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UNITED STATES POWER SQUADRONS

| MARKETING/PR

NEWS

Volume 1, Issue 5

October 2011

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

Meeting/Public Relations Squadron Awards Presented At The Greensboro National Governing Board

At the Greensboro Governing Board Chief Commander Frank Dvorak, SN presented six national Marketing/PR awards. As we say in PROLOG: "Nothing is more important to squadron pride than attaining or providing 'thank yous' and recognitions. In addition to citing members for their regular contributions, the squadron has several district and national opportunities to demonstrate its excellence."

The USPS Charles F. Chapman Scrapbook Award had three recipients:

Third Place went to Peace River Power Squadron D22, Cdr Ronald Bick, AP for the book crafted by Lt/ C Linda Bick, AP.

Second place went to Grand Lake Sail & Power Squadron, D31, Cdr Marcia C Pett.

The national First Place Award went to the Fort Myers Power Squadron, D 22, Cdr Jerry Dilly for the creative work by Beyrl Jean Bartholomew, P .

The USPS Carl C. Mahnken Commander's Cup Award For Power Point presented to Crystal River Power Squadron, D22, Cdr Peter H. Ward, for the work accomplished by P/C Richard McConnell, S

The USPS Roger Upton Award For DVD Creation was earned by Austin Power Squadron, 21, P/C Max J. Werkenthin, III.
(Continued on Page 2, AWARDS)

An Anniversary Logo

The USPS 100th Anniversary Logo below is the first of several that will be available. Made possible by P/R/ C Robert Green, it captures the spirit of our coming celebration. Use it often!



AWARDS, Continued from Page 1

The USPS Radio Public Service Announcement Award was also presented to Crystal River Power Squadron District 22 Cdr for further creative work by P/C Richard McConnell, S.

Examples of the first place accomplishments will be on view in the various Marketing/PR Committee sites.

Each year these contests are conducted at the district and national level to select the best squadron public media presentations. They encourage a variety of creative activities to foster community outreach.

- **The Charles F. Chapman Award** recognizes the best squadron scrapbook for the previous year that includes the squadron's outreach efforts.
- **The Carl C. Mahnken Commanders Cup** recognizes excellence in presentations that are computer generated using Power Point or 35mm slides.
- **The Roger Upton Award** recognizes excellence in creating videotape or DVD's for presentations or broadcasts.
- **The Public Service Announcement Award** recognizes excellence in the production of thirty second radio or television announcements promoting USPS programs.

These listed programs and their entry forms can be found at www.USPS.org in the Marketing and Public Relations Web Page. Submittal to districts should be made by 1 April, where one or two winners outstanding examples are forwarded to national judging committees by 1 Aug. Districts are encouraged to present recognition to their top three entrees in each category.

Marketing/PR At Greensboro

The Greensboro Governing Board was an exciting time for Marketing/PR. The members were busy setting future plans which you will see unfolding in the next few months. We discussed the PROLOG, the on-line electronic PR guide book and its current restructuring (see PROLOG for all your PR needs at www.USPS.org). New initiatives in PR social networking were introduced in our Friday workshop by Headquarters specialist, Terri Flagg. This program also featured Cdr Leon Warsaw of Sarasota Power Squadron D22 who described the development of his squadron's marketing plan and P/R/C Ann Scotten of Peace River Sail & Power Squadron (winner of the Distinguished Squadron Civic Service Award) who promoted the use of the Boat US Civic Service Award criteria components as a tool to guide squadron community outreach. Ninety-five members provided an enthusiastic discussion.

Organizing the Squadron and Seminar Promotion Campaign

No matter how good your education program, it will have no audience unless the word gets out. Publicizing squadron public boating or seminars begins with good communications among involved members. Larger squadrons have planning meetings with the PRO, the Squadron Education Officer (SEO), Boating Chair, and Executive Officer (XO). It involves such committees as Public Relations, Boat Show Booth and Liaison. The techniques and resources will vary widely depending on your community (whether it is a city or a small town).

Visit the USPS national website at WWW.USPS.ORG and visit the public relations pages to view the PR catalogue which offers excellent promotional items.



Bright Ideas

Stf/C Glen Sherman, P

Do you offer on line class registration and payment?

Consumers are fairly comfortable shopping on line these days and if your squadron doesn't offer on line registration and payment, why not? With services like PayPal, Google CheckOut and others accepting payment on line including credit card processing, it is easier than ever. People who are uncertain about attending a class will definitely show up if they have already paid on line when they registered. If they register but don't pay, they may change their mind at the last minute if something else comes up. Set up on line payment and close the deal.

Update

We welcome to the leadership team Stf/C Glen Sherman as Squadron Support. He can be reached at 631-877-2628 or email <mailto:glen@HappyCove.com>. Glen replaces Stf/C Barbara Erickson who has requested a time out. We will miss her.

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.



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FLY THE ENSIGN AWARD

All districts are invited to join in the national "Fly the Ensign Program". Every member can participate. The contest process begins when a member sees another boater flying the USPS Ensign. The entrée is simple:

- 1) Contact the other vessel and record the captain's name and USPS certificate number.
- 2) List your name and USPS certificate number; the date, time, and nautical location by chart or GPS coordinates.

- 3) Submit the completed form to the squadron PRO or Executive Officer. The squadron will submit all reports to the District PRO or District Executive Officer by 30 June and determine those in the district whose names appear most often and establish a district recognition. The district will submit the data concerning the top three entrees to the Marketing/Public Relations Rear Commander. National recognition will be made at the USPS Fall Governing Board.

District Leaders Emphasize the Importance of DPROS

At the Greensboro Governing Board the district commanders and their executive officers unanimously asked that they be more involved in the communications and plans of the Marketing PR Committee with district PROs. They recognized that the District Public Relations Officer is the most important district member for preparing programs that promote the purposes and initiatives of the USPS. They know the tools for the job and understand the needs of their squadrons.

In many districts they provide the publicity where media outlets serve areas covering multiple squadrons. They help each squadron to become the major local voice for safe boating. This includes participation on relevant community boards, advising the news media, and helping local boating clubs with safety programs.

A valuable tool for all concerned is PROLOG, the electronic Marketing and Public Relations guidebook. It is designed to assist DPROs and squadrons. It was written by PROs for their fellow members.