



# SARSAT Outreach Activities

SAR Controllers Training 2015

3 – 5 March 2015

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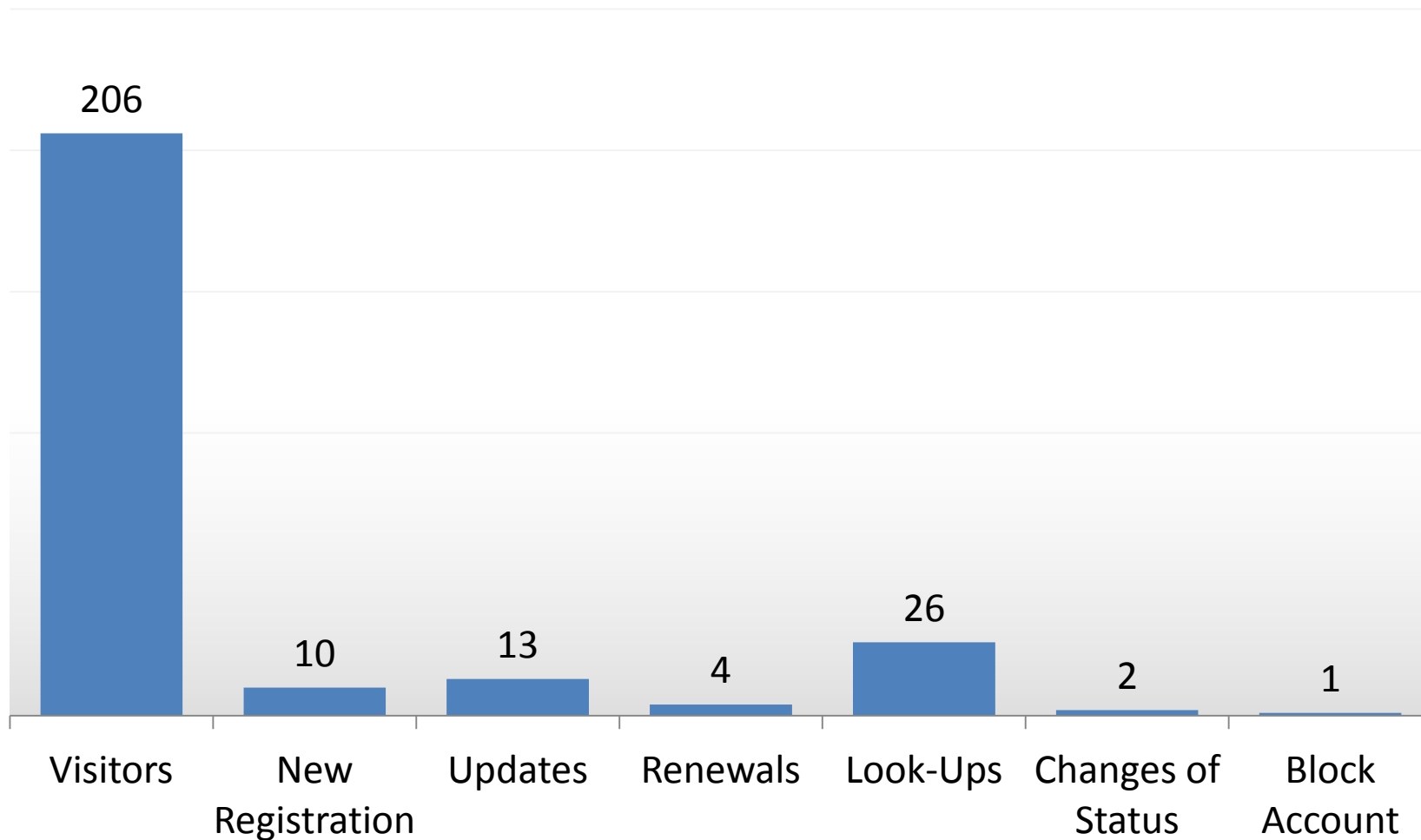
# Miami Boat Show 2015

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- Attended by 96,009 people (up 1% from 2014).
- Three major EPIRB/PLB Manufacturers.
  - ACR
  - McMurdo
  - Ocean Signal
- Six EPIRB/PLB vendors.



