



the REACTer

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In This Issue...

**Heartland REACT gets
the word out**

**Preparation key to
active weather season**

**Emergency Public
Relations Day**

**Good PR: Promote
Americanism and have
fun to boot!**

Heartland REACT gets the word out

By Patty Dyhrberg
Heartland REACT #C663, Nebraska

Heartland REACT in Omaha, Nebraska has been trying to find a way to promote themselves throughout their community and surrounding communities. Vice President and Weather Officer Patty Dyhrberg said, "With the coming of Severe Weather Season, the opportunity to do something was just sitting there; all we had to do was take advantage of it. The media has been good to us when doing our yearly fund-raiser and weather spotter recruiting, but we needed to do something ourselves to get the word out and draw attention to REACT." Here's what happened:

One night one of our Weather Spotters came over and we got to talking about promotion. Somehow the conversation took a turn to patches and the fact that we needed to get a new patch made.



Pictured is Chris Vavak, Motor Officer and Patty Dyhrberg, Vice President of Heartland REACT modeling both front and back views of new shirt.

I mentioned that I had designed a patch about three years ago but it was cost prohibitive to produce.

"T-Shirt" came out in unison. He took the patch design to his dad who works for an advertising agency and he scanned it in a computer and created a large version. I took it to a screen printer and they made some adjustments and printed a sample proof. Then we took it to our Board of Directors Meeting and got their ap-

(Continued on next page)



From left to right is Walt Blackford, Greg Ryba, Connie Citta, Ernie Citta, Chris Vavak, George Weiller and Patty Dyhrberg of Heartland REACT showing off new REACT Weather Spotter shirts.

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Junior	\$13.00

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proval to go ahead with the project. I went back to the screen printers and put in an initial order. In a few days the shirts were ready. We brought them to the next Team meeting and they went faster than we could get hem out of the box! We are VERY excited about our project!

This is what we are doing to promote our Team's activity. Everybody is wearing the t-shirts every where they go. It calls attention to REACT, to the severe weather season, and to ourselves in that we get stopped and asked questions about REACT.

In March, 8 members of Heartland REACT attended a 3-day Severe Weather and Doppler Radar Conference in Des Moines, Iowa and we wore the t-shirts. We had numerous comments about them. Unfortunately however, there were no other REACT Team members at the Conference to share the shirts with. But that gave us the idea to take this promotional tool to all REACT Teams throughout the country via the REACTer and they, too, can use the t-shirt to promote themselves as well. We made them generic in that we intentionally left the specific name off the shirt. This way all Teams can wear the same shirt.

We have also made the t-shirts a part of our Weather Spotter's on duty uniform. The shirt is easily identifiable by the public and local law enforcement agencies when they come upon us out on watch during storm times.

The logo is the familiar SKYWARN logo. We have simply

added REACT WEATHER SPOTTER in black lettering above the logo. They do stand out that's for sure!

The shirts are a white Hanes Beefy-T, 100% preshrunk cotton. Sizes available are Medium, Large, X-Large, 2X and 3X. They are normal size, not oversized. Cost of the shirt is what it cost to produce. We didn't do this to make money, we did this to promote REACT. Medium through X-Large are \$12.00; 2X is \$13.50 and 3X is \$15.00. There is a \$3.00 shipping/handling charge per shirt and they are shipped first class. All orders must be accompanied by full payment.

The only restrictions we put on the t-shirts is that they only be worn by a member of a REACT Team. We aren't making them available for the general public because we don't want the public wearing them claiming to be a REACT Weather Spotter.

If you or your Team would like this shirt, simply contact our Weather Officer at the address below. Any questions, call (402) 496-1943 or fax (402) 496-4416.

Patty Dyhrberg - Unit #09
Heartland REACT
Weather Officer
2920 North 151 Street
Omaha, NE 68116

If ordering for a Team, adjustments will be made for shipping/handling and a refund of the postage difference will be returned to the ordering Team.

**Send your articles
to REACT Headquarters**

Weather Wizard

(Reprinted from the March 1997 and May 1997 issue of The Waukesha REACTer.)

With the flooding occurring in Minnesota, North Dakota, and South Dakota, this is a good time to review flooding and safety tips. It does not happen in some places often, but when it does, are you ready?

Some of the factors which cause flooding include snow melt-down, slow moving thunderstorms, thunderstorms which move over the same area many times, rains from tropical systems, or release of water by an ice jam. These flood waters can cause serious property damage, to homes and bridges and tear out trees. You will NOT ALWAYS have warning that a flood is moving toward you.

Some facts on flooding: 6 inches of fast moving water can throw you off your feet, and 2 feet of water will float your car.

Before the flood, what you can do...

1. Know your flood risk and elevation above flood stage.

2. Know evacuation route.

3. Keep automobile fueled, if electric power is cut off (gas stations may not be able to operate if power is off).

4. Store drinking water in containers and bathtubs if needed. Water serve may be interrupted.

5. Keep a stock of food on hand that requires little cooking and no refrigeration; electric power may be interrupted.

6. Keep first aid supplies on hand.

7. Keep a NOAA weather radio, a battery powered radio, emergency cooking equipment, and flashlights in good working order.

8. Install check valves in building sewer traps to prevent flood water from backing up into the drains of your home.

9. Assemble a disaster supplies kit containing; first aid kit, canned food and opener, bottled water, rubber boots and gloves, NOAA Weather Radio, battery powered

radio, flashlight, and extra batteries.

Stay informed about the storm by listening to NOAA and/or commercial radio, and TV for the latest watches, warnings and advisories.

WATCH

Means flooding is possible.

WARNING

Flooding is occurring, or is imminent, take necessary precautions.

Why or why not, should you own a weather radio?

WHY: It can save your life, while you are sleeping, or while doing an outside activity. Weather radios can help plan your activities for the day, based on the weather that is forecast in your area. It is available 24 hours a day, unless specified in your area. It can inform you of upcoming Severe Weather outbreaks, before they occur, allowing time to plan for it. When the Severe Weather is occurring, you will be alerted by tone, or by a screeching siren, which depends on your weather radio. These radio's come in sizes ranging from pocket size to base size, which can be operated on AC Power or DC Power. (The difference being DC, or battery can power your radio if the electricity is out). These radios range in price from \$20 to about \$60. A scanner with weather alert capability can run higher. Or, some CB brands, have weather band and alert capability. These prices vary upon brands that you choose from.

