



KEEPING UP

UNITED STATES POWER SQUADRONS | PUBLIC RELATIONS NEWS

April 2016

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Public Relations, The Art and Science of Creating a Call to Action and Causing a Change.

NOW START PLANNING YOUR NATIONAL SAFE BOATING WEEK

21-27 May 2016

(Additional materials are at the end of this newsletter)

Now is the time to prepare for National Safe Boating Week. Essential is the coordination with squadron committees, press, and electronic media, as well as city, town, or county offices



While we emphasize this May program, do not limit your vision to one annual event. Many squadrons have even adopted two safe boating weeks: one to share the national event and another targeted at local community boating conditions. For some squadrons in the North, the month of May is too early for a boating main event. For many squadrons along the Gulf Coast, the boating season is over by May. Both areas can make use of multiple Safe Boating Weeks.

The national Safe Boating Council is ready to support your efforts. You can order free resources (stickers, brochures, posters, etc.) at www.BoatingOrders.com <http://www.boatingorders.com/>. These are excellent when you're talking to boaters in your community. The Council also offers high-quality, low-cost paid resources on that site.

- The Wear It! website (www.SafeBoatingCampaign.com) has free resources including press releases, the 2016 Press Kit and Public Service Announcements (including the new Love the Life <https://www.youtube.com/channel/UC1LpsyjrjvJBjbtDiuLEMPw> PSA).

(Continued on Page 2, SAFE BOATING)

SAFE BOATING, Continued from page 1

- The Council can provide you with a custom "Wear It!" logo. There are links at <http://www.safeboatingcampaign.com/> that will put you in contact with the Council where you can forward your customized logo.

2016 Wear It! Resource Kit Available

Get ready for this year's campaign with our online resource kit.

Thank you to all our new and returning partners! The Wear It! campaign message continues to grow on both a national and localized, grassroots level. In fact, a recent survey found that participants aware of the campaign are significantly more likely to wear life jackets always or most of the time versus those unaware of the campaign.

Be sure to check out our new online resource kit to help you plan your local campaign events. It includes recreational boating safety fact sheets, life jacket information, customizable press releases, media alerts, public service announcements, and more!

We look forward to another great campaign, leveraging the successful messages of the past and adding new tactics to reach an ever-broadening audience of boating participants.

We look forward to another great campaign, leveraging the successful messages of the past and adding new tactics to reach an ever-broadening audience of boating participants.

Here is a preview of this year's campaign:

- Wear Your Life Jacket to Work Day (20 May 2016)
- Ready, Set, Wear It! Life Jacket World Record Day (21 May 2016)

- National Safe Boating Week (21-27 May 2016)
- Operation Dry Water (24-26 June 2016)
- Boater survivor stories, contests and social media campaign
- New public service announcement campaign with Shaw Grigsby, Bassmaster Elite Series Angler



Once again, all of your campaign materials including the order form for your free resources will be available only from the website, www.safeboatingcampaign.com. Look under "Campaign Resources" to order your informational materials, and check out "Communications" to view press releases, the 2016 NSBW Proclamation, and to download PSAs and graphics. Items such as activity sheets and information for kids, information on life jackets, and the recently released United States Coast Guard Statistics can be found under "Educational Resources."

**United States
Power Squadrons®**

Come for the Boating Education...Stay for the Friends™



SAFE BOATING WEEK: A COMMUNITY EVENT

Stay in touch with your community!

Trying to think of multiple community events and take a look at the Chief Commanders TEN WAYS TO FILL A CLASSROOM and dream of your approach.

The Chief Commander's List

1. Conduct a boating safety demonstration in your community to recruit America's Boating Course students. Conduct mini demonstrations such as life jacket sizing, fire extinguishers, etc.
2. Teach America's Boating Course incorporating on-the-water training at your local boat or yacht club and include an on-the-water component.
3. Develop a relationship with your local Brunswick dealer, enroll in dealer's advantage program and teach America's Boating Course.
4. Publicize America's Boating Course at your community's special events such as summer festivals, boating days and holidays.
5. Create campaigns such as a Pets Wear Life Jackets photo contest to draw attention to boating safety and recruit students America's Boating Course.
6. Use your social media to promote America's Boating Course.
7. Publicize America's Boating Course through community calendars, chambers of commerce, Craigslist and local media.
8. Visit marine police, dock masters, harbormasters, launch operators and PV (Program Visitor) to introduce them to American's Boating Course. Leave promotional materials with them.
9. Create an opportunity to talk about America's Boating Course, by wearing United States Power Squadrons apparel, flying your ensign or placing magnets on vehicles.
10. Teach America's Boating Course at your high school or community college.