# Last Year





# Preparation

- Flyer printed encouraging boaters to stop by or register online.
- Business cards printed with booth number.
- Both distributed to vendors and manufacturers.



**SARSAT**  
SEARCH AND RESCUE  
SATELLITE-AIDED TRACKING

SINCE 1982, SARSAT BEACONS HAVE  
SAVED MORE THAN 37,000 LIVES  
WORLDWIDE.

## Buying a 406MHz EPIRB or PLB?

**Come visit us at booth 1729 to get it  
registered today.**

A properly registered emergency beacon can mean the difference between life and death in a distress situation. Our onsite staff is available to register your new beacon or answer any questions you have about how to use it.

## Already own a beacon?

We can help you renew, update, or get online access to your registration. If you have three or more beacons we can even help you set up a block account to make maintaining your registrations easier.

## No time to stop by?

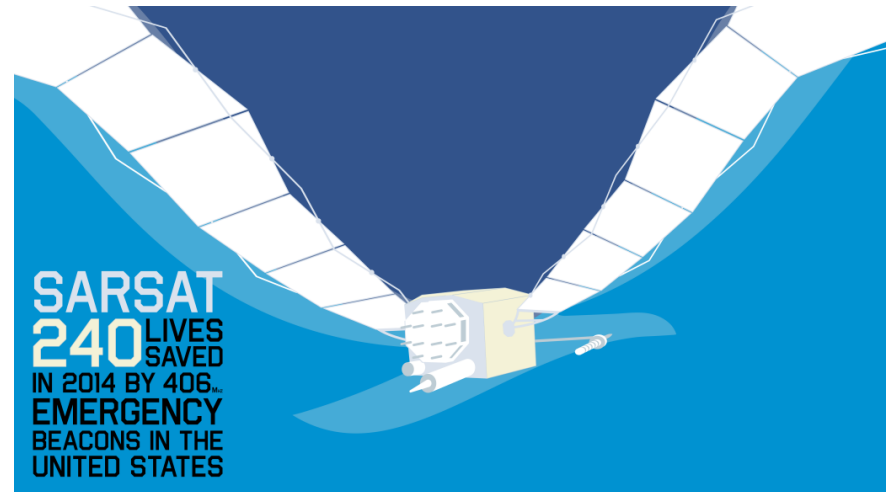
You can register your beacon, manage your existing registration, or create a block account online at [www.beaconregistration.noaa.gov](http://www.beaconregistration.noaa.gov)

Learn more about the SARSAT program at [www.sarsat.noaa.gov](http://www.sarsat.noaa.gov)



