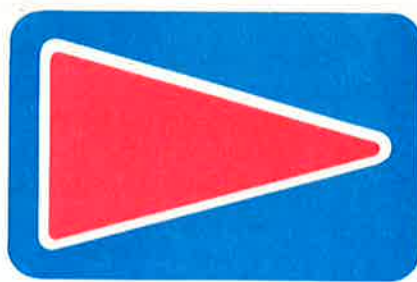


SMALL CRAFT ADVISORY



Vol. 2 No. 4

National Association of State Boating Law Administrators

April/May 1987



PRESIDENT'S CORNER

by Larry Williford

After attending the NASBLA Law Enforcement and Uniform Boating Laws Committee meeting, the Education Committee meeting and the National Boating Education Seminar, I am convinced more than ever of the untiring dedication of NASBLA members to boating safety in this nation.

A matter of concern to me is whether we as BLAs, educators or enforcement officers are receiving proper recognition for everything our programs entail. For example, when we receive an inquiry regarding the scope of our boating educa-

tion program, the first thing we do is calculate numbers of instructors and students taught in a given period of time.

Not that there is anything wrong with this, but classroom instruction is not where our boating education effort ends. Enforcement officers are educators in the purest sense of the word. Their classroom may be a boat dock, marina, coffee shop, civic club meeting, or one-on-one education with pen in hand.

Those who are professional educators surely must recognize that interest in their education program is directly related to a

strong enforcement program. Most of us have experienced an enforcement type reminder that we must know and obey the law. It is amazing how interesting the informational brochures and rulebooks become after a \$25 to \$200 education.

It takes us all to make it work.

Regardless of your slice of the pie in the respective agencies or organizations, always remember it is not a single handed effort. Teachers, both volunteer and professional, are necessary; enforcement is necessary; registration personnel are necessary. We are all educators in our special way.

OBSERVATIONS

by Bill Ladd

This issue of *Small Craft Advisory* covers the states' education programs and the 12th annual National Boating Education Seminar.

Education can and does happen in many places, the classroom, at the boat ramp, on the water and on the wrong end of a citation book. The *Advisory* focuses on classroom training and other traditional teaching situations. Next month we will be covering law enforcement.

As you can see from the numbers, the states are making a major impact on boating education. The numbers add up to about 500,000 students completing a formal boating course. In many cases courses are given in the schools. As commented upon by several, the safety message has a definite impact on reducing accidents and fatalities on the water.

A number of states have hired full time education specialists during the past year.

With this increased emphasis and continued financial assistance, the education programs should continue to improve safety on the water.

The education seminar had the largest attendance so far with nearly 200. In addition, five national boating organizations held meetings in conjunction with the seminar. Again the topic was boating education, but emphasis was placed on management and National Safe Boating Week. See the special section.

Next year's seminar will be moved from Tampa, Florida to Louisiana. I have held lengthy discussions with the new seminar host, Maj. Charlie Clark of the Louisiana Department of Wildlife and Fisheries, and I can assure you the seminar will be handled in a professional manner. I encourage everyone to attend. The formal program provides interesting information, but, as important is the opportunity to meet repre-

sentatives from other boating organizations and share ideas and programs.

Thanks go to Rene DuBois and his committee for an excellent seminar. It's a lot of hard work and we appreciate the effort.

Education is an important part of the boating safety program. It has been steadily improving over the past several years and the increasing emphasis given it by the many national boating organizations and states will have a major impact on boating safety.

Cover—Deputy Diane Uhl-Schweiger teaches a boating safety class to junior high students in Capac, Mich. Photo courtesy Michigan Department of Natural Resources

LOOKING AHEAD

May 12-14

Boating Safety Advisory Council
Marc Plaza Hotel
Milwaukee, Wisconsin

June 7-13

National Safe Boating Week

June 15-18

Northeast States Boating
Administrators Conference
Gettysburg, Pennsylvania

July 15-17

Western States Boating Law
Administrators
Seattle, Washington

August 17-20

North Central International
Boating Law Administrators
Lacrosse, Wisconsin

Sept. 29-Oct. 2

NASBLA National Conference
Marriott Hotel
Salt Lake City, Utah

SMALL CRAFT ADVISORY

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NEWS IN BRIEF

Adm. Yost testifies on user fees, boating funds

The Coast Guard and Navigation Subcommittee of the House Merchant Marine and Fisheries Committee heard testimony February 26 on the 1988 Coast Guard authorization. Among those testifying before the subcommittee was Coast Guard Commandant Admiral Paul Yost who made the following statements:

On user fees, he testified, "The Coast Guard budget again this year anticipates collection of user fees...Fees would be set in proportion to the Coast Guard's cost of providing the availability of the services to each class of users—recreational, commercial fishing, deep sea commercial and inland commercial. It is anticipated that such fees would yield approximately \$355 million in fiscal year 1988 and \$474 million per year thereafter.

"The cost of Coast Guard programs that benefit the general public (e.g. defense preparedness, law enforcement and polar ice operations) would not be included in the user fees because they are the core functions of government that benefit all taxpayers."

Speaking to the reduction of the states' boating safety funds, Admiral Yost said, "A legislative change is being requested that would reallocate the amount the Secretary is authorized to expend of the amounts transferred to the Boat Safety Fund from the Highway Trust Fund. Except for fiscal year 1987, the amount normally authorized for this fund has been \$45 million with the authorized allocation being two thirds to the states and one third to the Coast Guard. Our proposal seeks a permanent reallocation of the funds transferred to the Boat Safety Account to one third for the states and two thirds for the Coast Guard."

Minnesota profiles BWI stops, violators

In May 1986, an implied consent provision in Minnesota's boating while intoxicated law went into effect and during 1986, 67 arrests were made. Of those arrested, 83.6 percent took chemical tests to determine blood alcohol concentration. The average BAC was .147 percent.

Most of the BWI stops were made between early evening and early morning—79.1 percent were between four p.m. and two a.m. Some of the reasons given for the initial contact were violation of a slow/no wake zone, improper lights, complaints from the public, bow riding, improper registration, careless or erratic operation, accidents, excessive searchlight use, and running a boat on shore.

Probable cause that the person was under the influence was determined 80.6 percent of the time by bloodshot eyes; 76.1 percent, slurred speech; 67.2 percent, alcohol odor; 56.7 percent, poor coordination, and 13.4 percent, failure to pass field tests.

The average age of those arrested was 30 years, with 50 percent between 17 and 28 years of age. Of the total of those arrested for boating while intoxicated, 42 percent had prior driving while intoxicated convictions.

A large percentage of the arrests were made in the Minneapolis/St. Paul area.

Pa. water rescue training may be national model

The water rescue program developed by the Pennsylvania Fish Commission is being considered as a national model water rescue training program.

Virgil Chambers, chief of the Boating Safety Education Section and developer of the program, will present a session at *Response '87*, the National Association of Search and Rescue annual conference.

The session will discuss the Commission's water rescue training program, how it works, and why it is successful.

The program was originally presented by the Commission for the state fire academy for use in training fire service personnel. However, because of the need and success of the program, it is now also being used in the water rescue training of police department, park service and other emergency rescue personnel.

Response '87 is a comprehensive search, rescue and emergency response conference and exposition. The conference provides a forum for rescue personnel and response organizations to exchange information on the "state of the art" in emergency preparedness.

Response '87 is expected to have over 1,000 federal, state and local fire, law

enforcement and emergency rescue agencies, organizations and individuals in attendance. It will be held May 13-17 in Orlando, Fla.

Six named to serve BSAC

John E. Bishop Sr., a member of the North Carolina Board of Transportation, has been named by Secretary of Transportation Elizabeth Dole to fill a vacancy among the state boating law administrators on the National Boating Safety Advisory Council. He fills the seat vacated by Gene Spurl, retired Pennsylvania BLA.

Bishop is president of Techtronics Alarm Co. of Rocky Mount, N.C. and a member of the U.S. Power Squadrons.

Other new members appointed to NBSAC are Herman T. Van Mell, an attorney from Saugatuck, Mich.; Chandler L. Van Orman, an attorney from Chevy Chase, Md., and M. S. Blackistone, executive director of the Maryland and Anne Arundel Marine Trades Associations. Reappointed were Charlotte Bollinger Bordelon, Bollinger Machine Shop and Shipyard, Lockport, La., and Richard H. Lincoln, Outboard Marine Corp., Milwaukee, Wis.

NBSAC, created by Congress in the Federal Boat Safety Act of 1971, advises the Secretary of Transportation and the Commandant of the Coast Guard on matters related to recreational boating safety. The act calls for the 21 members to be drawn equally from the boating industry, state officials responsible for state boating programs and the boating public.

The next meeting of NBSAC will be held at the Marc Plaza Hotel, Milwaukee, Wis. May 12-14. All meetings are open to the public.

