

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: United States Power Squadrons
Grant Number: 3321FAN201122
Grant Title: America's Boating Channel/DML 6.0
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 its 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.

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

<https://www.usps.org/>

<https://www.youtube.com/c/AmericasBoatingChannel>



United States Power Squadrons®

Agreement No.
3321FAN201122

Department of Homeland Security | United States Coast Guard
National Non-Profit Organization Grant Program
12/06/22



America's Boating Channel™ (Digital Media Library 6.0) 3321FAN201122 December 6, 2022 Final Report

This update report is the executive summary for the closure of the U.S. Coast Guard (USCG) grant for the *America's Boating Channel (DML 6.0) (3321FAN201122)* grant project with all committed activities and budgeted funding completed as of September 30, 2022. Grant 3321FAN201122 commenced in July 2021 pursuant to the grant agreement executed on July 29, 2021.

July – September 2021

Benchmarked June viewership on YouTube: **America's Boating Channel** had 28,644 views for 1,200 hours watched, generating 293,600 impressions, and adding 144 subscribers during the month; its Spanish language counterpart, USPS Biblioteca de Recursos Digitales (BRD), had 5,897 views for 296 hours watched generating 68,000 impressions and adding 29 subscribers in the same 30-day period.

Analyzed viewership for the prior twelve (12) month period: for the second and third quarters of 2021 (2Q - 3Q '21) versus the fourth quarter of 2020 and first quarter of 2021 (4Q '20 – 1Q '21), views of **America's Boating Channel** videos increased fifty-six percent (56%) with fifty-two percent (52%) more hours of viewing and forty-two percent (42%) more impressions generated. The share of female viewership grew one-hundred seventy-five percent (175%), the percentage of viewers 18-54 grew from seventy-eight percent (78%) to eighty-four percent (84%), and the percentage of viewing from US and Canada grew by eight percent (8%). From 4/1/21 to 9/30/21, **America's Boating Channel** added eight hundred forty (840) subscribers and had 157,953 views for 6,700 hours watched, generating 1.7 million impressions. 87% of the audience was male, with 84% 18-54 years of age and 16% 55+. 62% of viewing was from the US and Canada. For the prior six-month period, 10/1/20-3/31/21, the service added five hundred sixty-nine (569) subscribers and had 101,459 views for 4,400 hours watched, generating 1.2 million impressions. 94% of the audience was male, with 78% 18-54 years of age and 22% 55+. 54% of viewing was from the US and Canada.

Began process to expand **America's Boating Channel** reach through distribution of **America's Boating Channel** videos as public service announcements (PSAs) on new free advertising streaming (FAST) video services and Roku streaming video platform. Commenced participation in Roku developer program. Prepared materials to update Boat Live 365 with ten (10) new videos for locally conducted exhibition. Renewed creative workflow process to increase visibility of DVD cover and branded video title screen art to optimize impact of regularly recurring promotional activity across leading social networks for continual viewership development. Planned internal USPS communications program to distribute new broadcast and cable thirty-second (30:00) and one-minute (60:00) versions of **America's Boating Channel** promotional spot, originally produced in three-minute (3:00) online version, to increase awareness and drive additional viewership. Created new template for accompanying publicity program press announcements to cover new content releases, distribution arrangements, and sponsorship affiliations through newswire services (8/3-9/30).

Reached cable television carriage agreement for ten (10) **America's Boating Channel** Season Five videos with Caribbean

Broadcast Network (CBN-TV) for playback on cable channels reaching 170,000+ TV households in the Caribbean islands, in addition to continued carriage of “**America’s Boating Channel LIVE (ABC-LIVE)**” and ninety-four (94) Seasons One through Four **America’s Boating Channel** videos (58 full-length and 36 short-form) (8/3-9/9). Provided broadcast quality download versions of Season Five videos to CBN-TV (9/10). Additional discussions are ongoing also to provide PSAs for CBN co-owned radio stations (9/10-9/30).

Agreed to continue US Sailing Team (USST) as channel partner leveraging glamor and aspirational and patriotic appeal of Olympics with periodic video cross-promotions in social media (8/26).

Extended publisher agreement for remotely serving online advertising compliant with USGC media guidelines using Marine Ad Network (MAN) for outsourced advertising to resume at end of 2021 after Q3-Q4 hiatus due to programmatic changes at MAN. Received payment from MAN of seventy dollars thirty-two cents (\$70.32) for advertising from 10/1/20 through 7/30/21 (8/17).

Updated “Coming Soon” website page to announce development of Season Six videos (8/3). Extended software maintenance agreement with app developer for **America’s Boating Channel** mobile apps on Apple and Android platforms to address future YouTube API updates and other technology changes through January 2022 to ensure that mobile apps using both iOS and Android operating systems continuously provide playing and promoting videos, playlists, and compilations directly from **America’s Boating Channel** on YouTube (8/5). Continued support of America’s Boating Club mobile app with prominent placement and links to **America’s Boating Channel’s** website for automatic playback of videos. (8/3-9/30).

Developed and initiated internal USPS interest ascertainment process for proposed new unduplicated video subjects at USPS Fall Governing Board Meeting (8/1-9/3) to ensure strongest possible slate of ten (10) Season Six videos for 2022, with resulting preliminary video concept rankings as follows: #1) capacity compliance and dangers associated with overloading boats [18 points], #2) the basic steps for safely refueling a recreational powerboat [17 points], #3 new regulations affecting use of fire extinguishers on boats [16 points], #4 the migration to digital charts and virtual aids to navigation (ATONS) [15 points], #5 the difficulty of donning life jackets while in the water [14 points], #6 responsibilities of recreational boat operators towards their passengers [13 points], #7 a comprehensive look at new wireless engine cut-off systems (ECOS) [12 points], #8 new types of electronic visual distress signaling devices (VDS) [9 points], #9 avoid slips, trips, and falls while aboard boats [7 points], and #10 navigating a recreational boat safely in channels with commercial traffic [5 points]. The originally proposed video concept -- how to use propane systems safely aboard boats -- received the least support [3 points]. Participants recommended adding the following concepts for consideration by USPS educational leadership and grass-roots members to replace propane systems and other lower scoring originally proposed concepts: environmental partnerships and clean marina operations, safely navigating through locks in rivers and canals, trailering a recreational boat and departing from a launch ramp, defensive boating – how to survive waterways crowded with newbies, special considerations for navigating in ocean bays and inlets (tying-in with new drone video project), how to handle pets on board to ensure a safe enjoyable voyage, details for tying-up at dock – line placements, knots, etc., and ways to contribute to cooperative charting while boating.

As next step, extended ascertainment to Assistant National Educational Officers (ANEOs), Educational Department Committee Rear Commanders (RCs) and Staff Commanders (SCs), and District Educational Officers (DEOs) resulting in the following revised video concept rankings: #1 new regulations affecting use of fire extinguishers on boats [46 points], #2) the migration to digital charts and virtual aids to navigation (ATONS) [40 points], #3 defensive boating – how to survive waterways crowded with newbies [38 points], #4 navigating a recreational boat safely in channels with commercial traffic [37 points], #5 trailering a recreational boat and departing from a launch ramp [29 points], #6 the difficulty of donning life jackets while in the water [28 points], #7 how to use propane systems safely aboard boats [26

points], #8 special considerations for navigating in ocean bays and inlets [25 points], #9 new types of electronic visual distress signaling devices (VDS) [24 points], and #10 safely navigating through locks in rivers and canals (20 points). This group of participants also suggested the following additional alternative concepts: various maintenance and repair topics, marine refrigeration, OpenCPN chartplotting (installation, beginning, and advanced usage), marine electrical systems, primary causes of engine failure on-the-water and how to prevent them, basic fundamentals of dead-reckoning navigation, using spring lines when docking or undocking, boat insurance selection pointers, Inter-Coastal Waterway (ICW) navigation, proper use of marine VHF radios, and pre-sale boat surveys.

Further expanded ascertainment to include representative local squadron membership, then factored-in scores from above groups with newly gathered data and re-tabulated final rankings as follows: #1 new regulations affecting use of fire extinguishers on recreational boats [76 points], #2 defensive boating – how to survive waterways crowded with newbies [72 points], #3 the migration to digital charts and virtual aids to navigation (ATONS) [65 points], #4 navigating a recreational boat safely in channels with commercial traffic [63 points], #5 trailering a recreational boat and departing from a launch ramp [56 points], #6 the difficulty of donning life jackets when in the water [51 points], #7 responsibilities of recreational boat operators towards their passengers [50 points], #8 special considerations for navigating in ocean bays and inlets [48 points], #9 new types of electronic visual distress signaling devices (VDS) [43 points], and #10 capacity compliance and dangers associated with overloading boats [42 points].

