



California Surf Lifesaving Association

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Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

NEWSLETTER REPORT Fall Meeting 2007

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By definition, media is a source of communication. Ideally, an organized group, such as CSLSA, would utilize media, in the purest sense, to convey questions, decisions and ideas to the membership. Again ideally, the content of the media presented would reflect the contributions of the membership communicating to the membership.

When I signed on as editor, my plan was to acquire those contributions. I felt responsible for 1) soliciting articles, 2) making grammatical corrections, 3) delivering a product for print, and 4) overseeing that production. My performance has been marginal at 3 & 4 and poor at 1. I'm pretty good at grammar though, being a baby boomer and all.

We (Rich Hidalgo, my most committed collaborator, and I) have been able to enlarge Eric Sandy's concept of agency profiles (to date Coronado, Solana, Santa Barbara, and this issue's historical look at Santa Monica), and introduce new concepts ("Gear Guide" and "How To" in this issue) as well as topical articles (e.g. "Lifeguards for Louisiana" or "Refugio State Beach Junior Lifeguards"). The last issue was our first in color. It is our hope that these concepts and articles resonate with the membership.

Unlike other committees, however, the CalSurf is mostly a consumer and, to some, a luxury. Although it reports the events and history of the Association, it consumes budgeted funds, with a minimal financial contribution. Most of the other committees either contribute revenue (Public Education through sponsorship; Junior Guards through dues) or use very little or no budget (Training, Treasurer, etc.).

I have been given a budget and have either exceeded it or broken even (the tally is in the works). Nearly a hundred potential advertisers (30+ twice a year) have been solicited, with limited success, so income has continually fallen short of offsetting costs.

Where do we go from here? The most prominent suggestion to date is to go online. Obviously, this would save a considerable amount of money (typesetting, printing and mailing costs) and eliminate the need for advertisement. It would not, however, eliminate the need for articles or reduce the workload of the editor and writers. But the feedback that has been received (limited, in spite of a general query to all members) is overwhelmingly in favor of print.

But, print or online, each edition requires article submissions. My emailed plea to members who attended the spring meeting brought in one article and no ads

(excluding the usual contribution from Rich Hidalgo). I respect the fact that we are all busy with our jobs and lives. However, there are 28 chapters in CSLSA representing over 1,000 lifeguards, but less than 1% contribute articles in each issue. Keep in mind that this newsletter is modeled after the classical definition of media. It is NOT a newspaper. There are no reporters or tiers of management. It is pure media - a collaborative means of communication.

My apologies go to those who have contributed articles or arranged advertising over the years. I applaud your effort and dedication. However, more is needed to keep this process in motion.

The CalSurf is a biannual testimony to the efficacy of our profession and the camaraderie of the Southern California lifeguard culture. Our members save thousands of lives, educate thousands of people, prevent thousands of accidents and continually provide the protective barrier between a wonderful day and a tragedy countless times every year. These stories need to be heard and memorialized. This newsletter is the history of what we do. I encourage all of you to be part of this living document.

Respectively submitted,

Richard Godino

Editor - CalSurf