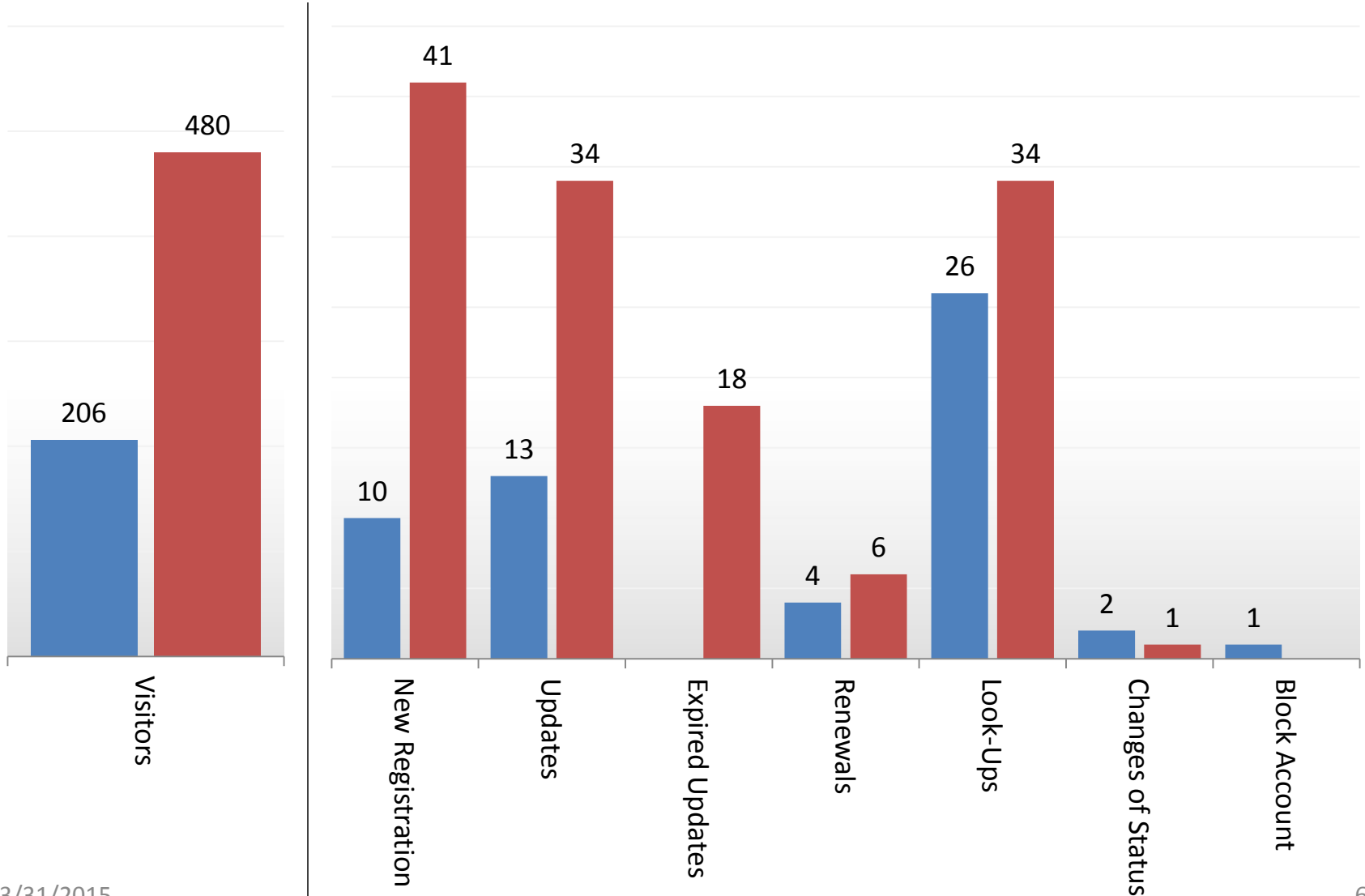
# Booth Setup

- 10x10 Booth in high traffic area
- Laptop with connection to RGDB
- TV with looping PowerPoint
- Beacon Display
- Cospas-Sarsat Brochures





# Results





# Boater Outreach

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- “I only go half a mile out. I don’t need a beacon.”
- “There’s a subscription fee, right?”
- “I’ve got a [cell phone | vhf].”
- “Saved my life.”
- “I never leave the dock without one.”



# Manufacturer and Retailer Outreach

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- Manufacturers and retailers present were big on making sure registration happened
- Some retailers report that they register the customer in the shop before the beacon leaves
- Next areas of focus may be finding ways to better leverage the vendors involvement to make further gains in public awareness





# AEA Conference

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- April 8-11, Dallas Texas
- Audience is primarily aircraft electronics maintainers and electronics maintenance equipment manufacturers
- Primary messages will be reduction of false alerts and registration



# Social Media

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- SARSAT posts are now being added to NOAA NESDIS Facebook and Twitter Feeds
- Major saves and weekly statistics are being featured with images and video where available
- “NOAA Satellites” has 77.4k followers on Twitter and 53.8k on Facebook
- May create stand-alone pages at a later date



# Press Releases

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- Planned releases for this year to include
  - Eliminating False Alerts
  - Getting the most out of your beacon
  - Why carry a beacon
- Plan to work with manufacturer PR teams if possible
- Looking to reach a wide range of magazines and web-media



# Next Year: Miami



- Show will be moving to a new venue
- Plan to expand service available as much as possible
- Plan to better target branding and presentations to stop traffic faster and resolve misconceptions seen in this years show.



# Next Year: Oshkosh

- AirVenture Show is one of the largest fly-in shows in the US
- Will promote beacon registration and proper testing to eliminate false alerts





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Questions?