Make Your Own Squadron Community Events

City, town, and county boating safety proclamations can be issued for various events throughout the year. A squadron can hold Community Demonstration Days at which it collaborates with its local Fire Department, the Civil Air Patrol, and a Brunswick dealer to demonstrate fire extinguishers, flares and emergency signals, and vessel safety checks.

Every squadron has its own opportunities. What are yours?

(See Sample Proclamations starting on Page 10)



New PR Leaders Appointed

With the appointment of Margaret Barber as R/C of Squadron Development and the request of Stf/C Delmar (Ken) Henry, two new staff commanders have been selected for the Public Relations Committee: P/R/C John M. Malatak, JN and P/D/C Joanna Webster, AP.

Stf/C John M. Malatak, JN-

In his professional career, John Malatak was Chief of Program Operations for Boating Safety Division of the United States Coast Guard. He was responsible for coordination with state, territorial, federal agencies, and international governmental offices involving safety, small vessel security measures, education, communications and awareness programs. Earlier, he held several domestic and international executive positions within the Red Cross including Assistant National Director for Health and Safety.

In the United States Power Squadrons®, he recently completed his term as Rear Commander of the Program Partners Committee. There, he was assigned to introduce and coordinate the Brunswick Dealership Partnership. He holds the grade of Junior Navigator with Educational Proficiency. He is also an active member of the U.S. Coast Guard Auxiliary where he earned the Auxiliary "AUXOP", considered the Ph.D. of Auxiliary achievements.

John has authored over one hundred articles and national publications on Instructor Development, Lifeguarding, Water Safety, Swimming, Canoeing, Sailing, First Aid and CPR. He holds advanced degrees in Business Administration and various honors and awards from several national, regional and local organizations.

Stf/C Joanna K. Webster, AP-

Joanna Webster lives in Federal Way, Washington (State) and has been an active member of Poverty Bay Power Squadron, D-16. Her professional career was spent with a large utility company and the Finance Department of the Federal Way School District.

Joanna served each bridge position in Poverty Bay Power Squadron and was elected commander in 2000. She then served each district bridge position in D-16, becoming Commander in 2011. She holds several squadron and district responsibilities.

At the national level, she has been active in the Treasurer's Department and currently serves as a Trustee and Treasurer of the National Education Fund. She has been appointed as an Aide to National Treasurer, V/C Robert Miller, SN.

PR AWARDS AND CONTESTS

At the August National Conference, impressive trophies were awarded to the following squadrons

The Charles F. Chapman Scrapbook Award

1st Place Peace River Sail & Power Squadron

2nd Place Sarasota Power Squadron

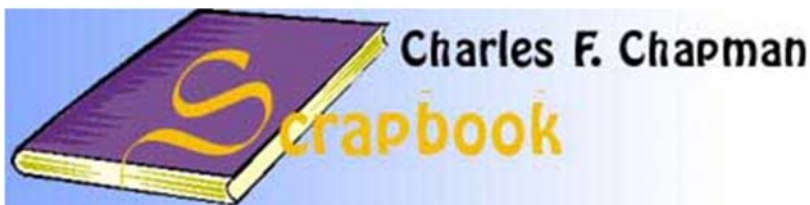
3rd Place Grand Lakes Sail & Power Squadron

The Robert S. Green Public Service Announcement Award

Clearwater Sail & Power Squadron

Let's reward the hard work of squadron members who are "getting out the word." The Contests of the Public Relations Committee are designed to reward squadron innovative programs of community outreach that occurred during the 2015 calendar year. Did your members produce exemplary PowerPoints, electronic productions, radio public service announcements, or scrapbooks that document the message of Power Squadron programs? Let's reward them!

Several districts hold preliminary competitions in these areas with judging in April. The National judging is held in August. Look below and at the Public Relations web page for further details and entry forms. Reward you squadron members with recognition.



Many Squadrons maintain historical electronic or traditional hardcopy scrapbooks. Such material is welcome for contest consideration. The items in

these entries receiving primary consideration will be material illustrating the public relations programs of the squadron. These serve as a record of achievements as well as a examples to others. The award recognizes excellence of an outstanding and diversified public relations program as documented in the book.

