articles is a must. A complete listing of titles and abbreviations appears in the Auxiliary Manual, COMDTINST M16790.1E.

Auxiliary Usage:

The abbreviation for Auxiliary is USCGAUX. References to anyone below District Commodore is "Mr., Mrs., Miss, Dr.," followed by the name and then the elected or appointed officer designation. For example, "Mr. Jones, Flotilla Commander of Seaside Flotilla," not "Commander Jones." Past and present District and National Commodores, however, may be referred to with the Auxiliary title preceding their names.

Using Acronyms:

Use discretion in the use of acronyms when writing for the general public. Once the first fully spelled title is used, such as "District Commodore (DCO) John Jones announced," the article may continue with "said DCO Jones." Use acronyms sparingly. An article full of unfamiliar ABCs will confuse and lose the non-Auxiliary reader.

National & District Elected Officer Titles & Abbreviations:

NACO National Commodore Commodore John B. Smith, NACO

NAVCO National Vice Commodore:
 Commodore Mary A Jones, NAVCO-COS (Chief of Staff)
 Commodore John Smith, NAVCO, A(E)(Atlantic, East)
 Commodore Paul Henry, , NAVCO, A(W),(Atlantic, West),
 Commodore Sharon Black NAVCO, P, (Pacific)

NIPCO Immediate Past National Commodore
 Commodore Mary A. Jones, NIPCO

DCO District Commodore Commodore John B. Smith, DCO-1N

VCO District Vice Commodore Mary A. Jones, VCO-1N

RCO District Rear Commodore John B. Smith, RCO-1N

IPDCO Immediate Past District Commodore
 Commodore Mary A. Jones IPDCO-1N

Division Elected Officers Titles & Abbreviations (Use Arabic Numerals):

DCP Division Captain John B. Smith, DCP-15

VCP Division Vice Captain Mary A. Jones, VCP-15

IPDCP Immediate Past Division Captain John B. Jones, IPDCP 15

Flotilla Elected Officer Titles & Abbreviations (Use Arabic Numerals):

| | | |
|-----|-------------------------|-------------------------|
| FC | Flotilla Commander | Mary A. Jones, FC 53 |
| FVC | Flotilla Vice Commander | John B. Smith, VFC 15-9 |

PA & District Staff Officer Titles & Abbreviations (All Levels):

| | | |
|-------|----------------------------------|-----------------------|
| DC-A | Department Chief | Mary A. Smith, DC-A |
| DC-Ad | Deputy Dept. Chief | John B. Smith, DC-Ad |
| DVC | Division Chief | Mary A. Jones, DVC-AP |
| BC | Branch Chief | John B. Smith, BC-APC |
| DSO | District Staff Officer | Mary A. Jones, DSO-PA |
| ADSO | Assistant District Staff Officer | John Smith, ADSO-PA |
| SO | Division Staff Officer | Mary Jones, SO-PA 5 |
| FSO | Flotilla Staff Officer | John Smith, FSO-PA 52 |

Coast Guard Titles & Abbreviations (Titles always precede names):

| | |
|--------------------------|---------------------------|
| ADM John B. Smith, USCG | Admiral |
| VADM Mary A. Jones USCG | Vice Admiral |
| ADM John B. Smith, USCG | Rear Admiral |
| CAPT Mary A. Jones, USCG | Captain |
| CDR John B, Smith, USCG | Commander |
| CDR Mary A. Jones, USCG | Lieutenant Commander |
| LT John B. Smith, USCG | Lieutenant |
| LTJG Mary A. Jones, USCG | Lieutenant (Junior Grade) |
| ENS John B. Smith, USCG | Ensign |
| CWO Mary A. Jones USCG | Chief Warrant Officer |

Writing Style:

The best writing style observes brevity, simplicity and strength.

Brevity:

Know the subject and state only the facts, thoroughly checked. Be impartial. Eliminate personal opinions unless they are direct quotes and the quote is identified. An "off the record" statement does not exist in a news release.

Simplicity:

Complex writing is like static on the radio. The distraction causes the reader's attention to wander and lose interest in the message. Use short words, sentences, paragraphs. One sound writing formula recommends an average sentence of not more than 20 words. Use paragraphs averaging about seven lines. An article broken into a number of short paragraphs has more eye appeal. (This paragraph has seven sentences; the longest has 19 words.)

Strength:

Use specific, rather than general statements, concrete action words instead of abstract or passive ones. Well chosen nouns and verbs need few modifiers. Rather than stating, "Persons desiring more information about the class may call," use "For more information, call."-. Be direct and to the point. Avoid personalizing in the article, such as "you should" or "you may call".

Sincerity:

Use originality in your news releases. Try new words and new approaches. Originality in composition may require clearance by the Director of Auxiliary before release, but it will be worth it.

Self-Editing:

It's a rare author whose work is perfect with the first draft. Your article represents you, the Auxiliary and the Coast Guard. Spelling, grammatical and punctuation errors reflect a careless attitude- not the image you wish to present.

Proofreading:

Always reread material for print with great care. Check spelling, particularly names of people and places, titles, abbreviations and statistics. Check grammar and punctuation carefully.

Style:**Streamline Your Style.**

Look for the long, run-on sentences. Replace the extra "ands" and "buts" with periods.

Strike out any unnecessary words. Be concise.

Use "if" instead of "in the event of", "because" or "since" for "in view of" or "due to the fact that".

Replace “in the majority of instances” with “usually.”

Streamlining will shorten the article by at least 10%. The shorter the article the better chance it has of being printed.

Sexist Language:

It is the policy of the Commandant that all articles, items, etc, shall avoid the use of specified gender where the subject could be either. The use of he/she or his/her will be kept to a minimum if care is taken with the writing.

Format Details:

Letterhead:

Articles to be released to the media should preferably be on Coast Guard Auxiliary letterhead. (with no limiting footer - ANSC stock no. 7102).

Contact Person:

Put the contact person's name, organization, home and e-mail address and phone number in the top, left corner.

Release Date:

The release date is typed into the top, right corner. It may say, “Immediate” or give a specific release date. The latter means that the article will be printed on the date given or thereafter, at the editor's discretion, but not before. When the release is given to more than one newspaper, the release date must be the same for all. Be sure papers not having a Sunday issue are given a Monday date if the story is to be printed in other papers on a Sunday.

Headlines:

Give the release a simple, factual title. The actual headline is the editor's prerogative. Yours merely tells him content and to what department the article should be directed.

Page Format:

Certain rules apply to any material submitted for publication, whether it be a news release, feature story or the great American novel.

ALL MATERIAL MUST BE TYPED. Handwritten copy is hard to read and is subject to misinterpretation. If you do not type, find someone who does.

Margins should be 1½ inches on sides and bottom of your copy. This provides space for the editor's proofreading marks and corrections.

Leave about two inches of space between your title and the beginning of your copy for the headline writer's use.

Type on one side of the sheet only. The reverse may be overlooked by the editor or composing room.

On subsequent pages type only the organization, last name of the writer and a two or three word condensation of the story title in the top, left corner, put the page number in the top, right corner. Submit the original to the newspaper.

Photographs:

Good, dramatic story-telling photos are excellent additions to your release. Submit black and white glossy prints, color prints or digital pictures, according to the preference of the editor. Coast Guard Public Affairs Officers often have file photos available when doing stories about the Coast Guard.

Auxiliary Correspondence Guide:

The Auxiliary Administrative Procedures Guide, COMDTPUB P16791.2, Enclosure (7) is designed to assist Auxiliarists in writing quality correspondence. It provides formats for Auxiliary basic, business and rapidraft letters and offers guidelines for improving writing skills. The guide is a useful reference.

CHAPTER 3- BROADCAST MEDIA

National vs Local Broadcast Media:

National radio and TV network publicity is to be handled only by the District Public Affairs Officer, coordinated through the Director of Auxiliary and the Coast Guard. If unit members are contacted by a major network for publicity, the contact should be referred to the DSO-PA. Local stations, however, can be an important source of publicity and flotilla and division PA Officers should actively explore their use. Also, local cable television broadcasters offer additional outlets for publicity.

Importance of Broadcast Media:

Broadcast media has become extremely important. Most homes have radios, televisions and possibly computer capabilities. Most cars have a radio installed with both AM and FM capabilities.

Broadcast vs Printed Media:

The widespread availability and appeal of audio/visual communication has made serious inroads on the printed media. Many a home no longer subscribes to the newspaper and only buys the Sunday edition on occasion. TV and radio provide the news.

The Public Affairs Officer can no longer depend upon the newspaper article for getting the Auxiliary message to the public. We cannot ignore broadcast media if we expect to reach the public with boating safety information.

Need to Know:

Local report shows, special features within a news program, documentaries and public service programs are all ways of communicating information. Watch your local television station or listen to your local radio station to find out the various programs that could meet your needs for a good story. There are stories everywhere.

News departments are flooded with announcements and calls for news conferences and releases. Selections must be made in view of schedules and the total news picture for a particular day. In television, the staff is very busy from about one and a half hours before newscast to the time of the newscast.

News Conferences:

Whether or not to call a news conference depends upon the significance, timelines and degrees of public interest. Whenever possible, information should be sent in advance. Send releases to all media at the same time. Be sure to include the WHO, WHAT, WHEN and WHERE, and when applicable, the WHY and HOW. Also, how many are expected to attend if it is a public event. You may wish to add a paragraph or two on a specific point that you believe viewers, listeners or readers may be especially interested in. The editor's decision must be made on how good the story is.

If advance notice is not possible because of something unexpected, call the Assignment Editor with the information. Depending on how busy the crews are and how important the information is, an effort will be made to get someone to the event. The more advance notice, the better the chance of a reporter being scheduled to cover the event. But that doesn't guarantee coverage. If there are a number of things going on at the same time, priorities have to be established by the News Director and the Assignment Editor.

