

○ National Association of State Boating Law Administrators'

SMALL CRAFT ADVISORY

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PRESIDENT'S CORNER

by Kim Elverum

Having returned from my eleventh boating safety education seminar, I feel sufficiently inspired to discuss the subject of making boaters safer through knowledge. The more I think about it, the more I am convinced that the two biggest problems with boating safety education may be the words *boating* and *safety*.

Now that I have your interest, let me expound on this theory using information from my own experience, combined with that from presentations at the seminar.

Two speakers echoed some of the thoughts I have had over the years. Len Biegel spoke on reaching the problem boater and Bob Barker addressed the "non-traditional" boater. Both echoed the same thought—targeting your audience. That, I'm afraid, is where many of us fall short of our goal of making boating as safe as possible.

Since Noah, boating safety education has been aimed at the "traditional" boater. Unfortunately, most fatalities occur in small open boats powered by lower horsepower outboards or boats with no motor at all. Does this type of

"non-traditional" boater go to a boating safety class? Probably not. Why not? Mr. Barker gave us one reason by describing how instructors and fellow students in the first boating class he attended were dressed—blue blazers and boating shoes. Enough to make an angler (substitute non-traditional boater) like Mr. Barker wonder what he was doing there.

How about the problem of drinking and boating (see my comments in the Feb./Mar. 1988 SCA.) What have we done to address educating the boating public? For many years I think we tried to ignore the problem and hoped it would go away. Now, just as an alcoholic admits he or she has a drinking problem, the boating community has stood up in front of the country, admitted there is a problem and proposed solutions on how to remedy it through education and enforcement. But have we really targeted the audience we want to reach with our message?

The answers are not easy. One of the first things we need to do is find out who the audience is we want to reach. Many of us already know who they are, but how do

we reach them effectively? We probably need to turn to the experts in the field of reaching audiences and getting them to react. These are the people who sell us soap, beer and automobiles—advertising and public relations specialists.

Interestingly enough, they usually provide a fresh outlook on reaching a target audience, and, in many cases, may provide these services at little or no cost as a public service. One of the things that I've learned from these folks is that the term *safety* turns many persons off.

As to the "non-traditional" boaters, these folks don't think of themselves as "boaters," but rather as fishermen or hunters who just happen to use a boat. You have to reach this group through their channels—sporting magazines and media, fish and game clubs, conservation groups, hunter education, and through the sales of hunting and fishing licenses. For those who are in a fish and wildlife agency, this can be accomplished fairly easily through your own organization.

In any case, it's something we need to think (and act) on.

OBSERVATIONS

by Bill Ladd

This issue of the *Advisory* is on education and the 13th annual National Boating Education Seminar.

First, I'd like to echo Kim's words from the President's Corner above. If our efforts to improve boating safety are to make an impact, we must reach the people who use boats but are not members of traditional boating organizations and

groups.

Second, I'd like to congratulate Jim Ellis of BOAT/US for putting together an interesting and informative boating education seminar and Maj. Charlie Clark of the Louisiana Department of Wildlife and Fisheries for providing outstanding support to make it all run smoothly. Good job!

LOOKING AHEAD

April 23-27

National Water Safety Congress
Ramada Valley Hotel
Scottsdale, Arizona

April 25-28

Southern States
Boating Law Administrators
Hilton Hotel
Annapolis, Maryland

June 13-16

Northeast States
Boating Administrators Conference
Tiki Resort Inn
Lake George, New York

July 12-15

Western States Boating
Administrators Association
Honolulu, Hawaii

August 8-12

North Central International
Boating Law Administrators
Clarion Hotel
Cincinnati, Ohio

October 9-12

NASBLA Annual Conference
Marc Plaza Hotel
Milwaukee, Wisconsin

Cover Photo—This scene appears in *SPLASH*, a boating safety video recently distributed to all Oregon fifth grades for use in their boating courses. The image was also used on an Oregon Marine Board poster. Photo by Orrin Russie.



A publication of the National Association of State Boating Law Administrators—Kim Elverum, pres.; Tom Atkinson, v.p.; Randy Dill, sec./treas.; Elizabeth Raymond and Rick Storm, members at large, and Larry Williford, immed. past pres.

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NEWS IN BRIEF

Two convicted in Oklahoma boating fatality

Two Oklahoma men were found guilty of second degree manslaughter in February in the death of a third man in a boating accident that took place on Lake Thunderbird in April, 1987. It was the first conviction of this nature stemming from a boating accident.

One man was sentenced to two years in the state prison. The second received two years probation with a set of unusual stipulations. He must perform 180 hours community service. He must spend weekends in jail from Memorial Day to Labor Day. If he operates a boat or is a passenger in a boat during the two-year probation, he will be sent to prison.

This case also marked the first time the Oklahoma Lake Patrol raised a vessel to reconstruct a boating accident for use as evidence in a trial.

The boats involved in the accident were a 19-foot bowrider and an 18-foot jetboat. Both operators had been operating recklessly, purposely swerving toward each other. At one point, as the boats were on a collision course, each attempted to turn, but turned in the same direction and collided. Upon impact, a passenger in the jetboat was ejected and drowned.

The jetboat sank in 40 feet of water; the bowrider made it to a nearby ramp.

Lake Patrol Officer John Brown helped raise the jetboat from the lake, analyzed the damage to determine the angle of approach and contact, and photographed it to use as physical evidence in court. The pre-trial investigations and case preparation took 10 months, but resulted in the two second degree manslaughter convictions.

Clark chosen BLA-of-Year

Charlie Clark, Louisiana boating law administrator, received the first Boating Administrator of the Year Award presented by the National Marine Manufac-

turers Association. He was cited for the spirit of cooperation he has shown industry in his state.

When selecting Clark for the award, NMMA recognized his achievements of this year—serving as president of Southern States Boating Law Administrators and as host of the National Boating Education Seminar. He participated in the National Boating Federation annual conference in New Orleans last year.

The award was presented during a reception and dinner at the New Orleans Boat Show on Feb. 20. The audience was made up mostly of members of the Louisiana Legislature.

Ron Stone, government relations director of NMMA, said the award will be made annually to recognize boating law administrators and call attention to the importance of their programs.

Coast Guard closes boating standards units

The Coast Guard announced the closure of its three newly-created Regional Boating Standards Units early this year due to a shortfall in the 1988 budget.

The regional units, established during a recent consolidation of boating standards offices across the country, were located in Miami, St. Louis and Long Beach, Calif. They were responsible for monitoring the recreational boat industry's compliance with federal safety requirements.

The duties of the boating standards units will be assumed by Marine Safety Offices (MSOs), which are responsible for inspecting commercial vessels.

Boating standards inspectors periodically examined plants to ensure that recreational boats were meeting safety standards. They investigated consumer complaints and accidents related to boat defects. Their work resulted in a number of factory recalls of boats deemed unsafe.

When announcing the changes, the Coast Guard reported 11 marine safety units will be closed and operations

reduced at seven others. In question is whether the MSOs will have the manpower to assume the additional responsibility. The primary duty of the MSOs remains inspecting commercial and passenger-for-hire vessels.

The National Marine Manufacturers Association has a voluntary industry certification program reaching just over 200 of the larger companies, which manufacture about 75 percent of the recreational boats built in this country.

This leaves more than 2,000 smaller manufacturers, which produce 25 to 35 percent of the boats, to be regulated solely by the Coast Guard.

