



# California Surf Lifesaving Association

## *Public Education Committee*

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### Spring Committee Activity Update Laguna Beach — April 16<sup>th</sup>, 2004

#### **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. The introductory video (Rob McGowan) was shown to all attendees at the board meeting and a couple of the other videos and content was shown in committee. It was given approval from the committee. Steve Long from Cal State Parks stated that the state parks are now requiring closed caption or written materials to go along with any audio/video materials. This is to comply with ADA. It was a little late to add the closed caption, but I will look into the written materials to go with it. We also agreed to reduce the project to \$2,500-\$3,000, rather than the original \$4,000, and leave the remaining monies allocated for 2<sup>nd</sup>-runs or updated versions for the future.

#### **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**

Many chapters took the opportunity to stock up on some public education materials that have been accumulated by me over the years. There are still some left for any chapter upon request.

#### **Youth Expo: Apr. 30, May 1-2                      Orange Co. Fair: July 9--Aug. 1**

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).

#### **Database**

Bill Humphries from San Clemente agreed to complete a database of public education materials. He stated he has been very busy in his new agency position and will begin work on the project in the fall.

#### **Website**

Bob Moore, web site committee, was given a copy of the interactive CD and encourage to use any materials from it for our website; [www.cslsa.org](http://www.cslsa.org) I will also work with him to possibly upgrade current public education materials on the website.

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