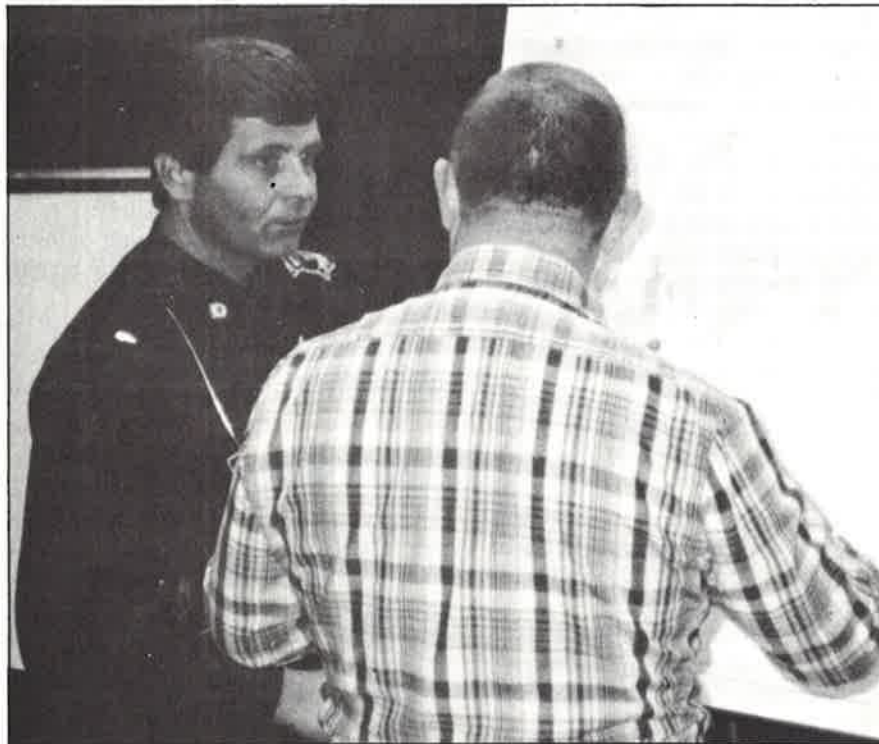
Gene Spurl retires

Gene Spurl, Pennsylvania's boating law administrator, retired in March after 16 years with the Pennsylvania Fish Commission where he was director of the Bureau of Waterways. He served as president of NASBLA in 1984 and served two terms as president of NESBAC. He was a member of the National Boating Safety Advisory Council for six years.

John Simmons, administrative officer of the Bureau of Waterways, will be acting boating law administrator until a new director is named.

Boating Education

We will be going to marinas, yacht clubs and boating associations to recruit volunteer instructors — Fred Nataloni, Massachusetts



Lt. Roger Arduini, a Massachusetts Environmental Police officer, helps a student read a chart in navigation class during a boating safety course held in Springfield, Mass. this spring.

State	Number students trained 1986	Class hours
Connecticut	3,500	8
Delaware	3,859	Home Study
District of Columbia	120	10
Maine	400	6
Maryland	4,100	6-8 or Home Study
Massachusetts	1,073	5
New Hampshire	Not documented	1-2½
New Jersey	16,110	5
New York	2,500	8
Pennsylvania	1,400	8-10
Rhode Island	1,800	—
Vermont	600	6
Virgin Islands	—	—

Boating education offered in schools?	Who teaches students?	Who trains instructors?	Comments on program or materials used	Certify young operators
Initiating program with town parks and recreation departments to teach boating safety.	Police Officers, Coast Guard Auxiliary, U.S. Power Squadrons.	Marine Patrol Division.	Expect to get good coverage through town parks and recreation commissions.	Yes, under 18
Not offered in schools.	Marine Police officer designated as boating safety educator.	On the job.	Recently hired a full-time educator who is being equipped with special van to take programs into schools and camp grounds.	No
One hour programs taken into elementary, middle and high schools.	Harbor Branch police officers.	Harbor Branch, Coast Guard.	Teaching aids include charts, compass, lights, speed and warning signs.	Yes, under 18
Offered to all ages in schools.	Volunteer instructors.	Recreational safety coordinators.	Use <i>Better Boating</i> , visual aids, and Coast Guard materials.	No
Offered usually to 12th graders.	School teachers, volunteer instructors.	Natural Resources Police.	An expanded volunteer instructor program includes monthly workshops. A pilot project is determining which courses are most effective.	No
School program is focusing on grades 6-9.	Environmental Police officers.	Bureau of Boating Safety, Coast Guard.	Rely heavily on slides and audio aids to supplement <i>Boating Basics</i> .	No
Offered in youth camps.	Seasonal Marine Patrol officers.	On the job.	The program is developing and expanding. A boating education officer was recently hired.	No
Most of the program is in schools for students 12-14 years old.	Marine Police officers.	New Jersey State Police Academy.	Course includes <i>Better Boating</i> , boat equipment, material on hypothermia, slides and films.	No
Offered as elective in middle schools and high school.	Volunteer instructors.	County coordinators or Marine Safety Division.	A slide show complements the young boaters' course text. Use flip charts and <i>Judgement on the Water</i> .	Yes, ages 10-15
Offered in schools for 12-18-year olds. Program will be in four colleges to add to teachers' credentials.	School aquatic educators.	Boating Safety Education Section of Pennsylvania Fish Commission.	Course uses canoes and equipment used on water. Every new boat registrant is sent a copy of <i>Better Boating</i> .	No
Certify students in summer camps. Also offered in schools for ages 6-18.	Boating safety personnel. C. G. Auxiliary and U.S. Power Squadrons teach adults.	Municipal Police Academy.	Boating Safety advertises Auxiliary and U.S. Power Squadrons courses for adults. A coloring book was produced for children.	No
Half those certified were summer campers. Offered only as after school program.	State Police officers, Auxiliary State Police officers.	Safety Education Officers.	Use <i>Better Boating</i> , state law pamphlet, films.	No

Territories

Bureau of Environmental Enforcement provides classroom space to Coast Guard Auxiliary.	Coast Guard Auxiliary.		Safety information is provided through the media and during personal contact with officers in the field.	No
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Boating Education

In the ten years since the boating education program began, boating fatalities have been reduced 50 percent — Dudley Overton, South Carolina



Mississippi Department of Wildlife Conservation Officer Randall Miller instructs a student in boat operation during a boat and water safety class held on Old Natchez Trace Lake.

State	Number students trained 1986	Class hours
Alabama	1,100	8
Arkansas	443	6
Florida	12,000	6
Georgia	17,838	2-10
Kentucky	46,186	8
Louisiana	579	6 or Home Study
Mississippi	11,782	
Missouri	100,000	5
North Carolina	77,844	6-8
Oklahoma	4,307	
South Carolina	5,000	6-10
Tennessee	2,800	Depends on Class
Texas	792	6-15
Virginia	3,000	6
West Virginia	600	6

Boating education offered in schools?	Who teaches students?	Who trains instructors?	Comments on program or materials used	Certify young operators
Available for schools.	Volunteers, teachers and Marine Police Officers.	Marine Police education officers.	Use <i>Better Boating</i> , flipcharts, films, videotapes, regulation and law book, buoy models, PFDs.	No
Some schools offer it in grades 7-12.	Volunteer instructors.	Boating Law Administrator and four regional training officers.	Use the <i>Game and Fish Magazine</i> to spread boating safety message. Produce brochures for fairs and boat shows.	No
Offered in only a few schools.	Marine Patrol, C.G. Auxiliary, U.S. Power Squadrons	Marine Patrol, C.G. Auxiliary, U.S. Power Squadrons.	Use <i>Basic Boating</i> manuals, films and slides.	No
A limited number of schools offer it.	Conservation officers, Scout leaders, teachers, Coast Guard Auxiliary, U.S. Power Squadrons.	Department of Natural Resources, Coast Guard Auxiliary, U.S. Power Squadrons.	Working toward involving new groups in programs including state park personnel. Will produce short films on specific topics such as lights, PFDs, fires.	No
Total of 1,616 programs in middle schools.	Water Patrol officers.	Water Patrol instructors.	Ten Water Patrol Officers were added to program which is taken to bass, yacht clubs, schools, government personnel.	No
Offered in only a few school systems in grades 6-12.	Information and Education instructors.	National Boating Safety Course.	Major improvements in the program are hoped for.	No
Offered in schools from K-12, but student must be at least 12 years old to be certified.	Volunteer instructors, conservation officers, 4-H youth personnel.	Boating Law Administrator and Boating Education specialists.	Incentive program for volunteers includes awards given for hours taught. Instructors are recertified every two years.	No
Offered in junior and senior high school — 90 percent of those certified were school children.	Water Patrol officers.	Law Enforcement Academy and in-service.	To supplement the <i>Missouri Watercraft Manual</i> , officers use personal slides, PFDs, drags and other equipment.	No
Offered usually to seventh graders in Health or Phys. Ed.	School teachers use programmed text.	Boating Safety lieutenants.	Instructor packet helps teacher expand the program—some take field trips. Redesign course will be used this spring.	No
Offered to students ages 15 and older.	Lake Patrol instructors.	Law Enforcement Academy.	Use <i>Better Boating</i> .	No
Most classes are held in schools for ages 13 and 14.	Conservation officers, certified faculty.	Boating Division staff.	The multi-media program uses <i>Better Boating</i> , films and slides.	No
Offered in only a few, for grades 7-12.	Volunteer instructors, Wildlife enforcement officers.	Boating safety coordinator.	Use <i>Better Boating</i> .	No
Offered in junior and senior high.	Teachers, Coast Guard Auxiliarists, law enforcement personnel.	Assistant water safety coordinator.	<i>Better Boating</i> , procedures book, teacher aid packet, films and manual.	No
Offered in some schools in grades 8 and 9 — 60 Phys. Ed. teachers are certified.	Volunteer instructors.	Coast Guard Auxiliary, U.S. Power Squadrons, Game Commission.	All instructional material is free. Use <i>Better Boating</i> , alcohol brochures, cloud information.	No
Available to schools but not many are teaching it.	Conservation officers.	National Boating Safety Course.	Boating safety coordinator works with Coast Guard Auxiliary, U.S. Power Squadrons, Red Cross and other civic groups.	No

Boating Education

Reaching the People

In the schools

The key to an effective boating education program is getting it into the schools during the school day, said Eric Olsen, marine safety officer of the Michigan Department of Natural Resources. Olsen and other state boating safety officials have found that teaching boating safety in the schools is an efficient way to reach a great many people. The students are there and they can be reached at an age when safety skills are still readily acquired.