Normally, the beginning of the week is light on news. Therefore, this is a good time for a news conference or a feature story. Reduced staffing on weekends limits availability of personnel to cover all events. Also, mornings are usually the best times for news conferences. (If a night time conference is preferred, make it early in the evening if you want coverage the same day.) Planning is the key to a good news conference and like most businesses, Thursdays and Fridays are busy days for the media.

Send a news release to each newspaper, radio and television station to announce your conference ten days prior to the event. Your list should include News Directors, Assignment Directors, Public Service Directors and Program Producers. Followup calls should be made two or three days in advance to the day to confirm the media's attendance.

A spokesperson should be on hand during the conference. Comments should be brief and different from the news release. The spokesperson should ask about possible questions to provide accuracy and give a professional look to the interview. After the conference, the spokesperson should remain for questioning by the media. Most important, start your conference on time.

When a reporter/photographer comes to an event, common courtesy should be extended. Have a greeter standing by. Have a second or additional information release typed and ready for the reporter/photographer. The reporter/photographer may have a conflicting assignment, so give the exact time for the photocoverage. When asked to explain a happening "on air", be brief.

The Public Service Department:

In the past, TV and radio stations provided millions of dollars worth of air time and facilities free of charge to non-profit organizations each year in the form of public service announcements (PSAs). Today, the Federal Communications Commission (FCC) no longer requires the media to air PSAs. However, many stations pride themselves on being alert to community needs. They may welcome your PSA but they decide on exactly what groups and functions they can effectively serve. Your message is in competition with other PSAs and commercials. The larger the potentially interested group, the more likely the PSA is to be aired.

Contacting the Media:

As with the print media, it's important to develop a good rapport with the people in the broadcast business:

The News Director:

This person is ultimately responsible for the news product and performance of reporters, photographers and other staff members. Final decisions on content and matters of controversy are made by the News Director. Complaints or disagreements that cannot be resolved may be brought to the attention of the News Director. The media makes mistakes and readily admits them and will take pains to publicly correct them.

The Assignment Editor:

Ask for the Assignment Desk when calling and direct your mail/email to same. On basic news stories this person is your contact. The Assignment Editor makes many decisions on what will be covered, assigns crews to cover items and talks with "beat" reporters on ideas for stories.

The Reporter:

This is the person with whom you have the most contact. If there is a reporter who covers your area on a regular basis, discuss the best way to keep in touch. Even if you're in an area with a regular "beat" reporter, it's advisable to send your notification to the Assignment Desk.

Introduce Yourself:

The ideal situation is to have someone introduce you to broadcast personnel, otherwise pay a visit, in uniform, to the local radio or TV station. Introduce yourself. Ask for an appointment to meet with the Station Manager to discuss the work of the

Auxiliary in promoting boating safety. As previously mentioned, although they are no longer required by the FCC to provide free air time, many stations will publicize our work.

Radio:

Radio is the oldest and most familiar broadcasting media for the public. Publicity via radio may be in the form of the spot announcement, a mention in the rundown of events in a community calendar presented by radio personnel, or the participation of Auxiliary members in a broadcast interview.

Radio Spot Announcements:

Radio (and TV)spots are usually from 10 to 60 seconds. The spot announcement must be crafted carefully. Most radio stations have a public service or news department whose job it is to develop such announcements. Use their services whenever possible. Provide a clear, typed copy of the news release you have given the newspaper. Ask the station manager for the exact format they prefer.

Timing the Radio (And TV) Spot:

A 10-second spot has about 20 words.
A 20-second spot has about 50 words.
A 30-second spot has about 75 words.
A 60-second spot has about 150 words.

Deadlines:

How far in advance is information needed? PSAs are needed two weeks in advance of airing. Public Affairs programs are needed two to four weeks in advance.

Preparing Public Service Announcements for TV:

The most commonly used tape format for broadcast television is Beta SP or Digital Beta Cam. The National Association of Broadcasters (NAB) recommends that PSAs be 10, 15, 20, 30 or 60 seconds in length. The tapes should contain final stereo audio on tracks one and two. In addition, The Society of Motion Picture and Television Engineers (SMPTE) color bars and tones along with a title slate, followed by at least 15 seconds of "video black," included at the head of the tape. If there is more than one "spot" per tape, each "spot" must include a title card followed by 15 seconds of "video black". Title cards must include the organization's title, producer and total running time (TRT). An example of a title card would look something like this:

“The USCG Auxiliary presents:
 ‘Alcohol And Water Don’t Mix’ Part 2
 National PA Department (800) 555-5555

TRT: 30

How to Prepare “Live Copy”:

On a worksheet, list the key facts about your program or activity. List WHO, WHAT, WHERE WHEN, HOW and WHY plus important names.

Prepare a draft of your message. Keep your sentences short, simple and conversational. Be actual, brief and factual.

Read your copy aloud. Time it carefully. Rewrite to eliminate any rough spots and stumbling words. Read aloud and time again.

Give phonetic pronunciation of unusual proper names, etc., when you are sure of them.

Radio Programs:

A radio interview has advantages and disadvantages. It may vary from 15 minutes to an hour, depending on the forum. It’s important that the questions and the material are reviewed ahead of time. You must be well prepared with a wealth of material and have some practice in speaking extemporaneously.

Preliminary Participation:

Develop an “Auxiliary Fact Sheet.” This is valuable time spent and may be the basis for every area of publicity in which you are involved. It may be the “skeleton” around which you may build an article, a radio interview, a TV program or a speech to the Rotary Club. Include the following:

WHO we, the Auxiliary, are (Auxiliary history).

WHO you, the local unit, are.

WHAT our role is in public education.

WHAT our role is in vessel examinations.

WHAT our role is in patrol, regatta and SAR assistance to the Coast Guard.

WHAT our role is in chart updating and aids to navigation.

WHAT our role is in Academy recruitment and other recruitment assistance programs (AIM/RAP) support.

HOW the Auxiliary has helped in lowering boating fatality statistics.

Developing the Program Content:

Armed with your fact sheet, you and the interviewer can decide what areas to discuss and to what depth, given your time limitations. It may be wise to work out together a set of questions that you will be asked, so as not to be surprised with something you cannot answer. A good approach is to start with a general overview and then concentrate on one specific area. For example:

PE, when your major intent is to publicize the start of a new BS&S course.
 Patrols aspect, when boating season starts in your area.
 VSCs, just before National Safe Boating Week.
 AIM, when your unit is concentrating on that program.
 (That makes four separate programs from just one fact sheet!)

Dress Rehearsal

Once the questions have been developed, take some time before the interview date to practice your responses. You may even want to have some cue cards so you don't forget important facts or any statistics. The best scenario is to get someone to "talk" you through the interview.

When developing a radio interview, take the time of day into consideration. A heavy discourse on marine engines may not be of much interest to the busy housewife. She may be more interested in safety precautions and emergency procedures. However, an evening program when high school students are at home is the best time to encourage juniors to apply for the local AIM program.

Television:

Television has become the most frequent media visitor in the home, having the broadest audience of any publicity vehicle. But it must be used carefully, as appearances are critical. It has made and broken, presidential candidates and can make or break an Auxiliary program.

TV Spots:

The TV spot can be a short, filmed presentation of 10 to 15 seconds. Excellent spots have been prepared by the National Safe Boating Council and distributed to TV stations throughout the nation.

TV Programs:

Many stations have a public service program which concentrates on local area people, organizations and events. Contact the moderator of such programs at your local TV or cable station to discuss a possible interview.

Preliminary Preparation:

As with the radio program, preliminary planning of questions and material is vital. The “Auxiliary Fact Sheet” is just as important here as it is in developing a radio program.

Developing the Program Content:

Using your fact sheet, you and the television interviewer can decide what areas to discuss and to what depth, given your time limitations. It will help things move more smoothly if a set of questions is decided upon ahead of time and any areas requiring special emphasis. If you plan to use any demonstration materials, know where they will be placed.

Personal Appearance:

Of equal importance is appearance. Your uniform must be perfect and your personal presence exemplary. The following points are of utmost importance:

Before any public appearance, check your uniform carefully. Be sure it's the correct one for the time of the year in your area and is neat and clean.

Be sure insignia are correct and properly positioned.

Men should be careful not to load pants pockets with bulging materials, such as fat wallets.

Women should not wear dangling earrings, nor extremely high heels with ankle straps. These are decidedly “out of uniform.” (If in doubt, check with the Auxiliary Manual.)

Personal Bearing:

All the things you learned about presence before a class or in a public lecture are of equal importance when appearing on television. Your audience numbers in the thousands and TV doesn't miss a thing.

Things to Watch:

If you are sitting, try not to clutch the chair arm, clasp and unclasp hands, rub your nose or pull your ear lobe. These nervous habits are distracting. The audience will begin to concentrate on your actions, not your words.

Try to sit calmly. Cross your legs at your ankles rather than crossing your knees, particularly ladies in skirts.

If standing, try not to jingle the change in your pocket. If you aren't comfortable with your hands at your side, clasp them loosely behind your back. Avoid the "fig leaf" position and try not to wrinkle your jacket with your hands in your pockets.

Using Visual Aids:

"Show and Tell" can be an important part of a TV program. Check the condition of any visual aids used. Poster lettering should be large and clear. (Check with the camera person.) Don't use it if it isn't clear. PFDs should be clean and in good condition.

Dress Rehearsal:

Once the questions have been developed, take some time before the interview date to practice your responses. Cue cards are awkward in a video situation. There is a tendency to shuffle them and always the chance of dropping them. Have someone "talk" you through the interview or practice in front of a full length mirror.