Comments about the highest ranked video concept, new regulations affecting use of fire extinguishers on recreational boats, centered on how significant these changes will be along with affording the opportunity to restate extinguisher category revisions, with the caveat that if the regulations don't materialize as anticipated, this topic should be deferred to a later season.

Defensive boating – how to survive waterways crowded with newbies, the second highest ranked concept, elicited comments that included the timeliness of this subject given the rapid increase in new recreational boaters in the US in response to COVID-19, and to emphasize the importance of maintaining proper lookouts to avoid collisions, and additional suggestions for the video related to situational awareness.

The third highest ranked video topic, the migration to digital charts and virtual aids to navigation (ATONS), received comments including how much the boating public needs this information along with addressing questions about anticipated problems with relying solely on virtual marks, costs of onboard equipment to monitor virtual marks, and questions over in-development global standardization of this effort. Using modern chart-plotters in electronic navigation was suggested for inclusion in this video as well.

Navigating a recreational boat safely in channels with commercial traffic, the fourth highest ranked concept, received comments about how very dangerous such situations can become, that operators of boats under 20 meters in length need to understand Rule 9b) as it relates to narrow channels or fairways, that the law of gross tonnage should be included, and to restate the need for maintaining a proper lookout.

The fifth highest ranked Season Six concept, trailering a recreational boat and departing from a launch ramp, received suggestions for inclusion of launch courtesy considerations – as well as mechanical details and physical tasks required from preparation of a boat prior to through after the actual launch.

Comments on the difficulty of donning life jackets when in the water, the sixth ranked video concept, included confirmations of how critical this message is, that putting on life jackets once in-the-water is nearly impossible – and we should be able to show that readily, and that the degree of difficulty will surprise people who are unaware and make the point that wearing life jackets while underway is the right choice.

Responsibilities of recreational boat operators towards their passengers, the seventh ranked video concept, drew responses including how this is key for operators and should cover, among other aspects of this topic, aid to others, the golden rule, personal responsibilities, legal obligations under maritime law, basic courtesy, and a recommendation to include knowing what your wake can do in this topic.

The eighth ranked topic, special considerations for navigating in ocean bays and inlets, received the suggestion to make this video an intro to and promotional vehicle for the high-traffic waterway entrances drone video project that will be initiated as part of DML 6.0, and to use this video to underscore that the Nav Rules apply equally everywhere, while pointing out special considerations for these bodies of water.

New types of electronic visual distress signaling devices (VDS), the ninth ranked video concept, elicited comments that this video will provide a platform for showing new need-to-know approaches to VDS as well as new types of devices, to include the acceptability of electronically accessible rules of the road, and to point out the importance of electronic emergency communications messages as part of this.

The tenth ranked topic, capacity compliance and dangers associated with overloading boats, was considered as critical and one that has been observed to be a key topic with local law enforcement, and to consider including hunting from boats and low freeboard bass boats as examples in the video.

Stylistically, the videos will endeavor to convey simple conversations with the boating public driven by USPS interpretations of key takeaways from the latest recreational boating statistics. Expressing dangers, causes of accidents, and remedies in plain language will be emphasized. Shaming, not scaring the public to change behaviors will be a guide to tonality that positively promotes the safe boating lifestyle. Opportunities will not be missed to demonstrate the desired behaviors, such as showing life jackets being worn on the dock as well as underway or shooting from an angle to show rather than hide the use of a wearable ECOS. Diverse demographics including youths will be represented, including, potentially, by animations. Adding Tik Tok as a platform for this group will be explored. An informing metaphor will be the kind of conversation a parent would have with an adolescent child before turning over the keys to a car (8/3-9/30).

Performed annual back-up and updating of **America's Boating Channel** digital assets on two-terabyte (2 TB) hard drives (8/5). Conducted annual inventory of field production equipment, identifying items needing repair or replacement; began process for evaluating new hardware options for drone video project. Reconfigured access settings to facilitate entering HTML code for weekly content updates. Continued prominent display of bit.ly/SubscribetoABC to facilitate automated YouTube channel subscriptions. Reviewed procedures for selecting production equipment, crews, talent, locations, vessels, materials, and creation of shooting schedule for ten (10) new videos and drone video project. Updated field production manual with new forms for on-camera participants and contributors of production elements for new video series as well as new social distancing safety hygiene protocols for field production adapted and tested earlier during COVID-19 pandemic. Initiated development of field production matrix for Season Six videos. Revised submission and approval process and procedures for additional USPS owned and third-party content. Prepared sample scripts to conduct remote auditions for two (2) male and two (2) female narrators with Sajak Broadcasting and freelancers for narration tracks. Renewed SmartSound license agreement for theme background music (8/3-9/30).

Updated viewership maintenance and growth plan with new graphical elements and insider information including behind-the-scenes photo albums to comprise a ten-week reprise and relaunch of Season Five videos 11/12-1/14 as "In Case You Missed It (ICYMI)" and run for ten (10) weeks: Fridays – launch new title as "Featured Now" on website homepage and across eight (8) top social media networks, Mondays – Facebook-Instagram boost, Wednesdays – Facebook-YouTube final cross-promotion. Schedule to feature 11/12 "KNOWLEDGE VERSUS SKILLS," 11/19 "WEAR AN ECOS," 11/26 "INFLATABLE LIFE JACKETS," 12/3 "CARBON MONOXIDE DANGERS," 12/10 "COLLISION AVOIDANCE,"

12/17 “BUI FATALITIES,” 12/24 “NEW LABEL BENEFITS,” 12/31 “FIRE EXTINGUISHER STANDARDS, 1/7 “BASIC MARINE COMMUNICATIONS,” and 1/14 “COLD WEATHER BOATING.”

Began planning revised post-production activities focused on re-packaging of videos produced in prior Season Three (DML 3.0) from two (2) pull-outs from each long-form video as one-to-two minute (1:00-2:00) short-form videos to a much higher number of much shorter pull-outs, approximately fifteen-to-thirty seconds (0:15-0:30) each, to serve a promotional plan delivering much greater frequency starting in mid-January 2022 (8/3-9/30).

America’s Boating Channel’s video viewership stimulation plan is also being updated to include a series of activities designed to inform the boating public about the inherent risks associated with boating, to persuade the public to adopt safe boating behaviors, and to remind them of these behaviors. The ongoing social media based promotional program is being further amplified by migrating from the previous “Featured This Week” approach, introducing a different video title every Friday, which was changed starting with the August semi-weekly trial of new title promotions as “Featured Now,” to a new promotional plan that will deliver much higher frequency, “Today’s Feature,” introducing a different video title every day throughout the year, and will create a complementary program for Boat Live 365 to extend this online viewership campaign with personally staffed local events (8/3-9/30).

Processed initial suggestions of potential locations for conducting a beta test of the new video concept that will feature drone shots with narrative explanations of returning and leaving high-traffic US waterways to prepare recreational boaters for their first sorties into these ports, harbors, rivers, and other high traffic entrances: e.g., north of Potomac River on a flood tide, mouth of Delaware River, Lake Huron – St. Clair River connection, TN River when dams are spilling with opposing wind, based on recommendation to show potentially dangerous waters where wind opposing current could create square wakes as part of the series (9/3-9/30). The beta test will include developing a training system with production technical details and processes for creating such videos, as well as trying out business models, evaluating sponsorship alternatives, and exploring potential strategic alliances for rolling out the program nationwide.

Included introduction to Season Six (DML 6.0) project components in “**America’s Boating Channel Update**” seventy-five-minute (75:00) seminar conducted at USPS Fall Governing Board in Raleigh, NC Meeting (9/3) and also distributed on YouTube (9/3-9/30). Further introduced Season Six in article for USPS National Educational Department semi-annual publication *Currents* (7/1) and **America’s Boating Channel** section for NEO article for *The Ensign* magazine (9/16). Agreed to feature status of Season Six Planning in **America’s Boating Channel Updates** for USPS Districts 5, 9, and 26 Fall Educational Conferences (9/3, 9/30, and 9/24) in October and November.

October – December 2021

Completed year-end viewership analysis for **America’s Boating Channel** (12/30). During 2021, recreational boaters invested ten-thousand seven-hundred eleven (10,711) hours viewing **America’s Boating Channel’s** safe boating and boater education videos on YouTube, generating two-million eight-hundred ninety-eight thousand (2,898,000+) impressions. Top ten (10) titles for 2021 and number of views for each were “Navigation Rules FAQ:” 37,702 views; “PWC Person Overboard and Roll-Overs:” 24,606 views; “Stopping a Boat on Plane:” 21,977 views; “Docking:” 20,807 views; “Life Jackets for Children:” 18,633 views; “Choosing the Best Life Jacket:” 15,397 views; “PWC Docking:” 14,563 views; “Anchoring a Boat:” 10,100 views; “Getting on Plane & Operating on Plane:” 8,680 views; and “MMSI:” 7,530 views. During 2021, added one-thousand three-hundred forty-one (1,341) new subscribers with 96% of viewing from non-subscribers. 46% of **America’s Boating Channel** viewers were aged 35-54, 38% were aged 18-34, 16% were 55+. 89% of viewers were male. 52% were U.S. based. 66.5% of **America’s Boating Channel’s** YouTube impressions were generated externally driving a 5.7% click-through rate resulting in one-hundred sixty-three thousand seven-hundred sixty-six (163,766) of service’s two-hundred fifty-three thousand eight-hundred nineteen (253,819) video views.