Life Members

New

LM #523

John H. Moore
Concord NH REACT #4832
New Hampshire

Deceased

LM #366

Dale E. Startzell
Hagerstown REACT #C022
Ohio

LM #370

Thomas Masucci
Bayshore REACT #4583
New Jersey



GMRS...Rx

By Bill Simpson
GMRS Committee Chairperson

Well boys and girls, it looks as though this will be my last column for *the REACTer*. It's been a swell run, and I feel as though some REACTers have had some problems solved. I'll always respond to any question...and if I don't know the answer, I'll be proud to make one up! (Actually, I'll either research the question or forward it to a more knowledgeable person). I have had fun over the years, and I won't say that this is absolutely the last, simply the last in this series. All you budding writers...step forward.

Simply put, it's time to move on to some other things. I've written a column for *the REACTer* for several years, and have asked and received nothing except letters. It's time some one else picked up that gauntlet and answered the bell. There are a number of individuals within the REACT community who are more knowledgeable than I about GMRS radio. I tuned into the *REACT-L* mail on the internet recently and read several complaints about the language and grammar in the REACTer. While I don't think any of these complaints were specifically directed at the GMRS column, I will respond to them by saying, "Why don't you volunteer to write a column, instead of simply griping about they quality? If you can't provide a solution, quit complainin'!"

My next column will concern the '98 REACT Convention in Janesville, Wisconsin, unless the PR Chair for the state council can be REACTed...er...railroaded to pick up that challenge. We will be offering a pretty fair convention, and hope to introduce some new concepts along with some tried and true ideas. Make your plans now...you can even send ideas for speakers, etc.

Back to current business: I had a letter from the City of Brotherly Love, asking if they should renew their Team GMRS license, which was about to expire. Since I didn't know anything about the Team, I had to guess that perhaps some of the members had personal licenses, and some were using the Team license. There are three things to consider:

1. Users of the Team license can only discuss Team business, such as projects. Granted, the GMRS police seem to be taking a nap, and the sun will still rise tomorrow if the members chant about other things. I'm simply offering the official rules interpretation. It's up to the Team to enforce the rules.

2. Would continued use of the Team license offer an incentive to newer members to become involved with GMRS, and would the use of the Team license for these same newer members be a method for the Team to maintain some semblance of control? This serves a two-fold purpose...the new member has the opportunity to use the equipment without go-

ing to the expense of applying for the license, and the Team has the opportunity to train the new member without forcing them to cough up the \$60 for the license. If for some reason the situation does not work out between the team and the prospective member, neither is dinged financially.

3. Would the use of the Team license allow communicators from other organizations to use the Team radio/frequency/repeater during a mutual aid event, or training program? Many teams have working agreements with the Red Cross, Salvation Army, or perhaps even the local traffic reporting service, and this would allow the Team to legally have one or more members of other organizations trained in the procedures of the local REACT Team.

I've made a couple of references to the FCC rules, and I know that there are REACT members who are poo-pooing the concept of rules on GMRS. Excuse me, boys and girls, but this is one of my hot buttons. We, as REACT members, tend to hold ourselves up as the 'keepers of the airwaves'. If this is indeed the case, we must be absolutely spotless! If we pop in to the local ARC office, and offer our services as communicators, it is inherent in that offer to act above any measure if reproach. This means following the FCC rules at all times, in all radio services!

There have been more than a

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few times over the years, during the travels, that I've flipped the dials to a local chat channel from CB 9, and heard the same voice that cleared the channel 9 two minutes ago pop into a conversation with some of the foulest language imaginable! Conversely, in this area, one of the locals will turn the air absolutely blue during normal conversation, yet when he pops in to our local work channel, he is meticulous with this wording. He knows that we won't tolerate that type of profanity! I'm not holding myself up as sinless, just trying to prove a point.

As REACT members, we must present the best image possible to the public. Since a great deal of our exposure to the public is via the radio waves, we cannot afford to tarnish the image by ignoring the rules. It shouldn't

matter if we're on the ham bands, GMRS, VHF, 800 megs, or 11 meters. If we violate the rules on one channel, or one frequency, we tend to lose credibility on all the other systems.

Finally, I'll change the subject slightly. Much as been written recently in another publication concerning the fact that REACT has lost sight of the original concept of assisting the motoring public through the use of Channel 9. The major objection seems to be that a few Teams have modified their procedures in such a way that they have eliminated the CB from their capability. I have maintained, from the start, that GMRS was simply another tool in our box of tricks to notify the authorities of a problem, as is the amateur radio, the cell phone, and all the other goodies we use. Yes, I use GMRS, along with everything else, including CB radio!!

When I complete my Team monitoring report every month, I count only the hours monitored by CB, although I will count the calls received on all bands.

I don't agree with that other publication. I think REACT members still monitor CB, and, to prove my point, I'd like to challenge every REACT Team that does use CB to drop me a note, and I'll send them to the author of the "other magazine"! It doesn't have to be a fancy note, and won't be checked for spelling. I am aware that many Teams don't feel that they have to turn in forms or reports to REACT International in Wichita. Folks, I'm not Wichita!! I'm simply another REACT volunteer, trying to do what I can for our organization!

Write to Bill Simpson, 12766 W. Tyler Ave., Waukegan, IL 60087 or e-mail at simpsonjb@msn.com.

Training Registration Form

Subject: 102 Monitoring 201 GMRS (Includes FCC Rules)
 301 Search Teams 401 Money Matters

GMRS FCC Rules - Part 95A (ONLY)

Fill in your full name and address, your REACT Team Name, REACT Team Number and REACT Member ID Number (as found on your REACT Membership Card). Enclose \$7.00 for each Training Module, \$2.50 for each GMRS FCC Rules Part 95A, and \$3.50 for 102 Monitoring for Members who have previously purchased the 101 Monitoring Module.

NOTE: When purchasing the 201-GMRS Training Module, the FCC Rules are included.