Boat accident investigation courses begin

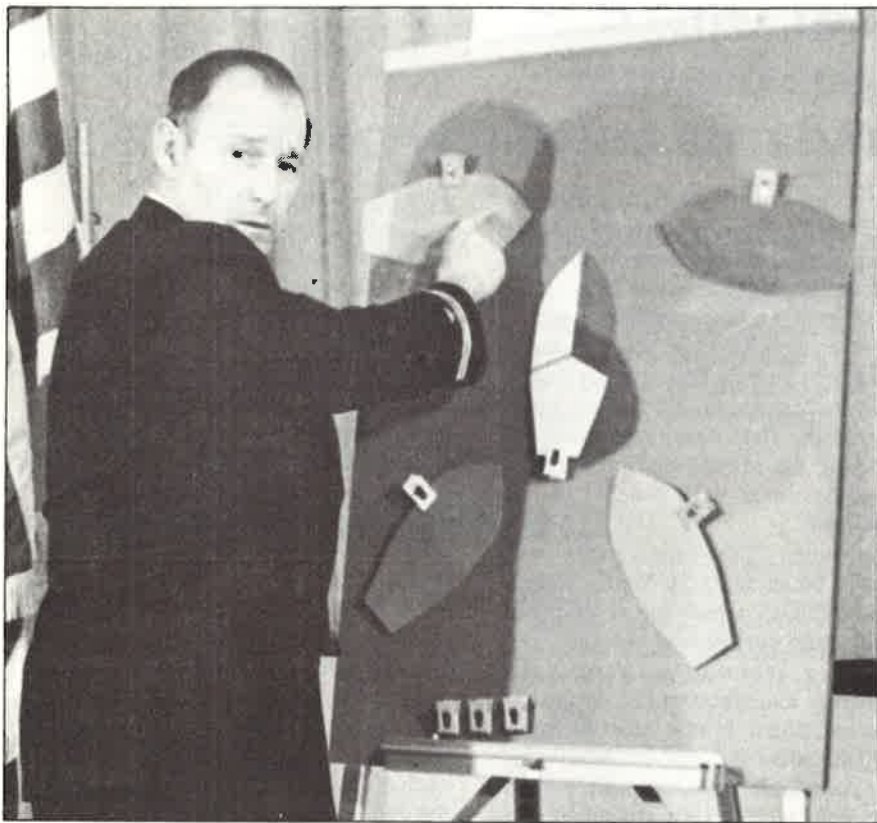
The first of eight boating accident investigation courses to be conducted by Underwriters Laboratories (UL) and the Traffic Safety Institute (TSI) will be held at the UL complex in Research Triangle Park, N.C., May 19-21.

The first part of the course, lasting two days, will be based on the *Marine Accident Investigation Manual* that was recently distributed to boating law administrators and will be taught by its author, Robert Loeser, senior marine engineer, UL. On the third day, the course will be based on the sequential-time-events-process (STEP) method written by Kingsley Hendricks of TSI.

Students will critique the course after each session. Members of NASBLA's Boating Accident Investigation, Reporting and Analysis Committee will observe each session and critique the course with UL and TSI at the close of the seminar.

Students attending this first seminar will come from the southern region of NASBLA. Two seminars will be held in each of the four NASBLA regions before the end of the year. The presidents of the regional associations, Joe Ruelas, NESBAC; Charlie Clark, SSBLA; Bill Shattuck, NCIABLA, and Jim French, WSBAA, will choose the students to attend the courses held in their regions.

Boating Safety Education



Peter Marini, a Coast Guard Auxiliarist who teaches boating safety courses for the Maine Department of Inland Fisheries and Wildlife, explains rules of the road to a class of adults and youths in northern Maine.

State	Number registered boats	Number students trained in 1987
Connecticut	90,000	3,500
Delaware	44,000	878
District of Columbia	3,318	170
Maine	114,182	451
Maryland	155,000	4,000
Massachusetts	236,000	1,100
New Hampshire	70,000	3,628
New Jersey	151,121	15,684
New York	358,400	2,765
Pennsylvania	250,586	1,913
Rhode Island	28,500	2,500
Vermont	34,600	1,000
Puerto Rico	25,078	1,200
Virgin Islands	3,614	60

Class Hours	Boating education offered in schools?	Who teaches students?	Comments on program or materials used	Future plans	Certify young operators?
8	Offered through town parks and recreation departments	C.G. Guard Auxiliary, U.S.P.S. and teachers	Young boaters respond better when taught as young adults rather than children. Young educated boaters inspire parents to take boating courses.	Pilot program in one junior high begins in fall. Mobile response unit, currently being outfitted, will take programs to schools.	Yes, under 18, boats over 5 hp
Home Study	Offered to those requesting it	School teachers, U.S.P.S., C.G. Aux.	Marine police assisted in 6,588 U.S.P.S. and C.G. Auxiliary courses.	Maintain current program.	No
20	Not offered	Harbor Police	Use <i>Boating Basics</i> , audiovisuals, videos and films.	Will be idle until new building is completed in March 1989.	Yes, under 18
6	Offered to sixth grade through high school	Volunteer instructors	Instructors have access to films, slides and videos through department library. Program uses <i>Boating Basics</i> .	The department is actively recruiting and training volunteer instructors to expand the program.	No
8	Offered to all schools, from K-12. This year is in 15 school systems	School teachers, conservation officers, C.G. Auxiliary and U.S.P.S.	Over 300 volunteers are trained to teach and by late winter, 44 courses were scheduled. <i>Boating Basics</i> is used.	Grants are available to school systems with boating safety ed. Recreational specialists help implement the grant.	Yes
12	Offered to 12 to 14-year-olds in all schools	Environmental police officers	C.G. Auxiliary and U.S.P.S. courses are recognized. State courses use <i>Boating Basics</i> .	Beginning to recruit and train volunteer instructors. A course is taught at one community college.	Yes, under 16, over 25 hp
3	Taught in summer camps and in schools in grades 1-9	Boating ed. officer and 2 seasonal officers	Use slide presentations on rules of road, how to deal with accidents. Take boat into schools to show parts of the boat.	Plan to get into schools more often and provide more programs at public launch areas.	No
5	Taught in 5th through 8th grades	Marine police officers	Each instructor has own set of slides. A workbook, PFDs, films and slides are used to augment lecture.	With new law requiring boaters under 16 to hold certificates, state will re-evaluate program.	Yes, 16 and under
8	If local school district wants it, offered to 10th and 11th grades	Certified volunteer instructors	Department supplies visual aids, flip charts, series of films to instructors.	Plan to reach more adult boaters through home study course. Marine Trades Association will give new boat owners home study guide.	Yes, under 16
6	Offered to middle and high school students	Certified school teachers	Slippery Rock College teaches an instructor level course for college credit. School program stresses safety in water recreation, not skills.	Adapting materials for younger children to make program available in elementary school. Attempting to get more colleges to offer it.	No
12	Offered in third, fourth and tenth grades	Boating safety officers, C.G. Auxiliary, volunteers	C.G. Auxiliary teaches from its book; volunteers use <i>Boating Basics</i> . By end of June, will have taught 8,000 students.	Six community colleges offered classes, a program that will expand. Volunteers will be given awards.	No
8	Offered in some high schools	Auxiliary state police, some full-time state police	Many courses taught in summer camps. Use <i>Boating Basics</i> , slides and films.	Expanding information booths used at boat shows and inspection sticker program.	No
Territorles					
36	Offered in 4 colleges as continuing ed. or undergraduate course	Commission of Navigation, C.G. Auxiliary and U.S.P.S.	Commission supports C.G. Auxiliary and U.S.P.S. courses by providing equipment, advertising and lectures.	A fourth state instructor will be hired. A manual is being developed for new mandatory ed.	Yes
32	Not offered in schools	C.G. Auxiliary and U.S.P.S.	C.G. Auxiliary and U.S.P.S. provide boating ed. with cooperation of boating administrator.	The division hopes to find an instructor to take programs into the schools.	No

Boating Safety Education



Michael Williams, boating safety officer with South Carolina Wildlife and Marine Resources Department, shows PFDs to a class of junior high students.

State	Number registered boats	Number students trained in 1987
Alabama	203,092	17,287
Arkansas	144,657	136
Florida	650,000	20,000*
Georgia	272,145	16,426
Kentucky	124,150	81,191
Louisiana	314,000	3,800
Mississippi	145,498	10,482
North Carolina	241,858	77,234
Oklahoma	186,000	3,121
South Carolina	241,000	5,711
Tennessee	214,000	1,761
Texas	606,384	876
Virginia	174,726	10,000
West Virginia	45,336	928

