

**California Surf Lifesaving Association**  
***Public Education Committee***  
**Fall Committee Report**  
**Imperial Beach - October 17<sup>th</sup>, 2003**

**Bookmarks**

With a unanimous vote from the delegation, I gave the remaining Spanish bookmarks, approximately 500-750, to the Mexican Lifeguard Delegation that was in attendance.

**Interactive Compact Discs**

With the knowledge of the grant application dedicated to an interactive compact disc, the committee decided to make this the priority project for distribution next spring. We asked the board for \$3,000 to produce the CD's. We also asked the Junior Guard Committee for \$1,000 for this project. This should give us close to 15,000 CD's to distribute. Mike Silvestri from Cal State Parks will check for sponsorships for this project. Also, I will distribute samples to the committee as the project progresses, with final approval of the material to be approved by the executive board.

**PSA's**

I have been in the works with an ex-lifeguard who now works for Fox 6 news in San Diego. His station has committed to produce 2-4 public service announcements on our behalf. We came up with messages for him to work with. Some of the messages include "Dangers in the Ocean, Mother Nature" and "Swim near a lifeguard."

**Care Packages - Membership**

I sent a package to American Samoa 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. We voted to allocate up to \$100 per year on mailers for chapters that do not have a strong participation in the CSLSA. This will hopefully spur our membership and show them what we do.

**Public Education Marketing**

We worked a little with a CSUF marketing this spring and fall. They concentrated on Spanish speaking ideas in Orange County. They are still interested in having us as a project; we just need to determine if we want/need them in any capacity. Bill Humphries from San Clemente volunteered to create a master list of public education products produced over the years. The idea is to have a list where chapters could refer to produce their own materials if wanted.

**Coloring Books**

Mike Silvestri has again offered a coloring book contact for chapters to have their logo on.

**Rob Williams - Committee Chair**

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