Electronic entries should meet the following standards where practical:

- 1) Each book entry will measure no larger than 16 inches high or 18 inches wide and contain no more than fifty pages. Both sides may be used.
- 2) Entries should contain only graphic exhibits such as press clippings, posters, leaflets, art work and photos with explanations. Recommended topics include: pictures or notices of Vessel Inspection, Public Boating Education, boat shows, social service, youth involvement, community parades or events and Safe Boating Week.
3. Entries should contain no slides, tape recordings, transcriptions, film clips, video tape recordings or any other material which would require the use of electronic/mechanical equipment by committee judges.
- 4) Included material must be items between 1 January and 30 December of the target year.
- 5) Each entry must carry the name of the submitting Squadron on the front outside cover or on the first page (cover page) of the book.

Districts to submit their top selections (please limit to two selections unless district judges feel more are deserving to be submitted) by 1 August to The Charles F. Chapman Scrapbook Award Coordinator:

P/Lt/C Linda J. Bick, AP

15636 Havana Circle

Port Charlotte, FL 33981

941-697-2163/ E-mail: 93dc13@gmail.com mail: lindabick@embarqmail.com



This award is named for Roger Upton, the founder of USPS, and recognizes excellence in creating videos. The content must be designed

for presentations, broadcasts, or Public Service Announcements (PSAs) promoting the organization's programs and must have been presented to an audience or transmitted at least one time to the general public via cable or network television.

Districts may submit their top two selections by 1 August to The Roger Upton Award Coordinator: Stf/C Ken Henry, SN

12451 Correnti St.

Pacoima, CA 91331-2118

(H) 509-768-6911 / E-mail: 93dc13@gmail.com



This award honors Carl C. Mahnken, who served both as a USPS National Executive Officer and Educational Officer. It recognizes excellence in

computer generated Power Point presentations. It provides an incentive for squadrons to create and conduct local public relations programs about themselves and their contributions to the community. These are often used in presentations to the Lion's Club, Rotary, YMCA, Yacht Clubs and other civic groups.

Each entry should have been presented at least once to the general public.

Districts may submit their top two selections by 1 August to the Carl C. Mahnken Commander's Cup Award Coordinator:

P/C Karen Madding Moore, S

7018 Hawaii Kai Dr #302

Honolulu, HI 96825

(808) 499-5944 / E-Mail: moore808@hawaii.rr.com



ROBERT S. GREEN PUBLIC SERVICE ANNOUNCEMENT AWARD

This award is named for P/R/C Robert S. Green who, for over forty years, was a leading USPS member obtaining national recognition and funding for its programs. It recognizes excellence in the production of radio public service announcements promoting USPS programs. This award is given to the best PSA created by USPS members. It should contain information for local and national contacts. Districts may submit their top two selections by 1 August to the Public Service Announcement Award Coordinators:

P/C Joe and Patricia David

50 Tyndale St. Staten Island NY 10312

(H) 718- 317-9523 / E-mail: jdvideolab@aol.com



THE NATIONAL SHIP'S BELL AWARD

Everywhere in the country there are extraordinary people or groups that provide impressive support for the marketing and public relations programs of the United States Power Squadrons. Any squadron, district or national officer may nominate a person, group or organization, in or outside the organization for this honor. The nominee must have made a substantial contribution promoting the USPS efforts to provide safe boating education. The application is simply a written petition with substantial documentation of the nominee's works.

The recipients to date have been:

Lt William Hempel, P, Peace River D/22 Boating Safety Feature Writer

The Goodyear Corporation - Airship Division

The Sun Newspaper Corp of Southwest Florida

Lt Robert Scully, P, Vero Beach D/8 PRO Innovative Electronic Publicity

Lake Charles Sail & Power Squadron, D/21

Boating Times Long Island

Submissions are made to the Chair of the National PR Committee who forwards outstanding applications for consideration by the National Executive Officer and the Chief Commander.

R/C Greg Scotten, SN

3233 Purple Martin Drive, Unit 111

Punta Gorda, FL 33950, or E-Mail: gscotten@comcast.net



Squadron - District Civic Service Award

(Details are on the [Public Relations Committee web page](#). Its purpose is to document the squadron's education and community service activities.)

Report duration: 1 January to 31 December including estimated achievements. Deadline to District Commanders: October 15 and forwarded to National by 1 November .