Class Hours	Boating education offered in schools?	Who teaches students?	Comments on program or materials used	Future plans	Certify young operators?
8	Marine police will take program into schools upon request.	Marine police officers	Each marine police officer is required to spend 10 percent of weekly schedule on boating safety education.	A course will be developed for the U. of Montevallo safety school to eventually include boating safety in driver's ed.	Yes, under 12
6	It is available for students 10 years old and up if the schools want it.	Volunteer instructors and some school teachers	The program now depends on a corps of hunter ed. instructors and members of C.G. Auxiliary and U.S.P.S. for teachers.	Three regional training officers are recruiting and training volunteer instructors to get the boating education program off the ground.	No
—	Not offered in schools	C.G. Auxiliary, U.S.P.S. and marine police officers	*Marine police officers are guest lecturers in C.G. Auxiliary, U.S.P.S. courses. <i>Boating Basics</i> is a handout to the public.	Possible plans include mandatory education for violaters and having boating education incorporated in driver's ed.	No
6	It is offered in several schools from junior high through junior college.	Conservation officers, C.G. Auxiliary, U.S.P.S., teachers, scout leaders	Conservation officers schedule courses with sportsmen's clubs and civic organizations.	Working with C.G. Auxiliary on pilot project offering a short course to small boat operators. Will evaluate responses and perhaps expand program.	No
8	Water patrol officers offer classes to students in 5th-12th grades.	Water patrol officers	All 36 officers are required to teach in the schools November through February, using <i>Boating Basics</i> , films, videos.	Current program is serving the purpose. May include CPR and first aid training in future.	No
6	Many schools offer boating at the 8th grade level.	Teachers who are volunteer boating safety instructors	Program needs improvement.	Plan to have boating education established as accredited high school subject.	No
4-6	Students in grades 7-12 can be certified.	Volunteer instructors and conservation officers	Since school systems are primarily using VHS, films are being converted to VHS.	Want to add more boating education instructors to staff to train instructors and expand the program.	No
6-8	Boating safety is offered to all seventh graders.	Programmed text	This program reaches a large number of students each year.	Maintain current program	No
4	Schools contact Lake Patrolmen to teach students over age 14.	Lake Patrolmen	Use <i>Better Boating</i> . Each instructor has displays, slides and can supplement as he wishes.	Will try to extend classes to more remote areas of the state. Lake Patrolmen will inform smaller school systems.	No
6-8	Offered in schools in eighth grade and up.	State education officers or certified faculty	It is a multi-media program using films, slides, video tapes and reading assignments.	The program adds 4 or 5 schools every year. Will increase number of faculty members involved.	No
4-12	Offered in schools for grades 7-12 but is established in only a few.	Wildlife officers and school teachers	Still trying to sell program to the schools. C.G. Auxiliary will offer a two-night course introduced by wildlife officers.	Updating <i>Boating Basics</i> to include more information on Tennessee waters. Will try to meet needs of different audiences.	No
6	Some schools offer it. School teachers are certified to teach the course.	C.G. Auxiliary and U.S.P.S.	Texas Parks & Wildlife helps with C.G. Auxiliary and U.S.P.S. courses.	A new person on staff will intensify recruiting and training of volunteer instructors. Will maintain cooperative efforts with C.G. Auxiliary and U.S.P.S.	No
6	Some schools offer it in 8th and 9th grades.	Volunteer instructors	People are "grabbing the opportunity" for the courses, which are being offered to more and more people.	Will certify more instructors and offer the course in more areas, especially remote areas where it has not been offered.	No
6	Offered in schools to ages 12-15.	Conservation officers, C.G. Auxiliary, U.S.P.S.	A large billboard told how to contact conservation officers for courses. Boat dealers give information on classes to customers.	Encouraging more participation from marinas and boat clubs. Trying to get more courses into schools.	No

National Boating Education Seminar

New Orleans, March 8-10

The 13th annual Boating Education Seminar got underway in New Orleans Tuesday evening, March 8, with the opening of an Idea Fair. Wednesday, before the keynote address began, John Dane, chairman of the National Safe Boating Council which sponsors the event, welcomed participants.

More than 200 representatives of boating, fishing

and recreational organizations were on hand to analyze current public education efforts and to learn effective ways to get safety information to the public.

The seminar was coordinated by Jim Ellis and Susan Wright of the BOAT/US Foundation and hosted by Maj. Charlie Clark and his staff of the Louisiana Department of Wildlife and Fisheries.

Molding public opinion tough job, but possible

"Molding public opinion is tough, but you can change it," said Gary Jobson, keynote speaker at the National Safe Boating Council's 13th annual boating education seminar.



Gary Jobson

A sailor, television commentator, author and advisor, Jobson has promoted yacht racing and sailing through his appearances as a commentator on the major TV networks and by placing stories in major newspapers and magazines.

Applying his experience and success in molding the public's opinion about yacht racing, he offered advice to those wishing to promote boating safety, either on a national scale or at the local level.

"Be accurate," he advised. "If you change your story, you lose credibility."

"Be enthusiastic. Your enthusiasm makes your message believable."

He told would-be publicists to be available. Reporters don't always call when you want to hear from them, he said, but when they call, "you've got to turn on." Being helpful to reporters when you don't

need them, helps on the occasions you do need them.

He suggested, when talking to reporters, to give out just enough information to be easily understood.

"Don't load them up with 37 brochures," he warned. Give them some key points and supply them with background information on a separate sheet.

Finally, keep a list of media contacts, their addresses and phone numbers.

Television and newspapers are the obvious vehicles for spreading the message to a large number of people. The way to begin is with a press release. Through his experience, Jobson learned what makes the press release successful.

"Press releases that are too self serving end up in the trash can," he said. A good press release has a combination of the following elements:

- ☐ It is short—one or two pages.
- ☐ It uses a low key approach.
- ☐ It has a good news hook.
- ☐ It includes third party endorsements—a quote from someone credible.
- ☐ It includes a fact sheet.

A good quality photo with a caption, four lines or less, that reiterates the message may get used when the press release

does not.

Jobson recommended inviting the local television station to visit a boating safety program; or to go out on the water to see what the problems are. TV producers are always looking for something new, he said, something different.

People spread their message through a variety of other sources—brochures, television, speakers, books, magazine articles. Jobson recommended contacting the professionals on a speaker's circuit and asking them to include the boating safety message in their talks.

Agencies and organizations trying to get a message out could provide a speaker's bureau and films to clubs and other organizations whose members they are trying to reach.

An event or campaign should have high visibility and be in a good location to be newsworthy. It is important to spend extra time and extra money to make it high quality or people won't take it seriously. Jobson suggested recruiting big-name people to participate. This might give it a hook, something newsworthy that would draw the media.

For continued success, Jobson said, people must use their time efficiently; recruit good people and delegate authority; read and stay in touch with people who have helped in the past and can help in the future.

"I've learned from those on top," he said, "to build on the past to get to the future."

PR Campaign must capture attention

"You're wasting your time," Len Biegel told seminar participants.

"Every minute counts when it comes to safety. You're wasting your time if you don't sit up and realize that

effective communication aimed at the abusers is a matter of life and death. It needs more than Popeye and it needs more than pamphlets."

Biegel is vice president and director of media relations for Burson-Marsteller, the world's largest public relations firm.

He defined effective communication as "words, pictures or a combination which achieve a certain understanding; such as a TV comedy that makes us laugh, or a poster or commercial that convinces us that the person in trouble could be me or my best friend."

Communication, he said, includes understanding the audience; knowing



Len Biegel

The message has to be the best, the most frightening. It has to be directed towards their hot buttons, their fear.

what message and what medium effectively reach the abusers.

Pamphlets, he said, are for the responsible people. The abusers think only wimps read pamphlets.

The media and the message must fit to capture these people's attention, he said. The message has to be the best, the most frightening. It has to be directed toward their hot buttons, their fear.

He noted that just as preparation takes the most time when painting a boat, so does preparation take the most time in

producing a cohesive effort to improve boating safety.

Through research, you must find out what makes the most difficult audience, the abusers, tick, he said.

When trying to persuade through the mass media, remember that people iden-

spokesman in a campaign.

He urged participants to make it a national campaign; to use the same material across the country. "People should be seeing and hearing the same signals, wherever they are."

Approach writers of TV situation com-

When trying to persuade through the mass media, remember that people identify with the subject only if they see a direct relationship to their hopes, fears, desires.

tify with the subject only if they see a direct relationship to their hopes, fears, desires for what they want to do tomorrow, Biegel said.

Decide what you are asking them to do. The message has to be clear; the sources must be familiar, and the message must come from someone they trust.

Who are their folk heroes? What do they read? he asked.

He suggested using an offender who had narrowly escaped death to be a

edies, he suggested, and make arrangements to have a boating safety theme written into an episode.

To unify the campaign, there should be a simple, easy-to-understand, memorable slogan.

"Never let up," he said. "At first, people half listen, half understand. After it's repeated it could sink in. When you're sick of it and think of stopping the campaign, don't stop. That's when it's beginning to penetrate."

Sport fishermen considered non-traditional boaters

"When I was asked to give a talk on the non-traditional watercraft user, I wasn't sure what that was," said Bob Barker, president of the American Bass Association. "I didn't even know if it was legal.

"I found out that it does exist; it is legal, and I am one of them."

Barker, a sport fisherman, uses his boat for fishing. People who use their small boats for fishing and don't consider themselves boaters are classified as "non-traditional watercraft users."

Barker told of the time he and his wife first bought a boat for fishing. When they launched it, the boat sank because they didn't know to check the drain plug.

