

Distinguished Civic Service Award

Submission Form Companion Document of Details

2012 Award Will Cover From November 1, 2011 to October 31, 2012

Overview

For 2012, the Membership Committee has decided to continue with the same forms and format setup in 2011. This document is to be used to help complete the submission form. This not only helps the squadron more fully understand what is required for each major submission area but enables the judges to give complete and fair credit to all submissions.

Objective

The objective of the Civic Service Award is to recognize one squadron and one district in USPS that ***gets the most members involved in their community in the name of USPS.*** Remember, this award is not designed to recognize member only events, but a squadron's support and exposure to their community. This could be done in many ways. (i.e. It could be a program designed to continuously give recognition to safe boating or it could just happen when a squadron member finds a stranded boater and saves their life.) The submission form will also provide ideas of civic events that can be done.

All submissions need to be in to the National designee by December 1 of each year. However, if your district has a district contest, then you should send your submission to the district evaluation team first by the deadline they specify. If you send your submission to district, your district chair should submit your entry to us by December 1. District chairs: If you send the national contact an email, they will let you know if any submissions from your district make it to national that are not in the group submission. National does want to see ALL submissions – not just the winners.

*The more description
you provide, the more
points you can earn!*

Squadron Size As in previous years, the squadron size will be taken into consideration. Thus, a squadron of 50 located in a community of 5000 in the center of the country will have the same chance as a squadron with 400 members located in a highly populated coastal town.

Electronic Submission Form There is an electronic version of the submission form for the Civic Service Entry Form. (Please check the website for this updated form.)

Detailed Information Requested Please note that additional information is being requested:

1. OTHER ACTIVITIES - An extra line has been added below each item for reporting precisely what the event entailed.

2. For MULTIMEDIA ACTIVITIES items 3 thru 6 - Provide a separate sheet with detailed descriptions of the activity including number of members participating, date, what the event was, etc. For each of these items, please provide a copy of the PSA, interview, or other preparatory material. List the radio or TV station, date and time aired in the case of an interview or show demo, and the number of times aired in the case of PSAs. Continue to provide a total number of hours expended by all participants in the space provided.

3. For MULTIMEDIA ACTIVITIES item 8 - In order to receive credit, provide a copy of the article as published in the media – publication name and date must be included on the copy. The National Civic Service Award Committee will assign multipliers for each of the M1 thru M6 items in the MULTIMEDIA ACTIVITIES category based upon the quality of effort as measured by the article/PSA etc and the level of the publication and/or radio/TV station. A higher multiplier will be used for national stations and daily newspapers as compared to local community publications. The multipliers may be as low as 10 and as high as 50 for each category. NOTE: Be sure and provide the Internet address to any station that has your video/PSA! We want to see them too!

Individual Areas Defined

OTHER ACTIVITIES

For the following categories, the information below applies:

Cooperative Charting

Representing Squadron on state/local level

Boating Safety/USPS presentation to outside organizations

Vessel Safety Checks

The areas above are the exception to the “must be a group” events as they can be done independently. This does count so please list them. But, please be aware that an individual activity does not promote the organization as much as group activities, for which this award is trying to recognize. So the points may not be as large as events where groups of members are involved.

For the following categories, the information below applies:

Adopt-An-Environment Project

Courtesy Marine Patrol

Parade Float, Boat Parade

Support Local Community Activity

Boating Safety for Kids/Youth

Public Projects/Events

NSBW (or similar) program for public group

Youth Day Activity

Family Day Activity

Maritime Security Patrols

The event must be sponsored/advertised as a squadron participating event. If only one member participates it is not a GROUP activity. Thus, make sure anything entered here reflects GROUP activities that are organized or being participated in by a USPS squadron or district. Participants must be doing the event as a USPS member and not a member of any other organization. For example, if you have one member that is also a member of the Red Hats club, but decides to wear a USPS purple shirt with the logo on a community parade float, that does not qualify. However, if a large banner advertising USPS or the boating course is added to the same float, and multiple USPS members are there with purple shirts with USPS logo AND the red hats ladies are on the float too, that would qualify. Pictures of these events will help ensure proper understanding by the judges.