Name _____
First Initial Last

Address _____

City _____ State/Province _____ Zip Code _____

Team Name _____ Team # Team Member ID #

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P.O. Box 998
Wichita, KS 67201

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Money Matters Module (\$7.00)
GMRS FCC Rules Only (\$2.50)

TOTAL ENCLOSED \$ _____

Preparation key to active weather season

By Bob Pickering, President
Flagler County Assist REACT #4800, Florida

I have seen several articles in *the REACTer* lately and some have touched on what and how Florida Teams prepare for hurricanes and other weather events.

For all Teams on the Gulf Coast, Florida, and the U.S East Coast, you are in a target area for a hurricane. Flagler County Assist REACT has learned from the lessons of Hurricane Andrew, and has members who are involved with Emergency Management on a local level. The following are suggestions that we have in place and in force on our Team.

1. **Plans** - You must have a written, up to date plan of action for your response. This is for Teams in all areas, not just in hurricane country. Plans are living documents, and should be updated as needed, or at least every year. Our regulations REQUIRE our Team to review our plan once a year for any changes. You must have a PLAN. With no PLAN there is no ATTACK. With no ATTACK, there is no VICTORY. We have a 5 level alerting system. Level 0 is normal, Level 5 is our highest response level.

2. **Power** - As stated in the fine article by Metro Louisville Team on a visit to North Carolina, power is a problem. In our Team we have several measures to keep us running through a long term event. We have a CB 9 and Ham Base at the E.O.C. Our Team members

staff it during events and operations.

Members at home can use their automobiles as portable generators, recharging batteries, and we have cables to run from a car to a members home base. On a full tank of gas you can have power for days. Remember to fill up BEFORE the storm. Portable generators work, but you must have



the fuel for them.

3. **Exercises & Drills** - You must test your plans. At each and every meeting, our Team conducts some type of exercise. Recently we have been testing our REACT Search Team. This unit responds to searches for lost persons and has a SAR TECH II as its coordinator.

Our exercises range from storms, to searches, to even just reviewing and understanding plans. It has paid off. In 1996 Flagler County Assist REACT was called upon to staff the E.O.C. 5 times. In each case, members knew what

to do and how to do it. Why? Because we practice, practice, practice. You do not have to have a large set-up for exercises. You can have a table to drill at your next meeting or up to a full response with members in the field.

Teams, use your public service events to train for emergencies.

Flagler County Assist REACT had 15 drills and exercises, and 16 public service events in 1996.

4. **Antennas** - You can't do radio communications when all your antennas are in the next state. During Andrew, no one thought to have an extra antenna on standby, in case ones that were in place got damaged or were blown away by high winds. Our team has 3 CB antennas dedicated and not being used. These antennas, plus extra ham antennas are kept in storage. Before a storm they are staged at key locations. In the event the base antennas are blown down, or into the next state, we have these "back ups" in place, and ready to go. Teams outside of hurricane country might want to take note of this idea too. Severe thunderstorms can also cause the same type of damage. They can happen anywhere.

5. **Staffing** - Before the storm, poll your members, to see what

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you can handle. Prioritize your operations. Assign members to the high priority stuff first, then the others as personnel become available.

6. **CB 9 CB 9 CB 9** - During Hurricanes Erin, Bertha, and Tropical Storm Josephine, CB radio played a major role in Flagler County. Warnings were broadcast via CB 19, and 9. We received many calls during the Bertha scare, and even law enforcement was on CB 9 asking us for weather updates. GMRS, and Ham are important too, but remember CB 9.

Teams that are along the coast must be ready, if they are going to be serious about hurricane or other emergency responses. However, teams that are well inland must be ready too. A very strong hurricane, that is fast moving, can bring hurricane force winds inland for hundreds of miles. Opal was still a Tropical Depression, south of Lexington, Kentucky - and killed more people near Atlanta, Georgia - than it did in Florida.

The heavy tropical rains can even go much further than the winds. These rains can bring rain-

fall rates up to 1 to 3 inches an hour, and cause deadly flash floods. Tornadic energy will also go well inland, and these rain squalls can drop tornadoes.

Skywarn is another way Teams can get involved with weather operations. Skywarn classes are available through your local National Weather Service Office. Contact the Warning and Coordination Meteorologist for more information. Our team has a well established Skywarn unit in Flagler County.

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Are we focused?

This is our response to the article in the June 1997 issue of *Pop Com* magazine.

This issue has a very good article about REACT, and REACT's monitoring of CB Channel 9. We shared it among the members of our Team, and will share it at the upcoming Florida State Council meeting.

You and your Team should see it. Everyone in REACT should read it.

The article asks "is anyone listening?" Millions of people on CB radio and I have heard CB radio called "dead, dying, and a dinosaur." Well, we better be careful, because that T-Rex out there is very much alive and well.

Our Team along I-95 receives hundreds of calls a year on CB 9. There is heavy use of cell phones, and there are also call boxes located there. But people still use CB 9. We can frequently get better information than a cell phone caller or a call over a call box.

Cell phones are dependent

on their towers. The cell site can be overloaded, even causing a busy signal on 911. It has happened to me!

Also, frequently a caller on a cell phone will lose the cell site, cutting off communications before they are able to describe the problem.

Some call boxes are just a button that rings a bell at the dispatch of the agency that is responsible for the call box. They can't talk to anyone. The agency only knows someone has pushed the button - like an old fire call box.

So, you can see where the importance lies on monitoring CB 9. If we do not focus on our primary objective, someone else eventually will. If we do not do what REACT is supposed to do, that is monitor CB 9, provide emergency communication support, and provide a public service, some other organization may rise and overtake us. The article in *Popular Communications* suggests that this may happen.

If we do not do these things, a company, manufacturer, or other sponsor will start another organization. The people who purchase the radios they sell will demand it. So, it is up to us. I believe monitoring CB 9 is a REQUIREMENT to be a REACT TEAM. It is stated in our charter.

There are many Teams that are on CB 9, GMRS 462.675, and the ham bands. There are many fine articles about the calls that they handle. Hats off to them, as they are public's main contact with REACT when they go to CB 9 to call for help.

CB 9 is a very valuable resource. Let us use it and bring CB monitoring up to higher standards. I think that this article can be a wake up call. It is time to get going. It is time to focus on CB 9. Let this be a positive step towards keeping REACT a top notch organization.