Additional Media Involvement:

If you develop a good working relationship with the TV station, you may wish to consider an on-scene taping or inviting the announcer and crew to an especially newsworthy event. Or you might tape a short segment aboard a vessel, to be shown during the interview. There are many creative possibilities.

The Community Calendar:

The community calendar is short. A simple listing of the WHO is doing WHAT, WHERE, WHY and WHEN is probably all for which there will be time. Check with the station. Get an outline of exactly how to write your item.

CHAPTER 4 -PUBLIC APPEARANCES

The Public Lecture Program: (Speakers' Bureau)

A public lecture program provides an excellent arena for informing the public about the Auxiliary and its programs. Civic clubs, schools, community organizations, large corporations and church groups are but a few of the organizations who utilize speakers for their monthly meetings.

Participants:

Good speakers are vital in presenting the Auxiliary program to groups of people who have like interests in public service. Auxiliarists who have the time, interest and ability to speak in a public forum can be a valuable resource. Many Auxiliary units have a growing group of retirees who have valuable experiences to share and the flexibility for scheduling.

Training:

Members who have had speaking experience, teachers, salespeople and others who work with the public, are good resources for the Speakers' Bureau. A workshop should be organized on how to give a lecture and how to discuss key points about the Coast Guard Auxiliary.

Lecture Delivery:

The following tips may be useful in giving a presentation:

Put things in your own, familiar words. Know their meanings, application and pronunciations. Look words up in the dictionary if you are unsure.

Avoid slang and colloquial expressions.

Personal anecdotes added sparingly will provide human interest and help you keep your audience's attention.

Don't read from a script; your credibility suffers.

An outline on 3x5 cards will help keep the presentation organized.

Speak clearly and at a moderate pace.

Don't fill in pauses with "ahs."

Keep eye contact with your audience by finding two or three friendly faces. Move your attention between them. Or select two or three spots at the back of the room at which to look..

Visual Aids are great attention holders if large and clear enough to be seen by the entire audience. If you are using posters or displaying safety equipment, be sure they are clearly visible to all. Slides and films should be used judiciously. Be sure they're set up *and working* before you begin the lecture.

We Need Speakers and We Must Have an Audience

Developing an Audience:

Developing a good list of potential groups for whom the Auxiliary safe boating message will be of interest is key to presenting a strong public appearance program.

Potential Sources

A copy of the local chamber of commerce directory is a good starting place to identify groups. A perusal of the yellow pages listing may also yield some good ideas. Look under "Clubs", "Associations", "Fraternal Organizations", "Youth Centers", "Yacht Clubs", "Public Service Organizations", "Military" (active and veteran groups). You'll be surprised at how many groups there are with an untapped audience for your boating safety message as well as prospective students for our PE programs.

Initial Contacts:

Develop a letter addressed to the program chairperson for each of the contact groups. Describe the Auxiliary's public service work in boating safety and the availability of an Auxiliary speaker to address their meetings. Also note that you are working on a speaking engagement calendar and would like to include them. If you can obtain the name of the organization's chairperson or presiding officer, your letter may be personalized, adding to its effectiveness. Be sure to include an address and phone number for contact.

Follow Up to Replies

Most organizations will reply in two to three weeks and you may start setting up a speaking engagement calendar. Be sure to add the name of the person who contacts you so future mailings will be personalized. For organizations that do not reply in three to four weeks, a second letter, repeating your availability, would be appropriate. Don't push, but mention that your speaking calendar is filling rapidly.

More Suggested Subjects:

Much of the material already described in previous chapters is appropriate for a speaking engagement. Also, selected subjects from the BS&S book or sections excerpted from AUXOP Specialty courses may be adapted. Consider your

audience when developing material. The following are selected subjects for general and specific groups:

General Subjects for Any Group:

Overview of safe boating procedures in the local area, trailering, launching, local weather patterns, reading the sky, foul weather safety procedures, Federally mandated safety equipment, additional safety precautions, hypothermia, dangers of boating and boozing.

Boating Groups:

Reading charts, charting a course, piloting procedures, applying set and drift problems and maneuvering procedures (for the power boat club and the sailing club) VHF-FM radio usage and procedures, channel restrictions and operator responsibility.

An introduction to operating procedures in other boating areas:

River maneuvering, locks and dams procedures for the open water boater. Open water maneuvering, currents, tides, docking procedures for the inland boater.

Youth Groups:

Basic boating safety procedures, waterskiing safety. considerations.

Introduction to the AIM program.

Adapting Material:

Much of the Boating Skills & Seamanship and Sailing Fundamentals material may be adapted for use in a lecture presentation. A sample speech is included for your use at the end of this chapter.

Particular Auxiliary Concerns:

Most lay persons have difficulty in distinguishing you, the Coast Guard Auxiliarist, from the regular Coast Guard service personnel. As far as they are concerned, you *are* the Coast Guard. Therefore, it's important to observe the following:

When you give a lecture, appearance is critical. Appropriate uniform is mandatory.

You are an official representative of the Coast Guard when in uniform. Be prepared, whether the talk is about safe boating or about the Auxiliary's functions. You'll be asked questions; so know your facts.

Don't present personal opinions as official Coast Guard position.

Come prepared to distribute safe boating pamphlets and PE class schedules.

For audience members interested in joining the Auxiliary, have cards available listing where you, the Personnel Service Officer or the Director of Auxiliary may be contacted.

Keeping Records:

Once your Speakers' Bureau is in operation, it will be important to develop a record-keeping system to keep track of requests as well as speakers.

Volunteer Lecturers:

A computer file should be maintained of the Auxiliarists who make up your speakers' bureau. In addition to names, home and e-mail addresses, phone and fax numbers information should include times available, areas of expertise, groups before which they have appeared, the dates and subjects.

Speaker Request Form:

Develop a form with which to keep track of the organizations who request speakers. This should contain general information such as location, meeting dates and times, age or characteristics of the audience, audience size, previous presentations, the subjects and the speakers. This way, you may vary the topics and the speakers for groups who make frequent requests. The form should also include room for comments by the speakers

Lecture Material:

Keep on file copies of *The Navigator*, *The Coast Guard Magazine*, yearly boating statistic publications and other sources of material concerned with boating safety, SAR events, boat handling and other related subject matter which may be used by the speakers.

In this guide you will find a sample speech. Adapt this material to fit your own specific needs.

A Sample Speech

You will notice that the following speech has several blanks inserted. These are spots where you can personalize and update the material by inserting current boating statistics and specifics. The text has been double spaced, so that it may be more easily read. There is room for any additional personalization you wish without having to retype it. The speech takes between 15 and 20 minutes and may be extended by using slides or a film.

SAVING LIVES- SAVING MONEY- SAVING PROPERTY

THANK YOU FOR ASKING ME TO BE YOUR SPEAKER TODAY. MY SUBJECT IS BOATING SAFETY- WHAT YOU SHOULD KNOW ABOUT IT, AND THE STEPS YOU, YOUR FRIENDS AND FAMILY CAN TAKE TO AVOID BOATING ACCIDENTS AND INCREASE YOUR BOATING PLEASURE. FIRST OF ALL, I WOULD LIKE TO TAKE A FEW MOMENTS TO TELL YOU A LITTLE ABOUT THE COAST GUARD AUXILIARY, WHAT THIS UNIFORM REPRESENTS AND WHAT OUR ROLE IS IN PROMOTING BOATING SAFETY.

WHAT IS THE COAST GUARD AUXILIARY? WHAT DO WE DO? HOW DOES IT AFFECT YOU?

THE UNITED STATES COAST GUARD AUXILIARY IS AN ALL VOLUNTEER ORGANIZATION CREATED ON JUNE 23, 1939 WHEN CONGRESS ENACTED "THE COAST GUARD RESERVE ACT OF 1939." IN FEBRUARY 1941 A NEW ACT CREATED THE MILITARY RESERVE AND RENAMED THE ORIGINAL RESERVE "THE COAST GUARD AUXILIARY," A NON-MILITARY, CIVILIAN AFFILIATE OF THE COAST GUARD. AS SUCH, IT PLAYS A SUBSTANTIAL ROLE IN THE NATIONAL SAFE

BOATING PROGRAM.

ALTHOUGH I WEAR A UNIFORM TODAY, I AM A CIVILIAN, A VOLUNTEER MEMBER OF THE U.S. COAST GUARD AUXILIARY. THE UNIFORM IS WORN ONLY WHEN A MEMBER IS ON OFFICIAL BUSINESS.

THE AUXILIARY PERFORMS SEVERAL IMPORTANT FUNCTIONS IN SUPPORT OF THE COAST GUARD, PARTICULARLY, RECREATIONAL BOATING SAFETY. THESE ARE SOME OF THE AUXILIARY'S ACTIVITIES: OPERATIONS, PUBLIC EDUCATION AND VESSEL EXAMINATIONS. OF COURSE, WE DO NOT NEGLECT FELLOWSHIP- THE FELLOWSHIP OF PEOPLE BOUND TOGETHER IN A COMMON CAUSE.

OPERATIONS WAS THE FIRST MISSION OF THE AUXILIARY. WE WERE CREATED IN 1941 TO PROVIDE A CIVILIAN SUPPORT GROUP TO ASSIST IN PATROLLING ATLANTIC AND PACIFIC COASTAL AREAS DURING WORLD WAR II, SUPPORTING THE COAST GUARD IN PROMOTING SMALL BOAT SAFETY. ORIGINALLY, OWNERSHIP OF A SMALL BOAT WAS A REQUIREMENT. BUT BY 1944, MEMBERSHIP HAD BEEN EXTENDED TO OWNERS OF AIRCRAFT AND RADIO FACILITIES. OPERATIONS CONTINUE TO BE A PRIMARY CONCERN TODAY.

