

# Television I.D. Tags

Every television station in America has slides with its call letters and channel number. They change the scenic background periodically and the graphic design every so often.

Each station is constantly looking for new, scenic backgrounds. Here is where your lake and water safety program come in. Believe it or not the hardest problem is to locate the person at the station responsible for I.D. pictures. It varies from station to station. Each station will have a different policy about LD. slides. But, most do not have time to go out and shoot them often. They are primarily looking for sharp focus and beautiful colors. So, the next time you are visiting the station or someone comes out to the lake, ask who you should contact for information about their station's I.D. pictures.

Before calling the individual, watch the station to get a feel for what type they are using. Then, either contact your Public Affairs Office or the Visual Illustration shop at District. They might be planning a "shoot" at your lake. If not, start taking some scenic slides while you are out on the lake during the normal rounds. Some suggested lake slides are with Corps people, some without people, some with water, some with waterfalls (if you have some), people enjoying the lake (maybe use Corps families), anglers, sunrises and sunsets, boating with skiers, boats without skiers, houseboats, resource managers office with flowers and some of the power plants with names. One important point: make sure everyone in the slides is wearing a life jacket and is safe.

Make an appointment to display your best of the best to the TV approving rep. If the person says "yes" he or she will pick the ones they like and place the station's logo on them.

You've completed step one. However, if the person says "no," find out what they

want and try to shoot the lake scene they want. You might sprinkle a few water safety pictures in during the first visit, but they should not dominate. If you get the chance, watch how the person reacts to the water safety pictures.

Step number two. Once they are using your slides, the next sequence of slides should be water safety. Call or visit the person a second time and bring the water safety pictures only. Have a goodly number concerning every aspect of your program from learning to swim to wearing life jackets to hooking up kill switches. They may want you to create the words and phrases over the picture before giving them to the station, or some stations want the actual slide and the message separate, then they provide that service.

Also, remember to never give the station your only originals. Because, if they do not use them, you might be able to use them with other stations and on other Corps projects. You can never get enough outstanding pictures of your lake.

This may not seem like a big project, but when people start asking, "Where was that safety picture taken?" or "Who is the skier in the water safety slide on Channel 99?" or "How much did that smallmouth weigh on Channel 99's picture?" you know they are working.

Once this program starts to work it could very well be a continuous process. In fact, the station might say something like; "We will change our pictures every other month. If you will provide a half-dozen or dozen we will use yours." Now you're in.

Good luck, shutterbug.