Bob Pickering

(Continued from previous page)

On another subject that was discussed in previous articles, was searches for lost persons. Our team has an established unit to coordinate responses to requests for assistance with searches. This unit is known as REACT Search Team, or RST. RST is the front line response by our team in any search type event. Six members of our 20 member team are RST trained, and ready to respond - 24 hours a day. REACT Teams can also develop their own search response units, using the information from REACT International, and other sources. One of our members took a two week-end class sponsored by Flagler County. He is now our RST coordinator.

One message that must be sent, is DO NOT STOP USING CB 9! I have seen a disturbing trend of some REACT Teams in not monitoring CB 9. Why even be a REACT Team if you are not on 9? I have seen some areas in my travels, that a local REACT Team is no longer active on CB 9. Other organizations have taken over monitoring this channel. So, the message is - "Use it or lose it." I hope this information is helpful to some of you out there. Happy Monitoring!!!

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Publicizing REACT

by the Public Relations Committee

❖❖❖ 1996 Public Relations ❖❖❖ ❖❖❖ Committee Year End Report ❖❖❖

Our THANKS and Appreciation to all who have supported REACT's efforts.

1. NEW...**"Cobra and REACT"** working together, through a variety of newspaper articles, in a nationwide effort, to get the word out on the REACT story and about getting Help on the Highway.

2. NEW...**"Trucker of the Month Contest"**, on the drawing board, between Cobra and REACT, to generate goodwill and additional PR.

3. NEW...**"911 Magazine"**, will start to use our articles and pictures.

4. NEW...**"Status Report"** an automobile insurance publication will also start to use our articles and pictures.

5. **"Cobra Electronics"**...continues to support REACT, at their display booth at various trade shows, all over the country. Putting the REACT logo on the cover of the boxes of many of their CB products, as seen in numerous electronic stores around the United States and in Canada.

6. **"K40"**...continues to support REACT with thousands of dollars,

through the K40 Awards Program, along with a myriad of PR releases to a couple thousand CB equipment distributors, dealers and news publications.

7. **"Popular Communications Magazine"**...continues to support REACT and its' efforts by continuing to use our ad, along with articles and pictures.

8. By targeting the **"RV and Camping Market"** for getting help on the highway, by attending the FMCM RV Show on the east coast and getting articles into travel guides, camping and RV magazines on the west coast. There were 3,400 in attendance at the RV Show and 100,000 booklets each.

9. **"Gordon West"**...for continuing to mention REACT in the many articles and publications. Each publication has a circulation of 300,000 to 400,000 coast to coast.

10. **"Gene Hughes"**...for continuing to mention REACT in "Police Call" and other various books and publications. Each publication has a circulation of 300,000 to 500,000 coast to coast.

11. **"Radio Shack of Canada"**...continues to run our

information in their catalog, thousands of them, all across Canada.

12. By supporting the local Team, with handout materials, that has a display booth at this year's Dayton Hamfest, with over 30,000 in attendance.

13. The REACT International, Inc., web site from the Computer Services Committee reaches several million, on the Internet.

14. The PRC works with the **"New Advisory Committee"**, consisting of Bob Stone, Hall Duncan and Norm Goldberg.

15. Our committee works with the annual International Convention Committee, behind the scenes.

16. Work continues on the **"Updated REACT Video"**. If your Team/Council has a video that you wish to include please send it ASAP to: Fred Lanshe, 630 Washington Street, Allentown, PA 18102-1606. Also include your name and return address. We will include the sender Team/Council in the credits, when completed.

17. We salute the Pacific Northwest Council for the financial do-

nation to keep REACT involved in the all important, VOAD National Program.

18. Giving stats along with our International Disaster Assistance Information to the White House.

19. Requesting a 35th Commemorative Salute from the President of the United States.

Our work continues...

Kudos to...

Mable Purchell, of Valley Forge Area REACT of Valley Forge, Pennsylvania, for being named "Citizen of the Year", for all her efforts in the local REACT Team and the Pennsylvania Council of REACT Teams, the Food Bank program, helping transients, the homeless, the Adopt a Senior Citizen program and feeding the needy families during the holiday season. Keep up your GREAT efforts.

Clarence Francis, who was chairman of the board of General Foods Corporation, said: "You can buy a man's time, you can even buy a man's physical presence at a given place; you can even buy a measured number of skilled muscular motions per hour or day. But you cannot buy enthusiasm; you cannot buy initiative; you cannot buy loyalty; you cannot buy devotion of hearts, minds and souls. You have to earn these things."

**Support the REACT
advertisers - they
support REACT!**

35th Anniversary Patches



Unity REACT Inc., Team #2947 is offering a patch representing 35 years of REACT.

The cost of the patch is \$2.95 each. We will pay for shipping to your team or to a designated addressee. If you are interested in purchasing the patches, mail a check, money order or cashiers check in U.S. Funds as well as the number of patches needed to:

**35th Anniversary Patch
c/o Allen Jackson
O.S. 628 Cedar Ave.
Elmhurst, IL 60126**

Calendar of Events

August 3, 1997 - Ohio REACT Council meeting. For further details contact John Leist at (614) 474-3786.

August 15-17, 1997 - REACT Camp-out hosted by the Wisconsin Council of REACT Teams in New Lisbon. For further details please contact a council or team representative.

September 20, 1997 - Search and Rescue class leading to National Certification sponsored by the Iowa State REACT Council. For further details please call (319) 266-0270 or (319) 236-1537, NOPBU@juno.com, KB)SZV@juno.com.

October 11, 1997 - Wisconsin Council of REACT Teams Annual Meeting hosted by REACT Services Diversified. For further details please contact a council or team representative.

November 2, 1997 - Ohio REACT Council, Inc., meeting. For further details contact John Leist at (614) 474-3786.

Editors Note: Send your events including date, location and contact name to REACT International Headquarters for inclusion in this column.

Have you noticed?

Learning from other organizations is a lot easier than "re-inventing the wheel" yourself. Smart REACT Teams will capitalize on the hard work of others to save time, effort and frustration. How about you?

What volunteer group do you best recall from this year's Red River flooding? Did Red Cross come to mind instantly? Sure, but do you know why? There's a reason.

One word: LOGO. Red Cross mines its logo for its PR value like no other organization. Think back to those Red River flood TV news clips and you'll see that Red Cross logo "dance before your eyes". Red Cross is a master at logo use.