EACH YEAR, THE AUXILIARY HAS BEEN INSTRUMENTAL IN SAVING THE LIVES OF 500 PLEASURE BOATERS, ASSISTED 11,000 BOATERS IN DISTRESS AND PROPERTY VALUED AT OVER \$120 MILLION.

THE AUXILIARY HAS MADE AVAILABLE TO THE COAST GUARD _____ PRIVATELY OWNED BOATS, _____PRIVATELY OWNED AIRCRAFT AND _____VHF MARINE RADIO STATIONS FOR ASSISTANCE IN MARINE PATROLS, REGATTAS AND SEARCH AND RESCUE OPERATIONS. EACH ONE OF THESE FACILITIES IS ESPECIALLY EQUIPPED ACCORDING TO COAST GUARD REQUIREMENTS, AT THE OWNER'S EXPENSE.

LOCALLY, WITHIN THE _____COAST GUARD DISTRICT, WHICH COVERS,_____, WE HAVE_____OPERATIONAL AUXILIARY VESSELS AND _____PRIVATELY OWNED AUXILIARY AIRCRAFT. UP TO _____OF THESE BOATS AND PLANES MAY BE OUT EACH WEEKEND, WEATHER PERMITTING, UNDERWAY ON SAFETY PATROLS, ASSISTING BOATERS IN DISTRESS AND PATROLLING LOCAL REGATTAS AND OTHER MARINE EVENTS.

IN ADDITION TO THESE BOATS AND AIRCRAFT, AUXILIARY MEMBERS WITH AN

INTEREST IN RADIO COMMUNICATIONS MAKE THEIR SERVICES AND EQUIPMENT AVAILABLE TO SUPPORT AUXILIARY OPERATIONS AND ASSIST THE REGULAR COAST GUARD COMMUNICATIONS SYSTEM AS REQUIRED.

WE ARE VOLUNTEERS! AUXILIARIST DO NOT GET PAID FOR THEIR SERVICES. HOWEVER, WE ARE REIMBURSED FOR GAS AND OIL USED WHILE ON PATROL.

WE VOLUNTEER OUR TIME AND PAY OUR OWN TRAVEL EXPENSES TO AND FROM PATROL LOCATIONS AND TO VARIOUS MEETINGS AND CONFERENCES. THIS MEANS THAT WE SAVE THE UNITED STATES GOVERNMENT AND TAXPAYERS A GREAT DEAL OF MONEY.

IN 1990 IT WAS ESTIMATED THAT THE AVERAGE HOURLY COST TO OPERATE AN AUXILIARY BOAT ON A SAFETY PATROL OR SEARCH AND RESCUE MISSION WAS \$11, COMPARED TO \$164 AN HOUR FOR OPERATING AN AVERAGE COAST GUARD VESSEL. IN 1999, THE AVERAGE HOURLY COST WAS ABOUT \$18 FOR AN AUXILIARY PATROL BOAT AND \$540 PER HOUR FOR OPERATING A COAST GUARD VESSEL.

IN 1947, THE AUXILIARY'S MISSION WAS EXPANDED TO INCLUDE VESSEL

EXAMINATIONS AND PUBLIC EDUCATION. QUALIFIED AUXILIARISTS PERFORM

VESSEL SAFETY CHECKS (VSCs) ON PLEASURE BOATS WITH THE OWNER'S PERMISSION. THE BOAT IS CHECKED TO INSURE THAT IT MEETS ALL FEDERAL AND STATE SAFETY REQUIREMENTS. IF THE VESSEL PASSES, A "SEAL OF SAFETY" DECAL IS AFFIXED TO IT. VESSELS DISPLAYING THIS SEAL ARE USUALLY NOT RE-EXAMINED BY LOCAL LAW ENFORCEMENT AGENCIES UNLESS THE BOAT IS OPERATED IN A CARELESS OR UNSAFE MANNER.

IF THE BOAT IS FOUND TO BE UNSAFE OR DOESN'T MEET THE PRESCRIBED FEDERAL OR STATE REQUIREMENTS, THE SKIPPER IS SO INFORMED AND URGED TO HAVE THE NECESSARY REPAIRS MADE OR THE REQUIRED EQUIPMENT PURCHASED FOR THE SAFETY OF BOTH SKIPPER AND PASSENGERS.

IT'S IMPORTANT TO EMPHASIZE THAT NO REPORT IS EVER MADE TO ANY LAW ENFORCEMENT AGENCY CONCERNING COMPLIANCE OR NON-COMPLIANCE WITH FEDERAL OR STATE REGULATIONS. THE COAST GUARD AUXILIARY DOES NOT HAVE LAW ENFORCEMENT POWERS. OUR CONCERN IS FOR THE BOATER. OUR MISSION IS TO BE OF SERVICE AND OFFER NEEDED INFORMATION TO THE BOATER.

FEDERAL REQUIREMENTS ADDRESS THE SIZE AND NUMBER OF LIFE JACKETS CARRIED ABOARD A VESSEL, FIRE EXTINGUISHERS, SOUND PRODUCING

DEVICES, VISUAL DISTRESS SIGNALS, NAVIGATION LIGHTS, VENTILATION SYSTEMS, FLAME ARRESTERS AND VARIOUS OTHER REGULATIONS REGARDING REGISTRATION, NUMBERING, HULL IDENTIFICATION NUMBERS AND THE INSTALLATION OF CAPACITY AND COMPLIANCE PLATES. EACH OF THESE VARY ACCORDING TO THE SIZE OF THE VESSEL. STATES MAY REQUIRE ADDITIONAL ITEMS.

THE AUXILIARY PAYS PARTICULAR ATTENTION TO SMALL BOATS- THOSE 16 FEET AND UNDER, DUE TO THE HIGH PERCENTAGE OF ACCIDENTS IN WHICH THESE SMALLER VESSELS ARE INVOLVED. SIXTY-FIVE PER CENT OF ALL RECREATIONAL BOATS ARE IN THIS "SMALL BOAT" CATEGORY. IN ADDITION, PERSONAL WATER CRAFT HAVE BECOME POPULAR ALTERNATIVES TO THE MORE EXPENSIVE 16 FEET OR UNDER SIZE VESSEL. THE SMALL BOAT IS USUALLY THE SIZE BOUGHT BY BEGINNERS. THEY'RE ALSO THE FAVORITE CRAFT FOR PEOPLE WHO FISH AND FOR HUNTERS. THEY GENERALLY BOAT IN REMOTE AREAS. (THEY USUALLY DON'T THINK OF THEMSELVES AS "BOATERS," ALTHOUGH THEY MAY SPEND 6-8 HOURS A DAY IN THEIR SMALL CRAFT, PURSUING THEIR SPORT.)

PUBLIC EDUCATION IS A MAJOR COMMITMENT OF THE AUXILIARY. EACH YEAR, THOUSANDS OF PEOPLE ARE ENROLLED IN COAST GUARD AUXILIARY BOATING' COURSES, TAUGHT IN LOCAL COMMUNITIES BY EXPERIENCED VOLUNTEERS.

AMONG THE MANY COURSES THAT ARE AVAILABLE TO THE BOATER, "BOATING SKILLS & SEAMANSHIP" AND "SAILING FUNDAMENTALS" ARE THE MOST POPULAR. CERTIFICATION OF COURSE COMPLETION HAS BEEN HONORED BY MANY BOAT INSURANCE PROVIDERS, OFTEN WITH A 5-20 PERCENT REDUCTION IN FEES. THE INCREASE IN LIVES AND PROPERTY LOST DUE TO BOATING ACCIDENTS TODAY HAS PROMPTED MANY STATES TO REQUIRE ATTENDANCE IN A SAFE BOATING COURSE TO RETAIN A BOAT REGISTRATION.

SUBJECTS COVERED IN OUR "BOATING SKILLS & SEAMANSHIP" COURSE, FOR EXAMPLE, INCLUDE SMALL BOAT HANDLING, TRAILERING PROCEDURES, FEDERAL REGULATIONS, AIDS TO NAVIGATION, RULES OF THE ROAD, PILOTING, MARINE ENGINES, MARLINSPIKE, WEATHER, RADIO TELEPHONE AND LOCKS AND DAMS.

TO REACH YOUNG PEOPLE, THE AUXILIARY HAS SAFE BOATING LESSONS FOR YOUNGSTERS IN THE ELEMENTARY GRADES AND JUNIOR AND SENIOR HIGH SCHOOL STUDENTS. THERE IS NO CHARGE FOR AUXILIARY CLASSES, EXCEPT FOR THE TEXTBOOK AND POSSIBLY A CUSTODIAL OR ROOM FEE.

THERE ARE ABOUT 34,000 MEMBERS OF THE AUXILIARY IN THE UNITED STATES.

HERE, IN THE _____ DISTRICT, WE HAVE ABOUT _____ MEMBERS. ON JUNE 23RD 2001, WE CELEBRATED OUR 62ND YEAR OF SERVICE TO THE BOATING PUBLIC.

WE ARE PROUD TO EMULATE OUR PARENT SERVICE, THE UNITED STATES COAST GUARD. ALTHOUGH IT IS THE SMALLEST OF OUR ARMED SERVICES, THE COAST GUARD IS THE ONLY ONE CHARGED WITH PROVIDING DIRECT PEACETIME ASSISTANCE TO CIVILIANS.

I HAVE GIVEN YOU AN OVERVIEW OF THE COAST GUARD AUXILIARY AND MANY OF ITS PROGRAMS. I LEAVE YOU WITH THIS SECRET: THE SECRET OF SAFE BOATING IS KEEPING OUT OF TROUBLE, NOT *GETTING* OUT OF IT!

THANK YOU.