They decided to take a boating course. They arrived to find instructors dressed in



Bob Barker

blue blazers and deck shoes. Fellow students talked of ketch rigs or twin screws. Finding themselves to be the only people in the class with a 16-foot boat, they felt quite out of place.

American Bass Association

The American Bass Association holds fishing tournaments. Barker told the

I found out that I am one of them.

group of the safety precautions participants are required to take to participate in a tournament. All boats must have a functional kill switch attached to the operator; each person must wear a personal flotation device anytime the big engine is operating, and each boat must be equipped with a functional bilge pump, aerator, fully charged fire extinguisher, throwable device and other items required by the U.S. Coast Guard or state law.

Workshops

Boating safety educators had the opportunity to attend three of five professional development workshops at the boating

education seminar. Communications experts from around the country were on hand to give insight into mounting a public education campaign.

Producing Flyers and Brochures

Jeanne McClaran, a copywriter, graphic designer and communications consultant from Ann Arbor, Mich. conducted a workshop on producing flyers and brochures.

She advised participants when producing printed literature to be concerned for the reader by asking:

- ☐ Will the reader like the way it looks?
- ☐ Will the reader be able to relate the material to his own needs?
- ☐ Will the reader be able to handle it comfortably. Does it fold back in place easily? Can he open the brochure and read it without turning it sideways?
- ☐ Will the reader have to study it or can he see at a glance what it's about? Long paragraphs are too much work. The reader must be able to skim-read it.
- ☐ Will the reader see the value of the message? The back panel could give a summary of the message or a check list. A sidebar on the middle panel might contain related material. Important points could be highlighted with an outcall—a sentence pulled from the text and set in larger type with rules separating it from the text.

Ms. McClaren provided guidelines for preparing the text, planning the layout and making the design decisions for a printed piece:

- ☐ Keep sentences a reasonable length—under 20 words.
- ☐ Break long paragraphs
- ☐ Omit jargon and acronyms.
- ☐ Cue the reader and keep reader interest with the use of headlines, subheads, quotes and sidebars.
- ☐ Spend extra time composing the title, making sure the message is clear



Jeanne McClaren (r.) critiques a brochure for Joe Gillis, Connecticut boating education coordinator.

and simple.

- ☐ Consider adding a subhead or a brief list of points covered in the text to your title.
- ☐ Make sure there's room for white space.
- ☐ Plan a logical flow of content from left to right.
- ☐ Examine the layout as the reader will view it.

Printed material has three key components, Ms. McClaren said, type, space and visuals. Type should be kept simple, all in one type family. She warned that several type faces make the piece look like a ransom note.

Fairly narrow line widths make for faster, easier reading. Type should be tight, but not touching. White space left at the bottom or at the sides of the page can be very effective.

Photos should be used *only* if they add to the message. To add visual interest to the page, use oversized numbers, bullets, rules or other graphic accents.

The main idea of each page and of the title panel should always appear at the top

of the page. Important elements should be larger than lesser elements.

Ms. McClaren critiqued brochures and other publications produced by seminar participants to illustrate both good and bad design. She explained why some designs worked, others didn't. Good design is always easy on the reader.

She told participants not to assume readers will see the value of the content as readily as they do. Writers should not assume readers will want to read every word; nor that they will read in sequence, front to back.

Readers don't mind having points repeated. She warned, don't assume they will know what to do based on the information you've provided.

Effective PSAs

Robert Keim, who recently retired after 21 years as chief executive officer of the Ad Council, conducted a workshop on creating effective public service announcements and getting them aired.

He told participants they must think in terms of a campaign; they shouldn't dabble. Advertising must be tightly targeted.

He said an ad is a focused piece of communication that should be thought through very carefully. It is directed to the public, one person at a time.

Before starting, the advertiser must decide what he wants that person sitting at home to do; who that person is; and how to make it happen. This, of course, requires research.

Once research has given answers to those questions and the production of the commercial begins, Keim said, keep the message simple. There should be no

continued on next page



Robert Keim (r.) discusses a television spot with Tim Smalley of the Minnesota DNR.

more than one or two points addressed, but both the problem and the solution should be defined.

A demonstration showing how to do what you want to happen is helpful. Testimonials from people who speak from experience add credibility.

The Ad Council has produced a 90 minute video, with workbook, on how to create effective public service advertising. Entitled *Magic Lantern*, the video answers such questions as: Is advertising the best way to do the job? Will the station take it?

For information on how to rent or buy it, contact Pam Freeman, Ad Council, 825 3rd Ave., New York, NY 10022.

Successful Public Relations Campaigns

Len Biegel, senior vice president and director of media relations for Burson-Marsteller, the world's largest public relations firm, led a workshop on conducting a successful public relations campaign.

The workshop was based on the talk he had given the previous day to the full seminar. Workshop participants outlined public relations campaigns they had conducted in their own areas and Biegel critiqued their programs, offering suggestions for improving future campaigns.

Tim Smalley, a workshop participant, reported on a recent public relations cam-

paign conducted by the Minnesota Department of Natural Resources. One of the top ad agencies in Minneapolis agreed to provide the creative work for three television commercials that were to be produced. The creative team, after being given a free hand by the DNR, created a much touted, award winning series of spots.

When an ad agency contributes time to a non-profit organization, Biegel said, personnel working on the project can add the project to their portfolios. When given a free hand, a creative team has the opportunity to do superior work.

Exhibits and Displays



Lauri Fleming (l.) talks about displays with Mark Brandt of Idaho Parks and Recreation.

Larry Crumlish, president of the Exhibit Stores in Dallas and Houston, and Lauri Fleming, trade show marketing coordinator for Freeman Design-Display of Dallas, conducted a workshop on focusing public attention on the exhibit.

They advised participants to design the exhibit and materials to fit the audience. A big boat show attracts a different audience than a sportsman's show.

If the audience expects to have fun at the show, said Ms. Fleming, gear the booth for fun. If it's a more serious show, perhaps an education seminar, design a more serious exhibit.

Working an exhibit is a face-to-face sales job. The point of the exhibit is to sell boating safety.

The most important element of the booth is the personnel. "You have six seconds to attract people to your booth," said Ms. Fleming.

Volunteers should be trained before manning the booth. She suggested that role playing be included in the training, which would give volunteers the opportunity to respond to questions.

Tips on booth behavior provided during the workshop included:

☐ Arrive 15 minutes early to become familiar with the surroundings.

☐ Remember this is your opportunity to talk to people on your own turf where you control the environment.

control the environment.

☐ Dress conservatively.

☐ Prominently display your badge.

☐ Do not smoke in the booth.

☐ Wear comfortable shoes and stay on your feet ready to greet visitors.

☐ Do not bring any food or beverage into the booth.

☐ Do not visit with other agency personnel during the show. People are reluctant to disturb you if you are engaged in conversation.

☐ Greet people with a friendly smile and act interested in their needs. Don't pounce!

☐ Keep the booth clean and tidy.

☐ Welcome all visitors, even those that don't seem to fit the mold.

Crumlish and Ms. Fleming suggested combining booths with other organizations that promote boating safety. Booths could be set up in proximity to one

another and personnel promote each other's booth.

Many times booths are used for one year, then discarded. Agencies might trade booths with their counterparts in other parts of the country, or ask officials in related industries if they'd be willing to donate discarded exhibits.

The exhibit experts suggested developing a criteria to determine if the expense and time required to participate in a trade show are justified. Keep a count of the number of people contacted and the number of responses received from any reply materials.

Grant Writing

John Boruff, director of training and consulting services for the Support Center in Washington D.C., which provides management training, information and assistance to non-profit organizations, conducted a workshop on grant writing.

Boruff named two sources for funding—non-profit foundations and private industry. The key to getting funding is to find the foundation or corporation that has shown an interest in the type project proposed. A directory of non-profit foundations, which can be found in public libraries, gives considerable information about a foundation, including a synopsis of its concerns and projects.

To begin the grant writing process, a letter of proposal is needed. Boruff presented guidelines for writing a letter pro-

continued on next page

posal. It should be concise, no more than two pages. An original letter should be tailored to each particular funder.

The letter should discuss direct client benefits of the project, not the mechanics of the project. It should emphasize aspects of the project the funder would find most motivating and request an

amount appropriate to the giving pattern of the funder.

The letter should begin and end by asking for an appointment to discuss the project further, preferably in person.

Although grant writing is essential, getting the proposal to the right person is 90 percent of the success factor, Boruff

said. If possible, those seeking funding should get to the decision makers, not the program managers who do the screening for the decision makers. There is no substitute for the "old boy" network. Use a friend of a friend to gain entry.