Guidelines For All PR Contests

- ⊙ Review entry form for contest specific information.
- ⊙ Each squadron participating in PR Committee contests may submit any number of scrapbooks, DVDs, or PowerPoint for competition.
- ⊙ First place winners from each district will advance to the national level. Districts may submit a second entry if outstanding. Entries will be judged according to guidelines established. Winners will be awarded 1st, 2nd, and 3rd place awards at the National Fall Governing Board. Judging:
 - ⊙ District Judging Committee: Five judges, including the Public Relations Officer, make up the committee. Judges may not judge the entry of their squadron.
 - ⊙ National Judging Committees: Five judges, including the competition chairman, make up the committee.
- ⊙ All selections are subject to the approval of the PRCom. Note: If only one entry is received by the squadron or district, this entry will be judged to make sure the entry meets the contest qualifications.

ALL MATERIALS CONTAINED IN THE ENTRY MUST HAVE BEEN PRODUCED AND/OR PUBLISHED DURING THE CALENDAR YEAR PRECEDING THE SUBMISSION (1 JANUARY - 31 DECEMBER).

Use: The Committee reserves the right to use entries in other USPS promotional or marketing projects.

Entry Deadlines: District will set their submission deadlines PRCOM suggests no later than 1 July. District submissions to PRCOM shall be shipped no later than 1 August.

Contest forms can be obtained from the [USPS Public Relations web page](#).

EASY ACCESS TO PUBLIC RELATIONS MATERIAL

The new Public Relations Committee Web Page created by Lt/C Scott Morris, is a great improvement in progress. It can be reached by going to the "Site Index" in the www.usps.org website and clicking "PUBLIC RELATIONS".

Some may have a faster access to desired information by using the following addresses:

- √ To lookup general public relations materials:

<http://www.usps.org/national/pr/catalog3.html>

- √ For help in publicity for your seminars go to

<http://www.usps.org/pr/SeminarBooklet/Seminars081214.pdf>

- √ To lookup public relations materials

<http://www.usps.org/national/pr/catalog3.html>

- √ To locate PROLOG, the Public Relations Handbook for every purpose

<http://usps.org/images/secretary/opman/prolog.pdf>

- √ To find newspaper articles for publicity or squadron newsletters

<http://www.usps.org/national/pr/media3.html>

- √ To find trifold publicity material for your ABC Course and seminars go to

<http://www.usps.org/national/pr/Seminartrifolds.html>

- √ To discover the display ads to publicize squadron events

<http://www.usps.org/national/pr/newspaperads.html>

SAMPLE PROCLAMATIONS FOR SAFE BOATING WEEK

SAMPLE PROCLAMATION 1

WHEREAS, the United States Power Squadrons® through its local _____ Power Squadron is joined with the _____ City Council in promoting education about safe boating for all of our citizens; and

WHEREAS, it is a fact that 75% of all persons that go overboard drown, and that 87% of those were reported to have been able to swim; and

WHEREAS, the vast majority of these accidents are caused by human error or poor judgment and not due to boat, equipment or environmental factors; and

WHEREAS, it is a fact that 100% of drowning fatalities were not wearing a life jacket; and

WHEREAS, most of those boaters who lost their lives by drowning each year would be alive today had they worn their life jackets; and

WHEREAS, modern life jackets are more comfortable, more attractive and more wearable than styles of years past and deserve a fresh look by today's boating public;

NOW, THEREFORE, The City Council of _____, _____ State does hereby proclaim the week of May 16 - 22, 2015 as

NATIONAL SAFE BOATING WEEK

and urges those who boat to "Boat Smart - Boat Safe- and Wear It", and to practice safe boating habits at all times.

PASSED AND DULY ADOPTED in regular session this 15th day of May, 2015.

CITY OF _____, _____ State ATTEST:

_____, Mayor

_____, City Clerk

PROCLAMATION EXAMPLE 2

City of _____, State of _____

PROCLAMATION

Recreational boating is fun and enjoyable, and we are fortunate that we have sufficient resources to accommodate the wide variety of pleasure boating demands. However, our waterways can become crowded at times and be a place of chaos and confusion. While being a marvelous source of recreation, boating, to the unprepared, can be a risky sport. Not knowing or obeying the Navigation Rules or the nautical "Rules of the Road," drinking alcohol or taking drugs while operating a boat, or choosing not to wear your life jacket when doing so is clearly NOT the smart thing to do, are all examples of human error or a lack of proper judgment. One particular behavior that can reduce the number of boaters who lose their lives by drowning each year by approximately 90% is the wearing of a life jacket. It is a simple task that has the potential to reduce terrible loss in lives.

