

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-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: United States Power squadrons
Grant Number: 70Z02322MO0005091
Grant Title: America's Boating Channel/DML 7.0
Period of Performance: 3 year grant

Award Amount: \$186,173.00

Summary:

United States Power Squadrons – America’s Boating Club (USPS-ABC) proposes to produce a new series of topical high-quality boating safety and boater education videos annually; to promote and sustain year-round viewership of these titles along with America’s Boating Channel’s existing video catalog through innovative online and offline marketing; to establish a new America’s Boating Channel smart TV system in collaboration with media, boating, and education industry stakeholders to showcase safe-boating lifestyle video content from multiple sources; and to rollout a new nationwide America’s Boating Channel service offering that will feature narrated drone videos to help mariners navigate major waterway entrances.

What the Project Will Accomplish – USPS-ABC will enlarge its repertoire of America’s Boating Channel safe-boating videos with new non-duplicated titles; increase the reach, frequency, and impact of its social and mobile media, local safe boating activities, and affiliate distribution programs to promote viewing of America’s Boating Channel videos; introduce and operate the first exclusively boating-themed smart TV on-demand app and linear streaming channel through a collaborative program with key industry players to include other non-profit grant video content; and launch a new series of inlet drone videos showing boat operators what to expect and what to avoid when crossing challenging bodies of water for the first time. These combined efforts will help habituate safe boating practices year-round and cultivate a safer boating culture among the substantial number of recreational boaters who view America’s Boating Channel videos, which in turn will help reduce the number of recreational boating related deaths, injuries, and accidents.

Summary of Activities and Deliverables – USPS-ABC will contribute new original titles to complement its existing America’s Boating Channel video catalog by targeting areas of greatest need for public education on safe boating matters. USPS-ABC will employ its exclusive video production system that uniquely integrates professional and volunteer resources for maximum efficiency in producing each new series of America’s Boating Channel videos. It will leverage proprietary earned and social media marketing tactics to promote viewership cost effectively and creatively across the internet and on America’s Boating Channel branded mobile applications, coupled with personally conducted local video viewing events at venues such as marinas, boating clubs, marine retailers, and boat shows. USPS-ABC will develop and operate a new cross-platform America’s Boating Channel smart TV system to further increase its extensive internet, social media, and mobile app distribution, making this new smart TV system available to other boating safety and boater education video providers. Following a successful beta test, it will commercially launch a new America’s Boating Channel drone video service featuring narrated aerial shots to help boaters navigate high traffic ocean inlets, harbors, bays, and river entrances.

Description of Broader Impact upon Successful Completion – The increase in high-quality boating safety video content and the expansion of its availability to virtually all connected viewing devices including smart TVs coupled with local events featuring media depictions of recreational boating that deliver safe-boating messages, will have a substantial impact on the boating public. America’s Boating Channel will 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 and make US waterways safer for all boaters.

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