In Michigan where a program has been in the schools for 20 years, large numbers of students take boating safety and water survival courses each year. The state has statistics now to show that these kids are not having accidents later, Olsen said, or they are surviving accidents.

Local sheriff's offices in Michigan that conduct education programs receive matching funds from the state in addition to the teaching materials the state provides. The deputies who teach the classes are responsible for getting the course into the local schools.

"It's a job of salesmanship," said Olsen. Using the above statistics, they encourage schools to offer the course in "lifetime skills" classes.

This year the state school superintendent wrote all the school principals telling them of the availability of the course, that it came complete with instructors and teaching materials, and within a month, Olsen said, student enrollment increased 3,000.

"Police officers are the best instructors," Olsen said.

"While learning safety requirements, the kids learn to respect the person in uniform."

A Kentucky Water Patrol spokesman said that law enforcement officers teaching classes help "more than anything" to show

While learning safety requirements, the kids learn to respect the person in uniform.

the students and the public "that what we're really concerned about is safety."

Kentucky is another state in which large numbers of school age children complete a boating safety course each year. Before the winter teaching season begins, the Water Patrol sends a letter to the superintendents of all school districts in the state. Last year 1,616 programs were conducted in the state's middle schools.

This year a new slide show explaining the role of the Water Patrol officer in Kentucky and identifying him with water safety is being shown in all the classes.

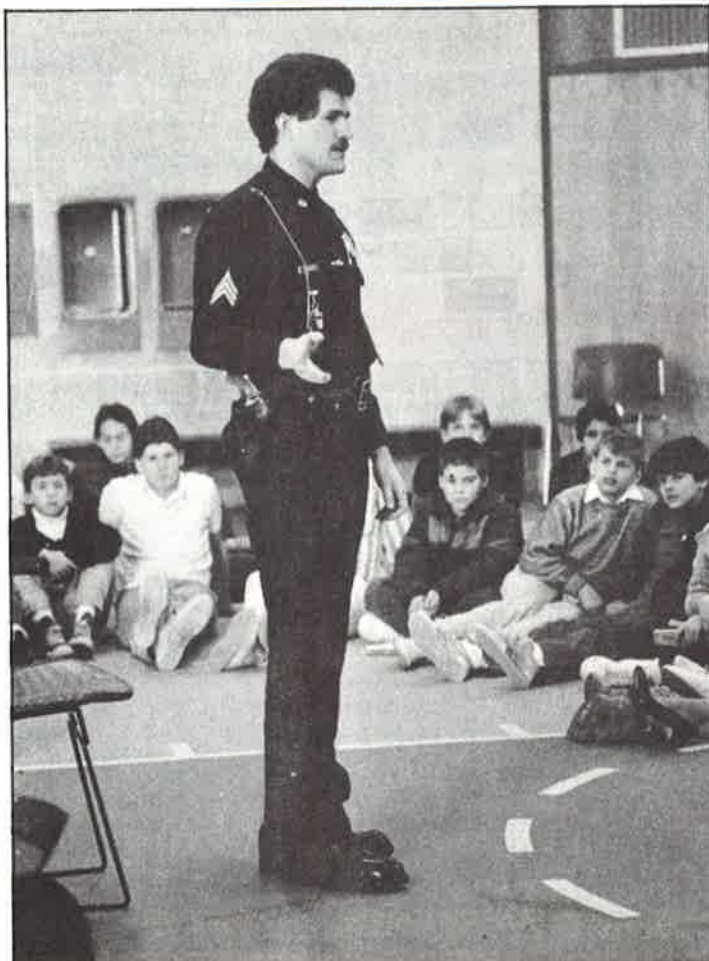
Missouri Water Patrol officers have gone into the schools for several years now teaching boating and water safety to students in grades eight through twelve. Officers spend 75 percent of their time during the winter months teaching classes.

Prior to the winter season, each of the six district supervisors makes arrangements with the schools and schedules the officers within the district. Officers might teach as many as six classes a day.

Four officers in South Carolina travel the state to teach classes. Schools schedule boating safety in outdoor recreation or as an elective in ninth grade phys. ed.

"Kids love the class," said Dudley Overton, boating education coordinator in the Wildlife and Marine Resources Department. "They like something that will divert their attention and it is something they can use when they leave school."

Sometimes taking the classes along with the students are faculty members who can then teach the course themselves.



Sgt. Larry Chenier teaches junior high students in Mattapoisett, Mass.

The New Jersey Marine Law Enforcement Bureau has found over the years that schools have usually been receptive to the Marine Police coming in and teaching boating safety classes. Some schools seek out the program. Six marine police officers schedule the program and conduct classes.

The Boating Education Section of the Pennsylvania Fish Commission provides a course for middle and high school students that involves students in the proper procedures they would use in boating. Virgil Chambers, chief of the Boating Education Section, said, "Safety is an attitude participants learn."

In Massachusetts a safety enforcement bureau was recently established to coordinate boating and recreational safety education statewide. Sgt. Larry Chenier of the bureau said, "We feel that the greatest impact can be achieved by concentrating our efforts on youth, particularly those enrolled in grades five through eight in the public schools."

Field officers responsible for enforcing boating, marine fisheries, inland fish and game, hunter safety and off road vehicle laws are being trained to conduct boating safety courses.

"We're trying to get all field officers involved in the local schools," said Sgt. Chenier, "to teach the people they'll later see on the water."

The schools in the Cape Cod area where boating is a popular activity have been very receptive to the new program. This first year most classes are being taught by bureau personnel with field officers observing or helping with the classes. Eventually all field officers will be conducting classes on their own, said Sgt. Chenier.

Safety educators believe that people who learn legal requirements and safe operation at a young age, begin their boating with values that could last a lifetime.

Programmed texts

For 13 years now the North Carolina Wildlife Resources Commission has taken boating safety education into the schools through a programmed text, a course book developed for middle school that students can go through in five one-hour sessions. After students complete the book, they take a slide show quiz that summarizes the course and visually reinforces what they have learned.

"Instead of our having to instruct teach-

Violators take classes in lieu of penalties

Through the courts

Boating safety education is available to boaters in a variety of forms—formal classes, boat show demonstrations, pamphlets, posters and billboards—and, for some, a quick, but effective education results after an encounter with law enforcement.

The boater who has taken a boating safety class is not likely to be the one who gets in trouble—he's learned safe operation and, since he made the effort to take a class, he is probably already inclined toward safety. Boaters causing the problems on the water usually haven't thought of taking a boating class.

Trying to find a way to reach the problem boaters, to get them into boating safety classes, Nevada boating officials several years ago turned to the courts. They went to a court in Henderson, a large boating area in the southeast corner of the state, and asked the judge to consider sentencing violators to take a boating safety class.

The judge preferred to give violators

an option, to offer them the chance to go to school in lieu of paying a stiff fine. If a violator successfully completed a boating safety class, the fine or penalty would be substantially reduced.

The program was started in Henderson in 1972 and has since proved quite successful. As a result, other courts in the state have tried it.

"It depends on the individual court, on the judge's interest," said Tom Atkinson, Nevada BLA. At one time or another, several courts around the state have offered this option.

The court in Henderson, which serves the Colorado River system including Lake Mead and Lake Mohave, continues to offer violators the chance to reduce their penalty by taking a boating course. Last year 493 citations were issued in that district and, of those cited, 239 people took the instruction and completed a six-hour course.

"The people who cause problems on the water, usually don't know anything about boating," said Atkinson. "With an education, they are less likely to be a problem."

ers, we developed a course the kids can work on at their own pace," said Ed Jenkins. Although teachers don't have to be

We developed a course kids can work on at their own pace.

involved, they are given information on films and demonstrations that are available and suggestions for field trips that can be taken.

It is not an in-depth course, but does touch on all the things people need to know to be safe in boats, said Jenkins. "You can't instruct the large numbers we reach in depth. But we feel this method is cost effective for this state."