CHAPTER 5- STATIC DISPLAYS

Types of Static Displays

The word “static” means fixed or standing, according to Webster. Thus, any display developed to be read or observed comes under this heading. There are several kinds of static displays that may be developed by an Auxiliary unit. The following are generally the most common:

Posters:

Perhaps the most familiar visual display is the ready-made version for publicizing VSC stations and PE classes (ANSC stock no. 3504 and 3502, respectively). These posters may be ordered by the unit elected officer or Materials Staff Officer.

Bulletin Boards:

A bulletin board may use prepared posters or those of your own making, photos of local activities and people, printed material and attached objects.

Legibility from a distance and security of material are concerns. Bulletin boards may be wall hung , be placed on an easel or have their own built-in display stand.

Counter Displays:

The counter display of pamphlets is ideal for marinas, sporting goods stores or other businesses where counter space is available.

VSC Station Display:

A portable display of VSC pamphlets and posters is most effective at a VSC station at a boating launch ramp. It may attract the passers-by as well as the boaters waiting in line to launch their boats. Portability and weather resistance are important considerations.

The Window Display:

If you can gain access to a store or bank window, you have an ideal spot for a dramatic display. Different arrangements can be made using printed materials, safety equipment and aids to navigation displays. Charts and piloting equipment may be used too. Be sure to set up and take down promptly at the store’s request.

Boating Safety Booths:

These set ups require the presence of an Auxiliarist. They're particularly effective at a boat show. Pamphlets are a must as well as posters explaining the Auxiliary PE, VSC, SAR and AIM/RAP programs.

Audience:

The effectiveness of a static display depends upon the audience who observes it.

Where you place your display will determine both who and how many people will see it.

General Exposure:

Places frequented by the general public offer the best exposure for a Coast Guard Auxiliary message. There is bound to be a percentage of people for whom your message is of interest. Window displays are excellent for shoppers to view.

.Development of Static Displays:

Each of the displays mentioned above may be developed to fit a particular unit's needs. many materials are available from ANSC. Other units have members who offer their creative talents. The following are some suggestions:

Posters:

The Auxiliary-prepared poster has room for time, date, location and a personal contact person for the event being publicized.

Special Events: Posters for special events, such as boat shows or public appearances need to be developed personally.

Poster Materials: Check the local stationery or business products store .

Bulletin Boards:

Much depends upon the size and the area where the bulletin board is exhibited. "Secure" bulletin boards (behind glass) such as those at a marina or in schools, are good because some kind of control is exercised over what is shown there. If you plan to use an open type display, you will need to monitor it constantly as graffiti is a real threat.

Counter Displays:

The counter-top or revolving wire display for pocket books makes an ideal display case.

VSC Station Displays

Pamphlets, banners and signs will enhance your VSC station. Also visit the National Safe Boating Council's website at www.safeboatingcampaign.com for materials to order for National Safe Boating Week.

Maintenance

All displays will require some maintenance. Check the condition of displays for signs of wear before they are exhibited.

General Maintenance:

Remove and replace posters which have faded or are smudged or outdated. If you are using actual equipment in a display, life jackets or cushions, be sure they're not faded or shabby. Labels should be clean and clear, no rusty buckles or loose straps.

Preventive Maintenance:

Preventive maintenance is worth the time and trouble. A coat of clear polyurethane on painted surfaces can preserve and maintain them for a long time. Likewise, a little lubrication to metal joints or hinges can prolong their life, ease their operation and enhance their appearance.

Portable Sandwich Board:

This is the double board hinged at the top, with an adjustable brace on one or both sides to give it some stability. A poster may be affixed to it.

CHAPTER 6- PHOTOGRAPHY

Introduction:

To many people, photography is a hobby. To others, it is a profession. Some may use photography as a vehicle for expressing artistic ideas and concepts. No matter how it is used, photography can be a strong means of communication through the use of visual images.

Use of the Medium:

Photography is a medium used to record events and convey messages, ideas and opinions. Every photograph is a report on something, as seen through the eyes of the photographer. How well it reflects what was actually seen depends on how well it was conceived and executed, and more importantly, how it is understood by the beholder. We all know the age-old saying, "A picture is worth a thousand words." This is true, providing one does not need a thousand words to explain what the picture is attempting to portray. While magazines and newspapers are always on the lookout for good human interest and action photos, the traditional "grip and grin" are rarely worth the space allotted to them. Learning what makes a good composition is 90% of the battle in getting the newsworthy- and sometimes prize winning- photograph. This chapter will attempt to provide information for the new, as well as the seasoned photographer about handling the camera, how to select the appropriate film and most importantly, basic hints that will help you get that special photo.

How A Camera Works:

A camera is essentially a light-tight enclosure with a lens at one end and a fitting to accept a light-sensitive film or plate on the opposite end. The photograph is taken by allowing light to pass through the lens to form an impression on the light-sensitive material. This impression is invisible, termed a latent or "hidden" image and becomes visible when the film has been subjected to a developing process.

Basic Controls:

Learning to operate a camera effectively requires your understanding of the function and use of focus, exposure, light and photo content.

Controlling Focus:

In all but the simplest and cheapest of cameras, provision is made for adjusting the relationship of the lens to the film so that objects at differing distances may be focused in turn.

Controlling Exposure:

Light is prevented from reaching the film by a shutter, whose mechanism is to allow the operator to select an exposure of a specific duration.

Controlling Light:

The amount of light reaching the film during a given exposure is controlled by a diaphragm, the size of which is variable and may be set by the operator.

Finally, the camera is equipped with a viewfinder, by which one may center upon the subject to be recorded.

Selecting A Camera:

What is the best camera? This is a difficult question to answer as there are so many variables to be considered. Best for what type of photography? Best for whom?

Selection Criteria:

While there is no “best” camera for everyone, you should be most successful in selecting the camera that is right for you if you use these three criteria:

Consider:

The nature of the photography for which it will be used.

The accessories available for that particular camera which you feel are necessary and that you will use.

How much money you are willing to spend.

For our purposes in this guide, we are most interested in pictures for newspaper and/or magazine publication, the discussion here will be confined to still photo cameras.

The 35mm Camera:

Perhaps the most versatile camera for all-around use is the 35 mm reflex camera. It's compact, durable, and on the whole, relatively inexpensive to operate. Film may be purchased in color or black and white, a variety of interchangeable lenses are available, and the viewfinder shows very closely how the actual scene will be recorded. The single lens reflex camera may seem to have an endless number of knobs, levers and scales, but actually is just that basic camera expanded. With the automatic 35mm cameras, those knobs, levers and scales are greatly reduced. All you need to do is concentrate on taking the picture. The camera does the rest.

Selection Assistance:

When buying a camera don't be shy about asking the dealer to discuss and demonstrate fully the features of each brand and model you are considering. Be sure the dealer knows what your needs are. If you are an amateur, say so. Ask for complete explanations of each camera feature. Once you have made your selection, be sure to read the accompanying manual carefully and follow its directions. "Making friends" with the camera will help you get the most use and enjoyment from your purchase.

Handling the Camera:

If you're a beginner, it's important to get as comfortable as possible with the camera. Only in this way will you be able to get the clear, sharp pictures you desire. Understanding what happens when you take a picture is important in deciding other matters concerning film, lighting and distances.

Natural or available light is the easiest to work with since you won't have to fuss with calculating distance between a light source and the subject. This may be used both outdoors and indoors. When shooting with color film, using available light indoors, alternative light sources will produce some unexpected results. Fluorescent light will produce some unexpected results. Fluorescent light will produce green pictures on outdoor color film. Incandescent lighting (the ordinary light bulb) will produce a red cast to your pictures. Some processing labs can filter out the color distortion when they set up the printing program for your film. Be sure to note the need for filtering when you order the processing if your lab can accommodate this.

Using a Flash:

Most cameras will accommodate a flash unit which is synchronized to operate as you press the shutter button. This will stimulate the color of daylight and is most effective when using daylight color film indoors or in the evening. "Fill flash is an effective use of the flash unit when you wish to eliminate dark shadows in a daylight photo.

Film Selection:

A wide variety of film may be purchased, but how do you decide upon the correct one for the job? There seem to be a great many specifications- speed, light sensitivity, daylight or artificial light, black and white, color, print or slide film. When selecting film, it's important to first consider which type and speed best suits your needs. It's true that you may have slides made from color prints and prints made from colored slides but you will get the best quality for the most economical price if you use the film selected for its intended purpose.

Types of Film:

Film is available for the 35mm camera in two basic types: print film and slide film. Each has its advantages and disadvantages. Selection of film is dependant upon your particular needs.

Print Film (Kodacolor, Fujicolor, Agfacolor, etc.): Color negative film (negatives from which photos are obtained) produce photos that are easy to view, display, carry and mail. They have extended exposure and color latitude, which will result in a higher percentage of satisfactory results. Color and density may be corrected and prints may be remade if unsuitable. While prints may be enlarged, there is some loss in clarity, the process is expensive and not practical on a large scale basis.

Slide Film (Kodachrome, Fujichrome, Agfachrome, etc.):

The slides obtained when using color reversal film cannot be viewed easily. "as is". They need a secondary light source shining through the slide to be viewed. When displayed through a projector, slides may reach a large audience simultaneously. The image may be enlarged with little loss of clarity. Slide film also provides precise response to exposure and color filtration adjustments.

Film Speeds:

Whether black and white or color, all film is classified according to their sensitivity to light. This is known as the *film speed*. The higher the rating number, the more sensitive to light. Exposure speeds or indices for film are found on the film box as well as on the data sheet packed within the box.

Low Speed Film:

Film with an ISO speed index of 25 to 64 will have a fine grain and excellent sharpness. This film is a good choice for high quality enlargements and pictures to be shot in bright lighting. It is wise to use a tripod when using low speed film to get the maximum picture quality.