Generated seventy-two (72) custom reports showing views of **America's Boating Channel** videos for each month since service's launch in 2016 through year-end 2021 for internal USPS educational activities analysis (12/14-12/17).

Analyzed **America's Boating Channel** Facebook page activity for calendar year 2021: page posts reached fifty-one-thousand four-hundred forty (51,440) people with twelve-thousand four-hundred sixty-seven (12,467) engagements (12/30). Continued cross-promoting US Sailing Team (USST) high-profile activities as channel partner leveraging aspirational, glamorous, and patriotic appeal of Olympics with periodic video cross-promotions on Facebook page (10/1-12/30).

Confirmed cable television carriage of ten (10) **America's Boating Channel** Season Five videos with Caribbean Broadcast Network (CBN-TV) on cable channels reaching 170,000+ TV households in the Caribbean islands, in addition to continued carriage of previously supplied **America's Boating Channel** Seasons One through Four videos (10/1). Produced thirty second (0:30), sixty-second (0:60), and two-minute (2:00) **America's Boating Channel** radio PSAs for CBN co-owned radio stations (10/8).

Teamed with Cdr John Goebel, St. Lucie River Squadron, to have "Life Jackets for Children" video become part of permanent continuous TV loop display at Children's Museum of the Treasure Coast with estimated 2,400 monthly views. (11/1-12/2).

Executed promotional campaign featuring branded video title screen art and messaging across leading social networks for continual viewership development. Implemented new template for accompanying publicity program press announcements through newswire services (10/1-12/30). Applied campaign elements initially to video premieres of final Season Five videos "BUI Fatalities" (10/8-10/14), "New Label Benefits" (10/15-10/21), "Fire Extinguisher Standards" (10/22-10/28), "Basic Marine Communications" (10/29-11/3), and "Cold Weather Boating" (11/4-11/10).

Continued viewership maintenance and growth plan with new graphical elements and insider information including behind-the-scenes photo albums to reprise Season Five videos 11/19-1/21 "In Case You Missed It (ICYMI):" Fridays – launch new title as "Featured Now" on website homepage and across eight (8) top social media networks, Mondays – Facebook-Instagram boost, Wednesdays – Facebook-YouTube final cross-promotion: 11/12 "Tribute to 2021 Field Producers & On-Camera Talent", 11/19 "Knowledge Versus Skills," 11/26 "Wear an ECOS," 12/3 "Inflatable Life Jackets," 12/10 "Carbon Monoxide Dangers," 12/17 "Collision Avoidance," 12/24 "New Label Benefits." Completion of campaign to feature 12/31 "BUI Fatalities," 1/7 "Fire Extinguisher Standards, 1/14 "Basic Marine Communications," and 1/21 "Cold Weather Boating."

Sourced content delivery network (CDN) vendor from five (5) alternative providers to enable completion of Roku developer program work (10/1-12/8). Submitted proposal including return-on-investment (ROI) scenarios to USPS Board of Directors to expand **America's Boating Channel** reach through placement of **America's Boating Channel** as smart TV app initially on Roku platform with fifty-five (55) million viewers and subsequently on Google TV, Amazon Fire TV, and Apple TV. Plan to include outreach to industry boating safety organization for adding video content on cost-sharing basis (12/8-12/13). Continued exploring distribution of **America's Boating Channel** videos as public service announcements (PSAs) on new free advertising streaming (FAST) video services (10/1-12/30).

Scheduled January meeting to reinstate publisher agreement for remotely serving online advertising compliant with USGC media guidelines using Marine Ad Network (MAN) for outsourced advertising after 2021 Q3-Q4 hiatus due to programmatic changes at MAN (12/20).

Updated "Coming Soon" website page to conform with working titles of Season Six videos (12/30). Entered HTML code

and customized YouTube channel for weekly content updates. Managed software maintenance for **America's Boating Channel** mobile apps on Apple iOS and Android platforms to address YouTube API updates and other technology changes to ensure that mobile apps continuously promote and play videos, playlists, and compilations from **America's Boating Channel** on YouTube (10/1-12/30). Continued support of America's Boating Club mobile app with prominent placement and links to **America's Boating Channel's** website for automatic playback of videos and prominent display of bit.ly/SubscribeABC to facilitate automated YouTube channel subscriptions (10/1-12/30).

Completed vetting by International Trade Council (ITC) and received GoGlobal 2021 Top Placer Award for Further Education (10/1-10/20). Earned further recognition for America's Boating Channel as Top Marine Media Outlet for 2021 with National Boating Industry Safety Award presented by Sea Tow Foundation at Marine Retailers Association of Americas (MRAA) National Dealer Week in Austin, TX (12/8).

Produced "**America's Boating Channel Update**" session for USPS Districts 5, 9, and 26, and distributed through ShareFile for all other District Fall Educational Conferences in modular format to fit various timeslots from fifteen minutes (15:00) to two-hours (120:00) with twelve (12) building blocks along with narration script in choice of presenter involvement levels from playing fully produced video segments, narrating live by local speakers with PowerPoint slides, or hybrid presenting with some pre-recorded video and some live-narrated slides. Content featured latest viewership data, results of ten (10) new Season Six video concepts ascertainment, and revised information about drone video project and social media marketing support based on feedback from USPS Fall Governing Board meeting (10/1-10/18).

Executed internal USPS communications program to distribute new broadcast and cable thirty-second (0:30) and one-minute (0:60) versions of **America's Boating Channel** promotional spot, originally produced in three-minute (3:00) online version, to increase awareness and drive additional viewership. Used new template for accompanying publicity program press announcements (10/1-12/30)

Researched, drafted, internally, reviewed, and submitted video script for "Fire Extinguisher Regulations" (10/1-10/27). Made ten (10) revisions, resubmitted script (11/29), and received approval (12/2).

Researched, drafted, internally, reviewed, and submitted video script for "Defensive Boating" (10/1-11/1). Made ten (10) revisions, resubmitted script (11/10), and received approval (11/15).

Researched, drafted, internally, reviewed, and submitted video script for "Electronic Charts and Virtual ATONS" (10/1-11/9) and received approval (11/10).

Researched, drafted, internally, reviewed, and submitted video script for "Commercial Traffic" (10/1-11/15). Made three (3) revisions, resubmitted script (11/19), and received approval (11/22).

Researched, drafted, internally, reviewed, and submitted video script for "Trailer a Boat" (10/11/22). Made seventeen (17) revisions, resubmitted script (11/29), and received approval (12/3).

Researched, drafted, internally, reviewed, and submitted video script for "Life Jacket Wear" (10/1-11/29). Made two (2) revisions, resubmitted script (12/2), and received approval (12/3).

Researched, drafted, internally, reviewed, and submitted video script for "Boat Operator Responsibilities" (10/1-12/6). Made six (6) revisions, resubmitted script (12/10), and received approval (12/14).

Researched, drafted, internally, reviewed, and submitted video script for "Navigating Inlets" (10/1-12/6). This video will also introduce and cross-promote drone video project focusing on high-traffic waterway entrances.

Researched, drafted, internally, reviewed, and submitted video script for “Electronic Visual Distress Signals” (10/1-12/13). Made fifteen (15) revisions, resubmitted script (12/17), and received approval (12/20).

Researched, drafted, internally, reviewed, and submitted video script for “Capacity Compliance” (10/1-12/14). Made twelve (12) revisions, resubmitted script (12/21), and received approval (12/22). Arranged “Capacity Compliance” polls to be conducted by USPS District Educational Officers (DEOs) and NASBLA state boating law administrators to ascertain which states have statutes requiring small boat operators to comply with capacity plate limits for information to be included in “Capacity Compliance” video (12/20-12/23).