The first year, 50,000 texts were delivered to over 500 schools and since then an average of over 74,000 students have taken the course each year. At one time, 85 per-

cent of the seventh graders in the state took the course.

Students are given the book when they complete the course. A study made a few years ago revealed that two additional people were exposed to the course when the student took the book home.

"Our goal was that, over the long term, this course would receive wide exposure," Jenkins said.

In 1985 the California Department of Boating and Waterways introduced into the public schools programs aimed at first, fifth and tenth graders. Using filmstrips with sound tracks and a poster for first graders, a textbook and a filmstrip for fifth graders and a textbook and three filmstrips for tenth graders, the program is now in every public school in the state.

Each year school principals receive a letter to encourage its use. Last year the materials were used by over 225,000 students.

"Through one office, we are able to provide a service to a large number of students," said Chris Lewis. "It is a simple method of developing life long skills."

Boating safety programs span classroom, coffin

by Dale P. Morey

State boating safety programs are a valuable, integral part of natural resource agency functions. The scope of boating safety programs spans the public's exposure to water and boating, from the classroom to the coffin.

A boater could be a yachtsman, sailor, fisherman, hunter, trapper, canoer, kayaker, waterskier, sunbather or nature lover. Although boaters have diverse economic, educational and natural resource value backgrounds, they have three concerns in common—protection of the water resource, a strong feeling for the right to use it and its safe use.

User groups support boating through registration fees, marine fuel taxes, volunteer work, local patrols and monitoring activities on misuse and misconduct. They are the eyes, ears and stewards of the waterways. Many times boaters are the first observers of pollution, violations of boating, fishing and hunting laws, illegal water obstructions and water diversions.

How do the agencies use these special support resources? In Wisconsin the boating safety program, which is located in the Department of Natural Resources, Bureau of Law Enforcement, follows a strategic

If she had only worn her life preserver . . .



**Take a boating safety course.
Contact your local conservation
warden or DNR office.**



A Wisconsin DNR safety poster

plan that identifies past accomplishments, future trends and present concerns. The plan projects needs in five basic areas—education, information, enforcement, uniform waterway marker placement, local regulation review and search and rescue.

Education has no common structure. It

ranges from the fishing boat in a family/friend relationship to a formal class conducted by a well-trained, enthusiastic volunteer instructor. Values are molded through first-hand experience and formal boating education.

Local and state law enforcement agencies soon discover that boating education is a positive aspect of a compliance program. Boating education is designed to combat hazardous boating practices and the misuse of waterways and resources.

Pamphlets, posters, displays, media spots, films and public presentations help inform the public of laws, other people's rights and boaters' responsibilities to safety. This safety program often results in voluntary compliance, a cost effective and socially popular approach.

Enforcement efforts cover a wide spectrum of boating programs, from classroom exposure to dragging for bodies. This includes enforcement of all the boating laws, such as failure to carry life preservers to intoxicated operation, infractions that too often result in a boating accident or loss of life.

Wisconsin's boating enforcement philosophy is a positive one. We take appropriate enforcement action on all violations and provide a visible deterrent to reduce would-be violations, an approach that maintains control, but produces an enjoyable experience for all interests.

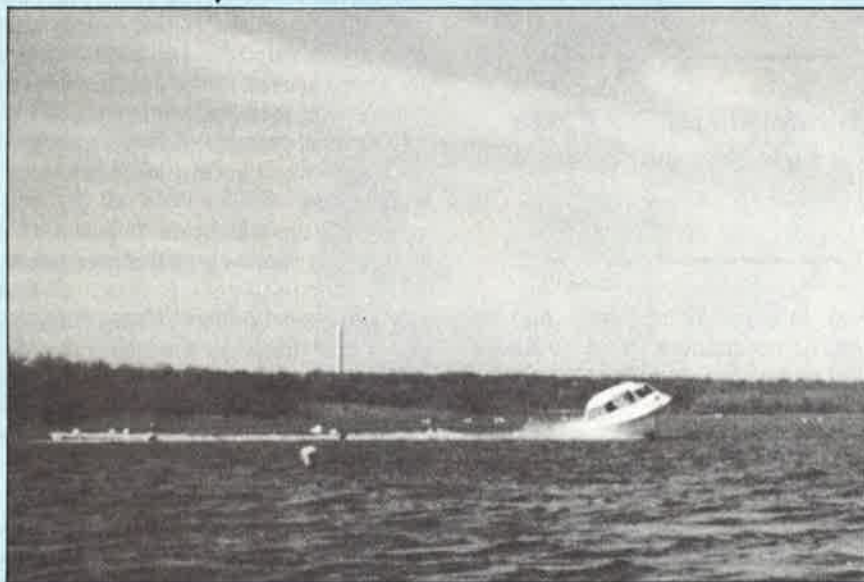
Enforcement is a coordinated effort between local agencies and the DNR. The department reviews local boating ordinances to address adoption of any additional controls needed to solve local problems. Included is the placement of waterway markers, the road signs of our waterways.

Search and rescue is a very important part of our total responsibility. Our first concern is life and safety—looking for a person who has not returned from a fishing trip, attempting to rescue a person hanging onto a boat below a dam in rushing water, or the emotional procedure of removing a child from icy waters and plugging him into the modern cold water survival system.

Boating safety programs are important because people are our most precious resource. The combined efforts of the public, volunteers and DNR professionals have reached millions.

Dale P. Morey is Wisconsin's boating law administrator.

Emergency Vessel Operation Course



The Oklahoma Lake Patrol recently developed an Emergency Vessel Operation Course (EVOC) to train officers in boat handling, maneuvering and pursuit. Here Water Safety Officer Wayne Skadala takes his patrol boat through a serpentine course. (More on EVOC in the next issue.)

National Boating Education Seminar

Tampa, Florida

March
17-19



Education workshop

Dale Morey, chairman of the National Safe Boating Council, opened the 12th annual education seminar in Tampa on March 18 urging all boating educators to "get out there and sell our product." Morey assured participants that with motivation they could do the job of selling boating safety.

Rear Admiral Thomas T. Matteson, Chief, Office of Boating, Public, and Consumer Affairs, U. S. Coast Guard, praised the spirit of cooperation in the boating safety community.

"Boating education," he said, "is one of the most cost effective approaches to the advancement of boating safety." He spoke of a fatality rate that had been reduced by almost two thirds in the last 16 years.

But, he said, "when a new boater buys a boat and drives out on the waterways for the first time, the odds are that eight of the first 10 people he meets will never have taken a boating course."

A way must be found, he said, to get to the people who don't get to the classroom. "Use everything as a potential classroom—the media, boat ramps, showrooms, wherever the people are."

Management



Edward Knudson



Austin Wagner

During the motivation workshop, Edward Knudson and retired Vice Adm. Austin Wagner, both of the Coast Guard Auxiliary, discussed leadership, management and group dynamics.

They defined leadership as "working through people" and management as "working on tasks."

Wagner defined a group as "two or more persons interacting to accomplish a specific goal." Groups need leaders, either leaders who are assigned or those who assume leadership.

The leader of the group sets goals, contributes ideas, maintains behavior and mediates differences. Wagner said the leader of the group does not give his opinion first, he gives it last.

Both men spoke of three kinds of leaders. An autocratic leader "has his hands in everything," has to know the how, what, where and when. The laissez-faire leader has no interest in results. He gets something started, then "gets out of the game." The democratic leader shows an interest in the results and allows others to have a say.

To illustrate the dynamics and effectiveness of groups with each kind of leader, Knudson and Wagner divided seminar participants into several small groups. Each group was given the task of building a radio radar tower with tinker toys.

Some leaders sat back and read. Leaders emerged from within these groups and although they had laissez-faire leadership, they successfully built radio radar towers.

Other leaders took suggestions and guided their groups through the construction. These groups, led democratically, easily accomplished the task.

But three of the groups had autocratic leaders, leaders who told them, no, it can't be done that way, try it my way. One group told its leader to get lost and proceeded to build the tower. The other two groups, trying to work with autocratic leaders, were stymied to the point of being incapable of even beginning the project.

Knudson concluded the workshop by saying, "if you're trying to promote something and get people motivated, you must listen." Some of his rules for listening were: stop talking, put the talker at ease, show the talker you want to listen, remove distractions, empathize, be patient.

Motivation

"Show some excitement! If you're not excited about what you're doing, how can you expect anyone else to be?" asked Carl Ross, a Tennessee school principal who appeared before the



Carl Ross

Boating Education Seminar to get people motivated.

That he did, strutting across the front of the room, waving his arms, sounding the Southern preacher. With a full repertoire of funny stories, he preached motivation.

"Know you're important," he implored. He told his listeners of three baseball umpires, each with a different sense of self esteem. One said, "I call them the way I see them;" another, "I call them the way they are;" the third declared, "They aren't anything until I call them."

To sell what you're doing, Ross said, "you have to have a burning desire to stretch beyond your limits."

"Don't be afraid to be controversial," he said. "Don't be afraid to take a chance. You can get forgiveness a lot easier than you can get permission."

"When you're working at getting your story to everyone, you might start with the children," he suggested. "Let the schools

know what you're about. But remember, most people aren't as sold on your story as you are and you're not going to have a receptive audience every time."