Knowledge and skills are important in reducing human error and improving judgment. If people are aware of the risk, they are likely to take the precautionary measures to protect themselves and their friends and family. That is why we must continue to spread the messages of boating safety not only during National Safe Boating Week but also throughout the entire year. All boaters are encouraged to take a safe boating course from the United States Power Squadrons.

Whereas, on average, 700 people die each year in boating-related accidents in the U.S.; nearly 70% of these are fatalities caused by drowning; and

Whereas, the vast majority of these accidents are caused by human error or poor judgment and not by the boat, equipment, or environmental factors; and

Whereas, a significant number of boaters who lose their lives by drowning each year would be alive today had they worn their life jackets; and

Whereas, modern life jackets are more comfortable, more attractive, and more wearable than styles of years past and deserve a fresh look by today's boating public.

Therefore, I, _____, Mayor, do hereby support the goals of the North American Safe Boating Campaign and proclaim May__ __ through May __ __ as National Safe Boating Week and the start of the year-round effort to promote safe boating.

In Witness Thereof, I urge all those who boat to "Boat Smart. Boat Safe. Wear it." and to practice safe boating habits.

Given under my signature and the seal of

at the City of _____

this < date of city council meeting > day of May , 20__

A COMMANDER'S REMARKS BEFORE THE CITY COUNCIL

REMARKS OF Cdr _____
 THE _____ CITY COUNCIL

Mayor _____, City Council Members, City Officials, and honored guests. The United States Power Squadrons® appreciates the Council adopting the Proclamation regarding National Safe Boating Week, which continues to show the city's dedication to safe boating.

The Squadron's primary mission is promoting safe boating through boater education and will along with the other local squadrons throughout the country celebrate the 101st year of the United States Power Squadrons® in this education effort. As part of this education, which is included as part of the Squadron's civic activities, is a demonstration of boating safety equipment, known as Demo Day, held during National Safe Boating week. The public is invited to a hands-on, supervised use of fire extinguishers, hand-held distress flairs, aerial flares, life jackets (PFDs) and other boating safety items.

The Squadron extends its appreciation for the support and co-operation of this activity by Fire Marshall _____ and other members of the _____ Fire Department. Their presence and participation ensures a safe Demo Day. In addition, the local Civil Air Patrol will coordinate with ground personnel in taking aerial pictures of the event. This will aid in the education effort by providing photos of what flares actual look like from the air.

The Demo Day activities will be held at (Berry Street and West Retta Esplanade) on May 16th, from 10 AM to 1:00 PM. We invite all to come and join us. We look forward to a continuing relationship with the city and its leadership in this quest for boating safety.

Thank You!



GETTING OUT THE WORD



A NEWS ARTICLE PROMOTING CITY NSBW EVENTS



NATIONAL SAFE BOATING WEEK



A VITAL TIME FOR ALL BOATERS

Have you ever set off an emergency flare or put out a fire with your vessel's extinguisher? You can participate in all these emergency practices and many more at the Community Safe Boating Demonstration Day on Saturday, May 17th. The United States Power Squadrons® is organizing the 10 AM to 1 PM event at the _____ on _____. _____ Power Squadron's Safety Officer, _____ will be leading the program. He is working with the cooperation and support of the _____ Boat Club, the _____ Fire Department, and The Civil Air Patrol.

The center piece of the day will be a Boating Safety Course (Part 1) conducted from 8:30 AM to 1 PM. Its completion qualifies a boater for the _____ Boating Card now required for all boat operators under the age of twenty-seven. The community session will include opportunities to handle smoke flares, hand held flares, flare guns, and fire extinguishers. There will be voluntary vessel safety inspections under Coast Guard standards for trailered boats.

As last year, there will be an air exercise between the Power Squadron program participants and the Civil Air Patrol (CAP) that monitors _____ area. They will experiment with search and rescue signaling devices used in the demonstrations. Those on the ground will gain appreciation of CAP's important service to the region's boaters while judging the best techniques with which to gain a rescue aircraft's attention in a water emergency.

Community Demonstration Day is the lead activity in National Safe Boating Week (May 16 to May 22). The National Safe Boating Council promotes and supports this vital program. This year is also a celebration of the 101st Anniversary of the United States Power Squadrons® which was organized in 1914 at the urging of the young Franklin D. Roosevelt, then Under Secretary of the Navy, to teach safe boating skills. The festivities will continue with a Proclamation from the _____ City Council announcing the importance of boating safety.