Educational Activity and Boat Show Booth

When calculating the points for Educational Activity and Boat Show Booth, figure the number of members that participated, AND the number of hours EACH member worked. For example A, since at most Boat Shows different members work a different number of hours, add up all hours worked by each member and enter it. Just record the number of members.

Example A "CORRECT WAY":

9 members helped run a Boat Show Booth.
2 members worked 8 hours each = 16 hours total worked
3 members worked 4 hours each = 12 hours total worked
4 members worked 2 hours each = 8 hours total worked
On the form, you would enter 9 members and **36** total hours

Example B "WRONG WAY":

9 members helped run the boat show booth.
Boat Show was for 3 days, 8 hours each day = 24 hours.
9 members X 24 hours = 216 hours

Don't know which category to list your event? Not sure if it is an event? Add it to the Bottom of the form and provide lots of details! The more the judges know, the more points you can earn!

MULTI-MEDIA ACTIVITIES

Website – Creation, Recreation and Maintenance

If reporting a website, either new or maintaining an established one, the site needs to be up-to-date when the committee reviews it. Topics on the main page and in the calendar should have occurred in the last 3 months as well as announcing items to occur in the future. (i.e. A district conference in the future does not qualify. An announcement that your squadron will be having a float in an upcoming parade does.) Primarily – your civic service to your community should be visible. That means the same rules that apply to this award apply to the website (see "Objective" section at the beginning of this document).

Public Service Announcements, Interview, Guest Spot/Demo

Each of these is an excellent way to let people in your community know that USPS exists. However, the same rules apply here as with other areas:

- 1) USPS and its purpose (teaching safe boating) must be mentioned.
- 2) A single member working with another organization does not qualify unless the single member is talking about USPS on camera. Just wearing a shirt while a camera is rolling does not qualify as a civic service event for USPS.
- 3) If USPS members are answering the phone for a fund-raiser, then the group wearing their USPS shirts and not talking on air does qualify. Usually, the announcer will announce where the group of phone answers are from.

Articles

- 1) Must be written and published to get credit.
- 2) An article is not an advertisement/graphic box/blurb for a course.
- 3) A "proof" or copy of the article in its published format must be provided to get credit.
- 4) If an article gets published more than once in the same media source, less credit is given than if you have a unique article in multiple media sources. In other words, if Magazine A publishes the same article every week, though this is exposure, not many will read it each time. A copy of each article each time it is printed is required to be submitted. If Magazine B gets a new article every week, then this receives more points as it will attract more readers and will be read over and over by the same people. This makes the "repetition" of our name greater.
- 5) Points will be given for the time it takes to write the article as a separate line item. Again, it must be published.
- 6) Because each time the same article is printed means more exposure for the USPS and it does take time to distribute, we are giving points for this, separately than writing time. However, the time and effort to write articles is considered greater than the time and effort to distribute the article.

Additional Tips

Provide enough information to explain in detail the events shown on the submission. Also, the description should provide statistics on how many people will see it/participate in it, how often it is repeated or any other detail that **keeps the USPS** name out there. The number of hours worked on a project should be included by everyone involved; however, the real points are for the day of the event. Provide copies of posters or articles or videos or whatever to show the time USPS was out there.

Examples of Previous Submissions

1. Working with Boy Scouts/Sea Scouts
 - a. Achievement of Badges Seminar
 - b. Working a Booth at A BSA event
 - c. Take Boy Scouts Fishing/Boating
2. Church/User Projects
3. Working with Other Groups
4. City Vessel Safety Check Challenge
5. Public Relation Booths for Any Festival/Event
6. Beach Cleanups
7. Fishing Line Gathering
8. Creating Manmade Oyster Beds
9. Sea Scout Ship Instruction
10. Working at Boat Ramps
11. Regatta Participation with a Booth or USPS Advertisement
12. Boys & Girls Club Fishing Outing
13. Take a Girl Fishing
14. Take Some Iraq Veterans Boating
15. Physical Participation in a Fundraiser for Another Group
16. Life Jacket Loaner Program
17. Hands On Canoeing Seminar
18. Community Walks/Marathons
19. Food Drive
20. Clothing Drive