It was everywhere. On coffee urns, on walls, on vehicles, on every volunteer. Always, any Red Cross worker interviewed on TV wore a jacket or cap with that logo



constantly visible.

Red Cross couldn't buy national publicity like that. It was worth millions! Instead, every network gave it to them. They had to. That LOGO was unavoidable! Red Cross made

sure of that. And the media loves logos.

Notice only the LOGO appeared. Big. Clear. Simple. Uncluttered. You never saw a branch name. There were likely many represented. However, they focussed your attention entirely on the logo. A master stroke of PR.

How does your Team or Council stack up against Red Cross in its logo



use? Flash back to your last Safety Break or other display. Was the REACT logo displayed on your coffee urns, on jacket or shirt breast (as well as shoulders), on caps, on every vehicle, on walls, elsewhere? Just the LOGO?

We can learn from Red Cross about better logo utilization. Their method sure works. Cash in on its success. You have the tools at hand. It's a PR tactic you can't beat.

Teams can learn from other organizations too. Does your Team include a Lion, an Optimist, a Rotarian, etc.? Perhaps your Team monitors have good friends in these or other groups? They are treasurers.

Those mutual links can greatly benefit your Team. Your Lion member may be able to share good accounting methods the Lions have developed.

A Team member's friend may be able to offer fundraising tips his Kiwanis club has used successfully in its town. Whatever expertise your Team may need, someone nearby likely has it - and will likely be keen to pass it along. Jump on it.

Watch for an organization that does well what your Team needs. If you admire the way they do something, they will usually be more than happy to share information on it with your Team. Go for it.

They will be pleased that you noticed.



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K40/REACT INTERNATIONAL ACHIEVEMENT AWARD NOMINATION FORM



Submission Category is:

(Mark one only) Individual Team Council

Nominee's Name _____ Team # _____

Address _____

City _____ State _____ Zip Code _____

Day Phone Number () _____ Evening () _____

Team/Council Name _____

Individual Nomination: (See General Rules)

Nominee Monitored _____ Hours _____ CB _____ GMRS _____ Amateur _____ Marine _____ Other _____

Team Nomination: (See General Rules)

Team held _____ membership meetings, averaged _____ members attending per meeting out of total members registered (during quarter preceding this nomination).

Team Delegates attended _____ Council meetings out of _____ held Team HAS or HAS NOT a scheduled monitoring program for one or more of CB9 _____ CB _____ GMRS _____ Amateur _____ Marine _____ Other _____ (specify other).

Hours monitored for: CB9 _____ CB _____ GMRS _____ Amateur _____ Marine _____ Other _____ during reporting period. Total hours monitored _____ percent of efficiency to public services.

Team volunteered at _____
Public Service Events
Charitable Benefits
Disaster/Emergency Operations

Please attach itemized lists of events, including names, places, dates, man hours, number of members working and explanation of services provided by the Team. List everything the Team has participated in.

Please read the information on the back of this form before completing. Sign below as required as noted in the rules to certify the information submitted with this nomination form is true to the best of your knowledge.

Signature of officer or member #1 or #2 or Agency Reps., submitting nomination per rules stated on reverse hereof.

Signature of officers and member for Council submissions.

Send completed form to:

Don Perry
K40 Chairperson
4724 Avens Street NE
Salem, OR 97301

Include any/all required copies and documentation

All nominations become the property of REACT International, and will not be returned. Judges decisions are final.

GENERAL RULES

1. Members of the Board of Directors are not eligible for the K40/REACT International Achievement Awards while serving on the Board of Directors. Other special awards are available for these members.
2. Members of the Board of Directors and the general membership may submit directly to the committee their nominations in accordance with these guidelines, providing they have included corroborative evidence such as newsprint media copies or letters from agencies other than REACT.
3. Nominations with more than five (5) pages of supporting documentation must include one (1) original and six (6) photocopies when submitted. All copies should accompany this form and contain the nominee's name to identify them.
4. Nominations will be considered in the quarter in which it is received at the address listed on the form. Quarters for judging will be:

<u>QUARTER</u>	<u>DEADLINE FOR RECEIPT</u>
1st	April 15th
2nd	July 15th
3rd	October 15th
4th	January 15th

Naturally, if the closing date falls on a Sunday or holiday, nominations will be accepted through the next day of mail being delivered. Nominations received but judged not to be the winner will automatically be moved to the next quarter for judging with other nominations. This moving will occur for only three (3) additional quarters, at which time it will be removed from the judging status.

5. Failure to follow any of the requirements on this form for the specific category being nominated, will void the nomination. There are **NO EXCEPTIONS**.
6. In addition to monitoring, other activities to be considered when making this nomination may include civic endeavors, civic projects, uncommon accomplishments, and public safety assistance. Monitoring efficiency will be determined by number of calls divided by number of claimed hours monitored (1,200 calls divided by 15,000 hours equated to .08 efficiency, or value to the public).

INDIVIDUAL NOMINATION

1. List the accomplishments for which this individual is being nominated in date sequence, including month, day, and year.
2. Nomination form must be signed by either two (2) Team officers, or two (2) Team members in good standing of the nominee's team, or a member of the REACT International Board.
3. List the nominee's participation history in the Team for the previous six (6) months. If nominee's membership is less than six (6) months, submit from membership date.
4. An individual's nomination may be submitted in any quarter, but may only win **ONCE** during any award year.

TEAM/COUNCIL NOMINATION

1. List the accomplishments for which this Team/Council is being nominated in date sequence, including month, day, and year.
2. Team nominations must be signed by two (2) Team officers, or two (2) Team members, or a member of the REACT International Board, with sufficient proof of accomplishment. Nominations would also be accepted if submitted by other local agencies such as Law Enforcement, Emergency Management, Red Cross, and individuals given outstanding assistance by any REACT member.
3. Council nominations must be signed by two (2) Council officers, and by one (1) Team officer, familiar with the Council's qualifications for nomination, or a member of the REACT International Board of Directors with validated documentation. Nominations would also be accepted if submitted by other local agencies as noted in paragraph two (2).
4. A Team's nomination may be submitted in any quarter, but may only win **ONCE** during any award year. Individual or Team nominations deemed not winners will be rotated in subsequent quarters as noted in Item 4 - General Rules.
5. A Council's nomination will only be awarded once per year and is only valid for the year submitted.