Continued development of drone video project to be beta-tested during Season Six (DML 6.0) for national rollout thereafter featuring low altitude aerial footage with narrative explanations leaving from and returning to three major U.S. coastal inlets to prepare recreational boaters for their first sorties into these harbors, ports, rivers, and other high traffic entrances (10/1-12/30). Completed hardware evaluation with experienced FAA Part 107 licensed drone pilot /videographers engaged to acquire beta test drone video footage finalized selection of DJI Mavic Mini (10/1-12/27), and began outlining formulaic protocol with common script outline, shot list, and drone model-specific guidance on technical aspects for using local knowledge to customize videos for each inlet chosen for coverage (11/1-12/30). Began developing training module with field-production workflow elements from concept through capturing, logging, and uploading digital video files to cloud storage (12/1-12/30). Initiated internal communications to recruit USPS Members and Squadrons to participate at choice of three levels: 1) recommending inlets for coverage; 2) teaming with producers in preparing notes on unique aspects of recommended inlets for production; or 3) acquiring drones, shooting, and submitting video footage under professional supervision for inclusion in drone videos. Began developing device registration and Part 107 licensing process guidance. Produced “Introducing Drone Videos Project” video and presented to USPS National Educational Department Committee Chairs (12/28) and agreed to present to District Educational Officers 1/4, to be followed by internal distribution of video recording uploaded to bit.ly/DroneVideoProject. Prepared guidelines for submitting inlets to DRONES@AmericasBoatingChannel.com (12/10-12/30). Solicited support of P/V/C Bob Brandenstein also to offer participation to Coast Guard Auxiliary (CGAUX) membership. (12/28). Designed “Navigating Inlets” full-length video to provide guidance applicable to most, if not all, inlet crossings for boaters to view first and then watch drone video(s) for specific inlet(s) they plan to cross (10/1-12/6). Post-production will be centrally managed for consistency of look-and-feel, which will include editing drone shots, applying graphics, recording narration tracks with professional voiceover talent, and branding final videos. Distribution for beta test will be from special sections of **America’s Boating Channel’s** website and YouTube channel and test will include trying out business models, evaluating sponsorship alternatives, and exploring potential strategic alliances for nationwide roll-out.

Processed initial suggestions of potential locations for drone video project beta test: Chatham or Newburyport, Massachusetts; Charleston Breachway, Rhode Island; the South Shore of New York’s Long Island; Absecon Inlet, Barnegat Inlet, or Cape May, New Jersey; Indian River, Delaware; Knapps Narrows or Kent Narrows, Maryland; the Outer Banks and the Hatteras or Oregon inlets, North Carolina; Boynton Beach, Fort Pierce, Haulover, Jupiter, Sebastian, St. Lucie or Stuart Inlets, Florida; Columbia River bar, Oregon; Golden Gate or Oceanside Harbor, California (10/1-12/28).

Incorporated safety protocols into operations manual for 2022 field production based on 2021 experience during coronavirus pandemic for capturing original footage for ten (10) new original Season Six videos and three (3) drone video project videos (11/1-11/30). Developed communications plan for notification to prospective on-camera participants in advance (12/1-12/30). Finalized process for selecting production equipment, crews, talent, locations, vessels, materials and shooting schedule and continued development of field production matrix. Conducted remote auditions for two (2) male and two (2) female narrators with Sajak Broadcasting and freelancers for narration tracks. (10/1-12/18).

Continued planning revised post-production activities focused on re-packaging of videos produced in prior Season Three (DML 3.0) from two (2) pull-outs from each long-form video to higher number of shorter pull-outs, approximately fifteen-to-thirty seconds (0:15-0:30) each, to serve trial promotional plan delivering daily rather than weekly frequency. Migration to higher frequency will be gradual through DML 6.0 term with benchmarking of viewership impacts at levels starting with semi-weekly in mid-January 2022 to daily immediately following public launch of Season Six full-length videos. (10/1-12/30).

Finalized agenda for **America's Boating Channel** to present one (1) seminar and one (1) workshop at USPS 2022 Annual Meeting and to produce Chapman Awards presentation video. Participated in discussions of potential virtual meeting production requirements in case of physical meeting cancellation (11/1-11/30).

Provided **America's Boating Channel** viewership article to *USPS Currents* (11/11) and monthly updates to *USPS Member News* (10/1-12/1).

Registered to attend, submitted session information, and recruited two co-speakers for IBWSS 2022 to present live on March 16 in Washington, DC (11/3).

January – March 2022

Completed quarterly viewership analysis for **America's Boating Channel** (3/30). During the first quarter of 2022, recreational boaters invested two-thousand thirty-eight (2,038) hours viewing **America's Boating Channel's** safe boating and boater education videos on YouTube, generating five-hundred fifteen thousand eight-hundred fifty-five (515,855) impressions. The top ten (10) titles for Q1 and number of views for each were "Navigation Rules FAQ:" 7,069 views; "PWC Person Overboard and Roll-Overs:" 4,809 views; "Docking:" 3,194, views; "Life Jackets for Children:" 3,121 views; "Choosing the Best Life Jacket:" 2,919 views; "Stopping a Boat on Plane:" 2,676 views; "PWC Docking:" 1,486 views; "Basic Marine Communications:" 1,408 views; "Anchoring a Boat:" 1,044 views; and "MMSI:" 907 views. The service had thirty-eight-thousand two-hundred seventy-three (38,273) unique viewers during the quarter and added two-hundred ninety-five (295) new subscribers, with 96% of viewing from non-subscribers. 46% of **America's Boating Channel** viewers were aged 35-54, 32% were aged 18-34, 22% were 55+. 84% of viewers were male. 51% were U.S. based. 22.3% of **America's Boating Channel's** YouTube impressions were generated externally, with a 5.4% click-through rate resulting in twenty-seven thousand eight-hundred fifty-six (27,856) of the service's fifty-one thousand seven-hundred thirty-five (51,735) total video views from 12/1-3/30. Briefed incoming USPS National Administrative Officer (NAO) on YouTube analytics and channel viewership metrics (2/26).

Analyzed **America's Boating Channel** Facebook page activity for Q1: page posts reached twenty-six-thousand six-hundred twenty (26,620) people (3/30). Continued cross-promoting US Sailing Team (USST) high-profile activities as channel partner leveraging aspirational, glamorous, and patriotic appeal of Olympics with periodic video cross-promotions; added frequent boating safety news headlines and bulletins on Facebook page (1/1-3/30).

Confirmed continuing cable television carriage of previously supplied **America's Boating Channel** Seasons One through Five videos with Caribbean Broadcast Network (CBN-TV) on cable channels reaching 170,000+ TV households in the Caribbean islands and thirty second (0:30), sixty-second (0:60), and two-minute (2:00) **America's Boating Channel** radio PSAs on CBN co-owned radio stations (2/1); "Life Jackets for Children" video on permanent continuous TV loop display at Children's Museum of the Treasure Coast with estimated 2,400 monthly views. (2/14).

Completed viewership maintenance and growth plan with new graphical elements and insider information including behind-the-scenes photo albums to reprise Season Five videos (1/1-1/21): 1/1 "BUI Fatalities," 1/7 "Fire Extinguisher

Standards, 1/14 “Basic Marine Communications,” and 1/21 “Cold Weather Boating.” Reprised Season Five Credit Roll (1/28).

Conducted trial of daily title promotions in February using “Featured Now” tool for channel subscribers and visitors: “Knowledge Vs. Skills” (2/1), “Wear an ECOS” (2/2), “Inflatable Life Jackets” (2/3), “Carbon Monoxide Dangers” (2/4), “Collision Avoidance” (2/5), “BUI Fatalities” (2/6), “New Label Benefits” (2/7), “Fire Extinguisher Standards” (2/8), “Basic Marine Communications” (2/9), “Cold Weather Boating” (2/10), “Boater Education” 2/11, “Engine Cut-Off Devices” 2/12, “Life Jacket Care” 2/13, “Behavioral Consequences” 2/14, “Introducing ATONS” 2/15, “Dispelling BUI Myths” 2/16, “Life Jacket Labels” 2/17, “Electric Shock Drowning” 2/18, “Cleat Hitch” 2/19, “Clove Hitch” 2/20, “Square Knot” 2/21, “Bowline” 2/22, “Sheet Bend” 2/23, “Round Turn with Two Half-Hitches” 2/24, “Figure Eight Knot” 2/25, “Cold Water Survival 2/26, “Navigation Rules FAQ” 2/27, and “Wear a Life Jacket” 2/28.

Supplemented USPS Board of Directors proposal as requested with additional return-on-investment (ROI) scenarios to expand **America’s Boating Channel** reach through placement of **America’s Boating Channel** as smart TV app initially on Roku platform with fifty-five (55) million viewers and subsequently on Google TV, Amazon Fire TV, and Apple TV. Began outreach to industry boating safety organization for adding video content on cost-sharing basis with positive responses from initial contacts ranging from American Boat & Yacht Council to Water Sports Foundation. (1/15-3/30).

Sourced technology provider and distribution agent from five (5) alternative providers to develop linear free ad-supported streaming (FAST) video channel to feature **America’s Boating Channel** videos as public service announcements (PSAs) interspersed with other boating safety, boater education, and boating lifestyle information and entertainment videos. Began negotiating technical and operational procedures and financial arrangements, with discussions continuing into April (1/1-3/30).