A two-page summary should be included at the beginning of the grant proposal, a summary that tells the reader in a glance what the project is; who will benefit; how much money is requested and for how long.

Goal Planning

During the final afternoon of the seminar, participants divided into five groups to exchange information on past programs and to discuss their plans for the future. Agencies and organizations have found that many of their efforts are duplicated by other agencies and organizations. The goal planning sessions were to facilitate ideas to reduce duplication and to determine what role the National Safe Boating Council could take.



"Boats" Garden leads a goal planning discussion on printed literature.

Printed Literature

The group discussing printed literature found a proliferation of titles—many publications on the same subject—which seemed a duplication and waste of effort. People creating the literature are unaware of what others are doing. They found additional weaknesses, including:

- ☐ Lack of funds. Experienced writers and graphic artists could not be hired to produce the literature.
- ☐ Inconsistent data
- ☐ Inability to evaluate effectiveness of literature

The group decided opportunities for improvement might be found in:

- ☐ Desk top publishing—an economical way to produce quality literature
- ☐ Offprints—arranging to reprint quality brochures or purchase offprints from a responsible publisher
- ☐ Clearinghouse—a group, such as National Safe Boating Council, to review literature, create guidelines and provide core material and art that could be adapted locally.

Audiovisuals

Some of the people in this group had produced audiovisuals; all used them. Audiovisuals are found to be essential for public education and information programs and for training internal staff.

When producing in-house audiovisuals, it was suggested agencies get support from local businesses and universities. Production classes at universities often provide manpower and skill to assist non-profit agencies with their audiovisual needs.

Some agencies reported success in planting story and production ideas with local newspapers, television and radio.

Many agencies wishing to produce audiovisuals need more training to determine what constitutes a good product, as well as formal training on production techniques.

The group expressed a need for a

means to exchange titles, programs and production ideas to avoid a duplication of resources and capitalize on the good ideas of others.

They suggested that good generic safety films be produced through the National Safe Boating Council. A selection of films is currently in the public domain, but members of the group complained of the difficulty locating the films and obtaining them.

They all agreed that, although production of audiovisuals is expensive, the return is good.

Public Displays

The small group discussing public displays agreed that efforts should be made by boating safety organizations to get to non-traditional shows, such as sportsman's shows. Volunteers operating

continued on next page

booths should be trained. The group felt that safety hooks and gimmicks might help attract people to the display.

Communication among organizations should be developed for an exchange of ideas and perhaps an exchange of exhibits across the country.

Public Education for Adults

Although members of the group felt good about what has been accomplished in boating education for adults, they agreed the adult audience had hardly been tapped. There is much yet to be accomplished.

The group listed a number of stumbling blocks currently effecting the success of adult boater education:

- ☐ Lack of manpower
- ☐ Lack of media cooperation
- ☐ Lack of coordination among boating organizations
- ☐ Lack of funding
- ☐ Lack of emphasis in publications on the type boat used by the non-traditional boater

The group predicted an increased use of video in future adult boater education efforts.

Public Education for Youth

The group discussing boating education for youth found there was no common or standard format for the delivery of the program. In some areas it is taught in the grade schools; in some areas, junior high; and in others, grades K-12.

A few states have laws requiring young operators to obtain an education certificate before operating motorboats.

The group found that, although it seems obvious, some people need to realize that materials appropriate for high school students won't work in kindergarten.

It was agreed that public attitudes need to be changed. When people on TV are shown in boats without their personal flotation devices, the question must be asked, why?

Idea Fair

The Idea Fair, which opened the Boating Education Seminar Tuesday evening, March 8, continued until the close on Thursday afternoon, March 10.

Government agencies, volunteer organizations, non-profit groups and industry representatives brought exhibits and demonstrations to show how they reach the boating public with their message and product.

Exhibitors Presentations

During the Idea Fair opening, 11 representatives from the groups exhibiting gave short presentations on topics covered in their displays. Speakers and their topics included:

☐ Ralph E. Steger, vice president National PFD Manufacturers Association, *Current PFD Concerns*

☐ Larry Taylor, Boston Whaler, Inc., *Construction of Unsinkable Boats*

☐ Dick Bogue, managing engineer,



Randy Dill (l.), Connecticut BLA, and Don Ellingsen, Florida BLA, look over the Coast Guard Auxiliary display.

Underwriters Laboratories, Inc., *New PFD Pamphlet Developed under Coast Guard Grant*

☐ N. Ruth Wood, BOAT/US Foundation, *BOAT/US Toll-free Course Line*

☐ Roger Field, director of development, Chapman's School of Seamanship, *Boating Safety Education, an Opinion*

☐ Lt. Cmdr. Allen Bunn, National Oceanic and Atmospheric Administration, *Problems Caused by Debris in the Marine Environment*

☐ Roger Hagie, president, Personal Watercraft Industry Association, *A Look at Personal Watercraft*

☐ Hunt Anderson, Boating Safety, United States Coast Guard, *A Look at Four New Boating Safety Films*

☐ Capt James Prout, USCG Ninth District, and Matt Kaufman, executive director, Marine Retailers Association of America, *Linking Volunteer Boating Safety Efforts with Marine Dealers*

☐ Mike Schabeck, boating coordinator, City of Toledo, Ohio, *A Look at a Community Boating Education Center*

☐ Nancy Lems, American Fishing Tackle Manufacturers Assoc., *An Aquatics Resources Education Curriculum*

Receiving the Outstanding Idea Fair Display Award was Chapman School of Seamanship. In presenting the award, Larry Crumlish, president of the Exhibit Stores in Texas, said the display gave a clean, neat visual impact that immediately drew in the viewer. It named the organization; told what it did, and made an immediate connection to the needs of the person approaching the display.



Jennifer and Roger Field welcome a visitor to their award-winning exhibit.

Educators try out watercraft

Just in time for a planned afternoon-on-the-water to begin, the sun broke through the gray clouds that had been soaking New Orleans with a cold rain. Early in the afternoon, with the rain still coming down, seminar participants packed into a country dance hall to lunch on spiced boiled crawfish and shrimp and listen to the music of a Cajun band.

When the skies began to lighten, everyone boarded buses and headed for Bayou Signette State Park where small boats waited along the shore of the bayou for the afternoon's activities. Participants would be able to operate a variety of personal watercraft, canoes and kayaks, and to ride in an airboat, rigid hull inflatable and law enforcement dive boat.

Most seminar participants were boating safety educators; many also responsible for law enforcement. Agencies charged with keeping the waterways safe have become concerned with the proliferation of personal watercraft in their areas. This afternoon-on-the-water gave educators and enforcement personnel the chance to experience the craft first hand and gain a personal perspective.

Dick Gregory, Arkansas boating law administrator, was one of the educators who had never operated thrill craft.

"I went nuts," he said. "I had so much fun! But I also learned what the dangers can be."

He was having such a good time going through a series of tight turns to see what the craft would do, "I had a tendency to forget all I'd learned about safety and courtesy."

*I had a tendency to forget
all I'd learned about safety
and courtesy*
—Dick Gregory

Without a rear view mirror, he was unable to see behind him and during one turn, he cut in front of another craft.

The operators of the craft, all beginners, tended to travel slower and be more cautious than perhaps they would have with a little more experience, and, in spite of there being several craft in a small area, no one was hurt. With the exception

of one spectacular spill, there were no mishaps.

Gregory rode a number of units and after the initial thrill was gone, he was able to look at the craft more objectively.

"I realized there is a high degree of poor visibility on that small craft," he said, "similar to a motorcycle in traffic. It would be easy to be run over by larger boats."

Back in Arkansas, he said he will urge boating education instructors to stress that personal watercraft are motorboats and that people need to know that along with the thrills, there are dangers.

He will suggest that law enforcement remember that the units must meet all registration requirements and obey the rules of the road.

Because his agency will soon be purchasing an 18-foot patrol boat, Gregory took advantage of the chance to go out on the Boston Whaler dive boat to compare it with other boats he knew.

Some of the seminar participants tried out a variety of canoes and kayaks; some rode in the 17-foot Zodiac rigid hull inflatable and others took a ride across the bayou on a Trail Boss airboat.



Mike Williams, boating safety officer with South Carolina Wildlife and Marine Resources Department, slows down

as he brings the Wet Jet to shore. This was the first of several personal watercraft he tried out.

