



California Surf Lifesaving Association

Public Education Committee

Spring Committee Report

Laguna Beach — April 15th, 2004

Bookmarks

The USLA bookmarks are here and ready to be distributed. Please take your chapter's share before leaving. Peter Davis, the new Public Education chair for the USLA created them.

Interactive Compact Discs

The project of making the interactive compact discs was delayed a few weeks. It is 95% completed at this time and I have a demonstration CD for display. I had the disc completed, but some of us on the Executive Board decided to change one of the videos and put some finishing touches on it, thus delaying it. It will go to production in the next week and I will mail them to the chapters. The production time will be about 2 weeks. The Executive Board also decided, on my suggestion, to reduce the money spent on the product. We had \$4,000 allocated for this project; we have cut it down to about \$2,500. We will get about 4,000 to 5,000 CD's for this amount. Since we are not yet completed, this will also give my committee members a chance to view it for possible changes.

PSA's

I have worked with Peter Davis and he has developed two Public Service Announcements for the USLA. These are in the finishing stages and will be available for us to use soon.

Extra Materials

I have some extra public education materials from years past that are available to any chapter upon request. Please see me if you would like any of them.

Youth Expo - April 30th May 1st and 2nd & Orange County Fair - July 9th - August 1st

Agencies, specifically Orange County Agencies, are once again encouraged to participate in both the Youth Expo and the Orange County Fair. This is a great opportunity to show what lifeguards are all about and show our faces in the community. Any agency that is interested, please see me for details, or you can contact Jennifer Schulz with the Newport Beach Fire Department at 949-644-3177 (Work) or 949-795-2893(Cell).

USLA Public Education Vice Chair

Some of you may know that I put my name in for the position of USLA Public Education Chair after last fall's USLA meeting in Red Bank. I was appointed as the Vice Chair by the President to work with the official chair Peter Davis from Galveston, TX. I believe this will make things easier for us as a region and not have things duplicated in the future.

Rob Williams — Committee Chair
P0 Box 4166 Balboa, CA 92661
949-718-3457 Willie@citynewport-beach.ca.us