



# SARSAT Outreach Activities

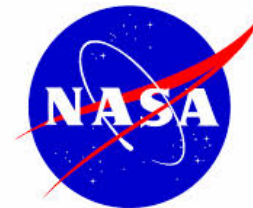
SAR Controllers Training 2016

February 29 – 3 March 2016

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NOAA SARSAT

SARSAT Operations Support Officer





# Media Day 2015

- Rescue survivor Frank Rawley spoke with local and national media about his experience with a SARSAT beacon rescue.
- Coast Guard, NASA, and SARSAT representatives gave interviews to the media and representatives from BoatUS and the National Safe Boating Council.





# Miami Boat Show 2016

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Show moved to the Miami Marine Stadium complex this year.

- Attended by 100,279 people (up 4% from 2015).
- Three major EPIRB/PLB Manufacturers.
  - ACR
  - McMurdo
  - Ocean Signal
- Introduction of a new PLB/AIS manufacturer, SeaAngel.



# Show Layout



Map correct as of 01/26/2016



# 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 39,000 LIVES  
WORLDWIDE.

BE PREPARED TO SAVE YOURS.

## Buying a 406MHz EPIRB or PLB?

**Come visit us at booth 1822, tent M 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)





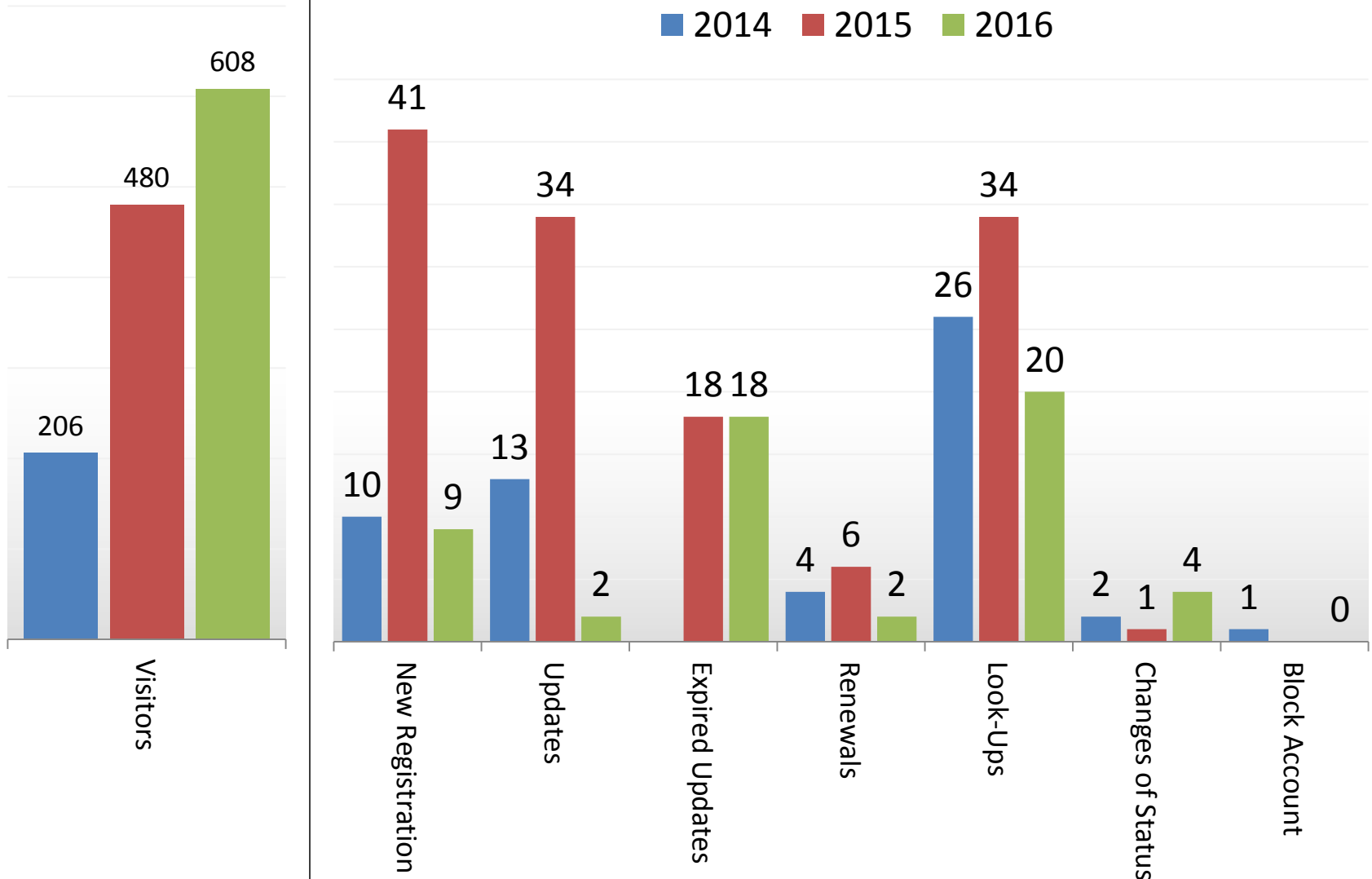
# Booth Setup

- 10x10 tent on main traffic avenue for east end of show.
- Two laptops with connection to RGDB.
- TV with looping PowerPoint.
- Beacon Display.
- COSPAS-SARSAT Brochures.





# Results





# Boater Outreach

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- “I’ve got a [cell phone | vhf].”
- “I hope to never have an emergency.”
- “I have one, it’s registered, and I just updated.”
- “I never leave the dock without one.”
- “Why wouldn’t I have it registered?”





# Manufacturer and Retailer Outreach

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- Manufacturers and retailers present reported “good sales” during show.
- One vendor walked several new registrations to the booth.
- Distance from the vendors may have been an issue for booth beacon transactions but manufacturers and vendors took material to aid in outreach.



# Oshkosh, EAA Air Venture

- AirVenture Show is one of the largest fly-in shows in the US
- Will promote beacon registration and proper testing to eliminate false alerts
- Part of a larger NOAA presence. Will have a booth, presentation, and radio interview.





# Press Releases

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- Working with Wooden Boat magazine to get a beacon article in their tear-out “Getting Started in Boats Series”
- Seeking additional publications for boating, aviation, and outdoors to run articles.
- NOAA article covering saves from last year was the cover page for the new NOAA website.



# Looking Ahead

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- Likely to return to Miami International Boat Show next year.
- Eyeing possible attendance at Newport, RI boat show.
- Looking for shows to attend to reach PLB users, hunting, hiking, or other outdoors shows.
- Possibility of rotating around major shows.



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Questions?