Continued support from USPS online and mobile properties with prominent placement and links to **America’s Boating Channel’s** YouTube channel for automatic playback of videos and prominent display of bit.ly/SubscribetoABC to facilitate automated subscriptions (1/1-3/30).

Provided radio interview to KRMS *NoWakeZone* on “BUI Fatalities” (1/20). Provided video interview to Sea Tow Foundation for America’s Boating Channel Top Marine Media Outlet National Boating Industry Safety Award to be released in Q3 (2/24).

Made eighteen (18) requested revisions for “Navigating Inlets” video script, resubmitted for further USCG review, and received approval. This video will also introduce and cross-promote drone video project focusing on high-traffic waterway entrances (1/13-1/19).

Created field production matrix for Season Six videos (1/19-1/26): “Fire Extinguisher Regulations” – b-roll, boats 1-3, “Defensive Boating” – b-roll, boats 1-7, “Electronic Charts and Virtual ATONS” – b-roll, boats 1-3, “Commercial Traffic” – b-roll, boats 1-3, “Trailer a Boat” – b-roll, boats 1-3, “Life Jacket Wear” – boats 1-5, “Boat Operator Responsibilities” – b-roll, boats 1-5, “Navigating Inlets” – b-roll, boats 1-4, “Electronic Visual Distress Signals” – b-roll, boats 1-3, “Capacity Compliance” boats 1-6.

Conducted “Capacity Compliance” poll among USPS District Educational Officers (DEOs) to ascertain which states have statutes requiring small boat operators to comply with capacity plate limits for information to be included in “Capacity Compliance” video (1/1-2/20). Poll among NASBLA state boating law administrators underway (1/1-3/30).

Recorded, mixed, edited narration track for “Fire Extinguisher Regulations” (1/19-1/25).

Recorded, mixed, edited narration track for “Defensive Boating” (1/26-2/1).

Recorded, mixed, edited narration track for “Electronic Charts and Virtual ATONS” (2/2-2/8).

Recorded, mixed, edited narration track for “Commercial Traffic” (2/9-2/15).

Recorded, mixed, edited narration track for “Trailing a Boat” (2/16-2/22).

Recorded, mixed, edited narration track for “Life Jacket Wear” (2/23-3/1).

Recorded, mixed, edited narration track for “Boat Operator Responsibilities” (3/2-3/8)

Recorded, mixed, edited narration track for “Navigating Inlets” (3/9-3/15)

Recorded, mixed, edited narration track for “Electronic Visual Distress Signals” (3/16-3/22).

Recorded, mixed, edited narration track for “Capacity Compliance” (3/23-3/29).

Implemented operations manual safety protocols for 2022 field production based on 2021 experience during coronavirus pandemic for capturing original footage for ten (10) new original Season Six videos and three (3) drone video project videos (1/1-3/30). Executed communications plan for notification to prospective on-camera participants in advance (1/1-3/30).

Planned and conducted field production at Tybee Light Squadron (3/7-3/15) with 10 boats, 47 participants, capturing more than five hundred (500+) shot sequences including all scenes for “Commercial Traffic.”

Planned field production at Chattanooga Squadron for 6/21-6/28 including all scenes for “Life Jacket Wear” plus additional shots (1-26-3/9); planned field production at Patchogue Bay for 5/30-6/9 including all scenes for “Navigating Inlets” plus additional shots (3/9-3/16).

Planned field production for Lake Murray Squadron for 4/24-5/2 to include all principal videography for “Trailing a Boat” and several other Season Six videos. Recruited field producers, TowBoatUS franchisee, and six (6) boat operators. Secured venue clearances for Flotilla Island, Lake Murray Marina, and Lighthouse Marina (3/4-3/30). Agreed to provide trailing video to USPS Outreach Committee for updating seminar (3/25).

Recruited two (2) boat operators and two (2) passengers from Annapolis and Kent Narrows Squadrons for video recording sessions on 4/4 to enable completing field production, editing, and obtaining approval for “Fire Extinguisher Regulations” for 4/20 public release to coincide with effective date of new rule (3/16-3/30).

Continued development of drone video project to be beta-tested during Season Six (DML 6.0) featuring low altitude aerial footage with narrative explanations leaving from and returning to three (3) major U.S. coastal inlets to prepare recreational boaters for their first sorties into these harbors, ports, rivers, and other high traffic entrances. New “Inlet Drone Videos” offering to be rolled-out nationally in 2023 upon successful completion of 2022 trial (1/1-3/30).

Completed demo equipment acquisition and conducted workshop to introduce previously selected model drone, DJI Mavic Mini, to prospective project participants, with FAA Part 107 drone videographer, at USPS National Annual Meeting in Ponte Vedra, FL under venue-use agreement with Marriott Sawgrass hotel. Created video recording of unboxing and flight demonstration distributed to USPS Members at bit.ly/DroneVideoWorkshop (1/1-2/27).

Recruited two (2) local knowledge experts and two (2) licensed drone pilots for first inlet drone video field production at Cape Fear, NC. Planned content, shot sequence, post-production process, and production schedule for 4/19-4/23 (2/1-3/30).

Continued developing training module with field-production workflow elements from concept through capturing, logging, and uploading digital video files to cloud storage (1/1-3/30). Post-production will be centrally managed for consistency of look-and-feel, which will include editing drone shots, applying graphics, recording narration tracks with professional voiceover talent, and branding final videos. Distribution for beta test will be from special sections of **America's Boating Channel's** website and YouTube channel and test will include trying out business models, evaluating sponsorship alternatives, and exploring potential strategic alliances for nationwide roll-out.

Processed suggestions of potential locations for drone video project beta test in addition to previously submitted twenty (20): Atlantic Beach, NC; Chatham Bar, MA; Columbia River Bar, OR; Daytona Beach, FL; Galveston Bay, TX; James River, VA; Maumee Bay, OH; Norwalk Harbor, CT; Oceanside Harbor, CA; Ponce Inlet, FL; Sandusky Bay, OH; and Sarasota Pass, FL (1/1-3/30).

Continued planning revised post-production activities focused on re-packaging of videos produced in prior Season Three (DML 3.0) from two (2) pull-outs from each long-form video to higher number of shorter pull-outs, approximately fifteen-to-thirty seconds (0:15-0:30) each, to serve trial promotional plan delivering daily rather than weekly frequency. Migration to higher frequency will be gradual through DML 6.0 term with benchmarking of viewership impacts at various levels (1/1-3/30).

Edited Boating Skills Virtual Trainer (BSVT) promotional internet video and broadcast TV spot for Mid-Atlantic Boat Show (1/30-2/8). Presented "**America's Boating Channel Update**" seminar and drone video workshop at USPS 2022 Annual Meeting and produced Chapman Awards presentation video. (1/1-2/26). Prepared "**America's Boating Channel Update**" for USPS District 5 Spring Conference 4/2 presentation and all other districts upon request (2/28-3/2). Provided Drone Video Project article to *USPS Currents* (1/5), Smart TV article to *Mark 5* (3/14), and monthly updates to *USPS Member News* (1/1-3/1). Attended IBWSS 2022 in Washington, DC, presented "Season Six" seminar, received Communication Award for Season Five as best Video Public Service Announcement (PSA) Series (3/16).

April – June 2022

Completed quarterly viewership analysis for America's Boating Channel. During the second quarter of 2022, recreational boaters invested three-thousand two-hundred three (3,203) hours viewing **America's Boating Channel's** safe boating and boater education videos on YouTube, generating seven-hundred seventy-five thousand nine-hundred sixty-two (775,962) impressions. The top ten (10) titles for Q2 and number of views for each were "PWC Person Overboard and Roll-Overs:" 11,258 views; "Navigation Rules FAQ:" 8,551 views; "Life Jackets for Children:" 6,124 views; "Stopping a Boat on Plane:" 4,088 views; "Choosing the Best Life Jacket:" 3,994 views; "Docking:" 3,789 views; "NAV Rules and Boat Lights:" 3,042 views; "PWC Docking:" 2,914 views; "Life Jackets for Children – Doing It Right:" 2,537 views; and "How Life Jackets Save Lives:" 1,944 views. The service had fifty-eight-thousand three hundred (58,300) unique viewers during the quarter and added four-hundred twenty-five (425) new subscribers, with 97% of viewing from non-subscribers. 45% of **America's Boating Channel** viewers were aged 35-54, 36% were aged 18-34, 19% were 55+. 87% of viewers were male. 58% were U.S. based. 39.4% of **America's Boating Channel's** YouTube impressions were generated through YouTube search, with a 7.4% click-through rate resulting in thirty-thousand seven-hundred sixty-one (30,761) of the service's seventy-eight thousand eighty-five (78,085) total video views from 4/1-6/30. Compared to Q1, hours of viewing increased by one-hundred fifty-seven percent (157%), number of impressions generated increased by one-hundred fifty percent (150%), and total number of video views increased by one-hundred fifty-one percent (151%) (6/30).