NOTE: All nominations will be forwarded directly to the Committee Chairperson with sufficient copies as noted.

The Committee's decision is final.

Tales from Channel 9

By Bill Continelli

Empire Central REACT #3030, New York

A recent storm reminded me of a REACT story that is 19 years old. In January, 1978, I was on a Greyhound bus heading from Buffalo to Albany, when we ran into a terrible "Lake Effect" snowstorm just past Rochester. It was late on a Sunday night, there were only 12 passengers on the bus, and we were crawling along in almost zero visibility.

one or two trains per week, but it was a RR crossing, and WE WERE STUCK! The driver, myself, and two other passengers tried to dig the bus



but a very belated thanks to you, wherever you are.

Incidentally, the last time I ever went anywhere without a CB or 2 meter radio was January 17, 1981. How do I know that date? Well, that is when my trusty old VW Bus decided to throw a rod (after 180,000 miles of faithful service), and, as I was pushing it off the road, I saw a car-pedestrian accident in which a boy was thrown 20 feet and critically injured. The moral? Where you go, so goes the radio.

out, but it was hopeless. I had my 5 channel standard 2 meter radio with me, but I had no crystals for the local repeaters. Several calls on 146.52 produced nothing. I then tried my Lafayette "Dynacom" 3 watt 3 channel CB walkie-talkie and was able to raise a local REACT station on Channel 9. Within 20 minutes, the State Police and a large tow truck were on the scene. We were pulled free, and made it to Syracuse without further problems. I never got that REACT station's name,

Near Waterloo, the thruway was impassable, so the bus driver got off on Route 414 to connect with Route 5. He stopped at a railroad grade crossing (as he is required to do), and as he started up, got stuck on the track!!! Granted, it was a low traffic industrial track and probably saw only

**Is your
CB radio on
to Channel 9?**

Silent cause of traffic deaths: falling asleep

*Drivers who doze at the wheel cause 100,000 crashes each year.
Here's how to stay alert on your summer drives*

(Reprinted from USA Weekend, May 16-18, 1997 and written by Thaliz Zepatos).

When Michael Doucette, 17, won the National Driver's Excellence Contest, his prize was a new car and the title "America's Safest Teen Driver."

But a few months later, at 5

p.m. on a day in February, 1990, Doucette fell asleep at the wheel while driving on a highway near his home in Concord, New Hampshire. The resulting crash killed him and Sharon Ann Link, 19, the driver of another car.

Drowsy driving is America's silent killer. And while public education campaigns have raised awareness of the dangers of driv-

ing drunk, few realize that driving drowsy can be just as fatal. Sleepiness slows a driver's reaction time, decreases awareness and impairs judgement, just as drugs and alcohol do.

The National Safety Administration reports that 100,000 motor vehicle crashes each year are caused by drivers who fall asleep at the wheel, killing 1,500 people and injuring 71,000 more. Because reporting is inconsistent and little physical evidence remains to prove crash causes, experts agree these numbers are understated.

A 1995 Gallup Poll found that 52 percent of Americans had driven while drowsy and that 31 percent had, at some time, dozed off at the wheel.

When and why it happens

"America is sleep-deprived," says Joan Goldberg, of the National Sleep Foundation. "We cram more activities into each day, cheating ourselves of precious sleep time."

Busy people may be playing beat the clock with their internal, or circadian, rhythms. While the circadian rhythms naturally boost energy during certain times of the day, they make people sleepy at other times. Most people feel sleepy during the afternoon lull between 2 and 5 p.m., and between midnight and 7 a.m.

Danger Signals

*Even one of these symptoms means
you may be in danger of falling asleep.*

- Your eyes close or go out of focus by themselves.
- You have trouble keeping your head up.
- You can't stop yawning.
- You have disconnected thoughts.
- You don't remember the last few miles you've driven.
- You drift between lanes, tailgate or miss traffic signs.
- You keep jerking the car back into the lane.
- You have drifted off the road and narrowly missed crashing.

More Information

For a free "Wake Up!" brochure, send a self-addressed business-size envelope with 55 cents postage to: Wake Up! National Sleep Foundation, 729 15th St. N.W., 4th Floor, Dept. UT, Washington, DC 20005.

AAA Foundation for Traffic Safety on the Web: <http://webfirst.com/aaa/>

Parents Against Tired Truckers: (207) 353-4572 or e-mail: patt@gwi.net

And those are the hours when most drowsy-driving crashes occur.

Most likely to doze off

Young people - Half the victims of fatigue-related crashes are under 25. Young people tend to stay up late, sleep too little and drive at night. In a North Carolina study, 55 percent of fall-asleep crashes involved people 25 years old or younger, 78 percent of those were males.

Highway drivers

- People tend to fall asleep on high-speed, monotonous highways, especially at night. Studies on the Pennsylvania Turnpike and New York State Thruway estimate that 50 percent of fatal crashes are caused by drowsy drivers.

Truck drivers - Truck drivers work long and unusual hours, and nearly one-third of all fatal truck crashes are caused by driver fatigue. "Drivers are pushed beyond the limits," says Daphne Izer of Parents Against Tired Truckers, "and sometimes the cost is human life." Izer founded PATT in 1994, several months after a tractor-trailer killed her 17-year-old son, Jeffery, and three teenage friends. PATT has become a champion of tired truck drivers, working to change the way drivers are paid and to increase the number of rest areas along highways. "Ultimately, the driver is responsible for that

80,000-pound machine. He shouldn't have to fear losing his job if he wants to stop and rest," Izer says.

Night shift workers - Driving home from working the night shift is danger time for America's 25 million rotating shift workers. Studies suggest 20-30 percent of those with non-traditional work hours had a fatigue-related driving mishap within the past year.

Drivers who find themselves

dozing and drifting on the road use tricks to stay awake - rolling down the window, chewing gum, drinking coffee, turning the radio up loud, even talking to themselves.

But those anti-drowsiness measures work only temporarily, at best, says the National Sleep Foundation's Goldberg. "When you get truly sleepy, especially in a dark car at night, there is nothing you can do to keep yourself awake. Contrary to what most people believe, sleep is not voluntary.



Editors Note: Teams - this is excellent information to make available to individuals stopping at your summer Safety Breaks.