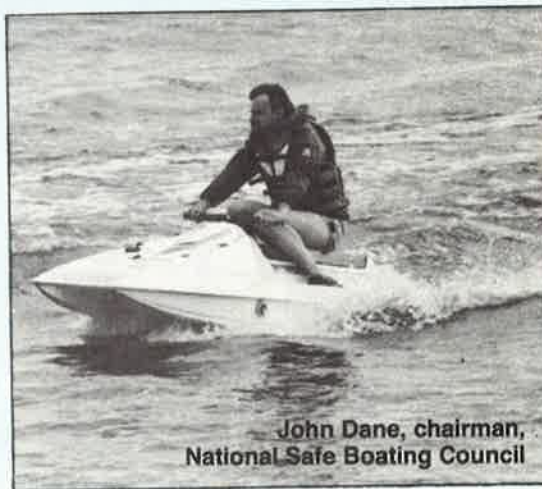


Afternoon on the Water

Randy Dill,
Connecticut BLA;
Dick Gregory,
Arkansas BLA;
Larry Taylor,
Boston Whaler,
and John
Ghougasian
(l.to r.)



Jim Ramsey, Delaware BLA



John Dane, chairman,
National Safe Boating Council

Many boaters respond to call in Arkansas for volunteer boating education instructors

A statewide boating education program is getting underway in Arkansas. Since a successful program must have good instructional materials and a corps of certified instructors to teach them, Dick Gregory, BLA, and staff have devoted a good deal of time during the

Regional training officers are setting up boating courses around the state and, from these classes, recruiting volunteers.

past several months recruiting volunteers and revising education materials.

Three regional training officers are setting up boating courses around the state and, from these classes, recruiting volunteers. Currently hunter education instructors teach the courses.

Gregory reports a good response to the call for volunteers. Coast Guard Auxiliaries are offering to teach the state course as are others interested in boating.

After volunteers have taken the six-hour course, they receive an additional two hours' training to learn to set up a class, recruit students, advertise classes and to become familiar with available teaching aids and materials.

In the meantime, Gregory is developing a course outline for *Better Boating* and revising the test to be more appropriate for sixth graders. He plans to submit the materials to the Department of Education which must determine if the course meets state standards and can be included in the school curriculum.

Although he would like to see boating education start with sixth graders, Gregory encourages volunteers to teach any

age group they can. The average age of those having boating accidents in Arkansas is 40 to 42. The average boat involved in accidents is 16 feet and under.

"With the force of volunteers we have waiting, the boating education program should take off," said Gregory, "that is, if the instructors can get people into the classes."

Boating safety marketing campaign targeting sportsmen begins in Ohio

This spring and summer Boat/Ohio, a marketing plan to promote safe boating among sportsmen, will be in place. Sportsmen were identified as the primary target in a promotional campaign after statistics showed half the boating fatalities in Ohio to be among fishermen.

All boating safety brochures picture sportsmen on the covers. One brochure, *Anglers Know Your Limits*, addresses safety limits in boating, such as horsepower, carrying capacity and alcohol.

The Division of Watercraft is producing a series of brochures on safety at the

major fishing areas, brochures such as *Lake Erie Survival*, which gives general safety information and specifies problems that might be encountered on Lake Erie.

Tee shirts and caps designed to sell the Boat/Ohio theme will be available.

In the fall, advisory groups from around the state, using their resources to put on workshops and other programs on hypothermia, PFDs, alcohol, etc., will begin a statewide boater education program aimed at sportsmen.



Georgia DNR helps county install buoys

Speed buoys purchased by the Wayne County (Ga.) Commissioners were installed by the Department of Natural Resources at the Jaycee Landing in Jesup this winter. Lt. Col. Joel Brown (l.), boating law administrator, operates the boat as Ranger Doug Lewis, assisted by marina operator Robert Herndon, lowers the buoy in place.

Mandatory Boater Education

States with new laws prepare for increased demand for boater education courses

Mandatory boater education is on the books in Maryland and imminent in Puerto Rico. New laws, requiring persons under 16 who operate motorboats without adult supervision to satisfactorily complete an approved boater education course, soon will be in effect in Massachusetts and New Jersey.

Preparations to meet an increased demand for boater education courses have been underway in Maryland and Massachusetts for more than a year. Officials in Puerto Rico and New Jersey are assessing the demand and developing materials.

Maryland

Maryland officials anticipate training 15,000 boaters a year. Beginning in July, Maryland boaters born after July 1, 1972 must obtain a certificate of education to operate a motorboat.

The state offers a grant to any county that includes the Department of Natural Resources boater education course in the school curriculum. Part of the grant includes a two-day workshop given by the DNR to certify teachers to teach the course.

Working with the Department of Education, the DNR produced a boating safety education course reference book which lists teacher resources, training aids, classroom procedures and gives examples of games to play and other activities to make the course interesting.

Last year the state hired three recreational specialists to recruit and train volunteer teachers. Workshops are held around the state and are tailored to meet the needs of the different areas of the state. In addition to the new volunteer instructors, members of the Coast Guard Auxiliary and U.S. Power Squadrons are being certified to teach state courses.

"There has been excellent cooperation between the DNR and the Auxiliary and

Power Squadrons," said Lt. David Street of the Environmental Police.

By mid-winter, more than 44 classes had been scheduled for the spring.

Boaters can obtain a certificate either by successfully completing the course or by making a grade of 88 on an equivalency test. The DNR will send home study materials to those wishing to take the equivalency test.

The entire education program has been computerized. Student records and courses entered into the computer are printed out as a self mailer complete with a plastic card certificate.

Massachusetts

Officials in Massachusetts sent a letter to 77,000 owners of boats 20 feet and under informing them of the new regulation that requires persons under 16 who operate a motor boat over 25 horsepower without adult supervision to obtain a certificate indicating they have successfully

With the experience they've gained arranging classes and teaching, and with the cooperation of the Coast Guard Auxiliary, the Environmental Police expects to meet the increased demand this year.

completed an approved boating course.

For more than a year now, Environmental Police have been giving boating courses in their districts. With the experience they've gained arranging classes and teaching, and with the cooperation of the Coast Guard Auxiliary which has been active in boating education in the state, the Environmental Police expects

to meet the increased demand this year.

Classes have been scheduled this spring in high schools, community colleges, sportsmen's clubs, through police and fire departments, state controlled skating rinks and civic clubs.

In the meantime, the Environmental Police is developing an instructor recruiting and training program. Officials hope to interest harbor masters, among others, to become volunteer instructors.

"If we get two volunteers for each district, we'll be in good shape," said Fred Nataloni, boating education coordinator.

Puerto Rico

A regulation that has been submitted to the State Department for approval in Puerto Rico requires that all persons born after July 1, 1972 must successfully complete an approved boating course before operating a motorboat. The Commission of Navigation will soon be hiring a fourth boating instructor to train teachers and teach classes. The state plans to give courses seven times a year.

Commission officials are developing a manual to train boaters on the use of local waters.

Prior to the offering of the first course, Jesus Galvez, commissioner of navigation, will appear on radio and television to explain the new regulation and announce the courses.

New Jersey

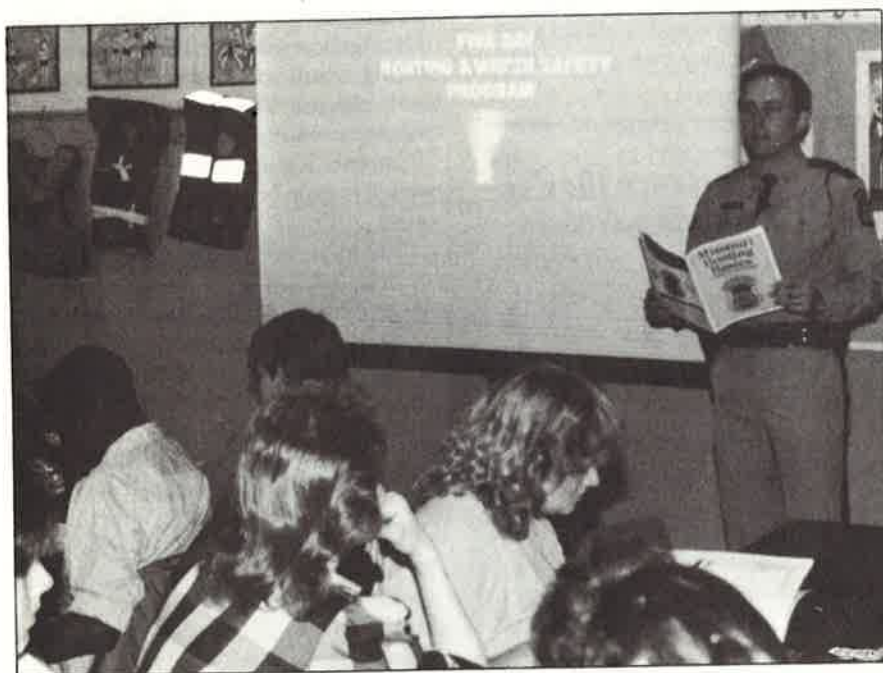
A law requiring persons under 16 to satisfactorily complete an approved boating course before operating a motorboat was passed in New Jersey early this year. The state is currently formulating a plan to implement the new regulation and is developing criteria for boating course approval.

