



# KEEPING UP

UNITED STATES POWER SQUADRONS | MARKETING/PR NEWS

Volume 1, Issue 1

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

## LINKS

*(Click on selected Link)*

## PR Contest Forms

[Boating Safety Articles Cabinet](#)

## PROLOG

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## A Newsletter is Born

Many are seeking regular information to make their squadrons recognized as a "GO TO" organization for boating fun and safety. The Marketing/ PR Committee is happy to announce the first issue of "Keeping Up". Each month a new edition will be available by pressing a link in the latest edition of Broadcast. It will also be available on the Marketing/ PR web page at USPS.org or through our electronic distribution system with district PROs. We hope

that squadron commanders will share this letter each month with their Bridge Officers and PROs.

Topics will include: the latest in USPS programs, tips for squadron success, lists of upcoming dates, a link to over fifty USPS published boating safety articles for squadrons to adapt for local use, and a link to your public relations all-inclusive workbook, PROLOG.

We welcome questions and suggestions for making squadrons successful. We are here for you!



## Bright Ideas

### Are You Using Email Signatures?

Stf/C Barbara Erickson, JN

Email signatures are those little messages that appear at the bottom of emails. Sometimes the signature is a person's name, company name, address, phone, and/or fax, when they send the email from their office. At other times, it is an advertisement for a company or service, like those found at the bottom of emails sent from an internet service provider, like Yahoo or AOL. The signature set up is usually found in the Tool/Options menu and once set, it will automatically appear at the bottom of every email you send.

You should use the signature to promote your squadron, but don't forget to include USPS national information for those email recipients outside your area.

Try something like this:

**Boating is fun... we'll show you how**  
United States Power Squadrons [www.USPS.org](http://www.USPS.org)  
Local Squadron Name [www.SquadronWebAddress.org](http://www.SquadronWebAddress.org)  
Teaching safe boating since 1914

## PRO-LOG ON LINE-

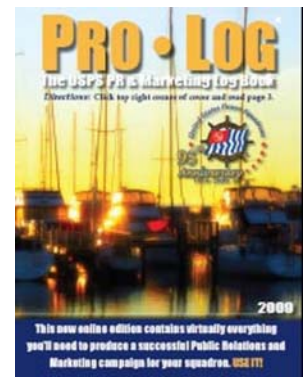
**PRO-LOG** is a comprehensive online Marketing and PR manual which incorporates a program that allows you, the viewer, with the click of a mouse, to turn pages, enlarge pages, listen to audio and see and hear streaming video. You can also click on a chapter in the index and it will take you directly to that chapter. This manual also includes more than a dozen links to other websites such as the U.S. Coast Guard Statistics. The links also allow you to download a variety of USPS logos as well as "Popeye" art work and graphic PSAs (Public Service Announcements). **PRO-LOG** is a resource for public relations information, covering many subjects, including press releases and strategic planning. The tools and techniques which promote USPS courses, programs, and the USPS image are contained within these web pages. Extensive technical support and guidance is available from the multi-

talented members of the Marketing/PR committee. We hope that marketing and public relation officers, various committee chairs and USPS members interested in development and promotion of marketing and public relations programs will use these tools.

The job and challenge of this [USPS Marketing and Public Relations Committee](#) is to insure your success and to create a call to action and to cause a change in the way you think.

A wise person once said "When you change the way you think, the way you think will change.

That is what your USPS Marketing and Public Relations Committee does !!!



(Click on Picture to go to online PRO-LOG)

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## The MPR 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.*



## Committee Contacts:

V/C John Alter, SN  
Executive Department, Chair  
[jtausps@connectnc.net](mailto:jtausps@connectnc.net)

R/C Greg Scotten, SN  
MPRCom Chair  
[gscotten@comcast.net](mailto:gscotten@comcast.net)

Stf/C Ken Voight, AP  
MPRCom Technology  
[kvoight@digitalpublishing.com](mailto:kvoight@digitalpublishing.com)

Stf/C Barbara Erickson, JN  
MPRCom Squadron Support  
[barbara.erickson@g.com](mailto:barbara.erickson@g.com)

Stf/C Ken Henry, SN  
MPRCom Contests  
[k.henry8@verizon.net](mailto:k.henry8@verizon.net)

P/R/C Bob Green, N  
MPRCom PROLOG  
[rgreen9934@aol.com](mailto:rgreen9934@aol.com)

P/Stf/C Bob Stein, AP  
MPRCom Newsletter Editor  
[rastein@embarqmail.com](mailto:rastein@embarqmail.com)

P/C Terry Green, JN  
MPRCom Asst Editor  
[sailgreen@embarqmail.com](mailto:sailgreen@embarqmail.com)

## Public Relations Contest

The annual **Public Relations Contests** are held to recognize your squadron for all of your public relations efforts. These items which have been created by your squadron members include: scrapbooks documenting community outreach, Power Point presentations, electronic visual presentations, and radio spot announcements. Any of these PR aids produced between 1 January and 30 December 2010 may be submitted and are welcome.

Information on the following contests can be obtained by using the MPR links:

- [The Charles F. Chapman Scrapbook Award](#)
- [The Roger Upton Award](#)
- [The Carl C. Mahnken Commander's Cup Award](#)

For more **Public Relations Contest** details, go to the list of links. Contact your District XO or PRO for contest submission details.

## Boating Safety Article On-Line Cabinet

Over fifty well written USPS boating safety articles are available online for publication in your squadron newsletters and your local newspapers. You can edit them for your local area and include your own squadron contact information. They include every imaginable topic. Some are humorous, others very serious, and they are all for you.

To view the many articles in the [Boating Safety Article Cabinet, go to the list of links.](#)