Medium Speed Film:

Medium speed film, marked ISO 100 and 200 have fine quality and may be used in a variety of lighting conditions. For general work, such as you will be doing for public affairs activities, ISO 200 film is ideal for both slide and print film.

High Speed Film:

Film marked ISO 400 and up will have more noticeable grain but may be used to photograph in dim light. High speed film may increase your range of picture opportunities, add to the usable camera settings in dim lighting and extend the choice

of equipment and accessories you may use, such as lightweight zoom lenses. These factors may provide a broader opportunity to experiment with creative photography.

Exposure Variables:

The exposure controls on the camera regulate the amount of light that reaches the film. Exposure will affect the lightness and darkness of color slides and the amount of detail and tone quality in film for prints. The term indicates the particular combination of shutter speed and diaphragm opening used in regulating the amount of light to reach the film. If film receives too much light, the negative or slide will be overexposed. Conversely, if not enough light is used, the result is underexposure.

Lens Opening:

The lens opening or aperture size, is indicated by a number called an “f-stop”. The larger the number, the smaller the lens opening. Each full lens opening change doubles or halves the light allowed. The lens opening may be compared to the human eye. When it is dusky or dark, we open our eyes wide to take in as much light as possible. When we go outside in bright sunlight, however, we “squint” our eyes to adjust to the increased brightness .

Shutter Speed:

Each change in shutter speed doubles or halves exposure time. Faster speed can freeze motion, 1/250 second or faster. The combination of aperture or diaphragm size and exposure speed determines the amount of exposure. If a large aperture is used, the shutter speed may be faster. A small diaphragm setting will use a slower shutter speed.

Metering Methods:

There are four ways for metering the combination of f-stop and shutter speed ,depending upon the sophistication of the camera you’re using.

Programmed: The camera selects both f-stop and shutter speed automatically. This is typical of the “point and shoot” cameras. Some of these fire the built in flash if the lighting is poor enough to warrant it.

Automatic: One of the two settings is selected by the camera.. “Aperture preferred” selects the shutter speed when you set the f-stop.

“Shutter preferred”: selects the f-stop when you select the shutter speed.

Metered Manual: You use the camera's meter and exposure indicator as you adjust the f-stop and the shutter speed.

Manual: Settings: Determined without the camera's meter.

Exposure Guidelines:

Color Slide Film: Control exposure as precisely as possible. Measure the light intensity by the highlights on the subject. Overexposure will bleach out the picture.

Color Film Print: When in "doubt," overexpose. Measure intensity of light by the shadows on the subject. If you are unsure of what setting to select, walk up to the subject, and if possible, measure the light reflected off the surface, then back away, using that exposure. Your camera manual will provide details for how to do this.

Depth of Field:

Depth of field is defined as the distance between the nearest and the farthest point of acceptable sharpness in the scene to be photographed. It may be considered the area in front of the camera within which all subjects or objects appear in acceptable focus. Most interchangeable lenses have depth of field scales marked on the lens barrel. Using this scale will add another creative dimension to your picture taking.

Factors That Influence Depth of Field:

Focal Length of Lens:

A wide angle (short focal length) lens of 21 to 35 mm offers more depth of field. A telephoto (long focal length) lens or 100 mm or longer offers a shorter depth of field.

Diaphragm or Lens Opening:

The larger the opening the shorter the depth of field. The smaller the opening the greater the depth of field.

Camera-to-Subject Distance:

The longer the distance to the subject, the more the depth of field. The closer the distance, the shorter the depth of field.

Using Shallow Depth of Field:

This section isolates the subject from the background. It is ideal for portraits close-ups, floral pictures or a specific piece of equipment. Use the largest lens opening practical, the longest focal length of lens and the closest distance possible.

Maximum Depth of Field:

Select this when detail is critical at several distances, such as large meetings, regattas or a scenic landscape setting. This is also the setting to use when you don't have time to focus each shot, such as sports events or candid shots. Use the shorter or wide angle lens, a smaller aperture setting. If your camera is so equipped, depress the field preview button for sharpness verification.

Composition:

Why are some pictures more appealing than others? Most good pictures are not the result of a fortunate accident. They are carefully composed in a pleasing arrangement of line and mass. With a few basic guidelines to follow, you may make the most of any situation and be ready when good picture opportunities present themselves.

Bringing Out The Subject:

The following techniques will help you take the best pictures:

Move in close to increase subject size. Try to fill the frame of the viewfinder.

Move subject away from a wall at least three feet. This will eliminate strong shadows and distractions from a busy wall design.

Watch for flagpoles, plants, other elbows, structural beams that may appear as an unexpected part of the subject's body. Change camera angle to eliminate these distractions.

Limit the number of people in a photograph: three to four at most. Group pictures are best taken with the specific camera and film for that activity.

Generally, a group picture taken with a 35 mm camera will be unsatisfactory. Try to simulate some action or natural activity. The posed "grip and grin" shot is necessary at times, but avoid if possible.

When taking a series of award presentation shots, change your angle from time to time. Try to have the participants look at each other or at the presentation.

Think "photo journalism" as you set up a picture. How would National

Geographic or Smithsonian magazine show this particular scene or shot?

Technical Considerations:

There are several technical concerns which need to be considered as you plan your photo session. If they are a part of your planning you will increase your chances of having a successful return on the time and energy spent with your camera.

Materials And Processing:

Be sure the materials you're using are adequate to do the job you desire. Use the right kind of film for the job. Use quality film and processing. The one hour labs usually do a good job and will redo your rejects if you are unhappy.

Overextending the Camera:

Don't shoot from the back of the room. built-in flash won't carry far enough if the subject is more than 20 feet away.. Limiting the depth of field to important subject matter will allow you to step in closer.

Height Versus Width:

While the usual way to hold the camera is lengthwise, don't be tied to this mode. When the composition is taller than wide, hold the camera in the vertical mode. This can also help to eliminate outside distractions.

Suggested Picture Taking Events:

Certain events lend themselves to picture taking opportunities. These include:

Public Education classes

Flotilla-Division-District elections

Visits by prominent Auxiliarists or Coast Guard personnel

Local notables joining the Auxiliary or accepting plaques or certificates

Auxiliarists receiving awards

Auxiliarists giving lectures or speeches

Patrol activities

SAR activities

VSC stations (especially during National Safe Boating Week)

Local boat shows (especially when both Coast Guard and Auxiliary have booths or exhibits)

Marine boat visitations

Academy Introduction Missions

Meetings and/or press conferences

Writing The Caption or Cut Line:

No matter how good the photo, it will still require at least some explanatory text. This is referred to as the caption or cut line. Captions have four basic functions:

They explain the action.

They identify the subjects.

They provide background information for the photograph.

They provide credit to the photographer.

Be sure to consider the following items:

Brevity:

Keep the caption short and to the point. When there is an accompanying story, just identify the people, briefly describe the action and identify the photographer. Don't repeat information contained in the story.

Integrity of Photo Surface:

Type captions on a separate piece of paper and attach with tape to the back of the photo, The "post-it" type pads are ideal for this. Do not use clips or staples. Holes and dents to the photo can spoil it for reproduction uses. *Never write directly on the back of the print.* This will often register through to the face of the photo, making it unusable.

Mailing Procedures:

Protect your prints by placing them in a sturdy envelope with cardboard stiffeners. Print or stamp on the envelopes: PHOTOGRAPHS: DO NOT FOLD. If you want the

photos returned to you, be sure to include a return address and a stamped self-addressed envelope.

DIGITAL PHOTOGRAPHY:

Digital photography is no different than any other photography. The difference is the media that records the image and the method of utilizing that image.

The biggest advantage is that digital images are already compatible with computers. In order to use a photograph taken by other methods, the image must be converted to digital before the computer can recognize and utilize it.

COST:

The initial cost for a camera and accessories capable of making pictures for public affairs use would be costly, but, once the initial equipment is obtained, the reproducing costs are minimal. There is no film to buy. No processing costs. No long wait.

The digital camera has a light sensitive data recording device that stores the photo in many dots of data that can be transferred to a computer, or prints can be made directly from the camera. One great factor is as you take a digital photo, most cameras will show you what the photo looks like. If you don't like the particular photo you can erase it on the spot and continue on. The speed in which digital photos can be used is outstanding. The only processing time required is how long it takes the photographer to get to their computer or printer. Also, the price for developing, no matter how many photos you take is zero. However, If you want commercial prints, there would be a cost.

The cost of digital cameras is also in a large range. For the first time digital user, it would probably be of help to talk with someone they know who has a digital camera, or a number of people, and get their opinion on likes and dislikes. Different camera outlets provide presentations on digital cameras and that is another way to help form your opinion on what you want. Classes are also given by colleges for both digital and film photography that go deep into each item or activity involved.

One good trainer is YOU... Take many photographs and find out what works for you and your camera. The more photos you take, the better the chance is that some can be used in a publication or archive.

Saving photos:

The higher the resolution (more dots per inch) the more space it takes to save a digital photo. There are also a number of different formats digital photos can be saved in (.jpg, .tif, .gif, etc). One format that many computers and on-line functions can use is

..jpg. This format seems to work with many of the word processing programs and uses low memory storage.

For those who have a Compact Disk (CD-R) recorder, saving photos on a CD will release space, or memory, on the computer .

For saving photo prints, a photo album or filing system works great. But, back to digital, if a photo scanner is available, the photos, negatives or slides can be converted to digital and stored on a CD.

Photo Library:

Share your photos with others. The National Public Affairs Department has a National Photo Library that would like a copy of all Coast Guard Auxiliary related photographs. Digital, prints, negatives or slides can be used. Photos may be sent to the National Branch Chief - Public Affairs, (BC-APL) , National Photo Library..

It is necessary to have a computer, photo processing programs and even photo scanners to fully utilize the digital ability of your computer. A digital camera without a computer is useless.

