



KEEPING UP

UNITED STATES POWER SQUADRONS

| MARKETING/PR NEWS

Volume 1, Issue 2

April 2011

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

THIS MONTH

The door to squadron opportunities for community outreach continues in the second edition of the Marketing/PR Committee's newsletter, Keeping Up. In this edition we challenge all districts to join our "Fly the Ensign" initiative and give praise to the five squadrons that achieved the Boat/US USPS

Distinguished Squadron Civic Service Award. Take a look at this month's "Bright Ideas" and press the left column links to reach the PR Guidebook- PROLOG, or the Public Relations Contest Forms, or the archives of Marketing/ PR articles of safety and boater interest for you squadron use and adaptation.

LINKS

(Click on selected Link)

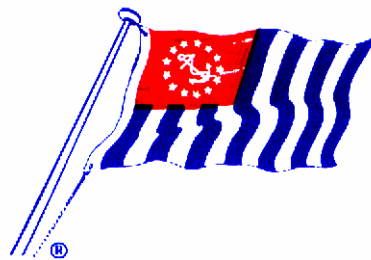
[PR Contest Forms](#)

[Boating Safety Articles Cabinet](#)

[PROLOG](#)

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FLY THE ENSIGN: A SOURCE OF NATIONAL RECOGNITION

For the Centennial Anniversary in 2014, a special Ensign is being discussed. As we prepare for that event, we want to increase our display of pride and to advertise it to our fellow boaters.

The National Marketing/ Public Relations Committee is challenging all districts to follow the example of District 4. To encourage the display of the ensign its members conducted

a "Spot the Ensign" competition and raffle. When spotting a boat flying the Ensign, a member would hail that boat and gathers details concerning the vessel's name, its captain and the sighting location. This data is reported to the District and entered in a raffle. A winner is drawn and a \$100 prize awarded at the annual conference. The reporting boat, if also flying the Ensign, is also entered. An additional \$25 incentive is added if the entrant is actually present at the conference.

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ENSIGN, Continued from page 1

This program will be conducted throughout USPS. The USPS Marketing Committee will conduct a national “umbrella” program in which all district winners will be drawn at the national level and honored at a national conference. The Committee welcomes your comments or questions. Contact P/D/C David J. Meshulam, AP, at djmgem@aol.com.

Flying the ensign should be a privilege and thus sought after by new members looking for the recognition of being part of our elite organization.

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.**



Bright Ideas

Stf/C Barbara Erickson, JN

Do you still mail or fax your Press Releases?

Most newspapers are understaffed and don't have time to retype your press release information. If you send your press releases via email and format the information the way most of the media will print it, editors can simply cut and paste your information. Make it easy for them and you will increase your chances of getting free press. Never send a press release as an attachment. Many viruses come as attachments and most editors won't open them. Send information regularly, you may even have to call to develop a relationship with the editors (it may take time).



Committee Contacts:

V/C John Alter, SN
Executive Department, Chair
jtausps@connectnc.net

R/C Greg Scotten, SN
MPRCom Chair
gscotten@comcast.net

Stf/C Ken Voight, AP
MPRCom Technology
kvoight@digitalpublishing.com

Stf/C Barbara Erickson, JN
MPRCom Squadron Support
barbara.erickson@g.com

Stf/C Ken Henry, SN
MPRCom Contests
k.henry8@verizon.net

P/R/C Bob Green, N
MPRCom PROLOG
rgreen9934@aol.com

P/Stf/C Bob Stein, AP
MPRCom Newsletter Editor
rastein@embarqmail.com

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

A NATIONAL AWARD FOR SQUADRON COMMUNITY OUTREACH

Have you ever wondered what constitutes an outstanding squadron? The United States Power Squadrons® in conjunction with the BoatUS Foundation seek to answer this question every year, with a national award that truly highlights squadron efforts at Marketing and Public Relations. The 2010 awards were announced at the February 2011 Power Squadron Annual Meeting in Orlando.

The Distinguished Squadron Civic Service Award has gone twice in the past five years to Peace River Sail & Power Squadron of Charlotte County, Florida, which placed among the top five during the other three years. Its driving theme has been to establish the Squadron as the community's "Go To" organization for boating safety education.

At the National Conference the Distinguished District Award went to District 5. Following the first place Peace River Sail & Power Squadron, other honored squadrons were Golden Corner Lakes Sail & Power Squadron which has

members from sections of South Carolina and Georgia, Colonial Sail & Power Squadron of Virginia, St. Petersburg Sail & Power Squadron of Florida and Patuxent River Sail & Power Squadron of Maryland.

Throughout the United States Power Squadrons there are other units with such levels of devotion and accomplishment. The challenge of the National Marketing and Public Relations Committee is to ask every squadron to become the local communities "Go To" organization for boating education. Take up the challenge and go to the Membership Committee's website to find out more about this contest.



NATIONAL SAFE BOATING WEEK

The Opportunity For Squadron Community Recognition



Boating organizations around the nation will be celebrating National Safe Boating Week, May 22 to 28. Every squadron must make this a safety awareness moment for your community.

Everywhere squadrons will be highlighting safe boating and creating community observance events. Some of the activities generated by squadrons will be:

- Squadron members wear squadron shirts throughout the week
- ABC and USPS seminars;
- Local governments declare Safe Boating Week and issue proclamations with copies presented to their squadron in public events;
- Radio and TV boating safety interviews;
- Well promoted Safe Boating Demonstration Days with local fire, police and water safety agencies showing use of flares, fire extinguishers, and rescue procedures. Have a local marine sales company trailer one of its vessels with safety equipment missing and conduct a vessel safety inspection contests.
- Articles in local publications and use items from the Marketing/PR press release archives.

Look in [PROLOG](#) for further PR ideas. Make Safe Boating Week an important Community event!

Additional resources available from National Safe Boating Council:
<http://www.safeboatingcampaign.com/>