Analyzed **America's Boating Channel** Facebook page activity for Q2: reached twelve-thousand six-hundred forty-one (12,641) people (6/30). Continued cross-promoting US Sailing Team (USST) high-profile activities as channel partner leveraging aspirational, glamorous, and patriotic appeal of Olympics with periodic video cross-promotions; along with frequent boating safety news headlines and bulletins on Facebook page (4/1-6/30).

Created and reviewed on-camera talent notes and conducted video recording sessions with two (2) boat operators and two (2) passengers from Annapolis and Kent Narrows Squadrons (4/4) to enable completing field production, editing, and obtaining USCG launch approval for "Fire Extinguisher Regulations" for 4/20 public release to coincide with effective date of new rule. Completed editing, submitted, and received approval for launch of download and closed-captioned streaming versions (4/5-4/11). Distributed video links to all USPS educational officers and vessel safety examiners, who previewed video 194 times prior to launch, and posted video on VSC webpage (4/12-4/19). Completed earned and social media launch campaign and featured title in new video-of-the-month offering on National Boating Federations e-magazine for April generating 1,925 views and 25 likes (4/20-5/4).

Planned and prepared project management documents (e.g., contact lists, equipment and properties inventories, video recording session schedule summaries) and individual participant on-camera talent notes; obtained liability insurance certificate for marina venue usage (4/1-4/23) and conducted field production at Lake Murray Squadron (4/24-4/30) with 16 boats, 39 participants, and TowBoat US vessel. Captured one thousand (1,000+) shot sequences including all scenes for "Trailer a Boat" in video recording sessions with five (5) boat operators and four (4) passengers (4/25-4/26) to enable completing field production, editing, and obtaining USCG launch approval for 5/21 public release to kick-off National Safe Boating Week cross-promotion. Completed editing, submitted, and received approval for launch of download and closed-captioned streaming versions (4/27-5/16). Completed earned and social media launch campaign generating 906 views and 20 likes (5/21-6/30). Supplied USPS National Educational Department with two hundred (200) shot sequences from "Trailer a Boat" to source original graphical elements (video segments and freeze-frame still images) for in-process new Trailer a Boat Seminar offering (5/17-6/30).

Completed editing, submitted, and received approval for launch of download and closed-captioned streaming versions of "Electronic Visual Distress Signals" (4/5-5/24) for 5/26 public release as part of National Safe Boating Week cross-promotion. Completed earned and social media launch campaign generating 438 views and 11 likes (5/26-6/30).

Completed editing, submitted, and received approval for launch of download and closed-captioned streaming versions of "Commercial Traffic" (4/5-5/24) for 5/28 public release as immediate follow-on to National Safe Boating Week cross-promotion. Completed earned and social media launch campaign generating 376 views and 11 likes (5/28-6/30).

Planned and prepared project management documents (e.g., contact lists, equipment and properties inventories, video recording session schedule summaries) and individual participant on-camera talent notes (4/1-6/4) and conducted field production at Patchogue Bay Squadron (6/6-6/12) with 6 boats, 16 participants, and Sea Tow vessel. Captured eight hundred (800+) shot sequences including all scenes for "Navigating Inlets." Began editing "Navigating Inlets" for submission to USCG (6/13-6/30).

Planned and prepared project management documents (e.g., contact lists, equipment and properties inventories, video recording session schedule summaries) and individual participant on-camera talent notes (4/1-6/16); and conducted field production at Chattanooga Squadron (6/20-6/26) with 15 boats, 32 participants. Captured one-thousand two hundred (1,200+) shot sequences including all scenes for "Life Jacket Wear" and most outstanding scenes for "Defensive Boating," "Capacity Compliance," "Boat Operator Responsibilities," and "Electronic Charts and Virtual ATONS." Began

editing "Life Jacket Wear" for submission to USCG (6/27-6/30).

Conducted National Boating Safety Week (NSBW) cross-promotion campaign using "Featured Now" tool on AmericasBoatingChannel.com /**America's Boating Channel** on YouTube for channel subscribers and visitors with earned and social media highlighting topical safety tips with daily promotions of new and different videos: "Trailing a Boat" 5/21, "Wear a Life Jacket" 5/22, "Fire Extinguisher Regulations" 5/23, "BUI Fatalities" 5/24, "Wear an ECOS" 5/25, "Electronic Visual Distress Signals" 5/26, and Navigation Rules FAQ" 5/27. Added Scuttlebutt to social media mix (5/20). Shared links to videos daily (e.g., "A Monday safety message for National Safe Boating Week") across twenty (20) recreational boating Facebook group pages as well as third-party videos on National Safe Boating Week topics – between three (3) and six (6) daily – from national, state, and local agencies conveying variations on key themes of NSBW 2022. Substantially increased **America's Boating Channel** video viewership and social media engagement versus the immediately prior period. Video views surpassed 8,400 during NSBW versus the average of 5,000 per week the preceding three (3) weeks. Facebook posts reached more than 3,000 people with likes-and-shares exceeding 600 during the week versus the average of 1,650 and 400 respectively from 4/30 to 5/20 (5/21-5/27). Developed and announced (6/29) Operation Dry Water (ODW) cross-promotion campaign plan for 7/2-7/4 based on NSBW learning (6/3-6/30).

Provided Boat Live 365 with material (5/3-5/13) to use in cross-promotion of **America's Boating Channel** with access link in its newsletter distributed 6/20.

Executed non-disclosure agreement (NDA) 5/18, negotiated and entered revenue-sharing arrangement with Seably (5/18-6/20) for new international maritime educational offering targeting recreational vessel operators to feature free access to **America's Boating Channel** videos along with optional subscription offering for users to be tested on video content retention and to receive certificates. Supplied video content in three (3) tranches to Seably for developing supplemental material into thematic blocks, completing first module containing five (5) videos and starting second module (6/21-6/30).

Negotiated cross-promotional arrangement and provided links to download versions of all **America's Boating Channel** videos to BoatTest.com for embedding in its online newsletter as recurring cross-promotional tactic targeting 160,000 readers (4/13-4/20).

Confirmed continuing cable television carriage of previously supplied **America's Boating Channel** Seasons One through Five videos with Caribbean Broadcast Network (CBN-TV) on agreement to accept Season Six videos for cable channels reaching 170,000+ TV households in the Caribbean islands and thirty second (0:30), sixty-second (0:60), and two-minute (2:00) **America's Boating Channel** radio PSAs on CBN co-owned radio stations (5/16; "Life Jackets for Children" video on permanent continuous TV loop display at Children's Museum of the Treasure Coast with estimated 2,400 monthly views. (5/16).

Continued support from USPS online and mobile properties with prominent placement and links to **America's Boating Channel's** YouTube channel for automatic playback of videos and prominent display of bit.ly/SubscribetoABC to facilitate automated subscriptions (4/1-6/30).

Negotiated and executed Strategic Marketing Agreement with free navigation and social boating mobile app Argo (4/11-6/21) resulting in Argo promoting **America's Boating Channel** on its website's partner offers page to fifty thousand (50,000) registered app users and in its online newsletter distributed to users 6/29.

Cross-promoted video interview with Sea Tow Foundation for America's Boating Channel Top Marine Media Outlet National Boating Industry Safety Award (5/10-6/30).

Integrated revised post-production activities focused on re-packaging of videos produced in prior Season Three (DML 3.0) from two (2) pull-outs from each long-form video to higher number of shorter pull-outs approximately fifteen-to-thirty seconds (0:15-0:30) each with Tik-Tok young influencers promotion, to serve trial promotional plan delivering daily rather than weekly frequency (4/1-6/30).

Continued vendor evaluations and outreach to industry boating safety organization for adding video content on cost-sharing basis to proposed **America's Boating Channel** smart TV app to be launched initially on Roku platform with fifty-five (55) million viewers and subsequently on Google TV, Amazon Fire TV, and Apple TV; engaged in negotiations with prospective principal vendor 6/21. Negotiated operational and financial arrangements with previously identified technology provider to develop related smart TV linear free ad-supported streaming (FAST) video channel to feature **America's Boating Channel** videos as public service announcements (PSAs) interspersed with other boating safety, boater education, and boating lifestyle information and entertainment videos. Signed development agreement 6/29 (4/1-6/30).

Renewed domain validated (DV) SSL certificate for americasboatingchannel.com with inMotion Hosting (5/3).

Continued development of drone video project to be beta-tested during Season Six (DML 6.0) Received four (4) inquiries from new people to participate in inlet drone videos in response to USPS Member News piece (4/1). Worked with two (2) previously identified local knowledge experts and two (2) licensed drone pilots for the first inlet drone video field production at Cape Fear, NC. Planned shooting schedule, obtained Carolina Beach State Park and Fort Coastal Retreat and Conference Center take-off and landing venue authorizations, and shot drone video sequences (4/21-4/24). Narrowed down suggestions of potential locations for drone video project beta test in addition from previously submitted twenty (20) to Florida and Pacific Northwest 4/1-6/30).