4 Ways to Keep Alert Behind the Wheel

Be rested. Get enough sleep the night before your trip. Drive and arrive at times you're normally awake. Stop somewhere overnight rather than traveling straight through on a long trip.

Pick your time. Avoid driving during your body's downtime (mid-afternoon and midnight - 7 a.m. for most people), when sleep is almost irresistible.

Take a break. Schedule breaks every two hours or 100 miles. Be sure to walk or get some other exercise before continuing your trip.

Pull over. Whenever you feel sleepy, pull off the road, find a safe, well-lighted place and sleep. Even a 15- to 20-minute nap can be highly restorative.

Emergency Public Relations Day

By Mervin Lee

Bay Area Emergency Radio Team #2609, California

Every few years some cities or counties put on an Emergency and/or Disaster Day. This informs the general public what emergency services are available to them and how to contact them as needed. San Jose and Morgan Hill Bay Area Emergency Radio REACT was invited to participate in this outstanding event presented by Santa Clara County.



Members of Bay Area Emergency Radio Team #2609 participate in Emergency/Disaster Day events.

Attention members...

Adventures in Marketing is no longer carrying the REACT jackets due to the manufacturer closing down.

However, if you are interested in a vest, please notify REACT International Headquarters by phone, fax, regular mail or e-mail.

It is currently raining cats and dogs outside this the largest storm we had this year, with floods, landslides and very heavy winds. I'm setting at my desk and monitoring my radios and looking at some photos from this event last summer. And felt that this would be a good article for the REACTer.

We were one of many services that included the America Red Cross to Search and Rescue volunteers. There were three helicopters that landed in the parking lot and darn near blew us away. Two private Med/Vak and one from the San Jose police department. These helicopters are used for many types of emergencies and disasters. Last, but not least, B.A.E.R. REACT. There were in all thirty-one various types of organi-

zations and groups that participated in this event.

B.A.E.R. had one of its best displays ever. First, we had our F.A.S.T. Team (First Aid Service Team). Second, we had our communications car equipped with CB, GMRS, Ham, cellular phone and even TV. The REACT display was outstanding with many kinds of pamphlets available both for REACT International - monitoring on Channel 9, and our team information - which included the volunteer services that we do for the community. In fact we were monitoring on all radios from our display so the public could hear as B.A.E.R. would take a call.

I was every surprised at how many of the general public had never heard of REACT and Channel 9, but now they do!

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A REACTer is born

By Joe Nadeau

Tobacco Valley REACT #3625, Connecticut

It all started back in early spring of 1983. I was a bit younger, and the very first day I had installed my very first base CB radio I had heard my very first call on CB Channel 9. The call sounded like this, "Break nine, we need some help locating some lost bicyclists from a fifty K run in Somers, Connecticut." Without thinking for a moment and with no formal training, I picked up the microphone

and answered the call. "This is an East Windsor, Connecticut Base Station, could I be of some service"?

The gentlemen asked me if I had knew where the East Windsor Park was. Of course, I lived not even one quarter of a mile way! I met a man by the handle of "ROUST-A-BOU" who is no longer with us and "FREE WILLIE", no relation to the whale. The three of us then proceeded to the town of Somers, and even into a part of East Longmeadow, Massachusetts without any signs of the bikers. The watch vehicles had not seen any sign of them. Apparently, the bikers went over to someone's home who was not familiar with the area and wasn't certain what the streets were. In the end, the cyclists reached their check point during the search. Never thinking that incident would open the door for me to a wonderful and quite rewarding adventure in the REACT organization.

A few months later on I had met Frank known to me as "LOADED DICE". At the time he belonged to a CB radio club called the Loco 15 Transmitters. So, I gave it a whirl. A few more months down the road, I met the late REACT Team President Roy Floyd - Unit #1. Roy had gave the Loco 15 Transmitters a talk about REACT. In October of 1983, my-

self and my best friend for over fifteen years Carl Jacques - Unit 22, we became members of REACT. Later I met the late Mert Hibbard - Unit 35. To this day I owe Mert greatly for taking me under his wing and showing me the ropes about REACT. Without these individuals along with the late Katie Floyd - Unit 10, Tobacco Valley REACT would be non-existent today. Without Norm Musk - Unit 49, Tom Morelli - Unit 17, Sebbie - Unit 14 and my mom, as well as all the team members who stood by REACT when the chips were down, the team would be in ruin.

Since then, I have made a lot of friends, attended three REACT International Conventions, and have contributed greatly to the North Central Connecticut and Western Massachusetts area in many ways. Citizens Band Radio has been the best fun and an interesting, inexpensive form of communication.

In this day of high tech, and expensive internet, GMRS, Ham radio, a lot of REACT members should never forget their CB radio roots, from that day in 1961 during a blinding snow storm on Eden's Parkway just outside of Chicago, Illinois. Where would we, REACT, be now - without the CB radio and the dedicated individuals of REACT? Think about it!

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is available on
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for the blind.**

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and costs are involved.**

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Good PR: Promote Americanism and have fun to boot!

By Barbara J. Hughes
Porterville REACT Team #2517, California

Every year on November 11th in Porterville you will find a large majority of the people of this small Central Valley community lining Main Street downtown waiting for the big parade to start. Almost everyone has a child, grandchild, parent or grandparent in it. There are usually about 150 or more entries of every type you can imagine. Bands, floats, cars, trucks and even motorcycles and scooters. We all want to honor our veterans because it is Veteran's Day and we want them to know we appreciate their sacrifices so that we can live free. We show our appreciation by honoring them on this day. Yes, we have other parades during the year, but to most residents, this is "the big one", the most important one.

Each year we have a different theme, but it's always about the veterans. Last year it was "Porterville Veterans: 100 Years of Sacrifice, 1896-1996". In 1995 it was honoring the Veterans of World War II. One of our deceased members was personally honored on our entry. He was active during World War II and was a Prisoner of War on Corregidor and also was on the death march to Bataan. Being my cousin, I had a picture of him in his Army uniform so I made copies on a copying machine which I attached to poster boards for both sides of my van. We used the posters and van as our entry in the parade that year. Of course, we also had posters with our REACT

logo on them since our entry was in the name of Porterville REACT. This is a great way to publicize REACT since most of the townspeople are here and we can promote our Americanism by saluting our veterans. It is also a lot of fun trying to come up with something new each year in the way of decorations matching the theme. It is also fun to ride down the parade route waving at all your friends along the sidelines. Sometimes our entries include using a PA system in the vehicle to publicize REACT.

