

Posters

Water safety posters come in a variety of sizes, themes and colors. You may order some excellent ones from the USACE catalog. These posters are great to keep the water safety messages at targeted locations, either during your “101 Killing Days of Summer,” or all year long.

Where should they go, you might be saying? Where people of all ages will see them. Ask school principals for permission to put at least one up at each school. Bait and tackle shops around the lake are excellent places. Boat docks and marinas are “A+” locations. Many public buildings have bulletin boards where these posters are appropriate. Some businesses around the lake cater heavily toward the lake tourist, therefore, they may let you put up a poster.

Next, you must determine if you want to localize one or two posters or go with the USACE variety. Professional posters are not produced cheaply. In fact, they are rather expensive. First, someone must come up with the poster verbiage and idea for the artwork. That’s the easy part as everyone and his brother or sister has ideas, but the next pan is the toughie. Who is going to actually design the poster? Sure, most District’s have a Visual Information illustrator, but usually this person has nine million jobs and only two hands. Can this be contracted out? Sure it can, but it will cost. Now, who is going to print the posters? That will also take a few dollars from your budget and time.

This is not to discourage localizing posters, but to suggest that you take a good look at the USACE water safety posters. They are colorful, available when you need them, professionally designed, and most of all; the USACE water safety posters will NOT take away your time or extra money. Your time and money are precious commodities.

While there are many good points to advertising with posters, there are a few drawbacks. They fade if exposed to constant sunlight. Youngsters tend to scribble on them. And, since they are usually affixed to the wall with tacks, people need a tack so they take one of yours. Then another. Next thing you know, your water safety poster falls or is “hanging” by one tack. Some places will let you staple them up, but this is rare. Therefore, you must check them every so often and maybe replace them or they will present a negative image for the Corps. The person who puts them up should have a list so they can be periodically checked to make sure they look A-okay. And, every member of the Corps’ lake family should be on the lookout for posters that need replacing.

Good luck with your poster placement. Every little bit of water safety information helps.