

Flyers

Flyers are such a small item in your water safety awareness campaign many overlook their value.

These single sheets on different size paper are normally used to announce an event or inform the public about a change in policy. They are usually posted on bulletin boards at the marinas, docks, bait and tackle shops, recreation areas or campground entrance booths. Some are handed out at boat put-in ramps.

At one lake, members of the local water safety council give each boater entering the lake a flyer with a pool ball designed on the front. In the center of the ball is the number of boating fatalities, which have occurred on the lake that year and also noted are the number of accidents. Each week's flyer has a safety tip and the address and telephone number of the council. While handing the flyers out, the council members assist boaters get the boat off the trailer and into the lake. If there is a problem area on the lake, the member will also provide that information. Or, if fishing is excellent in one area and not in another, this may be requested and provided.

Let's say your lake is conducting a public hearing or lakeshore management meeting. Flyers are an excellent way to advertise the event around the lake, along with the newspaper, radio and television.

How about your lake cleanups? Here again the flyers will come in handy. During a cleanup contest, some of the marina operators send out monthly newsletters and these information flyers could easily be

mailed with the newsletter.

If your computer has desktop publishing software the flyers can be easily designed, and if you have a laser jet printer the flyers are produced in outstanding quality.

Different colored paper stock will add another color to your flyer. Use the backside of the flyer for secondary information.

Also, the reprographics or audio-visual sections of the District could assist you with flyer design. Give them as much lead-time as possible.

Is it designing flyer time at your lake? Good luck, Leonardo DaVinci.