



KEEPING UP

UNITED STATES POWER SQUADRONS

| MARKETING/PR

NEWS

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LINKS

(Click on selected Link)

PR Contest Forms

Boating Safety
Articles Cabinet

PROLOG

Inside this issue:

MPR Committee Jacksonville Workshops	1
Drive for USPS Commemorative Stamp	1
MPR New Leadership	2
MPR Mission	2
QR Codes for Squadron Publicity	3
USPS and USCGAUX Work Side-by-Side	3
MPR Committee Contests	4

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

Marketing/PR Committee

Jacksonville Workshops

Making Your Squadron a 'GO TO' Organization

The Marketing/ PR Committee workshop is your important meeting at the Jacksonville Conference. It is on Friday at 0900 in River Terrace #1.

The Agenda will include: Squadron Tools for PR, Use of the New QR Codes in Squadron Promotion, Developing National Name

Recognition, The Ensign Sighting Contest, Terri Flagg on Social Media, and all the latest in USPS marketing developments.

All interested members are welcome to join us for our committee sit down planning session which will be Thursday at 0900 in City Terrace #5.

The Drive for A USPS Commemorative Stamp In Full Swing

All members should have received a "contact-your-congressman packet from your district PRO. If you have not, contact Greg Scotten gscotten@comcast.net. All across the country members are reporting efforts to contact congressmen. They are asking them to send the message to the US Postal Service that they



support a 2014 Commemorative Stamp honoring the 100th Anniversary of USPS. If you are holding off on your congressional message, the time is getting late. Join us in this act of United States Power Squadron pride!

Marketing/PR Takes on New Leadership



Our new rear commander of the Marketing PR Committee will be Ken Voight. He is the P/D/C of District 13 and has long involvement in USPS. He is currently Assistant Chair of the committee. In the “outside world” he is in property investment and management, and is a consultant with businesses concerning computer technology.

Ken will have a very strong team of staff commanders: P/R/C Delmar (Ken) Henry of the Valley Sail & Power Squadron (D13), Stf/C Glenn Sherman of Peconic Bay Power Squadron (D3), and D/C Florence (Flo) Smith of Staten Island Sail & Power Squadron (D1).

Greg Scotten will continue to serve the committee with the Writers Group and PROLOG, the USPS on-line guide book to squadron public relations. Contact these members for all of your marketing and public relations needs.

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.**

The Mystery and Miracle of QR Codes for Squadron Publicity

Based on an article by P/C Roger Penneman, SN, Fort Worth Sail & Power Squadron, D21



I am sure you have seen some of these graphics in various magazines, newspapers, websites, etc. It is called a "Quick Response" or QR code. Essentially, it is a two dimensional version of the bar codes you see on consumer products. This particular type contains embedded information such as web site addresses, phone numbers, or plain text messages. If you have a smartphone with a camera (iPhone, Android, Blackberry, etc.), you can get an application to read them.

The one above will direct you to a squadron's web site .

Like it or not, we have to keep up with technology, if we are to stay in the game. It wasn't that long ago that squadron web sites were rare. Now nearly every squadron, district, and USPS has one. We even get new members directly from the national web site. And just think about what you are reading - an electronic version the Marketing PR newsletter, delivered right to your computer.

P/R/C Bob Green suggests that to learn more about this topic, go to BUYABARCODE.COM where you can receive the complete information.

USPS and USCGAUX WORK SIDE BY SIDE

From P/R/C Bill Husted

An agreement in the form of a "Memorandum of Understanding" (MOU) has been in effect between the United States Power Squadrons and the US Coast Guard Auxiliary to help one another in our missions of public safe boating. This agreement is intended to enhance cooperative endeavors in the areas of vessel examinations, education and public affairs.

A detailed list of action-oriented activities is underway, primarily involving USPS department/committee chairs and their Auxiliary counterparts in the following areas: Safety/Vessel Safety Checks, Education, Membership, Marketing and

Public Relations, and Planning. A benchmark poll has already been conducted among the district and squadron commanders.

Encourage your fellow members to support this endeavor. Volunteer your efforts in vessel safety checks, educational programs and other activities in which both USPS and Auxiliary members can join forces on behalf of boating safety. Invite Auxiliarists to your meetings and other activities. Explore any number of cooperative efforts.

There are an enormous number of boaters who have not yet received the word. Let's work together to save lives and make recreational boating fun.

SQUADRON PRIDE THOUGH RECOGNITION

The marketing/Public Relations Committee has national recognition awards available for your squadron's public relations efforts. Each year most very squadron creates items to inform the public about the squadron's programs. These creations range from Power Point presentations, to radio and TV announcements, to commemorations of outreach activities in scrapbooks. Each of these contests is listed below. More details and entry forms are found on the Marketing/PR web page on the USPS web site.

MARKETING/ PUBLIC RELATIONS COMMITTEE CONTESTS

The Charles F. Chapman Scrapbook Award

The items in the scrapbook receiving primary consideration will be 'material illustrating the various public relation programs produced by the squadron. It serves 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.

Coordinator: P/C Kristi Ann Cascadden,
(H) 818- 846-0577; E-mail: kistir@htmail.com

The Roger Upton Award

This award is named for the founder of USPS and recognizes excellence in creating videos in CD or DVD formats. 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.

Coordinator: Stf/C Ken Henry, SN
(H) 818-899-2267; E-mail: k.henry8@verizon.net

The Carl C. Mahnken Commander's Cup

This award is named after a member who was both 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.

Coordinator: P/C Karen Madding Moore, S
808-291-4338; E-mail: Hthay2@hawaii.rr.com



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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 in some form with a broad impact to the promotion of the USPS efforts to provide safe boating education. The candidate must be approved by the Committee, the National Executive Officer and the Chief Commander

The recipients to date have been:

- Lt William Hempel, P, Peace River, 0/22 Boating Safety Feature Writer
- The Goodyear Airship Division
- The Sun Newspaper Corp of Southwest Florida
- Lt Robert Scully, P, Vero Beach, 0/8 PRO Innovative Electronic Publicity Lake Charles Sail & Power Squadron, 0/21
- Boating Life Long Island Magazine

Coordinator: R/C Ken Voight

714-546-2385; E-mail: kvoight@digitalpublishing.com

Public Service Announcement Award

This award 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. The PSA should contain information for local and national contacts.

Coordinator: P/C Joe and Patricia David

50 Tyndale St.

Staten Island NY 10312

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