



***Informing the Public about the Consequences of
Irresponsible Behavior on the Water***

FAIN #3318FAN118231

EXECUTIVE SUMMARY

Produced by the Water Sports Foundation, Inc. for the Period July 1, 2018 – December 15, 2019

PROJECT OBJECTIVE

The objective of the *Informing the Public about the Consequences of Irresponsible Behavior on the Water* project, a federal non-profit grant of \$75,000 administered by the U.S. Coast Guard, is to reduce the incidence of impaired boater casualties by heightening public awareness of safer boating practices with a long-term focus on developing a *positive culture shift* towards safer boating behavior.

PROJECT STRATEGY

The strategy of *Informing the Public about the Consequences of Irresponsible Behavior on the Water* uses the power of social influence to change boating behaviors. Influential celebrities were contracted to record short (less than one minute) video public service announcements (PSA's) denouncing the use of alcohol while operating a boat. The video PSA's were distributed to boaters by a variety of boating media outlets informing, persuading and reminding boaters to avoid impairment while operating a boat.

MEANS

Short video PSA's were developed using celebrities such as professional anglers, professional water sports athletes, famous charter boat captains and marine related TV personalities who each pledged, on camera, that *"they don't drink alcohol on their boat and as a responsible boater, members of the public shouldn't either."* Many of the messages drew a comparison to driving a car where social norms against alcohol use are much stronger, however the penalties for boating under the influence can be just as severe and the consequences just as deadly.

METHODS

The project contracted America's most popular boating media outlets to distribute the video PSA messages through traditional media such as websites and outbound electronic subscriber-based newsletters supported by social media such as Facebook, Twitter, YouTube and Instagram. The media providers included the Bonnier Corp., Duncan McIntosh Co. and Outdoor Sports Group. Through boater target-specific, subcontracted media brands, the project utilized a combination of outreach tools including the following:

- Fifteen celebrity endorsement video PSA's, not more than 60 seconds in length, were produced using boating, water sports and fishing celebrities. They are professional anglers Scott Martin, Bernie Schultz, Shaw Grigsby and Darcizzle; famous charter-boat captains George Poveromo, Rick Murphy, Benny Blanco and Chris Wittman; professional water sports athletes Danny Harf, Meagan Ethell, Sean Silveira, Steel Laferty and TV personalities Randy Vance, Chris Peterson and Doug Stange.
- Distribution was provided by boating specific media such as *Boating, Saltwater Sportsman, Sport Fishing, WakeBoarding, Boating World, and In-Fisherman* as well as each celebrity's social media channels where some have more than one-half million fans.

- Content distribution was optimized for desktop, mobile and tablet devices.
- Social media promotion through each brands' Facebook, Twitter and Instagram accounts.
- Additional social media content exposure was provided by WSF's social media channels and was shared through many U.S. Coast Guard district office Facebook pages.
- A series of associated digital ads was produced and used as outside promotion.
- Outbound subscriber based electronic newsletters promoted video PSA content to boaters, fisherman and water sports enthusiasts.
- A robust safety landing page on each media provider's website provided additional information including a robust offering of other safe boating PSA's.
- WSF produced a seasonal follow up survey on attitudes and behaviors regarding boating safety. Trends show that Americans are practicing safer boating behaviors today.

CAMPAIGN RESULTS

The information below shows the campaign's detailed media analytics including the total number of paid gross impressions, social media posts, video views, and video hours watched for the period July 1, 2018 through December 15, 2019.

Editorial Enewsletter Articles	574,426	Impressions
Media Website Display Ads	1,324,533	Impressions
Safety Landing Page and Website	540,008	Impressions
Custom Video PSA's	271,550	Impressions
Social Media Promotion	783,982	Impressions
Social Media Promotion	76	Individual Posts
Custom Video PSA's	204,690	Individual Views
Custom Video PSA's	2,229	Hours Watched
Total Media Impressions	3,494,499	

Analytics presented are a compilation from all FY2018 media providers. Bonus distribution figures from celebrity social media channels is not included in the table above.

SUMMARY

The *Informing the Public about the Consequences of Irresponsible Behavior on the Water* project was completed on time and attained all its campaign goals and objectives including making millions of Americans more aware of the dangers of operating a boat while impaired. 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 U.S. Coast Guard administered non-profit grant project *Informing the Public about the Consequences of Irresponsible Behavior on the Water*.

For more information contact the Water Sports Foundation, Inc.



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