

Publicity – Sample Press Release

Information about the program was distributed in several ways:

MILES LINES (Squadron Newsletter) included monthly articles about planning, solicitation of member volunteers, progress reports and congratulations to participants;
STAR Democrat (Local Newspaper) Selected pictures, with names of instructors and students) to newspaper photographer with picture ID per the school district officials with permission to print;
USPS ENSIGN (National publication) Article published;
WHAT'S UP EASTERN SHORE: Local interest magazine – article and pictures.

A sample press release is included here.

TO: STAR Democrat Newspaper
Attention: Community Editor
Chief Photographer

FROM: Marian Franck
MRSPS Safe Boating for Youth Program, Co-Chair
410-745-9521

RE: Press Release – Safe Boating Workshops for 7th Graders,
Talbot County Public Schools

DATE; April 24, 2007

The Miles River Sail and Power Squadron (MRSPS), a local squadron of the United States Power Squadrons®, will conduct a safe boating workshop for all Seventh Graders of the Talbot County Public Schools on the following dates:

St Michaels Middle School: Tuesday, May 1, 9:00 AM – 2:00 PM at the
Chesapeake Bay Maritime Museum

Easton Middle School: Tuesday, Wednesday, Thursday, Friday, May 29-June 1, 8:00 – 11:30 AM
at the Easton Middle School and the Talbot County YMCA

The workshops will include safe boating practices such as proper stabilization in small craft; boating laws and regulations; use of nautical charts and related aids to navigation; proper use of the radio to report accidents and other hazardous situations; responses to boating emergencies such as fire, crew over board, care of common boating injuries, and hypothermia; and environmental issues. Students will have opportunity to practice skills of throwing rescues, use of the radio, and entering and leaving small boats. They will also engage in simulated experiments that demonstrate environmental clean up, effects of cold water, sun, and alcohol on one's ability to function safely, use of common navigation aids that can be found on local rivers, and selecting first aid equipment/supplies in readiness for potential/common injuries in, on and around the water.

Approximately sixty members of the MRSPS and its auxiliary, the Half Miles, organized in six teams will conduct the five workshops. Each team is lead by a team leader who is responsible for planning, collecting needed equipment and materials and organizing instructors to deliver the specific topics assigned to the team. Many of the members have completed multiple boating safety courses provided by the USPS that range from basic boating safety through celestial navigation. The combination of study and years of practical experience in operating their own boats makes this a rich experience for Talbot County students who have easy access to navigable waters.

Team leaders include: Norm Franck, Tony Greenwood, Tim Hanlon, Mike Newnam, Tom O'Donnell, Bill Rowan, and Mary Carol Shannahan. Don Cook and Marian Franck serve as co-chairpersons for this project which has grown over the past four years from a workshop in cooperation with the Talbot County Mentors (2004), to the St Michaels Middle School (2005, 2006) and will include the Easton Middle School this year. Tom O'Donnell serves as the current commander for the squadron.

Community partners cooperating to assist in the implementation of this program include the Miles River Yacht Club, the Chesapeake Maritime Museum and the Talbot County YMCA. The teachers and administration of the Talbot County Public Schools are to be commended for their foresight in providing students with water safety education at multiple grade levels.

Note to Editors: Please consider this an opportunity for photos at all three sites. Attached please find the schedule for each of the workshops.