This year we decided to enter the judging for the first time and we won a second place trophy in the "Decorated Car - Senior Division". Our trophy is about two feet tall with a car on top which is



Porterville REACT Team #2517 honors veterans in local parade.

red, white and blue. What else?

We were pretty proud of ourselves for this accomplishment and as the pictures show our future REACTer, my grandchild, D.J. Hughes, also had a good time. So it just goes to show that PR can also be fun.



D.J. Hughes in driver's seat, Lileh Hughes in back seat of van entered in parade. Note the trophy on top of van. Barbara Hughes - van owner and photographer.



Letters we like to get...

Dear REACT:

On May 18, 1996 I and my family were traveling northbound on I-110 in our home town of Pensacola, Florida. We observed a large fully loaded dump truck run off the highway and overturned in the southbound lane.

I immediately called REACT on Channel 9 and was promptly answered by one of your members. I cannot recall his station identification, but I believe he is with your Silver Wings team [#4776] and I wish to thank him for his courteous assistance in calling 911 to report the accident.

Sorry this comment is late in coming but I just stumbled onto your web site and thought I should express my appreciation on a job well done.

Your organization has always been there when needed and I hope your organization continues to provide support in helping the motoring public.

Thank you,

Alvord B. Churchill III

A REACT Monitor's Prayer

(Reprinted from The Newslite the official publication
of the Southern California REACT Council).

*I look at the clock and see it is time to set down and monitor Channel Nine.
Just sit by the radio for an hour or two and listen for a call that might come through.
Yes, as usual, the bleed over is bad, and the skip rolling in makes me mad,
I grit my teeth and pull my hair, wishing some way I could clear the air.
My favorite program is on TV, and I can't see for the life of me why I joined an outfit like this.
There is so many things I would rather do than to listen to that turkey on Channel Two.
I wish he would turn his power down, he doesn't need to talk here in town.
I pay a lot of dues and give up my time.
Then I hear, "Breaker, breaker, I have a 10-33, is there someone on Channel Nine who can help me?"
After the call is over and I have done what I can,
I really feel good that I helped a fellow man.
Now, I remember why I joined an outfit like this,
I smile to myself and think, no...I'm not crazy out of my mind,
And I definitely haven't wasted my time.*

Anonymous



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Thank you,

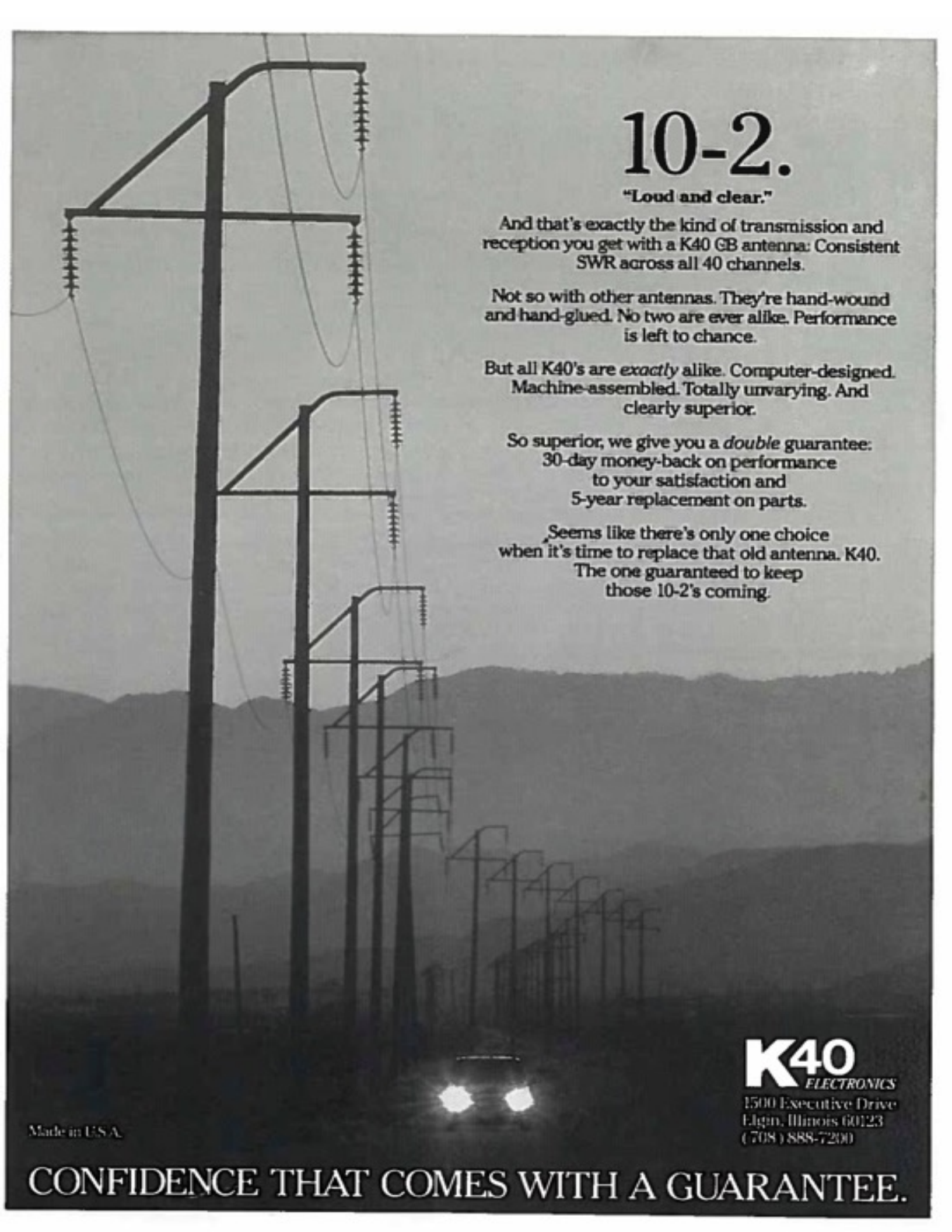
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I smile to myself and think, no...I'm not crazy out of my mind,
And I definitely haven't wasted my time.*

Anonymous



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