CHAPTER 7 NATIONAL SAFE BOATING WEEK

National Safe Boating Week, sponsored by the National Safe Boating Council, Inc., is the annual national media event that launches the recreational boating season in the United States (and Canada.) It not only starts the traditional boating season but introduces a year-long media campaign to provide boaters with more information about safe boating.

During this week, members of the Council, including the Coast Guard Auxiliary, US Power Squadrons, State Boating Law Administrators, Army Corps of Engineers, American Red Cross and other groups provide extensive media coverage local exhibits and special programs . The slogan currently in use for the campaign is “Boat Smart from the Start. Wear Your Life Jacket!”

History:

On 4 June 1958, Public Law 85-455 authorized President Dwight David Eisenhower to proclaim the week including July 4th as “National Safe Boating Week.” The date has since been changed to the seven day period prior to Memorial Day weekend, the start of the traditional boating season.

The campaign is produced under a grant from the Aquatic Resource (Wallop/Breaux) Trust Fund, administered by the U.S. Coast Guard.

Rationale for Participation:

There are valid reasons for strong participation in the National Safe Boating Week program for the Auxiliary:

Education:

In spite of the increasing number of participants in public education classes, we are still barely scratching the surface of the active and semi-active boating public. Of particular importance is reaching those who do not think of themselves as “boaters”- fishermen, water skiers, hunters and personal water craft operators. They participate in a sport which coincidentally places them in a boat. They know little or nothing about required safety equipment or its operation, safety procedures in a small boat nor what to do in emergency situations. They seldom take boating safety classes and they don’t read boating magazines. They must be reached through media with which they are familiar- the daily newspaper, outdoor magazines, radio, television, the Internet , and through programs sponsored by the sporting organizations in which they’re involved. National Safe Boating Week may be an educational mission for this increasing group of largely uninformed boaters.

Public Education Promotion:

Although individual contact is generally brief in activities held during National Safe Boating Week, this is still an opportunity to acquaint the public with the content of the PE classes as well as encourage attendance. Incorporating a display of PE materials- (texts, charts, visual aids, etc.) as part of the program may help prospective students visualize the course content and its application to their own needs as boaters. Although statistics tell us the occasional boater is the most difficult to engage in a 6-13 week boating course, this is exactly the boater who is most likely to have a boating accident. That is the message most important to stress during National Safe Boating Week programs. It is most important that we provide awareness of the dangers of small boat instability, and encourage the individual boater to learn how to cope with safety concerns.

Recognition:

There are many who know nothing of the Auxiliary nor its missions of public education and assistance to boaters in distress. Few are aware of the personal training expected of Auxiliary members in preparing for assistance in boating emergency situations, education courses and vessel examinations. In our voluntary position of assistance and not as law-enforcement people, National Safe Boating Week may enhance the image of the Coast Guard Auxiliary as a prepared, knowledgeable friend of the boater.

There are important reasons for Auxiliarists to be actively involved in the National Safe Boating Week program:

To provide awareness and information about boating safety.

To encourage in-depth boating safety education.

To be visible in our role as volunteers in the cause of safe boating.

Duties And Responsibilities of The National Safe Boating Week Chairperson:

In keeping with the Auxiliary Manual, the NSBW Chairperson is expected to:

Assume responsibility for the preparation and conduct of the NSBW program for the unit.

Present a suggested program to the unit for their approval at least three months prior to the date set for NSBW.

Act as a catalyst for energizing the entire unit's participation in the various facets of the program.

Maintain a record of unit activities, active participants and sponsors for the unit's NSBW program. Upon completion of the unit's NSBW program:

Provide a detailed report to the flotilla to insure that public appearances, VSC booths and any instructional classes are recorded on the proper AUXMIS forms.

Provide a copy of that report to your division NSBW Chair.

Complete and return the National Safe Boating Council's evaluation form found in your campaign packet. The Council's National Safe Boating Campaign kit should be received in February.

Provide visible recognition to those non-Auxiliary individuals and groups who assisted your unit in the operation of its NSBW program. Certificates of Appreciation are available from ANSC (stock number 6020, CG form 47738). Appreciation certificates may also be computer generated.

TIPS, HINTS AND OTHER RELATED ITEMS:

Developing A Program:

Develop a committee in January to "brainstorm" ideas for your program. You want to offer the recreational boater important safety information, encourage new and innovative programs and locate appropriate sites for the best audience potential. Who should be on this committee? Keep it manageable, five or six people. experienced members and new ones, too. You are looking for new ideas, so encourage members who are creative. "Brainstorming" can be fun. Think up many ideas and choose those that are feasible.

Consider locations and facilities for your projects.

Consider outside participants- marine dealers, newspaper photographers, local TV personalities, Coast Guard personnel, local officials, the Sea Scouts, a local EMT unit, representatives from a local fire station, or the local yacht club commodore.

Select the ideas with the greatest potential for a successful NSBW program.

Presenting The Program:

Involve members of your committee in assisting with the presentation. Keep them involved. Visuals are helpful. Flip charts are handy for outlining the program, the site, activities, guests and necessary preparations.

Involving The Unit:

There are many tasks to be completed. Have your committee make the phone calls, personal contacts, items to be constructed, letters to be written, etc. Now is the time for people to sign up for how they will participate. Prepare a list of materials the Materials Officer may order from the Auxiliary National Supply Center (ANSC), including pamphlets, posters, certificates of appreciation...

Maintaining Records:

The NSBW Chair should keep a notebook of all activities, including all the initial ideas (for reference), a list of activities to be done, specific guests and their names, addresses and phone numbers.

Develop a time line for the completion of each items on your activities list to avoid a flurry of last minute activities.

Buy plenty of film and assign one or two members to be responsible for getting a photo record of all the activities.

Ask another member to collect publicity materials- newspaper and magazine clippings.

Keep a list of all to whom certificates of appreciation should be presented.

Reporting NSBW Activities:

As mentioned before, the campaign kit you received from the National Safe Boating Council contains an evaluation form to be completed and returned to the Council. This is important as a source of national statistics. A report to your flotilla commander should be more detailed than the Council's form and should include listings of any radio and TV spots, public appearances, newspaper articles published, participants in any programs, and a description of the event.

Member Appearance:

The events suggested herein may not only "sell" the Coast Guard Auxiliary programs in Public Education and Vessel Examinations, but also help to attract new members to the Auxiliary. Your image is very important:

Always appear in proper uniform, with the correct insignia placed in the prescribed positions. Wear your uniform proudly. A sloppy or unkempt appearance is detrimental to you and the organization you represent. If you don't have all the appropriate uniform parts, don't improvise. The navy blazer with gray slacks or skirt is an appropriate substitute.

PUBLICITY:

Public Service Announcements (PSAs) :

The National Safe Boating Council states that using the airwaves to spread our boating safety message is a "smart move" and recommends that we first identify our target audience (the group we wish to reach with our PSAs). Regarding boating accidents, are we targeting a particular age group? Or is it a type of watercraft we want to target?

The Council offers a few basic rules for writing our own PSAs:

Keep it simple.

Don't be redundant

Have a catch phrase to get the listener's attention "(Use a campaign slogan such as: "Boat Smart from the Start. Wear Your Life Jacket!")"

Proclamations:

A sure way to publicize NSBW in your community is to obtain a National Safe Boating Proclamation from your mayor or local dignitary. (Many Public Affairs Officers have been successful in obtaining proclamations from their governor.)

Contact your dignitary's office in March. Tell the secretary that you represent the local Coast Guard Auxiliary unit of the U.S. Coast Guard. Explain the importance of our organization for the recreational boaters of your community in saving lives and property, in examining vessels for safety and in teaching public education safe boating classes.

Request a date prior to NSBW when you and the members of your flotillas may appear at the city council meeting, for example, to receive the proclamation for your flotilla. If your city has more than one flotilla, make it a joint appearance.

Adapt the sample NSBW proclamation form (in your campaign kit) to fit your own particular community.

Along with the typed proclamation, include a cover letter to the dignitary, slanted to the needs of your community's boaters: boating safety classes, vessel examinations, life jackets worn when aboard, especially for children.

Contact your local newspaper editor in advance of the presentation to take photos and cover the story.

Wear your uniform at the presentation and your biggest smile.

Media Appearances:

If the NSBW project involves on-air camera interviews, the following suggestions may be of help:

Develop an outline of salient points about which you may be questioned or points you want to be sure are covered.

Be sure the interviewer has a copy of these points ahead of time. Try to spend some time with the interviewer prior to the broadcast to discuss any questions or points not understood.

Present your facts in a clear, concise manner. If you don't know the answer to a question, admit it freely and get back to the interviewer with the answer.

Try not to use technical or professional terms or slang. Neither the interviewer nor the audience will understand the "alphabet soup" we use to speed communications. Refer to the FC as the flotilla commander and to a VSC as a vessel safety check. Since you're trying to reach the new recreational boaters, don't turn them off before you have a chance to give your message.

Dress is most important if you'll be on camera. Correct uniform, or the navy blazer with Auxiliary pocket crest and gray slacks or skirt should be worn.

Try not to fidget. Tearing paper into tiny shreds, sliding your hands in and out of your pants pockets, jingling the change in your pocket, pulling your ear-lobe constantly, are communicating sure signs of nervousness. The biggest problem one faces is what to do with the hands. If you're standing, let your hands relax at your side. or clasp a finger or two behind your back. When sitting, place one hand over the other in your lap. (The interviewer will try to put you at ease.) If you have done your homework and know your material, you'll find yourself relaxing in a very short time.

Newspaper/Magazine Ads:

A sample of a news release is provided each year in the campaign kit. The releases may be used yearly with appropriate updates. Make a copy of the news release before submitting it to the newspaper editor.

