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OVERVIEW

This document provides an overview of all the Coast Guard guidelines and requirements for Grant products (logo, statements, audio, etc) and media (DVDs, talent, etc) submission.

COAST GUARD GRANT PRODUCT GUIDELINES

LOGOS AND STATEMENT REQUIREMENTS (Sport Fish Restoration & Boating Trust Fund/DHS/Coast Guard)

General guidance: Wherever the logo of the grantee appears on the product, the DHS and the Coast Guard logos and the printed statement "*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the Coast Guard*" must also appear on the same page, same segment of the video, etc. and the logos are to be of equal size as the grantee logo. The printed statement is to be printed in a font the size of the grantee credit. Further clarification follows.

PRINTED PUBLICATIONS

Any printed publication, national research study, textbook, reference manual, poster, etc. shall contain a template located at the bottom of the front cover (and back cover if the grantee credit is given). The specific content of the template follows:

- A printed statement "*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the Coast Guard*". This statement is to be printed in a font the size of the grantee credit.
- Two logos, Coast Guard and DHS, are to be placed on opposite sides of the statement. When spacing prohibits this, it is acceptable to place them directly below the printed statement.
- The logos are to be of equal size to that of the co-sponsor organization/agency logo.
- To download the logos please visit <http://www.uscgboating.org/resources/graphics.aspx>

AUDIO VISUAL PRODUCTS

Any audio visual grant product shall contain the same template as printed publications.

Placement specifications are as follows:

- At the beginning of the video, in full-color as a part of the introduction.
- During the closing credit additional credit is given as funding source and contributing partners.

If you have any questions, please contact the Coast Guard Grant Technical Manager.

COAST GUARD MEDIA GUIDELINES FOR BOATING INFORMATION

The Coast Guard, through its National Recreational Boating Safety Program, is providing materials that demonstrate safe boating operation to the public. To ensure that only the highest quality materials portraying appropriate safety considerations are prepared, these guidelines are to be followed:

GENERAL CONSIDERATIONS

1. **SHOW ALL PERSONS ON BOARD VESSELS WEARING A LIFE JACKET.**
Life jackets should fit properly and be zipped or fastened while underway. Life jackets worn should be suitable to the activity being depicted. It is recommended that persons be shown wearing life jackets on docks before getting into the boat, as well as getting out of the boat.
2. **SHOW BOATS AND EQUIPMENT THAT ARE IN OPTIMAL CONDITION.** This includes proper numbering or documentation. Boats should be equipped with (at a minimum) "Federal Requirements," and display a current year Vessel Safety Check decal.
3. **SHOW SAFETY EQUIPMENT AS VISIBLE AND ACCESSIBLE.**
4. **SHOW SAFE BODY POSITIONS FOR OPERATORS AND FOR PASSENGERS.** Persons should be sitting in seats properly, not sitting on seat backs or on the gunwale. If the boat is to be operated at a high rate of speed (above 45 mph), to depict a specific boat-handling characteristic for the proposed video, appropriate safety equipment should be worn, possibly even a harness and helmet.
5. **SHOW BOATS OPERATING IN A SAFE MANNER,** i.e., accelerating at a safe rate so as not to create a dangerous wake or throw riders around in boat.
6. **SHOW GENERIC PRODUCTS** whenever possible. To avoid unfair product representation or inference of endorsement use generic products or, if brand names are shown, avoid "showcasing" or concentrating on labels.
7. **ALCOHOL SHOULD NOT BE SHOWN ON BOARD VESSELS.**

PRODUCTION CONSIDERATIONS

1. **MODEL SAFE BOATING PRACTICES** as well as teach them. Even though the focus may be on a specific topic or skill, all other safe boating practices should be modeled.
2. **ALWAYS DEMONSTRATE THE PROPER WAY.** We do not recommend showing improper methods; however, if the grantee chooses to do so (with prior approval from the GTM), the sequence would be to show the improper method first with explanation or graphic that stresses it is an improper method.
3. **DO NOT ATTEMPT UNSAFE CAMERA ANGLES, SPEEDING OR HAZARDOUS PRODUCTION MANEUVERS,** since these may result in a final product calling attention to the fact that whoever was filming was doing so unsafely.
4. **TALENT ENGAGED SHOULD DEPICT THE AVERAGE CITIZEN.** Efforts should be made to include minorities and depict an equal distribution of minority populations. The intent is to make the program believable and not necessarily the "Cover photo look."
5. **TALENT HIRED FOR ROLES WHICH ILLUSTRATE COAST GUARD PERSONNEL OR STATE MARINE PATROL OFFICERS SHOULD BE APPROPRIATELY DRESSED** in correct uniforms, have regulation haircuts, and meet the appearance standard of the service. For use of Coast Guard facilities and approval to impersonate Coast Guard personnel, a formal request will need to be made to the local Coast Guard Public Affairs Office, through your Grant Technical Manager. When warranted, a Public Affairs Officer will assist the Grant Technical Manager to review the script and the filming.
6. **RELEASES MUST BE OBTAINED FROM TALENT PRIOR TO SHOOTS** so that the program can be placed in the public domain without constraint. If you have questions about providing the proper releases necessary to achieve this requirement, contact your Grant Technical Manager for additional assistance.

COAST GUARD REVIEW PROCESS

When a film, video or other media production is created under a grant, cooperative agreement or contract to the Coast Guard, review is required by the Boating Safety Division at the following milestones:

1. At the completion of the proposed treatment, where the objectives and creative approaches are discussed.
2. At the completion of the script and/or story board.
3. When warranted, arrangements should be made to have a Coast Guard designated representative on site for a shoot.

