



EXECUTIVE SUMMARY

3318FAN118228

Boating Safety Outreach Campaign for Boaters with Limited English Proficiency

Produced by the Water Sports Foundation, Inc.

Period July 1, 2018 – September 15, 2019

GRANT OBJECTIVE

The objective of the Boating Safety Outreach Campaign for Boaters with Limited English Proficiency, a federal non-profit grant of \$150,000, is continuing the effort to heighten public awareness of boating safety amongst Spanish speaking Americans affecting a boating safety positive culture shift with special attention on Spanish speaking boat operators being responsible for their own safety as well as the safety of their passengers.

GRANT STRATEGY

The strategy of Boating Safety Outreach Campaign for Boaters with Limited English Proficiency is to utilize Spanish Language Radio as the primary medium by which a variety of *Wear Your Life Jacket* safety messages are conveyed in Spanish.

MEANS

The campaign utilized traditional and non-traditional media to increase the awareness of life jacket wear and was delivered in advance Memorial Day weekend, the popular boating season kickoff. This included contracting the Hispanic Communications Network (HCN) to create and distribute safe boating advertising and editorial messages delivered in a variety of methods.

METHODS

Through HCN's 173 (avg.) affiliate radio stations, the *Boating Safety Outreach Campaign for Boaters with Limited English Proficiency* utilized a combination of outreach tools including:

1. Distribution of (3) custom 60-sec Spanish language audio PSA's distributed on four of HCN's daily nationally syndicated radio programs between May 20 and June 2, 2019 airing 7,098 times.
2. One in-program feature interview during *Bienvenidos a America* with the Spanish language subject matter expert, U.S. Coast Guard District 7 Auxiliarist and highly respected Spanish language boating educator, Henry Cespedes providing 685,900 impressions.
3. One in-program feature interview during the *Dra. Isabel Show* with Henry Cespedes.
4. One Spanish language boating safety article distributed in HCN's print newspaper syndicate placed in thirteen separate Spanish language newspaper publications nationally.
5. One nationally distributed press release in both Spanish and English. Potential audience 27M.
6. Nine social media posts including creative graphics on HCN's Facebook page, Instagram, Twitter, and posts on La Red Hispana, HCN's webpage. The popular Spanish language music band Los Huracanes Del Norte produced a pro-bono short video message urging increased life jacket use receiving more than 7,469 views.
7. A second mini-campaign was conducted between August 29 and September 1, 2019, in advance of the Labor Day weekend. The radio PSA's were broadcast 1,408 times during this period.

CAMPAIGN RESULTS

The chart below shows the campaign's detailed analytics including the total number of gross impressions, radio airings, and newspaper publishings, etc.

MEASURED ANALYTICS FOR THE PERIOD JULY 1, 2018 – SEPT 15, 2019		FLIGHT 1	FLIGHT 2	
COMBINED MEDIA FLIGHTS: MAY 20 THRU MAY 31, 2019 + AUG 29 THRU SEP 1, 2019	MEASURED BY	MAY 20 - MAY 31	AUG 29 - SEP 1	TOTAL
HCN MINI-PROGRAMA RADIO INTEGRATIONS (3 PSAs)	AIRINGS	42	8	50
HCN AFFILIATE RADIO STATIONS	STATIONS	169	176	
INDIVIDUAL RADIO BROADCASTS	INTEGRATIONS/AIRINGS ²	7,098	1,408	8,506
AVERAGE NUMBER OF PERSONS LISTENING TO EACH PSA	LISTENERS ³	379,700	417,800	
BIENVENIDOS A AMERICA	IMPRESSIONS	410,200	275,700	685,900
DRA. ISABEL	IMPRESSIONS	72,800		72,800
LARED HISPANA WEBSITE PAGEVIEWS	IMPRESSIONS	1,063		1,063
PRINT NEWSPAPER MEDIA	IMPRESSIONS	1,026,292		1,026,292
SOCIAL MEDIA PROMOTION	IMPRESSIONS	43,817		43,817
MINI-PROGRAMA RADIO INTEGRATIONS ON HCN NETWORK	IMPRESSIONS ⁴	15,947,400	3,342,400	19,289,800
TOTAL IMPRESSIONS		17,501,572	3,618,100	21,119,672
60-SECOND CUSTOM AUDIO PSAs	AUDIO PSAs	3		3
SOCIAL MEDIA PROMOTION	POSTS	9		9
SOCIAL MEDIA PROMOTION	VIDEOS	3		3
SOCIAL MEDIA PROMOTION	SHARES, LIKES & COMMENTS	3,108		3,108
PRINT NEWSPAPER MEDIA	NEWSPAPERS	13		13
PRESS RELEASE PERFORMANCE	POTENTIAL AUDIENCE ⁵	13,534,532	13,519,548	27,054,080

A U.S. Coast Guard non-profit grant awarded to and managed by the Water Sports Foundation, Inc. Orlando, Florida

FLIGHT 1

1. Three (3) mini-programs were distributed on 169 stations (May 20 – May 31, 2019)
2. Individual radio broadcasts (42 broadcasts X 169 affiliate stations)
3. An average of 379,700 adult Hispanic listeners heard the mini-programa each time it aired (based on Nielsen Ratings Service)
4. "Gross impressions" (each time a person heard a PSA) (379,700 listeners X 42 individual radio broadcasts)
5. Press Release Visibility Report Data provided by Cision: The release generated 122 exact matches with a potential audience of 13,534,532.

FLIGHT 2

1. Three (3) mini-programs were distributed on 176 stations (Aug 29 – Sep 1, 2019)
2. Individual radio broadcasts (8 broadcasts X 176 affiliate stations)
3. An average of 417,800 adult Hispanic listeners heard the mini-programa each time it aired (based on Nielsen Ratings Service)
4. "Gross impressions" (each time a person heard a PSA) (417,800 listeners X 8 individual radio broadcasts)
5. Press Release Visibility Report Data provided by Cision: The release generated 118 exact matches with a potential audience of 13,519,548.

SUMMARY

The *Boating Safety Outreach Campaign for Boaters with Limited English Proficiency* attained all its campaign goals and objectives including making millions of Spanish speaking Americans more aware of the importance for life jacket wear when on, or near the water. Post campaign survey data shows that the audience has an evidenced-based, heightened awareness and adoption of safer boating practices. Audience survey results available upon request.

STATEMENT OF CONCLUSION

Recreational boating is safer as a result of the efforts provided by the non-profit grant *Boating Safety Outreach Campaign for Boaters with Limited English Proficiency*.

For more information contact the Water Sports Foundation, Inc.