If one approach doesn't get you in, try another, he suggested. Find a teacher who is interested in boating or water safety. Start with a child you know.

Once in the schools, he said, get involved with the equipment. Children in the schools are learning on computers; teachers should be using them, too.

He told of a group that came into his school and gave each child a button with its safety message. "Can you imagine," he asked, "every kid in town walking around with your message pinned to his shirt?"

"Your goal is selling boating safety to the public," he said. "Act like a winner."

He offered a prize to anyone in the audience who could tell of seeing anyone at a ball game who held up an inflated hand with four fingers upraised and shouted, "we're number four!"

"Act like a winner," he repeated.

He concluded by comparing winners to losers. A winner, he said, says let's find out; a loser says nobody knows. A winner makes good; a loser makes promises. A winner blames good luck for winning even though it wasn't good luck; a loser blames bad luck for losing even though it wasn't bad luck.

*It is a winning product; it can
be given an emotional hook,
and everyone in the
community is the winner.*

Marketing

"You don't need a lot of money to do a quality job of marketing your product," said Beth Black at the education seminar. She once worked in marketing for a non-profit organization with a limited budget after several years' marketing at Walt Disney World where she had an unlimited budget.



Beth Black

Many people in the community are willing to help market or sell the boating safety message, she said. These are resources that should be developed and used.

The goal of marketing is to gain public attention—favorable public attention. Ms. Black quoted Abe Lincoln who once said, "Public sentiment is everything. With it nothing can fail, without it nothing can succeed."

No matter how good the product, and those promoting boating safety believe they have a good product, if the people don't buy it, it won't succeed.

She told participants to find a unique selling point, something to hook people into believing in the product. Avis, the try harder people; 7-up, the uncola people, and Coca Cola, the real thing people, have all found a hook.

In boating safety, safety is the issue, but the word, safety, does not always have positive connotations—it may not be really cool to be concerned with safety.

She suggested that emotion be used to promote safety, not necessarily tragedy, although that works well with teenagers and young people. Positive emotion, she said, that which makes people feel warm, cared for, could be the hook.

Ms. Black listed five strategies for a marketing campaign—publicity, advertising, public relations, promotions and direct contact.

Publicity

The strategy over which there is the least control is publicity. A campaign can get good, bad or no publicity. But the past effectiveness of the other strategies and the relationship that's been developed with the media may help turn even bad publicity into good.

Advertising

A national campaign like Safe Boating Week generates free advertising in the press and on the air. Ms. Black suggested one way to get additional advertising is by taking advantage of piggy back advertising with commercial advertisers.

She suggested finding a merchandiser, convincing him that he will look the good guy, someone who cares about his customers' safety and well being, if he places a boating safety message at the end of his ad.

Those to be approached would be merchandisers advertising products that have something to do with boating, including suntan lotions, coolers and boating equipment. The advertisers must be contacted before the beginning of their budget year.

Public Relations

Public relations, she said, is ongoing. It is the time spent in malls, at boat shows, meeting with the public. It is personal, the public's reaction to meeting with those promoting boating safety.

Promotions and Special Events

Ms. Black's favorite strategy in marketing is staging promotions or special events. They take a lot of work, she said, but someone can always be found in the com-

munity who loves to plan them.

Promotion is the traded message. Everyone—the media, the merchandiser and the promoter of boating safety—benefits.

Ms. Black presented the following scenario: A local radio station runs a contest. Every fifteen minutes the station repeats a safe boating tip over the air. During a call-in, the fifth caller who can repeat the safe boating tip wins a prize donated by a local merchandiser. A marina donates a boat for a final prize. (Ms. Black insisted if the event is properly planned that's "not totally unrealistic.")

On the final day of the promotion, the big drawing takes place at the marina. The disc jockey is there in his boating outfit amidst the balloons and hoopla. The only people eligible for the final drawing are those who have taken a mini boating safety course. At the end of the big day, the names are drawn and someone wins a boat, someone who already knows about safe boating because he's just taken a course.

How can this happen? It's possible, she said, because in a promotion like this everyone wins. If the promotion runs long enough, the marina and merchandisers, by promoting safety and giving away prizes, earn a good guy image and, in the bargain, receive a lot of free air time.

Those promoting boating safety have reached a great many people. The radio station has generated publicity for itself.

Direct Contact

The last of the five strategies is what Ms. Black called the most powerful kind of public relations, that of direct contact—making speeches, talking directly with the people. A safety campaign usually starts with direct personal contact.

And this gets back to using the resources in the community. Boating safety officials who speak to civic clubs might also recruit those organizations into marketing the product. It's a winning product, said Ms. Black, it can be given an emotional hook and everyone in the community is the winner.

The membership of local public relations councils are professionals who, as a group, would be a good resource for helping plan a campaign. Ms. Black suggested asking students in the advertising department at the local university to help with a campaign.

The central element is a good product, the key is communicating. Your job, she said, is to find the people who are ready to help you get the message out.

National Safe Boating Week

An overview

Giving an overview of National Safe Boating Week, Hunt Anderson, chief of Boating Safety Education, U.S. Coast Guard, told the education seminar that the program is not set in concrete.

It began as a Coast Guard program in 1957. Organizations interested in boating came together and in 1958 formed the National Safe Boating Committee which later became the National Safe Boating Council.

The intent of the council, Anderson said, is not one week or one issue but to get boating safety messages across.

Safe Boating Week has grown to the point that this year action manuals were sent to 10,000 local coordinators. Over 100,000 posters and bumper stickers are available for distribution.

The effort shouldn't stop with Safe Boating Week, Anderson said. This is only one way of marketing the message, it says, "Now that I have your attention--"

Marketing safe boating, he said, is not a simple process. Perhaps a program could be broken into small segments that would be more attractive for an audience to try.

A joint program



Pam Dillon

Because few boating courses were offered during National Safe Boating Week last year when the boating public was urged to "Be Smart—Take a Boating Course,"

two state boating agencies planned a program that would offer training to both the public and professionals.

The joint effort of the Ohio Department of Natural Resources and Pennsylvania Fish Commission resulted in the creation



Bob Green, chairman of National Safe Boating Week, and Dale Morey, chairman of the National Safe Boating Council, burst into song over plans for Safe Boating Week.

of the Small Craft Training College which was held last June 2-6. The purpose of the college was to provide hands-on training to fit the needs of the recreational boater, the police officer, fireman or rescue personnel, and the camp staffer.

Pam Dillon, education administrator, Ohio DNR, told seminar participants of the process of developing the college.

"This is a story of networking," she said. "The states could never have handled this responsibility alone."

Networking is defined as "a group or system of interconnected or cooperating individuals." Ms. Dillon said the short range benefits to networking while planning the college included a broadened expertise base, a combination of resources, and cross training among the various organizations. The long range benefits have proved to be the good will and support generated among the agencies.

In addition to the original sponsors, the Ohio DNR and Pennsylvania Fish Commission, the U.S. Army Corps of Engineers became involved providing equipment, emergency plans, the lake on which the training was held and water releases to the river where additional training took place. The rescue training program included courses that met the training needs of Corps personnel.

Local American Red Cross chapters

provided a small craft instructor, equipment, logistical support and they sent students. Additional individuals volunteered photography, video and other services.

The success of the college, Dillon said, was due to agency cooperation. As a result, "we all now have a greater understanding of what each other can do."

More programs

The Westerly (R.I.) Power Squadron staged a helicopter rescue demonstration during the 1986 National Safe Boating Week. Cmdr. Constance M. Pacheco and her executive officer, Donald Greene, spoke to the seminar of their efforts coordinating local police and ambulance units and generating publicity for the event.

Marlene Harrison, a branch chief on the national staff of the Coast Guard Auxiliary, outlined her coordination efforts over the past few years for Safe Boating Week programs in the Seventh Coast Guard District.

Who needs it?

"The majority of people who go boating are not boaters—they are sportsmen, fishermen, hunters, water skiers, or people just trying to get away from everyday life. They don't read boating magazines;



Bill Ladd

they don't belong to yacht clubs or boating clubs. They are the great silent majority, not represented by anyone."

These were the words of Bill Ladd, retired Lt. Cmdr., former deputy chief of the Boating Safety Division, U.S. Coast Guard. He was attempting to put into perspective "what we're trying to tell people" during National Safe Boating Week and "what audience we're trying to address."

He threw a series of numbers out to the participants of the education seminar. The

number of people who go boating every year has risen to 70 million, he said, and they own 16 million boats. Of the boats on the nation's waterways, 50 percent are less than 16 feet in length.

The vast majority of boats involved in fatal accidents are 12 to 17 feet in length. More than 50 percent of fatal accidents occur on lakes, ponds, gravel pits.

"The smaller the body of water," Ladd reported, "the greater occurrence of fatalities."

Of all the boating accidents, 75 percent are capsize and falls overboard. Of the people who died in boating accidents, 85 percent did not wear a PFD. The Coast Guard estimates up to 50 percent of boating fatalities are a result of alcohol or alco-

To have a successful campaign, we must address the proper audience with the things they need to know.

hol involvement. A California study found that rate to be 69 percent.

