



KEEPING UP

UNITED STATES POWER SQUADRONS

| MARKETING/PR

NEWS

Volume 1, Issue 3

May 2011

LINKS

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PR Contest Forms

[Boating Safety
Articles Cabinet](#)

PROLOG

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

THIS MONTH IN MARKETING/PR

Seventy percent of USPS members live in areas where boating is a summer pleasure. For most squadrons this is a season full of opportunities for community outreach. You and your neighbors are on the water and our message of boating safety is more important than ever.

Promoting USPS seminars, courses and Vessel Safety Checks through all of our public relations tools is job one. Press the left column links to reach the PR Guidebook- PROLOG, or the treasure trove of articles found at the Marketing Public Relations Committee webpage. An alternative way to reach these items is by going to www.USPS.org. Just go to "site index", then "Marketing/PR", then "Press Releases".

We are frequently asked whether the great variety of topics can be taken for local use. The answer is that you can copy and edit for local needs all you wish. The only request is that credit for the original article is given as explained in the site. Here are just a few examples:

HISTORICAL ORIGIN OF NAUTICAL TERMS

MEDICAL EMERGENCIES AT SEA

RULES OF THE ROAD PRIORITIES

RUNNING FROM A SUMMER STORM

SAFE BOATING WITH CHILDREN ON BOARD
TRAILERING - LAUNCH RAMP
HOG

GPS BOATING IS FUN

DANGERS ON THE WATER FROM CARELESS PREP

National Safe Boating Council Helpful Material Available

The National Safe Boating Council offers free resources regarding its Life Vest Promotion. For posters, press kits, graphics, and announcements visit their website at www.SafeBoatingCampaign.com.

FIND A HOME FOR YOUR BOATING INSTRUCTION BRUNSWICK BOAT DEALERS

Let the Brunswick boat dealers support your squadron courses and seminars. The marine dealers under the Brunswick Corporation, the largest boat company in America, have set a cooperative agreement with the USPS. Look in your area for Brunswick marine dealers. They come under many product and marina franchise names. Work out arrangements for mutual support for USPS University courses and seminars. In many locations they will supply the room and materials and you supply the instructors.

The following statements are from a recent press release:

Classes and seminars range from beginning to expert levels covering a wide variety of topics including navigation, Rules of the Road, knot tying, electronics, trailering, and more. Qualified Power Squadron personnel conduct the courses using facilities provided by participating Brunswick dealers.

"We are delighted that the Brunswick Boat Group embraces the importance of educating boaters before they take to the water," said Frank A. Dvorak, USPS's Chief Commander. "This will improve the boating experience by helping boaters avoid costly tickets or embarrassing mistakes. The more competent the boater, the better time they will have on the water. Brunswick understands that."



Bright Ideas

Stf/C Barbara Erickson, JN

Can you find your squadron web site on different search engines?

Google, AOL, Yahoo, Bing and others won't automatically find your site, you must submit it. You can simplify this by submitting to www.dmoz.org and once accepted it will show up on all of the others automatically in about 8 weeks. What search words can you use (other than the site or squadron name) to find your site? Search engines use keywords (meta tags), URL (web address), page title, site description, page text, links and other information for their search criteria, but each assigns a different order of importance to these pieces of information in their search. Be sure you have the correct information in each location on your site so you can be found using the desired search terms from any search engine.

GET READY FOR THE GREENBORO GOVERNING BOARD



Sheraton Four Seasons

The September National USPS Governing Board is a unique opportunity for squadron leaders to be refreshed and for new leaders to get information and tips on strengthening the squadron. The best in the country make it a tradition for leadership training, planing and socializing. Start now to make arrangements. Go to the links that follow.

2011 Governing Board

Monday, September 12, 2011
Saturday, September 17, 2011
Greensboro, NC

Book On Line

Hotel Reservations

This is the main meeting Hotel

[Hotel Web Site](#)

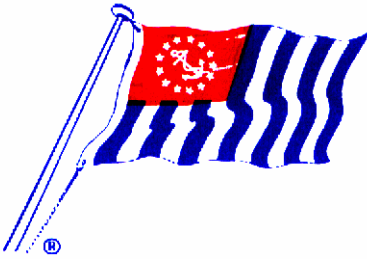
3121 High Point Rd Greensboro NC
27407

Telephone: 336-292-9161

Rate: \$125.00

IMPORTANT:

On the hotel website, click on GROUPS (top of page) and a box will come up requesting an attendee code which is USSQUAD (not case sensitive). After the code is entered, you may proceed with selecting the arrival and departure dates.



FLY THE ENSIGN: A SOURCE OF NATIONAL RECOGNITION

(article reminder)

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 gather 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 flying also flying the Ensign, is also entered. An additional \$25 incentive is added if the entrant is actually present at the conference.

This program will be conducted throughout the organization. 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.**



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

ASK THE R/C

Dear Greg,

Our squadron poster and press releases from different committees have not been the consistent, and I would like all flyers and newsletters to come to me for a final edit before being distributed. Is this a reasonable request?

A Dedicated PRO

Dear PRO,

Working with volunteers is always a delicate issue. While the release of posters, articles and promotional literature should be coordinated by the PRO, mandating procedures does not always help when you are really "herding cats".

As a PRO of a large squadron, I called periodic meetings in my home with all those who had PR tasks, including: the XO, SEO, the Boating Course Chair, the VSC Chair, the Show Booth Chair, the Squadron Liaison Officer and Membership.

In those meetings we set standards and procedures for all PR releases. We then agreed to have a coherent and consistent squadron PR message and I "became the logical" reviewer, editor and (most of the time) the distributor.

This might be a model for a squadron of any size.

Greg

Free Marketing and Public Relations Materials

With our shift to more on-line downloaded materials, the Marketing/PR Committee is offering the following items for only the cost of shipping. They will no longer be available after the Fall Governing Board. Use the HQ materials request forms.

0130108 How To Run A PR Campaign

0726100 Popeye Poster 8.5" x 11"

0726101 Popeye Poster 11" x 17"

0730102 PSA Script

0830116 Media Release Stationary

0830130 Who We Are and What We Do