



California Surf Lifesaving Association

Public Education Committee

M

Fall Committee Update Imperial Beach - October 16th, 2003

Bookmarks

Last spring, I distributed the bookmarks for each chapter. I do have some left if any chapter needs more. I will do this upon request from a chapter. There are also some Spanish ones left.

Grant Money

I once again applied for the Pacific Life Grant that this past summer. The request for this year is based on an interactive compact disc geared toward public education. I would like to make this our project for this winter even if we do not receive the grant. This will be decided in committee.

Public Education with SHP

I met with SHP last spring to set up a plan for public education. Unfortunately, it has been difficult times for Scott and the USLA and we have not yet committed to any projects. I know both parties have a vested interest to get us going stronger in public education.

PSA's

I have been in the works with an ex-lifeguard that now works for Fox 6 news in San Diego. His station has committed to produce 2-4 public services announcements on our behalf. We need to come up with these messages for him to work with. We will determine these in committee.

Public Education Marketing

We worked a little with a CSUF marketing spring and fall. They concentrated on Spanish speaking ideas in Orange County. I have the proposal that they came up with if anyone is interested in looking at it. They are still interested in having us as a project, we just need to determine if we want or need them in any capacity.

American Somoa

I sent a package to American Somoa to help their endeavor in Public Education. I also have encouraged them to join our association. I will try and continue to work with them to promote public education.

Project Wipeout

Orange County's project was another huge success this year. I just wanted to make sure that all agencies now get involved to keep this program going, since the director will be taking on other assignments.