To have a successful, effective Safe Boating Week campaign, Ladd said, we must address the proper audience with the things they need to know.

The "great silent majority" does not take boating courses and he suggested two reasons for this. Most courses are taught in the winter, he said, but these non-boaters are not thinking about boating in the winter. They don't begin to think about boating until early summer, the time most of the people who give courses are out boating themselves.

Safe Boating Week, he said, is a great kickoff for boating education. We need to be prepared to get the people when they're ready.

A second reason a non-boater doesn't take a boating course, Ladd said, is because he's not ready to commit to a six to 13-week course. He challenged boating educators to present courses in the summer and offer a six to eight-hour course in one day. If possible, he said, do it near the water where instructors can demonstrate docking, trailering and maneuvering techniques. An outdoor classroom would allow instructors to demonstrate extinguishing fires and using visual distress signals. The students could experience wearing PFDs in the water.

One way to reach boaters who are not

boaters is through public service announcements (PSAs). Ladd introduced Don Slocum, Arizona Game and Fish Department, who told the group of his efforts to recruit celebrities to make 30 second radio PSAs on boating safety.

A commercial producer of PSAs, Roxanne Standefer of Toronto, Ont., told the group that if they wanted to produce successful PSAs, they must first find their target group, learn to speak the language of the target group, then produce a tape that will fit into the format of the station that

group is likely to listen to. If it fits the format, the disc jockey will be more likely to play it.

She played three PSAs she had produced on alcohol and boating. The first with a jazz tempo was fitting for many middle of the road stations; the second would appeal to country music listeners, and the third, a rap to a rock 'n roll beat, was aimed at the 18 to 28-year-old male boater.

At the end of the seminar Ladd was named chairman of National Safe Boating Week for 1988-89.

Music and sports celebrities tape boating safety messages in Arizona

In Arizona only 18 percent of the estimated 360,000 people who go boating every year have had any boating education. The Arizona Game and Fish Department, as one avenue to get the word out on boating safety, uses public service announcements.

Hoping to produce PSAs that people would listen to and radio stations would play, Don Slocum, boating safety officer, has recruited popular music stars and sports figures to deliver the message.

Enlisting celebrities to make PSAs, Slocum found, required a bit of legwork. He first went to the activities center at Arizona State University and was given a book containing the names of all the managers and agents of musical groups and stars.

His first target audience, he decided, would be listeners of country music. He telephoned 25 country music personalities' agents and received 12 favorable responses. He then sent a cover letter with a 30 second PSA attached and soon received tapes from Alabama's Lee Greenwood and from Buck Owens, John Connally, Eddie Rabbitt, Ronnie MacDowell and Janie Frickey.

The audio visual section of the Game and Fish Department dropped in 30 seconds of the singer's music over the message to give each tape polish. From master copies, 80 duplicates were reproduced and sent to every country music station in the state.

Slocum went on to other formats and enlisted Bill Gaither and J.D. Southers to record messages for gospel music stations and the Shirelles, Del Shannon, Pat Boone and Joey Dee for mid-

dle of the road stations.

Each message addresses a specific problem in boating safety—alcohol use, PFDs, taking a boating course and the state boating laws.

Not to rest there, Slocum then approached the baseball teams that train in Arizona. He contacted the public relations manager of each team and asked if any players would be available to make PSAs on boating safety. He found that each team has a few players who donate time for outdoor recreation.

After making the arrangements, he took a tape recorder and script to the ballparks and recorded the messages there. Most of these PSAs address the boating and alcohol problem and conclude with, "Don't strike out for life, be a safe boater."

Boating safety messages have been recorded by Steve Garvey, Goose Gosage, Andy Hawkins and Chili Davis of the San Diego Padres; Willie Mays, San Francisco Giants; Jody Davis and Scott Sanderson, Chicago Cubs, and Mike Socia and Orel Hirschseiser, Los Angeles Dodgers.

It has taken many phone calls, considerable letter writing and determined follow up, but the PSAs have received extensive air time. In one heavy boating area, boating safety PSAs were aired 120 times in one month.

"You can be anywhere in the state at any given time and hear one of our PSAs," Slocum said.

Radio is listened to from sunup to sunset. "It is important to get your message on radio," Slocum said. "If it's good quality and makes sense, the stations will play it."



Rene Dubois, Coast Guard Auxiliary, and Nina Moroz, National Safety Council



William Garner, Alabama BLA



Glenn Keefer, Florida BLA



Idea Fair

Boating safety materials that had been produced by state agencies and boating safety products from a number of manufacturers were on display at the Idea Fair during the education seminar.

One product shown at the fair was a cannister that releases a fully inflated horseshoe upon immersion in the water, a device being marketed to boating law enforcement agencies. The cannister, easily stored within reach, is compact enough to be thrown with accuracy.

Among those reviewing the materials and products were boating law administrators who were in Tampa for meetings and to attend the seminar.



Jack Reynolds, Missouri Water Patrol



Vaada Smith (l.), C.G. Auxiliary, and Ray Montet (r.), Louisiana Department of Wildlife and Fisheries



Seminar Cover—A Coast Guard helicopter and boat demonstrate rescue techniques in the bay in front of the Tampa Yacht Club during the National Boating Education Seminar. Photo by Barbara Null

National Safe Boating Week

Uneducated boaters jeopardize others

by Bill Ladd

After serving as chairman of National Safe Boating Week for two years, Robert Green has stepped down. Green was responsible for acquiring Popeye as the symbol of Safe Boating Week. He developed the materials that can be found in the 10,000 action manuals that have

recently been distributed.

On March 19, Bill Ladd was named chairman of National Safe Boating Week for the years 1988 and 1989.

On January 20 President Ronald Reagan signed a proclamation designating the week of June 7 through June 13 as National Safe Boating Week. This continues a tradition started by a joint resolution of Congress in 1958 recognizing the need and importance of boating safety.

This year's theme, "Be Smart—Take a Boating Course!" emphasizes the importance of learning safe ways to enjoy the sport of boating. It is estimated that nearly 70 million Americans will enjoy boating on the nation's lakes, rivers, oceans and bays this year. Uneducated boaters jeopardize not only themselves but their guests and other boaters. It is, therefore, imperative that all boaters learn and practice safe, courteous boating.

Many activities have already been planned by thousands of boating groups nationwide for this year's Safe Boating Week. If you have not yet completed your plans, now is the time to do so. Press kits, brochures and posters have been distributed to state boating law administra-

tors, the U.S. Power Squadrons, the Coast Guard Auxiliary and local Water Safety Councils.

To get a head start on developing materials for next year, I am soliciting input from all organizations. Next year's theme will deal with the problems of small boats. Most boating fatalities are the result of a capsizing, fall overboard or collision in a small boat.

I would like to see articles, brochures, accident scenarios, scripts, speeches, anything your organization has developed addressing small boat or new boat operators.

Since the National Boating Education Seminar will repeat the theme, any information you can provide would be useful to both efforts.

It is my intention to develop a new Safe Boating Week guide with public service announcements, new feature stories and reproducible pamphlets, all on operating small boats and educating the small boat operator.

Send materials to William R. Ladd, Outdoor Empire Publishing Co., 511 Eastlake Ave. E., P.O. Box C-19000, Seattle, WA 98109.



Florida Marine Patrol trains other enforcement officers

The Florida Marine Patrol recently developed a marine enforcement and investigation training course for law enforcement officers who are not members of the Florida Marine Patrol.

The first course was conducted in February at the Marine Patrol Academy near Tallahassee. The two-week course was designed to teach marine law enforcement techniques to law enforcement officers who work in the marine environment.

Attending the course were sheriff's deputies and police officers from marine patrol units throughout Florida, two officers from the Connecticut Marine Patrol and two officers from the Louisiana Department of Wildlife and Fisheries.

Highlighting the course were the hands-on exercises in vessel felony stops and waterborne firearms training, perhaps the only training of this nature in the country.

Officers were also trained in navigation, federal and state marine resources law and boating law, boating accident and stolen

vessel investigation, impaired operator detection and apprehension, marine evidence procedures and maritime drug smuggling.

Because of the strong, favorable response to this class, the Florida Marine Patrol training staff hopes to conduct another two-week course next spring.



Maj. Kent Thompson (r.) supervises two students in the waterborne firearms class during a

training session for outside law enforcement officers at the Florida Marine Patrol Academy.

Boating Education

*The key to an effective program is getting into the schools during the school day
— Eric Olsen, Michigan.*



St. Clair County Sheriff's Deputy Diane Uhl-Schweiger teaches boating safety to a class at Capac Junior High School in Capac, Michigan.

