

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title: National Non-Profit Organization Grant Program
Federal Agency: United States Coast Guard
Funding Opportunity Number: DHS-USCG-2020-001
Type of Funding: Cooperative Agreement
CFDA Numbers: 97.012
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: Unites States Powers Squadrons
Grant Number: 3320FAN112021
Grant Title: America's Boating Channel/DML 5.0
Period of Performance: 1 year grant

Award Amount: \$95,000.00

Summary:

United States Power Squadrons proposes a unique integration of professional and volunteer resources to efficiently produce, curate, and distribute high-quality boating safety video content to the boating public and provide related safe recreational boating portrayal guidance to media advertising firms. America's Boating Channel will contribute new original titles to complement USPS's existing video library by targeting areas of greatest need for public education on safe boating matters and widely disseminate such content through online and offline platforms. America's Boating Channel's media sector outreach program will expand and build upon USPS's relationships with boating and educational industry entities as well as media publishing firms to ensure that depictions of recreational boating demonstrate safe boating practices. The project will employ a proprietary means for growing and sustaining viewership of America's Boating Channel videos year-round and will collaborate with media, boating, and education industry stakeholders to promote the safe-boating lifestyle.

What the Project Will Accomplish: America's Boating Channel will expand USPS's repertoire of boating safety videos with new non-duplicated titles; increase the reach and frequency of its social media, local safe boating activities, and affiliate redistribution programs; and develop a collaborative program with key players in the media, boating, and education industries to comply with U.S. Coast Guard media guidelines as well as showcase America's Boating Channel videos. These initiatives will deliver topical messaging designed to habituate year-round safe boating practices to a substantial number of recreational boaters. Their combined effects will be to



United States Power Squadrons®

Agreement No. 3320FAN112021



Department of Homeland Security | United States Coast Guard
National Non-Profit Organization Grant Program
9/30/21

America's Boating Channel (Digital Media Library 5.0) Abstract

Under the *America's Boating Channel (Digital Media Library 5.0) (3320FAN112021)* grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard (USCG), United States Power Squadrons (USPS) further developed its **America's Boating Channel™** branded safe boating and boater education video showcase.

Online viewership decreased approximately nine percent (9%) in views and fifteen percent (15%) in hours of viewing due to impacts of COVID 19 on off-season viewing, which were offset by a forty-eight percent (48%) increase in viewing in Q2 '21 and an additional seven percent (7%) in Q3, which has the service back on track in viewership growth, while the number of impressions generated increased eleven percent (11%) for DML 5.0 over DML 4.0 as a result of the marketing process developed and refined during the project to take place on an ongoing continual basis.

During the DML 5.0 project period (7/1/20-9/30/21), **America's Boating Channel** videos had 374 thousand views for 16.7 thousand hours of viewing and generated 3.9 million impressions. During the corresponding fifteen-month period of DML 4.0 (7/1/19-9/30/20) **America's Boating Channel** videos had 413 thousand views for 19.6 thousand hours and generated 3.5 million impressions.

The service developed and launched new free-to-the-user **America's Boating Channel** branded mobile apps in Google Play and Apple's App Store to attract and better serve mobile viewers. To boost awareness and attract additional viewers, **America's Boating Channel** partnered with the US Sailing Team (USST) in cross-promoting a countdown to the postponed Tokyo Summer Olympics and continued to engage Marine Ad Network (MAN) to generate advertising revenue, including from Sea Tow International.

America's Boating Channel added ten (10) new original Season Five videos to its repertoire of online titles, launching and promoting them along with thirty (30) pull-outs (shorter form mobile-friendly versions) of DML 2.0 videos.

The service produced eight (8) interactive educational webinars for the USPS 2020 Virtual Fall Conference (VFC) and all forty-nine (49) sessions as well as a one-time-only revival of "**America's Boating Channel LIVE**" for the USPS 2021 Virtual Annual Meeting (VAM).

As special projects, **America's Boating Channel** supported Operation Dry Water with daily presentations of three (3) BUI videos over the Fourth of July weekend, JSI Research & Training Institute (JSI) with one hundred ten (110) life jacket wear video segments, and Compass Magazine with seven (7) monthly presentations of the "Knots-to-Know" video series.

COVID 19 safety and hygiene protocols were developed and put into practice to protect actors and crew based on CDC and state regulatory guidance for field production of Season Five videos.

The service managed a highly active **America's Boating Channel** YouTube channel, **America's Boating Channel** Facebook page, **America's Boating Channel** Instagram presence, and **America's Boating Channel** Twitter feed, as well as presences in other leading social media, which are experiencing steady growth.

The result is a continually expanding, user-friendly and valuable online digital media platform that serves as a resource for the recreational boating public and boating safety groups and is well-positioned to continue to achieve significant growth and meaningful expansion in the future.

cultivate a safer boating culture and help reduce the number of recreational boating-related deaths, injuries, and accidents.

Summary of Activities and Deliverables: America's Boating Channel will produce boating safety videos and social media content and achieve high levels of viewership through online channels coupled with personally conducted local events at venues such as marinas, boating clubs, marine retailers, and boat shows, and redistribution arrangements with entities that have aggregated large audiences with relevant demographics. The project will provide advertisers and media publishers with guidance, stock footage, and other usable exemplary materials to reach the boating public with compliant commercial messages that further encourage boating safety. Through such direct and indirect means, America's Boating Channel will engage with the boating public daily by generating an enormous quantity of online impressions, equipping on-site volunteers, and supplying media firms with a continually updated video content resource for learning and adopting safe-boating practices and improving boating skills.

Description of Broader Impact upon Successful Completion: The continuous widespread dissemination of high-quality boating safety video content online, coupled with ongoing support of personally conducted boater education local events and media depictions of recreational boating will deliver safe-boating messages with substantial impact on the boating public. America's Boating Channel will be able to amplify the voices of safe boating proponents, publicize ongoing advancements in boating safety, and expose areas of concern that will help lead to safer boating behaviors. Increased familiarity with safe boating practices, improved boating skills, expanded awareness of new boating safety equipment innovations, and greater exposure to known dangers will contribute to safer US waterways for all boaters

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