Conducted "**America's Boating Channel** Update" sessions for USPS District 5 Spring Conference (4/2) and District 3 meeting (6/10). Provided monthly updates to USPS Member News (4/1-6/1). Presented "Man Overboard" for USPS at Norfolk Yacht & Country Club (4/23). Produced two (2) online town hall sessions for USPS Ad-Hoc Reorganization Committee including rehearsals, presentations, video recordings and distribution (4/10-5/20). Demonstrated repurposing of camera master videos to source original graphics (high definition [HD] video segments and freeze-frame still images) for USPS National Educational Department Rear Commanders using sailing sequences from "Collision Avoidance" (5/9-5/24). Agreed to develop and began work on two (2) **America's Boating Channel** sessions (5/25-6/30) for USPS National Governing Board Meeting in Raleigh, NC 9/11-9/18.

July – September 2022

Completed quarterly viewership analysis for America's Boating Channel. During the third quarter of 2022, recreational boaters invested two-thousand four-hundred ninety-eight (2,498) hours viewing **America's Boating Channel's** safe boating and boater education videos on YouTube, generating five-hundred ninety-three thousand one (593,001) impressions. The top ten (10) titles for Q3 and number of views for each were "PWC Person Overboard and Roll-Overs:" 12,280 views; "Navigation Rules FAQ:" 6,120 views; "Life Jackets for Children:" 2,987 views; "Choosing the Best Life Jacket:" 2,729 views; "Life Jackets for Children – Doing It Right:" 2,705 views; "Stopping a Boat on Plane:" 2,570 views; "NAV Rules and Boat Lights:" 2,161 views; "Basic Marine Communications:" 2,087 views; "Docking:" 2,074 views; and "PWC Docking:" 1,939 views.

The service had forty-seven-thousand four hundred (47,400) unique viewers during the quarter and added three-hundred nineteen (319) new subscribers, with 96% of viewing from non-subscribers. 46% of **America's Boating Channel** viewers

were aged 35-54, 34% were aged 18-34, 20% were 55+. 83% of viewers were male. 56% were U.S. based. 40.7% of **America's Boating Channel's** YouTube impressions were generated through YouTube search, with a 6.5% click-through rate resulting in twenty-four-thousand seven-hundred ninety-seven (24,797) of the service's sixty-thousand nine-hundred nine (60,909) total video views from 7/1-9/30.

Compared to Q3 2021, hours of viewing increased by two-tenths of one percent (0.2%) and total number of video views increased by one and eight-tenths percent (1.8%) (9/30). Also analyzed **America's Boating Channel** Facebook page activity for Q3: reached seven-thousand ninety-one (7,091) people (9/30).

Analyzed viewership for the prior twelve (12) month period: for the second and third quarters of 2022 (2Q - 3Q '22) versus the fourth quarter of 2021 and first quarter of 2022 (4Q '21 - 1Q '22), views of **America's Boating Channel** videos increased sixty-three percent (63%) with sixty-six percent (66%) more hours of viewing and thirty-six percent (36%) more impressions generated. The share of female viewership grew forty-six percent (46%), the percentage of viewers 18-54 remained above eighty percent (81%), and the percentage of viewing from US and Canada grew by twenty-one percent (21%). From 4/1/22 to 9/30/22, **America's Boating Channel** added eight hundred fifty-four (854) subscribers and had 155,235 views for 6,300 hours watched, generating 1.5 million impressions. 88% of the audience was male, with 81% 18-54 years of age and 19% 55+. 63% of viewing was from the US and Canada. **America's Boating Channel** Facebook page posts reached 16,966 people. For the prior six-month period, 10/1/21-3/31/22, the service added five hundred thirty (530) subscribers and had 95,079 views for 3,800 hours watched, generating 1.1 million impressions. 92% of the audience was male, with 82% 18-54 years of age and 18% 55+. 52% of viewing was from the US and Canada. **America's Boating Channel** Facebook page posts reached 50,755 people.

Completed editing download and closed-captioned streaming versions, including opening, and closing animations, credit roll, videos, and graphics, narration tracks and musical background, conducted review-through-approval process, and prepared promotional thumbnail image, text summary, and press release for launch of "NAVIGATING INLETS" (7/1-7/8).

Completed editing download and closed-captioned streaming versions, including opening, and closing animations, credit roll, videos, and graphics, narration tracks and musical background, conducted review-through-approval process with changes in two (2) scenes, and prepared promotional thumbnail image, text summary, and press release for launch of "LIFE JACKET WEAR" (7/8-7/15).

Completed editing download and closed-captioned streaming versions, including opening, and closing animations, credit roll, videos, and graphics, narration tracks and musical background, conducted review-through-approval process, and prepared promotional thumbnail image, text summary, and press release for launch of "DEFENSIVE BOATING" (7/12-7/19).

Completed editing download and closed-captioned streaming versions, including opening, and closing animations, credit roll, videos, and graphics, narration tracks and musical background, conducted review-through-approval process, and prepared promotional thumbnail image, text summary, and press release for launch of "CAPACITY COMPLIANCE" (7/18-7/25).

Completed editing download and closed-captioned streaming versions, including opening, and closing animations, credit roll, videos, and graphics, narration tracks and musical background, conducted review-through-approval process, and prepared promotional thumbnail image, text summary, and press release for launch of "BOAT OPERATOR RESPONSIBILITIES" (7/19-7/26).

Completed editing download and closed-captioned streaming versions, including opening, and closing animations, credit roll, videos, and graphics, narration tracks and musical background, conducted review-through-approval process, and

prepared promotional thumbnail image, text summary, and press release for launch of “DIGITAL CHARTS AND VIRTUAL ATONS” (7/20-7/27).

Conducted cross-promotional marketing campaign for Operation Dry Water’s Fourth of July Weekend, which featured **America’s Boating Channel’s** four (4) BUI-themed videos in daily social media blasts with coverage in Sports Media Report and cross-promotion in social media (7/1-7/4).

Identified and recruited second influencer for in-process Tik Tok campaign targeting young boaters (7/5).

Continued support from USPS online and mobile properties with prominent placement and links to **America’s Boating Channel’s** YouTube channel for automatic playback of videos and prominent display of bit.ly/SubscribeABC to facilitate automated subscriptions (7/1-9/30).

Announced launch of “NAVIGATING INLETS” with media alerts in fifteen (15) online newswire services (7/15) followed by public premiere of video on YouTube with simultaneous release on eight (8) leading social networks (7/16).

Provided USCGAUX, in response to request, with links to series of six (6) **America’s Boating Channel** PWC safe operations videos for integration in educational materials.

Announced launch of “LIFE JACKET WEAR” with media alerts in fifteen (15) online newswire services (7/22) followed by public premiere of video on YouTube with simultaneous release on eight (8) leading social networks (7/23). Re-edited scenes per input from USCGAUX and replaced original video (7/28).

Announced launch of “DEFENSIVE BOATING” with media alerts in fifteen (15) online newswire services (7/29) followed by public premiere of video on YouTube with simultaneous release on eight (8) leading social networks (7/30).

Created **America’s Boating Channel** Update article upon request for fall edition “Mark 5” USPS District 5 online publication.

Reached agreement with Kyle Media principal and technology leader to commence launching **America’s Boating Channel** video direct-play links on Scuttlebutt, its new mobile app for boaters, day-and-date with the video premieres on leading social networks (8/4).

Announced launch of “CAPACITY COMPLIANCE” with media alerts in fifteen (15) online newswire services (8/5) followed by public premiere of video on YouTube with simultaneous release on nine (9) leading social networks (8/6).

Provided technical support to embed “KNOWLEDGE VS. SKILLS” video in USPS Instructor Development materials (8/7).

Received cross-promotional materials from recreational boater navigation mobile app Argo to fulfill terms of strategic marketing agreement (8/9).

Evaluated ads-connect.co, iCrowdNewswire, News Information Engine, and Intelligent Relations.com as potential

additions to earned media promotional mix (8/11-8/18).

Provided additional graphics and metadata, conducted review of operational elements for first tranche of five (5) America's Boating Channel videos, and commercially launched Seably international educational subscription featuring **America's Boating Channel** videos at <https://www.seably.com/organizations/america-s-boating-channel> (8/5-8/12).

Created interactive full-page ad for Fall edition of USPS National Educational Department publication "*Currents*" featuring thumbnail title images for ten (10) Season Six videos with links that automatically click-and-play each video (8/10-8/12).

Announced launch of "BOAT OPERATOR RESPONSIBILITIES" with media alerts in fifteen (15) online newswire services (8/12) followed by public premiere of video on YouTube with simultaneous release on nine (9) leading social networks (8/13).