There are certain points to remember when developing your news release:

The 5 W's (Who, What, When Where and Why **must** occur in the first paragraph, preferably in the first two sentences. Few people have time to read every word of every article in the newspaper. Most readers scan the first paragraph, then move on to the next headline. Unless something really catches their eye, the rest of the material is skipped over. Therefore, it's important to get all critical information up front. (Quick tip: If the paragraph ends with a question, or alludes to special information to follow, you may just get the reader to go on to the second paragraph.)

All Copy Should Be Checked Carefully for Grammar and Spelling.

There is nothing more damaging to one's image and credibility with the media than poorly written material which must be re-edited. When in doubt use a dictionary or your computer's "spell-check" program.

All copy submitted to the newspaper should be **doubled spaced**. This makes it easier to read and to edit.

Spell out all acronyms. The public will not understand our abbreviated titles. "FC Smith of the USCGAUX announces a VSC station for NSBW" means nothing to the general public.

Try to include local names whenever possible as well as phone numbers for contact and/or questions.

If a local business is to sponsor your publicity, be sure the sponsor's acknowledgment is added beneath the copy, not as part of it. The Auxiliary does not endorse or appear to endorse a business or product.

Posters:

The NSBW campaign kit contains a variety of materials , including samples of pamphlets and posters for use. An order form is also in the kit and you may order posters and pamphlets Be sure you do this well in advance of the annual event.

Place your flotilla's number, location and any appropriate phone number on the poster.

Project Suggestions:

The following suggestions are projects which have proved successful in the past. They are offered as possibilities for your NSBW program, as is, or as adapted. They may serve as models for your own project or as the spark to initiate that special project uniquely your own.

Shopping Mall Displays:

Shopping Malls offer excellent opportunities for major displays and demonstrations. A visit with the promotions manager at the mall well in advance of the May activity is suggested. Most events are booked up to 90 days in advance and never less than 30 days.

Items to Consider:

Displays promoting VSCs and PE classes give the public an opportunity to ask questions directly of you, the expert.

A boat on a trailer, “dressed” to show all VSC required equipment as well as signs and flags used when on patrol are good safety lessons.

A damaged or burned vessel, to show the accident possibilities for the uniformed boater.

A display of training aids used during PE classes, such as ATON and marlinspike examples, radio frequency usage charts and local area charts with specific danger spots identified.

Ask the local Coast Guard unit if they’d be willing to participate as watchstanders as well as recruiters at your PA or VSC booth. What a great way to plug the AIM/RAP programs!

Display Racks:

If you do not have a display rack for your pamphlets and boating safety literature, you may order a maximum of five via your Materials Officer . (ANSC stock number 9018-“Marine Dealer Pamphlet Display Rack”).

Bill Stuffers:

A bill stuffer is a message, usually addressing a single subject printed on paper the same size as the envelope in which a monthly statement is mailed. Marina owners, marine supply stores and yacht clubs may be willing, on a one-time basis, to include your flyer concerning the NSBW activity you are planning. Remember, one subject only! An involved letter-style message will hit the circular file. Keep it short and plan it carefully to say clearly what is happening and make it as eye-appealing as possible.

Store Displays:

Stores that sell marine supplies, the local sporting goods store, even the department store that carries marine merchandise, may be willing to allow you to set up a boating safety display. You may only need to provide posters and pamphlets. The store owner might arrange the appropriate safety equipment in a display of federally required safety items for different sizes of vessels. This promotes the boating safety message and our VSC program and also shows the availability of the necessary merchandise to the consumer. We must not appear to endorse the store nor the specific brands used. All literature must clearly note that this is an activity of public service by the Auxiliary and the National Safe Boating program.

Public Appearances:

Business clubs and civic organizations like to feature speakers at their meetings. The program chairperson is often hard pressed to find a variety of good and interesting speakers. Ask the best speakers in your flotilla or division who are knowledgeable about the Auxiliary to offer their services to the chairperson. This idea may be used all year but is particularly appropriate as part of NSBW.

A wealth of materials may be used, including films and videos. Contact your director's office for titles or get in touch with your DSO-PA. Selected slides from the BS&S course may also be appropriate.

If you or another member of your flotilla is skilled with a camcorder, you might consider developing your own action video, showing proper fueling procedures or how to test PFDs for seaworthiness. Be sure you know the exact time frame for your presentation. Luncheon meetings usually only allow 20 to 30 minutes for a speaker; evening meetings often allow 45 to 60 minutes to a speaker. Don't exceed the specified time, especially for the noon meeting, when the audience must return to their business.

One-Lesson Boating Courses:

Major businesses are always on the lookout for ways to improve their relationship with their employees. Large companies, in particular, are interested in providing training which leads to better safety practices for their employees. They reason that the more aware and safety conscious the employees, the lower the company's absenteeism (and need of extended medical leave and/or payments due to preventable accidents).

The one-lesson course is ideal for this situation. Large companies may offer seminars for an entire department or release time before or after lunch to accommodate training sessions.

The one lesson course may also be incorporated into the shopping mall display. Malls often have moderately sized conference rooms available or the display booth could be expanded to include a curtained-off area. Keep the lesson short- no more than 30 minutes, and address only one topic. (People have come to the mall primarily to shop.) If you make the lesson interesting, with proper aids, up-to-date materials and take-home materials, you'll hold the audience's attention for the entire lesson and possibly motivate them to attend a full length PE course. (Have sign-up sheets available.) A series of four or five of these sessions might be presented in a single day at a busy mall.

Window Displays:

An Auxiliary display in the store window of a local merchant may take advantage of this very visible avenue of publicity.

There are a few guidelines to observe:

Get the exact dimensions of the area allocated to your use.

Make a layout and be sure the store approves of your idea before you begin.

This is a visual concept, so take time to analyze the message you have in mind. Whether it be promoting VSCs, PE or the Marine Dealer program, keep to one point or theme.

Develop a display that will attract and hold the passer's by attention long enough to read what you have to say. Strong color schemes, unusual photos, catchy phrases used as headlines or banners may do the trick. The most effective display will have a central eye-catcher, with smaller items branching off. Bringing the observer's eye back to your central message is key to an effective display.

Lighting should also be considered. Will your display continue to be lit when the store is dark? You may need to use strategically placed battery-operated spots.

If you want the public to contact you for further information, write your phone number large enough to be read at a distance.

Be sure to set up and take down your window display promptly at the store's request. They are providing you an important service by giving up their own advertising. Treat it with respect and they will ask you back.

Arrange for publicity, including pictures for the local newspapers. This not only helps to spread your message of safe boating but is also excellent publicity and public relations for the store owner.

Demonstrations:

Many boating safety aspects may be presented by demonstrations at various sites—launch ramps, marinas, parking lots, etc. Two of the most effective demos are fire fighting aboard a boat and the wearing of life jackets. These events need a great deal of publicity including newspapers, radio announcements, and posters. Such events may need clearance with local authorities, especially the local fire department. Demonstrations of knot tying, proper mooring techniques, man-overboard drills and towing procedures are other suggested NSBW activities.

Waterway Clean-Up Promotions:

A very popular and community-minded event is a weekend waterway cleanup on a lake, river, ocean or creek. There are always those unconcerned boaters who dump garbage overboard. We are constantly made aware of the harmful environmental and visual effect of non-degradable wastes such as plastics, vinyl and polypropylene.

Take the lead and offer the local government officials the services of your flotilla to organize a clean-up campaign. for NSBW. Provide disposal bags to boaters, requesting them to collect their garbage and anything they see floating or on the banks and beaches they visit. At dockside provide them with a place to dump that trash.

A contest might be held: “Who has brought back the most bags of waterway waste?” An incentive would be prizes donated by local marinas or marine suppliers. Pre-planning as well as local government and media support will make this a very effective NSBW event.

The Quickie Quiz:

Create a handout card that has six questions on safe boating. Place the answers on the back, with the message that if just one question was missed, the quiz taker just might have been in a life-threatening situation, and perhaps it’s time to take a Coast Guard Auxiliary boating safety class. Include times and locations of current classes plus a contact number.

Quiz questions should not be tricky, but specific enough to require appropriate safety knowledge. Cards may be handed out at displays, launch ramps, marinas and at demonstrations, while giving VSCs or by boat dealers at their show rooms.

Local Recognition for NSBW Assistance:

Plan to follow your NSBW project with a recognition celebration, inviting all those who provided outside assistance. This includes government officials, marina operators, local TV stations that filmed on-the-water demos, and newspaper editors who printed

all those publicity articles. This allows the entire unit to express its thanks and makes the Auxiliary highly visible to the media. It also is good public relations .

The celebration may be as elaborate as a full banquet, or a flotilla-sponsored buffet. It may be as simple as an awards ceremony, followed by refreshments. The elaborate affair may include music donated by a local band or a speaker to keynote the event. The less formal event might feature an address by a local Coast Guard officer or the chief of police in charge of marine activities.

Uniforms should be a must, especially if pictures are to be taken. If Coast Guard personnel are to be invited, be sure to check with the senior officer for the proper uniform of the day, so that all may be consistent.

Letters of appreciation should be sent in a timely manner and include an invitation to your recognition event. Certificates of appreciation are more impressive when framed. The blue Auxiliary presentation folders are nice, but there's no way to hang them on the wall. An attractively framed certificate or a plaque will find a place in the recipient's office; an ever-present reminder of the Auxiliary presence and the cause of safe boating.

As members of the Coast Guard Auxiliary, our active participation in National Safe Boating Week and the year-long campaign, point out our role as promoters of safe boating. May the material in this guide be of assistance to you, the Public Affairs Officers. Pass the message to the recreational boater everywhere: "*Safe Boating is No Accident!*".

Revision by Harriet Howard, DVC-AP

June 21, 2001