

School Programs, Student Workbooks, Teacher's Guides

School programs, student workbooks and teacher's guides are as different as daylight and dark.

Let's start with school programs. At nearly every elementary, junior high school, high school, college and university sporting event there will be a program. Some are thick, elaborately designed, in which ads are sold. While others are typed on standard bond paper, "Zeroxed" off and given free to guests.

You can get your PSA slicks printed ... even in the most eloquently published program. Go to the principal. The director of publication /relation/communications is the person to start with at a school of higher learning. Tell him or her you are trying to save lives on the lake and need help. Show the person the artwork and a program, say, from the last game, and where one of the slicks might be placed. You may or may not be successful. The Assistant Principal/PR person may be the person you are referred to. Continue trying.

If all else fails, peruse the program to see which printing company prepared it, then head in their direction. Explain what you are doing and that you have spoken to whoever and received a negative response. Most printers also design the publication and will help you. They might even add an extra sheet and give you a full page ... free, especially if they are boating buffs.

Get extra programs with the water safety

slicks. Then crank up the publicity coverage.

There are so many, many school programs you should get involved with. They range from field trips on the lake to parading to giving boating safety workshops in schools ... especially before the Memorial Day holiday. Use Bobber the Water Safety Dog or Seamoor Safety if you have them. School Annuals will be harder to get into, but you can if you try. Use your imagination.

Another school idea is the monthly coloring books for elementary students. These are not the coloring books in the USACE catalog. Normally, the books are for students in kindergarten, first and second grades. An independent company prints the books and leaves the back page blank. A representative from this company visits the school board and school superintendent to show them samples. The selling point is these coloring books are specially created for certain age groups. Each student in a designed area will get one coloring book each month from September to June ... at no cost to the school system.

"Who pays for the coloring books?" you're thinking. Answer: local merchants. Grocery stores are probably the number one buyers of the back page. Usually, the page sells for two years, but only one 8" x 10" negative and design is required.

Here's one approach to the back page. Get a couple of samples. Check with the

advertiser on the back page to see how long the contract is. Is this the first or second year of the contract? Is the merchant going to renew it? If so, show the PSA slicks and tell the person what you are doing and why. You are trying to save young lives on the lake. If the owner says yes, let them choose the slick they want to use. Remember to get a few sets of nine once the coloring books arrive at the schools.

If the merchant says no the contract will not be renewed try and obtain the coloring book representative's name, address and telephone number. Someone will have this information in the school system, also. Give this person a call to see when he or she plans to visit your area again. If you luck out and strike it rich he or she might be able to help you spread your message to other schools around other lakes.

That's putting the message where you want it, to our young boaters and swimmers.

Part two of this chapter has to do with

Teacher's Guides, such as the ones used by Kansas City District entitled "Ducks Don't Drown But Children Do!" It is packed with idea after idea. For example, it helps the teacher create a water safety poster contest, which the Corps sponsors. They even list the contest rules, advice about judging, judging sequence and twenty poster themes. Let's see, here are a few: "Water Safety Is Our Concern — Please Make It Yours," "The Corps Wants You To Be Water Safe," "PFD -- Are You Putting Me On?" and "Water — Live To Enjoy It."

See you in class. Good luck.

Think how many pupils will see your water safety image. It will be nine books — one for each month -- per student. Furthermore, they take them home. Then next year, the same nine issues are given to every student in the specified area. Thousands and thousands of coloring books are usually ordered. All for one, that's it, one PSA piece of art. And, at no cost to you.