



# 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](http://www.cslsa.org)

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### Public Education Committee Minutes – Fall 2008 October 17, 2008

Robert C. McGowan  
*President*

Charlotte M. Graham  
*Vice President*

Michael A. Beuerlein  
*Secretary*

Robert E. Williams  
*Treasurer*

Robert A. Moore  
*Past President/Advisor*

Jon P. Mitchell  
*First Executive Delegate*

William J. Richardson  
*Second Executive Delegate*

Mareen T. Boyer  
*Third Executive Delegate*

Alex K. Peabody  
*Fourth Executive Delegate*

During the Public Education Committee we discussed the following projects:

1. Reminder to use the online Inventory and Planning Matrix as a resource for locating existing public education materials and to identify potential future projects for this committee.
2. Ocean Safety Book Covers – Committee will produce approximately 10,000 book covers using Junior Lifeguard committee artwork for distribution in spring. Committee requests that we look into potential corporate sponsorship for larger volume orders in the future – possibly in conjunction with the USLA.
3. Public safety projects that will be researched over the next 6 months:
  - a. Bookmarks
  - b. Stickers
  - c. Hotel brochures or flyers
  - d. Magnets
4. Public Service Announcements (PSA's)
  - a. Committee will research low cost methods of producing ocean safety PSA's for use on local TV channels, hotel networks, etc. Potential sources include:
    - i. Local cable networks under franchise agreements with cities.
    - ii. College film classes
    - iii. San Diego Lifeguards (via Nick Lerma) utilizing "Evolution" production company.
5. Two committee members have expressed interest in taking over as chair or co-chairs for the committee: John Moore from Newport Beach and, Chris Pierce from Seal Beach. Both have support from this committee and will be recommended for appointment at the next elections.

Respectfully Submitted,

Bill Humphreys, Chairman