State	Number students trained 1986	Class hours
Illinois	2,500	8
Indiana	4,333	Min.
Iowa	400	6
Kansas	200	Hom Stud
Michigan	25,000	Min.
Minnesota	3,220	6
Nebraska	2,000	6
North Dakota	Sent materials to 2,500	Hom Stud
Ohio	50,900	1-
Ontario	No Program	
South Dakota	500	
Wisconsin	5,000	M

Boating education offered in schools?	Who teaches students?	Who trains instructors?	Comments on program or materials used	Certify young operators
Offered in some schools to junior and senior high.	Volunteer instructors.	Safety educators in Division of Law Enforcement, Department of Conservation.	Since alcohol is issue, alcohol brochures and <i>Judgement on the Water</i> supplement <i>Better Boating</i> .	Yes, ages 12-18
Offered in many junior high schools.	Volunteer instructors, conservation officers.	Conservation officers.	Use <i>Boating Basics</i> , <i>Judgement on the Water</i> , videos produced by Department of Natural Resources.	Yes, under 14 boat over 10 hp.
More schools are teaching it. Offered to ages 12-18.	School teachers, DNR recreational safety officers, Coast Guard Auxiliary, U.S. Power Squadrons.	DNR recreational safety staff.	Camp staffs will be trained to teach Aquanauts Boating Safety Program which will get underway this summer.	No
In very few schools it is taught at the high school level.	Home Study.		A mailer with boat registrations encourages people to take course as do posters and billboards.	No
Eighty percent of training is in schools during school day. Students 12-16 are taught.	Sheriff's marine deputies, volunteer instructors, school teachers.	Marine safety specialist.	Deputies are taught to be creative to get program into schools. Program is so popular many schools request it.	Yes, 12-16 boat over 6 hp.
A number of schools teach it in junior high. Coloring/work book goes to many elementary schools.	Teachers, conservation officers, sheriff's deputies.	No formal training.	A coloring book sent to 180,000 has been a valuable first attempt at the elementary age market.	Yes, 13-17 boat over 24 hp.
Some schools offer it in junior and senior high.	Teachers.	Game and Parks Commission personnel.	Four insurance companies give home study course and offer 10-15 percent discount for those successfully completing course.	No
A few schools have offered it.	Home Study.		Boating safety coordinator offers materials to those requesting it. <i>Judgement on the Water</i> is available.	Yes, 12-15 boat over 10 hp.
Offered in schools, kindergarten through graduate school.	Teachers, volunteers, Watercraft officers.	Watercraft officers.	Use boats and related equipment, films, video tapes, <i>Boating Basics</i> and state workbooks.	No
Office of Recreational Boating advertises courses given by Coast Guard Auxiliary and Canadian Power and Sail Squadron.			The office is studying existing programs to determine whether a province standard should be set.	No
Not offered in schools.	Conservation officers.	State specialists who attend National Boating Safety Course.	Use <i>Better Boating</i> , slide shows on accidents and hypothermia and <i>Judgement on the Water</i> .	No*
Offered in the schools by volunteer teachers to ages 12-16.	Volunteer instructors, school teachers, boat clubs, Coast Guard Auxiliary, U.S. Power Squadrons.	District law enforcement safety specialists.	150 volunteer instructors recently attended a two day workshop.	Yes, ages 12-16

Boating Education

*An on the water program is wonderful, but since many schools don't have the resources, we'll try video programs —
Marty Law, Oregon*



John Becker, an aquatic instructor for the Albany, Oregon school system, instructs students on the proper way to board a boat during an Oregon Water Ready class, a 15-20 hour program for the public schools.

State	Number students trained 1986	Class hours
Arizona	200	Home Study
California	Over 225,000	
Colorado	Not Available	8 or Home Study
Hawaii	2,462	2-24
Idaho	15,000 Home Study 1,500 Classroom	
Montana	125	6
Nevada	3,000	6
New Mexico	1,400	
Oregon	1,000	8-10
Utah	Not Available	Home Study
Washington	3,000	1
Wyoming	700	20-40

Boating education offered in schools?	Who teaches students?	Who trains instructors?	Comments on program or materials used	Certify young operators
Boating safety presentations are made in Driver Ed.	Home study, Coast Guard Auxiliary, U.S. Power Squadrons.		Efforts are concentrated on media—talk shows, public service announcements. Safety presentations are made to corporations.	No
Three programs are offered in 7,000 schools for grades K-3, 4-6 and 9-12.	School teachers.	Materials are self explanatory. Schools give in-service training.	Every school principal receives a letter encouraging use of the program. Text and visual aids are in every school.	No
No formal program in the schools.	Park rangers, volunteer instructors or home study.	Instructor's manual.	Parks Department has an extensive film library which is available to instructors.	No
Not offered in schools.	U.S. Power Squadrons, Coast Guard Auxiliary.	U.S. Power Squadrons, Coast Guard Auxiliary.	Some equipment to support U.S. Power Squadrons program has been purchased with state boating safety funds.	No
Occasionally sheriff's deputies give safety presentations in the schools.	Sheriff's deputies.	Boating safety coordinator when possible.	Use <i>Boating Basics</i> , films, videos, pamphlets. Hope to hire education specialist in future.	No
In some high schools in the lifetime sports classes.	Wardens and State Fish, Wildlife and Parks personnel.	National Boating Safety Course.	A public relations program is attempting to increase public participation.	No
It is available to schools at their request.	Wardens, Coast Guard Auxiliary, U.S. Power Squadrons.	Department of Wildlife.	A program in which the courts offer to reduce fine if violator takes boating course has been successful.	No
Boating officers make safety presentations in schools, grades 1-12.	Local boating enforcement officers.	Parks and Recreation Division.	Use <i>Better Boating</i> , pamphlets on hypothermia, PFDs, and experiences in the pool if possible.	No
Offered in K-3 and in junior and senior high.	Aquatic instructors, school teachers.	State Marine Board, veteran aquatic instructors.	Using California's <i>Play It Safe</i> for first graders. <i>Water Ready</i> is 20 hour on-water program for junior, senior high. Developing video program for junior and senior high.	No
Not offered in schools.	Park rangers, Coast guard Auxiliary.	Division of Parks and Recreation, Coast Guard Auxiliary.	Use <i>Better Boating</i> for home study courses. Safety information dispensed at boat shows and through news releases.	No
Occasionally taught in schools, usually in sixth grade.	Sheriff's deputies, firemen, police officers.	Boating law administrator. National Boating Safety Course.	Use alcohol, hypothermia pamphlets, boating regulations and safety tips, <i>Better Boating</i> and films.	No
Not offered in schools.	Boating law administrator, or home study (300).		Use <i>Better Boating</i> , films, slide shows, and boating equipment for demonstrations.	No

Nine receive NASBLA Public Service Awards

Nine companies have been named to receive the NASBLA Public Service Award for 1987. The award was created to recognize advertisers, publishers, manufacturers and others who depict safe boating practices or promote safe boating. Since an advertisement or article showing boaters wearing personal flotation devices, for example, can have a positive effect on

the public, NASBLA wishes to encourage the practice.

Receiving awards this year are:

Anheuser Busch, St. Louis, Mo., which prepared, printed and distributed a free brochure on the problems of alcohol and boat operation.

Chandler Insurance, Inver Grove

Heights, Minn., which, noting the problem of drunk boating, developed a billboard campaign to make the public aware of the problems of alcohol and boat operation.

Cleveland Plain Dealer, Cleveland, Ohio, a flagship newspaper that ran a full page article on the problems of alcohol and boat operation.

Cox Cable Television, Ohio, which produced a documentary on the problem of drunk boating.

KUSA Television, Denver, Col. In cooperation with the Colorado Division of Parks and Recreation and several user groups, this TV station produced a six part river safety series which was shown on prime time news. The footage was edited into a 30 minute video which is now available to the public through the Parks and Recreation Division.

Shamrock Cable Television, Cleveland, Ohio, which produced a series of boating safety spots in conjunction with the Ohio Department of Natural Resources.

WBNS, WCMH and WTVN Television, Columbus, Ohio, which aired a number of segments on boating safety and river conditions in cooperation with the Ohio Department of Natural Resources.

Federal alcohol regs to include all boats

The Coast Guard is proposing regulations to reduce alcohol and drug use in recreational vessel operation. A supplemental notice to a Notice of Proposed Rulemaking published in May that applied primarily to commercial vessels expands the proposed rules to include all vessels.

The Coast Guard Authorization Act of 1984 provides civil and criminal penalties for an individual who is intoxicated while operating a vessel as determined under standards prescribed by the Secretary of Transportation.

For recreational vessels the federal blood alcohol concentration (BAC) would conform to state standards for intoxication, where enacted.

Comments must be received on or before May 11, 1987. Contact Carlton Perry, Boating Safety Division (G-BBS/43), Office of Boating, Public, and Consumer Affairs, U.S. Coast Guard Headquarters, 2100 Second Street, S.W., Washington, DC 20593. (202) 267-0979.

Missouri Water Patrol makes more drug arrests

During an early morning drug raid in Clinton, Mo. on Jan. 31 by the Missouri State Water Patrol and other police agencies, 69 felony and 29 misdemeanor warrants on 56 people were issued. The arrests came as a result of an undercover investigation by the Water Patrol narcotics and crime unit.

An undercover sting operation took place a day earlier near Truman Lake. After a member of the Water Patrol's narcotics and crime unit purchased three pounds of marijuana at a residence near Osceolo, Mo., the St. Clair County Sheriff's Department, assisted by Water Patrol officers, raided the house, confiscated four pounds of marijuana, paraphernalia, pills and weapons and arrested five people.



