

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-2021-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Sports Foundation
Grant Number: 3321FAN201127
Grant Title: Increasing Awareness of Safe Boating Practices
Period of Performance: 1 year grant

Award Amount: \$310,000.00

Summary:

The objective of the Increasing Awareness of Safe Boating Practices campaign is to reduce boating casualties by informing the boating public with millions of safety message impressions about inherent risks associated with boating, persuading the boating public to adopt safer boating behaviors, and continuously reminding them of these behaviors.

This project is an Outreach, Marketing, and Year-Round Safe Boating Campaign focusing on twelve areas: 1) the importance of boater education, 2) engine cutoff switch usage, 3) life jacket wear, and 4) cold weather awareness; 5) compliance with the navigation rules; 6) consequences of irresponsible behavior on the water, & boating under the influence (BUI); 7) victims' support to provide awareness through stories on the human side of boating tragedies; 8) supporting successful efforts by the boat manufacturing industry and recreational boating community to make boating safer; 9) electronic visual distress signaling device and 10) safety equipment selection given activity and operating area, and 11) carriage requirements including how to identify signals of others in distress; and 12) education on new and old life jacket labels.

The Water Sports Foundation will contract with boating largest and most popular media companies using their array of creative products to target the at-risk boating audience with a variety of specialized boating safety content and wide-ranging delivery methods. These include a broad variety of digital products including outbound electronic newsletters, website and mobile marketing, and an extensive use of social media promotion. Additional content is delivered through the limited use of print media extending message content longevity.

<https://www.watersportsfoundation.com/>

The Water Sports Foundation, Inc.

A Non-Profit Division of the Water Sports Industry Association (WSIA)

A One-Year (15 month) Project for the
United States Coast Guard Office of Auxiliary & Boating Safety

INCREASING AWARENESS of SAFE BOATING PRACTICES

3321FAN201127

FINAL REPORT

Period July 1, 2019 through September 30, 2022

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Increasing Awareness of Safe Boating Practices

3321FAN201127 FINAL REPORT

Increasing Awareness of Safe Boating Practices was a 15-month nonprofit outreach grant project designed to reduce boating casualties by informing, persuading, and reminding the boating public to practice safer boating behaviors.

The campaign used the two leading boating media companies in the United States to deliver more than 20.8 million targeted media impressions to American boaters. This grant program supported the *Safe Boat* campaign's eleventh season.

The Water Sports Foundation (WSF) contracted with Bonnier Corp. (*Boating* magazine and allied titles) and the Outdoor Sportsman Group (*In-Fisherman* magazine and allied titles) to execute the wide-ranging boating safety campaign. The outreach included a coordinated mix of print magazine ads, custom video public service announcements, e-newsletter articles and ads, website and mobile app ads, digitally distributed magazines, online editorial and social media. The Bonnier Corp. reported 17,468,668 gross media impressions and the Outdoor Sportsman Group reported 3,346,093 gross media impressions during the campaign period.

Campaign Highlights

The Safe Boat campaign delivered 20,814,761 gross media impressions and 848,641 video PSA views, more than doubling the program goal of 10 million gross media impressions.

Total Impressions – Quantitative Measurement	20,814,761
eNewsletter display ads	8,358,963
Social media impressions	3,583,037
Custom eNewsletters	2,571,198
eNewsletter articles	2,017,855
Website display ads	1,381,390
Mobile display ads	1,329,636
Print advertising	737,000
Website and safety landing page views	548,711
Digital magazine editions	204,000
Custom video PSA views	848,641

Metrics provided by media partners for the period July 1, 2021 through September 30, 2022

Custom Video PSAs

The executive director and creative director worked with Bonnier staff to develop four custom video PSAs for the campaign. The PSAs focused on lifejacket wear for waterfowl hunters, personal watercraft safety, pontoon boat safety, and the difficulty of donning a life jacket after falling overboard. The PSAs were viewed 848,641 times and registered 5,327 hours (more than seven months) of aggregate view time.

Hunter's Paradise: <https://youtu.be/MOSMybFXZRE>

The Life Jacket Challenge: <https://youtu.be/LoaLwe5ZwFA>

Pontoon Safety With Randy Vance: <https://youtu.be/QdRgMM5aWB4>

PWC Safety With Todd Ristorcelli: <https://youtu.be/nyGCluJgIV8>

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Snackable Content

The WSF content director worked with Bonnier creative staff to convert six high-performing safety PSAs into shorter “snackable” videos better suited to today’s social media algorithms. The six new videos were published on Bonnier social media sites during the reporting period. One of them, about how to safely overtake another vessel, garnered 247,496 views on the Facebook pages of *Sport Fishing* and *Salt Water Sportsman* magazines. Together, the snackable remixes and custom video PSAs accounted for 998,828 video views on Facebook and Instagram video (these views are registered as social media impressions and are in addition to the 848,641 video views described above).

