

SO-PA Division 10 Staff Report

April 2017

Recent Activities:

10-7 had a booth at the Cape Fear Wildlife Expo at the Fayetteville Convention Center, March 17-18. SO-PA attended.

10-1 had a booth at the Fort Fisher Safety Day, March 25, with staffing support from 10-6 along with Station WB.

10-6 had a PA booth at the Cape Fear Community College Boat Show, April 1.

10-6 had a PA booth at the NC Azalea Festival. Asked for support but received none from other flotillas, April 8 & 9. SO-PA attended.

10-6 had a booth at the GE Safety Fair, April 21.

10-1 and 10-6 had a big PA opportunity at the Carolina Cup. According to Jim Sinclair's email over 4,000 brochures including the new SUP "Be Smart" brochure and 1,000 whistles were passed out April 22-23.

10-8 FSO-PA problem: Went to 10-8 monthly meeting April 11 to meet with new FSO-PA, Kevin Re. However, he resigned the day before so I spoke the Dan Pierce and former FSO-PA Harriet Wilt. 10-8 needs to be active with PA booths at events around Holden Beach, Ocean Isle, Sunset Beach, Shallotte, Lake Waccamaw, and Little River. Plus, they need to plan some VE ramp days with PA support for advance media attention and have PA booth at ramps. These are vital recruiting opportunities because, as of today, 10-8 is down to seven members on the roster. To grow membership, they desperately need an active PA officer.

Upcoming Activities:

10-1 and 10-6 have a NSBW Proclamation scheduled with the New Hanover County Commissioners and Station WB. Press release will follow to media. Steve Morris has prepared a brief PowerPoint that will be presented in addition to the proclamation signing.

10-5 also has NSBW Proclamations planned at the town meetings in Boiling Spring Lakes, Caswell Beach, Oak Island, Southport, and St. James with Station OI. Press release with photos and captions will go out.

10-5 will be at a paddlecraft event with PA booth and VEs May 13, Ride The Tide, sponsored by Oak Island Parks & Rec Department. About 80 kayaks enter.

10-5 will open their month-long major exhibit at the NC Maritime Museum celebrating the flotilla's 50th Anniversary of service to the area. May 6 will be the grand opening and media event. Auxiliaries will be uniformed docents all month of May.

10-5 will have boating safety displays at the Southport and Oak Island libraries.

Want to encourage all flotilla FSO-PAs and FSO-VEs to work all together all season to turn VE ramp days into PA opportunities with PA getting advance media attention for VSCs and having booth at ramps.

Media idea for NSBW:

For the week of NSBW, we want to plan a media package consisting on seven scripted ideas for TV stations to produce in advance and run one each day. Spectrum News (former TWC)

along with WECT/WSFX have already told me they are interested. Using the ABS course as a guide, what are the seven best subjects we should have the media focus on? Will run our seven-part ideas by SO-PE to confirm, then type up and get to the stations.

With each segment, we will ask them to close with the N.C. state law requiring those born on or after January 1, 1988 to have taken an approved boating safety course and have the certification card on them when operating a vessel with 10hp or more. Plus, the contact info will be go to cgaux.org to request free vessel safety checks and to find classes via a zip code search.

Segments can be produced at Stations WB and OI or at marinas in the area. This is a chance Auxiliarists along with active duty to get on camera and create repetition on the number one media in the service area.

Respectfully submitted,

April 27, 2017

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