Officials must determine whether courses now available in the state will meet the new criteria and whether they will meet the demand, should it increase.

The law will be enforced next year.



Boating Safety Education



Missouri Water Patrolman Stanley Morehead teaches a Boating Basics course to seventh and eighth graders at Valley Park School in St. Louis. All water patrolmen spend their winters teaching courses to Missouri school children.

State	Number registered boats	Number students trained in 1987
Illinois	292,000	2,580
Indiana	206,894	2,626
Iowa	175,000	700
Kansas	87,000	2,500 home study sent
Michigan	740,000	30,000
Minnesota	673,503	3,166
Missouri	292,761	19,133
Nebraska	55,175	1,800 home study sent
North Dakota	36,526	1,000 home study sent
Ohio	370,000	50,903
Ontario	—	No program
South Dakota	36,400	487
Wisconsin	462,000	4,800

Class Hours	Boating education offered in schools?	Who teaches students?	Comments on program or materials used	Future plans	Certify young operators?
8-14	Offered in 7th and 8th grades.	Volunteer instructors	This is the beginning of a three-year plan. Half the time is devoted to public relations, promoting boating courses and telling why they're needed. Posters were produced and PSAs made.	Will promote boating safety education in schools and through city recreation departments.	Yes, ages 12-16
6-10	Offered in some of the schools in 6th through 8th grades.	Conservation officers and volunteer instructors	Courses are tailored to different areas of the state. On Lake Michigan and Ohio River, boaters must comply with federal regulations.	Tests are being shortened to 50 questions. Aids will include video tapes, National Safety Council films. All programs will be computerized.	Yes, under 14
6	Offered in schools to students age 12 and over.	School teachers and Department of Natural Resources staff	Stands at county recorders' offices, where people register boats, hold home study manuals. <i>Boating Basics</i> , videos, <i>Judgement on the Water</i> are used.	Six training officers try to contact all the schools in their districts. Litter bags that will be distributed at busy launch ramps are being designed.	No
Home Study	Some schools offer it. Those that do, offer it in high school.	Phys. Ed. teachers, volunteer instructors	Use <i>Better Boating</i> , safety brochures, films, videos.	Full time staffing for boating safety has been requested. Goal is to distribute 30,000 home study courses annually.	No
6	Many schools teach it to ages 12-16.	Sheriff's marine officers, volunteer instructors, C.G. Auxiliary and U.S.P.S.	Use <i>Pleasure Boating</i> , <i>Judgement on the Water</i> , <i>Staying Afloat</i> and <i>Six Last Words</i> .	Governor's task force on boating presented ideas for expanding education. The DNR will conduct workshops with the C. G. Auxiliary.	Yes, ages 12-16, boats over 6 hp
6-8	Course is offered in junior high, boating programs in elementary schools.	Conservation officers, sheriff's deputies and teachers	River guides that give information on locks and dams, currents, etc. are distributed at boat shows and through deputies and conservation officers.	A boater's survey is being conducted to determine public opinion on mandatory education and operator licensing.	Yes, ages 13-17
5	Course is given in schools in grades 7-12.	Water Patrol officers	Use <i>Missouri Watercraft Manual</i> and slides.	Program has been updated with purchase of <i>Boating Basics</i> . A slide program is being developed to augment the manual.	No
1-20	Taught in some junior and senior high schools.	Phys. Ed. teachers	Home study is the biggest effort.	Will change as needs change.	No
Home Study	Presentations are made to grades 9-12.	Boating education instructors	Presentations emphasize PFDs, alcohol abuse, cold water and hypothermia. Use <i>Judgement on the Water</i> .	Will maintain current program.	Yes, ages 12-15, over 10 hp
1-40	Taught in all levels from K-college.	Volunteer instructors and Watercraft Officers	Taught in standardized work units supplemented by audiovisuals.	Funding of education programs is expanding. New law gives more latitude in use of volunteers.	No
—	—	—	Promotes boating safety by informing people of classes available through volunteer organizations.	A report from a study made last year will recommend the province provide a handbook for a core curriculum.	No
6	Not offered in schools	Conservation officers	Use <i>Boating Basics</i> . Stress weather, trailering.	Although only small numbers respond, the home study course is steady and will continue.	No
8	Some schools offer it in 7th grade.	Volunteer instructors	Videos provided to the instructors have been upgraded. Using new visual aids and overheads.	Will be advertising to get more adults involved.	Yes, ages 12-16



Boating Safety Education



Mission Bay Aquatic Center in San Diego is one of seven college aquatic centers funded by the California Department of Boating and Waterways. The state offers courses in the schools in grades K-college.

State	Number registered boats	Number students trained in 1987
Arizona	120,000	2,100
California	771,193	180,000
Colorado	79,640	432
Hawaii	14,008	1,149*
Idaho	57,251	5,500 home study sent
Montana	37,081	31
Nevada	37,162	500 5,000 home study sent
New Mexico	34,000	Not documented
Oregon	153,000	11,300
Utah	49,583	Not documented
Washington	159,584	23
Wyoming	21,000	Not documented

Class Hours	Boating education offered in schools?	Who teaches students?	Comments on program or materials used	Future plans	Certify young operators?
1	Presentations given in high schools	Boating safety officers	Safety officer appeared on radio, TV and made presentations at parks, to corporations and U.S. Air Force.	A new boating officer to be hired will work on education.	No
1-4	Offered in schools in grades K-3, 4-6, 9-12 and at the college level	School teachers	Teachers provided with course materials, films and videos. 10,000 home study courses distributed. Audio visual library available to all instructors.	Maintain current program. With an increase of boaters in state, there was a 26 percent decrease in fatalities.	No
8	State course not offered in schools	State park officers and volunteer instructors	Courses are given at parks and community centers. Many marine dealers distribute student books.	A part-time education coordinator will be hired in May to develop specialized brochures and advertise courses.	No
2-24	Not offered in schools	C.G. Auxiliary, U.S. Power Squadrons, volunteer instructors.	*State assists C.G. Auxiliary, U.S. Power Squadrons and Yacht clubs by providing schedules of classes through registration.	Hope to get boating and water safety curriculum established in school system.	No
Home Study	A school program for 7th and 8th graders is being established.	Volunteer instructors	A boating safety specialist hired in November is developing materials, recruiting and training volunteers and contacting schools.	New program will focus on school districts that have boating or those expressing interest. A teacher aid package will be available for volunteer instructors.	No
Home Study	Not offered	Game wardens give presentations	<i>Boating Basics</i> available for home study but state seems to have few takers.	Try to get more wardens to put on safety demonstrations. Try to attract more boaters to complete home study.	No
8	Offered in the schools upon request	Game wardens on boating safety assignment	Use slides pertaining to Nevada waters, films, PFDs, buoys and other aids.	The education program is new. Hope to establish a standardized course that will be advertised.	No
6	Not offered	State park personnel	About 15,000 class presentations were made. Use films, coloring books and safety pamphlets.	Hope to develop a lesson plan for presentations.	No
1-20	Available to all schools in K-3 and junior and senior high	Aquatic instructors	Use <i>Play it Safe</i> in K-3, <i>Oregon Water Ready</i> in junior high. <i>Boating Basics</i> is available for home study. Canoes, PFDs and throwbags are available on loan for <i>Oregon Water Ready</i> .	School video program, <i>Splash</i> , will be available for grades 4-6 and <i>Oregon Water Power</i> for junior and senior high. These programs were developed for Oregon boaters.	No
Home Study	Park rangers will take a course into the schools upon request.	Park rangers and C. G. Auxiliary	Use <i>Boating Basics</i> , Coast Guard films and safety pamphlets.	Will develop display for boat shows. May eventually try to design boating program similar to offroad vehicle courses for children.	No
—	Available if phys. ed. teacher requests it. Get very few requests.	C. G. Auxiliary, U.S. Power Squadrons and other boating organizations	<i>Better Boating</i> used as handout. Volunteer boating organizations taught 11,008 students.	A volunteer instructor program is being expanded. Developing youth boating clinics that would be offered through school system.	No
4	Not offered	Boating law administrator, reservoir crews and game wardens	Lesson plans developed by BLA are tailored to local areas. Courses are taken to schools, duck hunters, Boy Scouts and large groups beside lakes.	The program will be expanded as funds allow.	No

Boating goes to College

Boating education offered in variety of college settings

Boating safety education has made it onto a few college campuses with class offerings as varied as the colleges and the students. Colleges that serve as community centers for adult or continuing education seem a logical place to offer adult boating education. Where colleges offer degrees in physical education or outdoor recreation, boating is taught at the undergraduate or graduate levels to train teachers or instructors.