Announced launch of "DIGITAL CHARTS AND VIRTUAL ATONS" with media alerts in fifteen (15) online newswire services (8/19) followed by public premiere of video on YouTube with simultaneous release on nine (9) leading social networks (8/20). Per Navigation Committee request, added promotional piece in USPS Member News (8/20).

Discussed live streaming 2023 USPS National Annual Meeting as an **America's Boating Channel** presentation. Researched Orlando video production companies with expertise in event live streaming per request from USPS NAO and recommended three (3) for consideration.

Conducted Labor Day Weekend promotion campaign with tagline "Enjoy the Ride – Don't Collide" featuring four (4) **America's Boating Channel** collision avoidance themed videos (9/1-9/4).

Provided graphics from "**America's Boating Channel LIVE**" for Media Interview article in USPS publication "The Ensign" (9/1-9/2).

Began ten (10) week re-launch promotional program for Season Six videos with media alerts followed by release of behind-the-scenes photo albums for fans, YouTube featured-now video promotion, and additional social media messaging with "FIRE EXTINGUISHER REGULATIONS" (9/15-9/21).

Continued re-launch promotional program for Season Six videos with media alerts followed by release of behind-the-scenes photo albums for fans, YouTube featured-now video promotion, and additional social media messaging with "DEFENSIVE BOATING" (9/22-9/28).

Continued re-launch promotional program for Season Six videos with media alerts followed by release of behind-the-scenes photo albums for fans, YouTube featured-now video promotion, and additional social media messaging with "DIGITAL CHARTS AND VIRTUAL ATONS" (9/29-9/30).

Reached cable television carriage agreement for ten (10) **America's Boating Channel** Season Six videos with Caribbean Broadcast Network (CBN-TV) for playback on cable channels reaching 170,000+ TV households, and for audio tracks of the videos for playback on CBN-RADIO reaching 410,000 radio listeners in the Caribbean islands, in addition to continued carriage of "**America's Boating Channel LIVE (ABC-LIVE)**" and one-hundred-four (104) Seasons One through Five **America's Boating Channel** videos (68 full-length and 36 short-form) (8/15-9/30). Provided broadcast quality download versions of ten (10) Season Six videos to CBN-TV and produced and provided ten (10) audio tracks to CBN-Radio (9/30).

Conducted drone video project field production at Haulover Inlet, FL with local expert, professional boat captain, and

FAA Part 107 licensed drone videographer (8/9-8/12); negotiated for take-off and landing points with Washington State Parks (8/1-8/18); field production at Columbia River Bar, WA/OR with two (2) local experts, two (2) professional boat captains, and FAA Part 107 licensed drone videographer (8/24-8/27) capturing remainder of required video footage for beta test with previously recorded Cape Fear footage.

Refined formulaic video capture protocols and training materials for Inlet Drone Videos squadron member participation based on Cape Fear, Haulover, and Columbia River Bar field production learning to include addition of two (2) gimballed onboard boat cameras attached to rails; one (1) handheld onboard boat camera; foul weather guidance; take-off and landing points selection and permission guidance; concepts for opening visuals; and three-dimensional GPS-like animations of boat icon moving across NOAA charts indicating preferred channels and showing optimal inlet navigation (9/23-9/30).

Completed Inlet Drone Videos beta test, including NOAA chart acquisition and processing for animations (8/23-8/28); video script drafting and internal script reviews with local experts for “CAPE FEAR,” “HAULOVER,” and “COLUMBIA RIVER BAR” (8/1-9/5); selection, licensing and acquisition of new music background for Inlet Drone Videos (8/16-9/2); video script submissions to USCG for review (9/6); USCG video script approvals (9/7); scratch track recording, editing, and mixing (9/8-9/9); beta animation production (9/7-9/9); editing of videos (9/10-9/15); focus group testing of videos (9/15-9/30).

Presented “Creating Visual Elements” Workshop and “**America’s Boating Channel** Update” at USPS National Governing Board Meeting (9/16) with recorded versions of sessions available on ShareFile; provided promotional pieces for *USPS Member News* (7/1, 8/1, 9/1).

Conclusion

Under the *America’s Boating Channel* (Digital Media Library 6.0) (3321FAN201122) 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 boating safety and boater education video service.

Monthly online viewership increased approximately twelve percent (12%) in views and fifteen percent (15%) in new subscribers versus prior monthly averages. The number of **America’s Boating Channel** video views during the DML 6.0 project period averaged 22,166 versus 19,748 previously. The number of hours viewed averaged 900 versus 885 per month previously. And the number of new subscribers acquired each month averaged 120 versus 104 previously.

During the DML 6.0 project period (7/1/21-9/30/22), **America’s Boating Channel** videos had 332.5 thousand views for 13.5 thousand hours of viewing. The service added 1.8K new subscribers and generated 1.6 million impressions with a 6.3% click-through rate. 96% of viewers were non-subscribers, 89% were male, 36% 18-34, 46% 35-54, and 18% 55+. Previously non-subs represented an average of 97% of viewing, 93% were male, 32% 18-34, 48% 35-54, and 21% 55+.

The service established new relationships and extended existing partnerships to reach additional recreational boaters including a strategic marketing agreement with mobile navigation app Argo, the embedding of **America’s Boating Channel** videos in BoatTest.com’s high-circulation online newsletter, the placement of the service’s videos as public service announcements (PSAs) in Caribbean Broadcast Network (CBN-TV) newscasts, direct-play video links in Kyle Media’s new Scuttlebutt mobile social app for boaters, the building of recreational boating safety curriculum based on **America’s Boating Channel** videos by international maritime training organization Seably, the integration of **America’s Boating Channel**’s series of six (6) PWC operations videos in a new U.S. Coast Guard Auxiliary (USCGAUX) educational offering, and cross-promotion of the US Sailing Team (USST) in its quest for gold at the Los Angeles Olympics in 2028.

A comprehensive ascertainment process was developed and implemented across USPS in stages at multiple levels to

determine subject matter for new videos of potentially greatest value to and impact on recreational boaters. This resulted in production of ten (10) new Season Six videos: “FIRE EXTINGUISHER REGULATIONS,” “TRAILERING A BOAT,” “DEFENSIVE BOATING,” “ELECTRONIC CHARTS AND VIRTUAL ATONS,” COMMERCIAL TRAFFIC,” “LIFE JACKET WEAR,” “BOAT OPERATOR RESPONSIBILITIES,” “NAVIGATING INLETS,” “ELECTRONIC VISUAL DISTRESS SIGNALS,” and “CAPACITY COMPLIANCE.”

Innovations for promoting viewership during the project period included the trial of daily versus weekly title promotions, launching **America’s Boating Channel** videos on twenty (20) Facebook national boating group pages as well as in **America’s Boating Channel’s** presences on eight (8) leading social networks, the addition of behind-the-scenes photo albums with social media messaging for each new title, production of new multiple format promotional spots for squadron use, and seasonal campaigns including a seven (7) video National Safe Boating Week (NSBW) tie-in, a four (4) video Operation Dry Water (ODW) anti-BUI Fourth of July tie-in, and a standalone Labor Day “*Enjoy the Ride – Don’t Collide*” promotion with four (4) collision avoidance videos, with each of these efforts demonstrably boosting viewership.

To further expand viewership, **America’s Boating Channel** developed a strategic plan for expansion from online and mobile video distribution to add a major presence on smart TVs with two (2) branded service offerings: 1) a no-charge advertising-supported video-on-demand (AVOD) application, and 2) a free advertising-supported streaming television (FAST) channel. Prospective technology suppliers were interviewed to implement this plan and a content acquisition plan was developed to obtain required additional videos from fellow USCG nonprofit grantees, classic boating themed TV program series and motion picture distributors, and producers of boating news, boat racing, and boating lifestyle programming.

The concept for a new service offering, INLET DRONE VIDEOS (IDV), was introduced and developed through a successful beta test with three (3) original videos of Cape Fear, Columbia River Bar, and Haulover inlets. IDV combines narrated low altitude aerial footage with chart animations and additional visual elements to help recreational boaters safely plan their first sorties through specific challenging and dangerous waterway entrances.

The service was recognized with three (3) awards during the project period: 1) the International Trade Council (ITC) Go Global 2021 Top Placer Award for Further Education, 2) the National Boating Industry Safety Award as the Top Marine Media Outlet for 2021 presented by Sea Tow Foundation and the Marine Retailers Association of Americas (MRAA), and 3) the International Boating & Water Safety Summit Communications Award presented by the National Safe Boating Council (NSBC) for the Best Video PSA Series for 2022.

The service currently manages 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.

America’s Boating Channel is a continually innovating, user-friendly, and valuable boating safety and boater education video service for the recreational boating public and boating safety groups. It is well positioned to continue to achieve significant growth and meaningful expansion in the future.