This billboard, with Minnesota's capitol in the background, was part of a campaign by Chandler Insurance to make the public aware of the dangers of drinking and boating.

Utah, Wyoming pass BWI laws

In late February the Utah Legislature passed a boating under the influence law that sets the legal limit of intoxication at .08 percent blood alcohol concentration. A refusal by a suspect to submit to a blood test will be used against him in court.

If the person found guilty of operating under the influence is the owner of the boat, the boat registration will be suspended for one year. A first offender is fined \$600 and either serves two to ten days in jail or must do community service work and attend an alcohol rehabilitation facility. If an injury is involved, the fine is increased to \$1,500.

Law enforcement officials are allowed under the law to impound the boat and trailer if they have probable cause to suspect the owner is under the influence.

The law went into effect April 25.

The Wyoming Legislature passed several laws in March that will effect boating in the state.

A new boating under the influence law sets .10 percent blood alcohol concentration as the legal limit of intoxication. It does not, however, include an implied consent provision.

New law requires that all persons under 16 be accompanied by an adult while operating a numbered boat, which in Wyoming is a boat over five horsepower.

Passed this year is a law making it illegal to ride on the gunwales or bow of any motorboat regardless of length. It is also illegal to tie off or attach a boat to any regulatory buoy or waterway marking device.

Another new law requires proof of transfer of ownership of a boat, a move to cut down on boat thefts.

The new laws are effective May 22.

A JOB WELL DONE

This series continues to recognize boating safety personnel for excellence in the performance of their jobs. A good teacher, a helpful law enforcement officer, or an officer who, through quick thinking, decisive action and, sometimes, personal risk rescues someone in distress, are recognized for a job well done.

Robert Pavey

After receiving a report that six snowmobiles had gone through the ice on Lake Waubesa, Deputy Robert Pavey of the Dane County (Wisconsin) Sheriff's Lake Patrol drove his four-wheel drive truck along a railroad right-of-way, shining his spotlight toward the lake until he located the site of the accident.

A person on the ice shouted that two people were still in the water. Deputy Pavey put on his float suit, grabbed a line and started out on the ice toward the victims. Before reaching the men, one lying on a small patch of ice, the other unconscious and slipping under the ice, Deputy Pavey fell through the ice.

He kept going until he reached the men. He tried to calm the man on the ice while holding the unconscious man's head above the water until help came. A volunteer fireman arrived. With one end of the line tied to the victim's hand, Deputy Pavey threw the other end to the fireman and helped push the victim onto the ice.

Both the victim on the ice and the



Robert Pavey



Stephen Woolwine

unconscious victim in the water survived.

Stephen Woolwine and Kent Hutchins

After receiving a call that a pregnant woman had been washed off a road near the flooded Wabash River, Indiana conservation officers Stephen Woolwine and Kent Hutchins put a boat in downstream from the reported accident. As they pulled into the current, the boat struck something in the water and was pushed downstream where it went sideways over a lowhead dam.

Officer Woolwine, who was operating the boat, was tossed into the hydraulic. Using the self rescue technique he had recently learned at a river rescue school, he escaped the hydraulic, came up downstream and floating head up, feet downstream, reached a log jam where he held on until help came.

Officer Hutchins had managed to get the motor in the boat started again just before



Kent Hutchins



Dean Jenkins

crashing into a bridge that had only a foot's clearance above the flood water. He got to the bank and after spotting Officer Woolwine hanging onto the logs downstream, tossed him a line and pulled him in.

The report on the woman in the water is believed to have been a hoax.

Michael Portteus and Dean Jenkins

During a regatta on the Ohio River, Indiana conservation officers Michael Portteus and Dean Jenkins were called to a cabin cruiser where they found the owner and his wife unconscious in the cabin. Smelling fumes, the officers and the man who originally found the victims moved them to the aft deck.

Officer Jenkins and an EMT from the regatta committee boat started CPR on the woman and Officer Portteus established and maintained an airway on the man until paramedics arrived, took over treatment and transported the victims to a hospital.

UL tests outdated distress signals

Underwriters Laboratories is testing and evaluating outdated Coast Guard approved visual distress signals. With a grant recently received from the Coast Guard, UL will determine whether minimum production performance requirements are maintained after the expiration date.

Most flares have an approved three year shelf life, but if testing proves that outdated visual distress signals still perform, the Coast Guard may extend the shelf life, which could mean a significant savings to boaters.

Currently UL is seeking samples of each of the eight approved types of flares. Those to be tested are hand red flare distress signals, floating orange smoke signals (5 min.), pistol projected parachute red flares,

hand held rocket propelled parachute red flares, hand orange smoke distress signals, red aerial pyrotechnic flares, hand combination flare and smoke distress signals and floating orange smoke distress signals (15 min.)

People willing to contribute outdated visual distress signals to the test project should write UL, giving them the approval number of the devices they would like to contribute, the expiration date and information on how they've been stored; i.e. on the boat, in a damp basement, in an unheated shed, etc.

Send the information to Mel Fehrenbacher, Underwriters Laboratories Inc., 12 Laboratory Drive, P.O. Box 13995, Research Triangle Park, NC 27709.

Call for photos

Small Craft Advisory, still on the lookout for photos, wants to remind readers to send in those photos of small boats or of law enforcement officers at work in the field. Most of the photos used in the publication come from you, the readers. If you had been planning to send some, but hadn't gotten around to it, now is the time.

If your photo is used on the cover, we will send an outdoor gift, such as a fishing rod, binoculars or hunting knife.

Send color prints or transparencies to *Small Craft Advisory*, P.O. Box C-19000, Seattle, WA 98109.

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National Association of State Boating Law Administrators

One boating administrator's views on education

By Tom Alexander

The following article by the Arizona boating law administrator was a guest opinion in the February 1987 issue of Soundings.

Boats and their propelling engines have been growing larger and faster every year. It is not unreasonable to require persons to know something of what they are doing before taking a boat to the water. How many know what causes persons to be ejected from a boat or the high probability of being struck by the propeller when that occurs?

It would take all the pleasure out of pleasure boating if people knew that 90 percent of the boaters never had any education on rules of navigation or use of safety equipment. Here in Arizona, we estimate 5,000 new boaters per year are taking to the water. Less than 200 people per year complete Coast Guard Auxiliary or Power Squadron courses. Voluntary education doesn't get to those who need it most.

In a recent article, Donna Caruso stated, "Those against government intrusion upon recreational boating" claim "most (fatalities) are not from accidents but from falls overboard and small boat capsize." If those are not accidents, then they must be homicides or suicides.

It should be noted that falls overboard include persons ejected because of rough water, high-speed turns and spin-outs due to prop torque. Small boat capsize are often the result of wakes created by other boats, many times in locations where a reduced wake is required or is prudent. This is directly contrary to industry repre-

sentative Ron Stone's quote, "We are not losing people because of lack of knowledge or rules."

It is true that fatalities have decreased over the years. There are two good reasons: we have just been plain lucky; increased federal and state funding has provided more law enforcement.

The presence of a marked patrol boat impacts the behavior of many people. The enactment and increased enforcement of operating under the influence (OUI) laws during 1984 and 1985 has also contributed to the reduction of fatalities.

Industry and others who oppose a mandatory education program are indicating that 1,116 persons killed and 2,757 injured in 1985 is acceptable and there is no need to improve on these figures. If we can casually say, of the millions of recreational boaters only 1,116 were killed, and we consider those numbers to be an acceptable risk, then we have lost sight of our priorities.

Liberal horsepower standards are permitting powerful engines to be put on low profile lightweight hulls. When this occurs, the family fishing/ski boat enters the realm of high performance. This is analogous to stepping from the family car into an "Indy" car. Most of us cannot properly handle high-performance machinery without developing the necessary skills first. There is no justification for a 13-year-old to take an 18-foot bass boat with a 235-horsepower outboard across a congested lake at 65 mph, yet it occurs routinely.

Anyone with a credit line can immediately enter recreational boating with nothing more than a signature. Few, if any,

are aware of the responsibilities toward their passengers and other boaters. They become undesirable statistics. What then, do we do about the problem?

"Government intruders" believe it is their responsibility to prevent accidents. One method is to educate the uninformed through a minimum five-or-six hour class followed by successful completion of a test. Some will resent the education from beginning to end. The majority will appreciate the knowledge gained and will take pride in their recreational pursuit. All will benefit from learning something of what can happen to boaters in the hostile marine environment.

I believe any type of mandatory education program would establish age limits for legal operation and would be aimed at powerboat operators. It is a fact that our highest incident rate nationally is the collision between two boats averaging more than 100 horsepower each.

Industry's complaint about a specific state being required to license 600,000 boaters has no merit. That same state probably licenses as many hunters, fishermen, pilots and millions of automobile drivers. In my opinion, to oppose mandatory education is to condone the senseless killing and maiming of thousands through ignorance.

Law enforcement can take care of the reckless and the drunk operators. The experienced boaters will take care of themselves, but who is addressing the neophyte? Do we permit him to gain experience through the sorrow, misery and discomfort he casts upon others? There exists a serious gap in recreational boating that needs to be filled. How do we fill it?