For further information or to enroll in the Boating Safety Course call ____
For on-line registration go to: <http://www.usps.org/cgi-bin-nat/eddept/cfind.cgi>

HIGHWAY MARINERS

The following information is too late for the Orlando Conference, but the Highway Mariners could well fit your future needs.

Information from P/D/C William Miller, P



A USPS Member Benefit.
Membership in the
Highway Mariners

As our tag line states,

"Come for the boating education ... Stay for the Friends", well this is what membership in the Highway Mariners is all about. Founded in 1992 by a group of USPS members who all happened to arrive in Dallas for a GB driving some form of RV. At that time, there were three national meetings per year, so it was a good opportunity to establish relationships based on mutual interests, mainly actively participating in USPS and a love of the open road by RVing.

Although the number of national meetings have been reduced to two a year, the basic premise of the Highway Mariners has not changed. Over the years some strong friendships have been made and other acquaintances have developed. The relationship between the Highway Mariners has also changed as a result of efforts by then *CIC* Ernest G. Marshburn to officially recognize the organization as being a vital part of USPS. Agreements were reached in 2008 whereas the HM would be accepted as part of the fabric of USPS and the group would take care of future planning and arrangement of appropriate RV Parks for future USPS meetings. A member of the Highway Mariners was made a member of the National Meetings Committee to assure continuity with future planning. Note that all registration forms for National Meetings contains the notation for RV Information. There is also a link on the National Meetings web page for RV Information. It directs one to the Highway Mariners web site which contains all pertinent information about plans for the next National meeting of USPS.

As a benefit of being a member of the Highway Mariners, efforts are made at all national meetings

to set aside at least one evening for a get together. These gatherings are referred to as Groaning Boards due to all the tales of travels by the members. Arrangements are made to utilize the group meeting facilities at the RV Park for a pot luck dinner if there are sufficient members present. Otherwise a dinner out at a local restaurant is planned.

Membership is open to any member of USPS that has a RV and an interest in becoming part of the group. Visit our web site at www.usps.org/highwaymariners for information about joining.

Bill Miller

Wagon Master, HM

Sherwood Forest RV Resort
5300 W Irlo Bronson Memorial
Hwy. (Hwy 192)
Kissimmee, FL 34746



The Highway Mariners have stayed at this park during past years when the annual meetings were held at the Rosen Hotel. Since then the park has been acquired by the Encore Corp, which has a series of parks in Florida and around the USA. There have been many enhancements since we were last there.

You should call the park direct at 1-407-396-7431 or 1-407-396-7600 for future reservations to receive USPS pricing. Advise the reservation person that you are with the United States Power Squadrons rally.

You will be required to guarantee one night at the time of making the reservation.



Committee Contacts:

V/C Gary P. Cheney, SN
Executive Department, Chair
gpcheney@hotmail.com

R/C Gregory T. Scotten, SN
PRCom Chair
gscotten@comcast.net

Stf/C John M. Malatak, JN
PRCom Asst Chair
john.malatak@comcast.net

Stf/C Joanna K. Webster, AP
PRCom Asst Chair
jimjoweb@aol.com

Tammy Brown
HQ Marketing
brownt@hq.usps.org

P/R/C Delmer (Ken) Henry, SN
PRCom Awards
93dc13@gmail.com

D/1/Lt Susan Wright, SN-IN
PRCom Publications
vjanwright1@comcast.net

P/Stf/C Robert A. Stein, AP
PRCom Newsletter Editor
rastein@embarqmail.com

P/C Terry L. Green, JN
PRCom Asst Editor
sailgreen@embarqmail.com

Stf/C Anna Morris, JN
Cdr Nora Fisher, AP
P/D/C Susan P. Ryan, JN
PRCom Copy Editors

MUSINGS OF THE SHIP'S CANARY

Welcome aboard! Have I got ideas for you!

The PR Committee has been slow in sending out my words. The excuses given have been: The Scottens moved to another house, several changes were made in the PR crew, and for five weeks our computer was in a hospital. Really!!

I have been fussing and fussing about May's National Safe Boating Week and tried to send you several tips. Well, they are found throughout this paper.

Read each section. There are lots of new ideas. For new boating articles, check the Public Relations web pages in the www.usps.org.

As ever, much of our information is developed by you. So keep those emails and articles coming.

The Canary

The Public Relations Committee Mission:

- 1) to assist squadrons
- 2) to promote the programs of the National Education Department; and,
- 3) to present the name of the United States Power Squadrons as THE national authority on boating education.