Rhode Island

When he launched a statewide boating safety program the first of this year, Malcolm Daniels, Rhode Island boating law administrator, organized a joint venture with the Community College of Rhode Island (CCRI), the Division of Boating Safety, U.S. Power Squadrons and Coast Guard Auxiliary.

"This brought together the experts in safe boat handling, a community college system which was eager to offer novel non-credit curriculum ideas and the state, whose goal is to create a better trained public," said Daniels.

CCRI provides classrooms at one of its main campuses and at four satellite locations. Coast Guard Auxiliary and Power

Squadrons instructors teach power and sail handling procedures, seamanship, knots, navigation and piloting. State boating safety officers cover legal requirements and radio procedures.

CCRI, with a community educational system in place at 15 teaching sites, attracts a large cross section of the public. By listing the courses in the catalogue, CCRI provides some of the publicity to get people into class. Daniels publicizes the courses, too, through news releases and paid advertising.

The initial response was overwhelming. More than 200 people registered at six CCRI locations for the first offering in January.

Daniels put the cooperative venture in place to push for a more highly educated boating public now, and, he said, to insure that adequate educational resources are available for the time mandatory education becomes a reality.

Ohio

Boating is offered at Ohio State, Ohio University, Akron University, Capital University and Hocking Tech at the undergraduate and graduate levels.

Hocking Tech offers a water rescue

course to train volunteer and fulltime rescue workers, watercraft officers and teachers to develop their river rescue skills and receive instructor certification.

Classes and workshops are conducted in both boating safety and skill development at the other universities to train students studying physical education or

Daniels put the cooperative venture in place...to insure that adequate educational resources are available for the time mandatory education becomes a reality.

outdoor recreation. These are the students who eventually will become instructors. Other classes train students to teach Water Safety Fun, a course taught to the state's fourth graders.

When they begin teacher training programs in boating, universities can receive matching grants of up to \$15,000 from the Department of Natural Resources to buy equipment or pay teachers.

The Division of Watercraft co-sponsors basic and advanced canoeing courses and basic and instructor river rescue training with some of the local colleges.

California

The California Department of Boating and Waterways has funded seven college aquatic centers over the past 10 years. Each center originally received \$50,000 and now receives funds as needed, usually for replacing equipment.

The centers, located at Humboldt, San Diego, Sacramento, Northridge, Irvine, Berkeley and Santa Cruz, teach safe sailboarding, water skiing, rafting, kayaking, rowing and canoeing.

Courses are open to students and to the public through an outreach program. In 1987, a total of 53,400 students took classes at these centers.



Students at the Mission Bay Aquatic Center in San Diego are offered courses in sailing, sailboarding and water skiing.

A JOB WELL DONE



John F. Carroll

Allen Boice

Dennis Jameson

James Mitchell

Ned Rogers

Cecil Beam

This series continues to recognize boating safety personnel for excellence in the performance of their jobs in education and enforcement.

John F. Carroll

While on routine safety patrol on Lucky Peak Reservoir, Idaho, John F. Carroll, U.S. Coast Guard Auxiliary, saw a boat on fire 100 feet off shore and immediately went to the scene. The operator, a non-swimmer, had abandoned the burning boat and was trying to cling to a Type IV cushion. After several attempts made to retrieve him failed, the boater began to sink below the surface. Carroll, fully clothed, immediately dove into the water and pulled the boater to safety.

Allen Boice

Just one day after the Coast Guard was moved out of the area, the Curry County (Ore.) Sheriff's Department received a call that a fishing vessel had capsized crossing the Rogue River bar.

Deputy Allen Boice was sent out in the county boat. He maneuvered the boat through dangerous bar conditions to rescue the fisherman who was perched atop the capsized boat.

Two and a half hours later a second call came about another capsized fishing boat on the bar. Deputy Boice again took the county boat to the bar area, but could not find the skipper of the fishing vessel.

Soon he spotted a man floating with a life vest about his feet. Boice maneuvered the boat through the heavy seas and Deputy Welsh pulled the unconscious fisherman on board. Boice took him through the rough seas to an awaiting ambulance on shore. The victim was revived.

Dennis Jameson

In his 20 years as conservation warden

with the Wisconsin DNR, Dennis Jameson has established an excellent relationship with his community through his equal application of education and enforcement.

Each year he inspects more than 200 rental boats for safety equipment; provides training for waterski shows and schools; teaches a boating safety class, and attends all boating classes in his area.

In 1987 he checked 2,000 boats, issuing 880 verbal warnings and 200 citations, including four for operating under the influence.

James Mitchell, Ned Rogers Cecil Beam

If not for the efforts of Officer James Mitchell, Officer Ned Rogers and Lt. Cecil Beam of the Alabama Marine Police, students in rural Clay and Chambers counties would not receive any boating safety instruction. These officers taught all 2,750 students in the schools in these counties as well as members of local 4-H clubs. In addition to safety education they provided civic clubs, industry and rescue organizations, the officers maintained a full enforcement schedule.

National Safe Boating Council recognizes three

Susan Wright, of BOAT/US Foundation; Barbara Null, editor of this publication, and Rene Dubois, of Tampa, were presented awards for their "exemplary support of programs to advance safe boating through education" by the National Safe Boating Council at its meeting in New Orleans, March 8.

Ms. Wright was recognized for her work coordinating the 13th annual National Boating Education Seminar. This year's seminar, which featured nationally recognized experts in communications, attracted more participants than any seminar in the past.

Ms. Null was recognized for her efforts producing the 1988 National Safe Boating Week media kit. Work on that project included developing and editing an all-new Action Manual and producing a poster, decal and NSBC brochure.

Dubois was cited for his work hosting last year's education seminar during a time of personal stress.



River guides published by the Minnesota DNR, were produced to assist anglers and other recreational boaters and to promote safe and enjoyable use of the rivers. The booklets, which contain detailed maps of the rivers, include information on boating facilities, safety tips and hazards specific to the Mississippi, Minnesota and St. Croix rivers. They give detailed procedures for use of navigational locks.

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National Association of State Boating Law Administrators

An Open Letter — Capt. Bob Hammond, U.S. Coast Guard

To all my friends and colleagues:

I would like to extend a thanks and a "well done" for the last eight months. I expected to have a go at the boating safety business for at least a few years rather than just a few months. However, in that time I had the opportunity to meet many of you and become very familiar with yet another Coast Guard (and state) mission.

There is no doubt that this nation's boating public is being looked after by an extremely dedicated, hard working and *driven* group of professionals and volunteers. You all are commended for your sacrifices and efforts which have been and will continue to result in safer waters, better equipment and an educated, responsible boater.

In particular, I thank each of you for the support, guidance and encouragement you have given my staff. I was blessed with having the opportunity to work with a staff as concerned and motivated as each of you. A day did not pass that I was not again amazed at the amount of work and concern that these people put into our program. Fortunately, they all will remain with boating and continue to be there with you (this is good as they



Capt. Bob Hammond

really do all the work.)

I know you see a continuous "revolving door" as new captains come and go—there's always someone new to train and set straight. Captain Bill Griswold, current chief of the Auxiliary Division, will absorb additional duties taking over

my functions as well as the Boating Safety Division. A new, single division of Auxiliary and Boating Safety (G-NAB) will be formed within the reorganized Office of Navigation Safety and Waterway Services (G-N.)

Needless to say, Bill is going to be extremely busy; however, he is no stranger to the boating safety mission and I know you'll find him an avid supporter and expeditor of your mission.

I'm going to miss the future opportunities to meet with you and discuss (and at times debate) the various issues concerning the safety of our waterways. The Recreational Boating Safety Program truly is a just and worthwhile expenditure of energy and funds—an endeavor which gives each of us a rewarding sense of accomplishment knowing that we're *serving* and *saving* our fellow man.

Keep up the good work—you all did good.

God Bless.

Bob Hammond

Captain Bob Hammond was chief of the former Boating Safety Division of the U.S. Coast Guard.