

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: 3321FAN201126
Grant Title: Boating Safety on Fishing TV
Period of Performance: 1 year grant

Award Amount: \$175,000.00

Summary:

This project is an Outreach, Marketing, and Year-Round Safe Boating Campaign that will target at-risk boaters with boating safety information to reduce recreational boating casualties. It informs, persuades, and reminds the boating public to practice safer boating behaviors thereby increasing public awareness of safer boating practices. Using broadcast television to target boaters, this project increases the awareness of safer boating habits. It will remind boaters of those behaviors with entertaining content about practicing safer boating.

The objective of the Boating Safety on Fishing TV campaign is to reduce boating casualties by informing the boating public with more than 18 million docu-mercial safety message impressions about inherent risks associated with boating to persuade the public to adopt safer boating behaviors and to remind them of these behaviors.

The campaign specifically targets anglers because fishing is statistically one of the deadliest boating activities, with 32.3% of fatal boating accidents occurring during outings that involve fishing.

<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
FY2021 Boating Safety Non-Profit Grant Funds

BOATING SAFETY on FISHING TV

3321FAN201126

FINAL REPORT

July 1, 2021 through September 30, 2022

Produced by

Jim Emmons, Executive Director

Water Sports Foundation, Inc.

2750 Taylor Avenue Ste A-18

Orlando, FL 32806

Info@WaterSportsFoundation.com

www.WaterSportsFoundation.com

January 30, 2023

Boating Safety on Fishing TV

3321FAN201126 FINAL REPORT

The objective of the *Boating Safety on Fishing TV* campaign was to reduce boating casualties by informing and persuading boaters and anglers to adopt safer boating behaviors using advertising and documentary video on television programs targeting anglers. The project's objective was to produce 6.9 million safe boating media impressions on televised fishing programs.

The outreach project included the production of two 30-second TV commercials along with a longer 7 minute docu-mercial on recreational boating safety. Video PSA scripts were developed by WSA and media partner Bonnier Corp. and approved by the U.S. Coast Guard.

To distribute the PSAs to a large boating audience and especially anglers, the WSF contracted Bonnier Corp. (producer of *Sport Fishing TV*) and the Outdoor Sportsman Group (producer of the Outdoor channel and the Sportsman channel and allied networks) to execute a televised promotional campaign. The commercials were scheduled to broadcast exclusively within televised fishing programs on seven major broadcast networks a total of 1,127 times, in all day parts, between April 1 and August 30, 2022.

For one week in November 2021, a video production crew embedded with the men and women of Coast Guard Station Port Aransas, Texas. Hours of high quality video were captured while following crew members throughout their daily operations. Interviews discussing the importance of practicing safer boating behaviors were captured with the station commander, officers and support personnel. The two *Always Ready* 30-second commercials and the documercial were produced and approved by the USCG. Weblinks to the archived commercials are below.

Always Ready - 30-second Television Spot #1 - <https://youtu.be/eRn4D5F8hHQ>

Always Ready - 30-second Television Spot #2 - <https://youtu.be/KZRKDs3B-VE>

Always Ready – The Documercial - <https://youtu.be/vDpdeT65E1s>

The opening scene of the first commercial shows a father and son on a dock with a sportfishing boat in the background. As the father places a life jacket on his son, the voiceover says, “When you’re out fishing, this is your suit of armor.” The second scene is of a U.S. Coast Guard helicopter pilot with a chopper in the background donning a helmet as the voice over continues, “This is our suit of armor.”

The scene reverts back to the father buckling his son’s life jacket as the voice over says, “This is how you prepare, and this is how we prepare.” A montage of Coast Guard personnel training for rescue missions is intercut with a close shot of a uniformed Guardsman as the voice over continues: “You and me, I hope we never meet. But if we do, know that we’re always ready.”

Campaign Highlights – Quantitative Measurement

The *Boating Safety on Fishing TV* campaign produced more than 7.9 million safe boating media impressions, surpassing its annual goal of 6.9 million impressions by 15 percent. The following is a summary of campaign traffic highlights, as reported by the media partners.

2022 Combined Total Media Impressions:	7,931,035
Project Media Impressions Goal	6,900,000
Over Delivery Bonus Media Impressions	1,031,035

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

Boating Safety on Fishing TV

Broadcast Networks

Nine broadcast networks (two served as bonus) including The Discovery Channel, The Outdoor Channel, The Sportsman Channel, The Pursuit Channel, The Outdoor America Channel, Outside TV, Bally Sports-SUN Network, MTN-TV and The World Fishing Network distributed the commercials a total of 1,368 times, which surpassed the goal of 1,127 by 21 percent. Television viewers were encouraged to scan a QR code at the end of the TV commercial to get more information, including the opportunity to view the full-length documercial.

Additional Promotion

OSG's In-Fisherman.com and Bonnier's BoatingSafetyMag.com embedded the Always Ready [documercial](#) showing the Coast Guard's rescue readiness training and urging recreational boaters' to do their best to avoid the need for rescue. The video advises boaters to do their part by always wearing a properly fitted life jacket when fishing.

The campaign was promoted through fishing brand e-newsletter deliveries and social media support. Additional exposure was provided by Over-the-Top (OTT) deliveries. Over-the-top media reaches viewers directly via the Internet, bypassing cable, broadcast, and satellite television services. Several of the networks' media impression figures were calculated by the Nielsen Ratings Service.

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 including this project.

Project Monitoring – Qualitative Measurement

Since the beginning of the WSF's *Increasing Awareness of Safe Boating Practices* project 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 attitudes toward avoiding impairment, life jacket wear, ECOS-L use, boater education, weather awareness, and other boating safety priorities. The results show consistent improvement in 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 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 as a result of the U.S. Coast Guard administered *Boating Safety on Fishing TV* non-profit grant project. For more information contact Info@WaterSportsFoundation.com.