At the completion of the rough cut (please provide a DVD for technical evaluation by the Boating Safety Division. For print media, provide “comp” art or rough layouts before producing a final product.

MEDIA FINAL PRODUCT

When delivering a final media product to the Coast Guard, the following master copies must be provided:

1. Two (2) DVD's
2. Two (2) CDs-Copies of Scripts/Graphics/etc.
3. Label artwork (if applicable)
4. Print material should be submitted with finished, camera-ready mechanical art.
5. Coast Guard logos should be from approved logo materials and should be of correct color, placement and proportion. Please refer to the DOT Graphics Standards Directive and/or approval by Coast Guard Public Affairs Staff.

One of the goals of the Coast Guard Boating Safety Grant Program is to utilize grant information and material to the maximum extent possible. In attaining this goal, it is required that all information and material that is created in an electronic format be compatible with the Coast Guard Standard Workstation and common operating environment. All information and material created in an electronic format shall be provided to the Coast Guard in a format compatible with Microsoft Office Suite, or the software system being used by the Coast Guard during time of production. Recipients are expected to coordinate with the Grant Technical Manager to ensure the compatibility of electronic information.

All original footage, pre-print materials and computer disks shall become the property of the Coast Guard.

EXAMPLE TALENT RELEASE

DATE _____

\$ _____

In consideration of the above stated, I hereby sell, assign and grant to _____ or their licensee, the right to copyright, use and publish photographic or electronic pictures of me taken for a Coast Guard grant project that may be used by the Federal Government or designated agency in promotion or any other lawful purpose. I hereby waive my right to inspect or approve the finished product or any lawful copy that may be used in connection therewith.

This release applies to work performed by me and photographic or electronic pictures taken of me on the date (dates) of _____

(Signature)

(Name in print)

GENERIC PROPOSAL FOR FILM

PROJECT DESCRIPTION

ASSESSMENT PHASE

1. Relevant data
2. Literature search
3. Organizational needs assessment
4. Interviewing subject and consumer experts
5. Prioritization of needs and concerns

DESIGN PHASE

1. Determine goals and objectives
2. Weighting and grading assessment data to determine what current institutions will be supported.
3. Concept foundation
4. Identification of integration factors
5. Identification of flexibility factors
6. Determination of education methods and mechanisms to be utilized (i.e. video and workbook with questions)
7. Draft of a project plan with review milestones
8. Identification of key people and reviewers
9. Delivery and distribution plan

DEVELOPMENT PHASE

1. Draft of treatment
2. Outline for each set of materials
3. Draft of script
4. Draft of story board
5. Finalization of storyboard (could be slide tape presentation)
6. Draft adjunct materials
7. Review of materials
8. Plan for utilization of existing resources
9. List of production issues and criteria
10. Finalize production plan

PRODUCTION PHASE

1. Assemble equipment
2. Choose actors and obtain releases
3. Design graphics and artwork
4. Finalize graphics artwork etc.
5. Review
6. Produce rough cut
7. Review, edit rough cut
8. Review
9. Final edit

DISTRIBUTION AND DELIVERY

1. Marketing plan
2. Advertising materials
3. Delivery plan to existing outlets
4. Use training seminars or demos

COPYRIGHTS

Although not intended, earlier Federal copyright legislation essentially prohibited recipients from copyrighting anything done with grant funds. Public Law 94-553 "Copyright Law Revisions" revised earlier legislation, allowing the copyright of materials produced under a grant.

Recipients are usually given permission to copyright any materials developed under a grant, subject to the Government (i.e., the Coast Guard) being granted a paid up exclusive license to print, duplicate, or otherwise dispose of the materials itself. (Part 19 of the Assurances section of the grant agreement spells this out. See below.) Sometimes the grantee is not given copyright permission. Example: The grantee is doing some highly speculative research as an agent of the Coast Guard, and the Coast Guard wishes to evaluate the results before releasing the report.

Regarding this program, the grantee may copyright any materials developed under the grant, provided:

1. it is not specifically prohibited in the grant agreement;
2. the grantee provides any materials requested by the Coast Guard for the Coast Guard's own use; and
3. if the recipient wishes to sell the report or product developed with grant funds, it sells it on an "at cost" basis. (Essentially, the recipient cannot make a profit on the sale of the product.) This must be spelled out in the grant agreement with cost breakdowns and approved by the grant technical manager in writing with an amendment to the grant agreement.

Provision 19 of the Assurance section of the grant agreement:

"19. It will grant to the Coast Guard a non-exclusive, irrevocable license to publish, duplicate, exhibit or otherwise dispose of reports, data, or other information developed by the grantee under this grant, including any copyrightable material."

49 CFR Part 19 "Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations", paragraph 19.36 "Intangible property" states:

"(a) The recipient may copyright any work that is subject to copyright and was developed, or for which ownership was purchased, under an award. The Federal awarding agency reserves a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use the work for Federal purposes, and to authorize others to do so.

(b) Recipients are subject to applicable regulations governing patents and

inventions, including government-wide regulations issued by the Department of Commerce at 37 CFR Part 401, "Rights to Inventions Made by Non-Profit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements."

(c) Unless waived by the Federal awarding agency, the Federal Government has the right to the following:

- (1) Obtain, reproduce, publish or otherwise use the data first produced under an award.
- (2) Authorize others to receive, reproduce, publish, or otherwise use such data for Federal purposes.

(d) Title to intangible property and debt instruments acquired under an award or subaward vests upon acquisition in the recipient. The recipient shall use that property for the originally-authorized purposes, and the recipient shall not encumber the property without approval of the Federal awarding agency. When no longer needed for the originally authorized purposes, disposition of the intangible property shall occur in accordance with the provisions of paragraph 19.34(g)."