How To Safely Pass Another Boat: <https://youtu.be/Am5thPSKzXU>

Alex's Story - Alex Otte was 13 years old when a drunk boater hit her at 60 miles per hour. This is her story: <https://youtu.be/kmK2CxALWSg>

Boating Pre-Flight: <https://youtu.be/1eo-yumCBzQ>

The Bomb: <https://youtu.be/yv3ejcUMUA8>

What's Missing?: <https://youtu.be/54lAGsj8wwY>

Life Jackets and Seat Belts - You Decide: <https://youtu.be/oyIkr5HheBI>

Bespoke Articles

Bonnier published 14 custom-produced articles as sponsored content on its flagship *Boating* magazine website, with additional social media promotion. The articles were included as editorial content in 27 separate eNewsletter sends from Bonnier titles including *Boating*, *Cruising World*, *Sailing World*, *Salt Water Sportsman*, *Sportfishing*, *Marlin*, *WakeBoarding* and *Yachting*. These articles and newsletters accounted for 2,548,204 gross media impressions. They included four original articles produced during the project period and 10 updated articles re-published and promoted during the period.

The Personal Boating Kit Every Boater Should Have:

<https://www.boatingsafety.com/boatingsafety/personal-boating-kit-every-boater-should-have>

The Best Way to Improve Your Boating Confidence:

<https://www.boatingsafety.com/boatingsafety/best-way-to-improve-your-boating-confidence>

Three Things to Know Before You Tow:

<https://www.boatingsafety.com/boatingsafety/towing-tubes-safely>

How to Rescue an Overboard Boater:

<https://www.boatingsafety.com/boatingsafety/how-to-rescue-an-overboard-boater>

Don't Leave These Guys Hanging:

<https://www.boatingsafety.com/boatingsafety/label-that-human-powered-watercraft>

Brush Up On Your Boating Skills:

<https://www.boatingsafety.com/boatingsafety/brush-up-on-your-boating-skills>

Child Safety Aboard Boats:

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<https://www.boatingsafety.com/boatingsafety/child-safety-aboard-boats>

Take On Head Seas More Smoothly:

<https://www.boatingsafety.com/boatingsafety/take-on-head-seas-more-smoothly>

Life Jacket Essentials - What to Keep in Your Life Jacket if You Want to Get Found:

<https://www.boatingsafety.com/boatingsafety/life-jacket-extras-what-put-your-life-vests-pockets-if-you-want-get-found>

I Learned About Boating From This - A Proper Fit:

<https://www.boatingsafety.com/boatingsafety/i-learned-about-boating-from-this-proper-fit>

Responding to a Man-Overboard Situation:

<https://www.boatingsafety.com/boatingsafety/responding-man-overboard-situation>

Mayday - How to Call for Help During a Boating Emergency:

<https://www.boatingsafety.com/boatingsafety/mayday-how-call-help-during-boating-emergency>

Capsized or Swamped - Stay with the Boat!

<https://www.boatingsafety.com/boatingsafety/capsized-or-swamped-stay-with-boat>

Online Display Ads

The WSF developed a suite of boating safety banner ads for campaign use. During the campaign the ads were displayed 11,069,989 times on Bonnier and Outdoor Sportsman Group eNewsletters, websites and mobile apps.

Project Management

The WSF executive director and content director worked with the media providers' project management teams to ensure all program milestones were met on time and on budget. The WSF employed a financial compliance consultant to assist in program management and reported regularly to the WSF Board of Directors. Each of the media partners returned a Certificate of Completion attesting to their successful delivery of all program components. All planned activities were accomplished, and the project was completed on September 30, 2022.

In-Kind Delivery

According to its 2022 annual single audit, the Water Sports Foundation negotiated with its media partners for in-kind media contributions worth \$677,790, which added substantial value to its recreational boating and paddling safety projects. As the WSF's single largest dollar volume project per year, 2011.27 produced and delivered more in-kind support than any other project.

Project Monitoring – Qualitative Measurement

Since the beginning of the first *Increasing Awareness of Safe Boating Practices* campaign in 2011, the WSF has conducted annual surveys of boaters' attitudes and behaviors regarding safety. The surveys provide a qualitative metric of progress in boater and paddler attitudes toward life jacket wear, ECOS-L use, boater education, weather awareness, avoiding impairment, and other boating safety priorities. The results show consistent improvement in

Increasing Awareness of Safe Boating Practices

boating safety attitudes and behavior, providing a qualitative measure of increased boating safety awareness in the target audiences. Boaters completed 4,849 surveys during the project.

Conclusion

The one-year project achieved the objective to produce a *more informed and aware* boating public. Based on measured results, the Water Sports Foundation concludes that the recreational boating public is more informed and aware of the inherent risks associated with boating and paddling as a result of the *Increasing Awareness of Safe Boating Practices* project. For more information contact Info@WaterSportsFoundation.com.