



# Managing Growth

**AMERICA'S**  
**BOATING**  
**CHANNEL™**



9 November 2019

**AMERICA'S BOATING CHANNEL™**

**Season Three  
Now Underway**



# Original Videos

**Now Playing**



**Cold Water  
Survival**

[americasboatingchannel.com](http://americasboatingchannel.com)

**Now Playing**



**Wear a Life Jacket!**

[americasboatingchannel.com](http://americasboatingchannel.com)



# Original Videos

**Now Playing**



**Safety Tips for  
Paddle Sports**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**

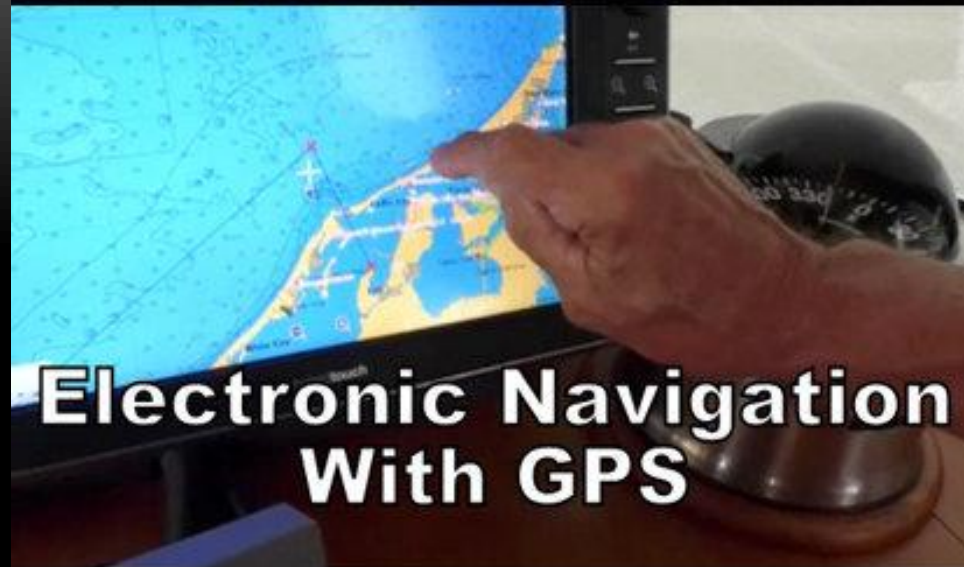


**Stand-Up  
Paddleboard Safety**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

# Original Videos

**Now Playing**



**Electronic Navigation  
With GPS**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Situational  
Awareness**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

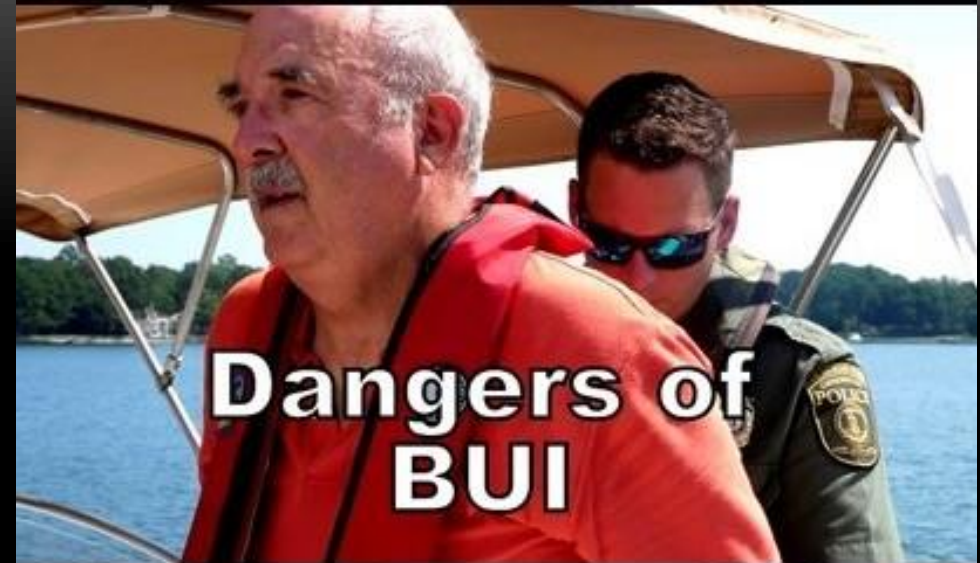
# Original Videos

**Now Playing**



**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**[americasboatingchannel.com](http://americasboatingchannel.com)**





**Learn More**  
**[bit.ly/BoatingEd](https://bit.ly/BoatingEd)**

**Join USPS**  
**[bit.ly/JoinUSPS](https://bit.ly/JoinUSPS)**



2:04 / 2:05









# Launch Promotion



- 3/1 - 4/19 Videos Debuted Weekly
- 8 Press Announcements  
- 1.5 Million Impressions
- 56 Social Media Updates  
- 16,000 Engagements
- 75,000+ Views Generated



# Press Announcements




**AMERICA'S BOATING CLUB** United States Power Squadrons®  
We Are America's Boating Club®

For Immediate Release  
Public Relations Officer  
Peter TenBrink  
919-225-0144  
[peter.tenbrink@americasboatingchannel.com](mailto:peter.tenbrink@americasboatingchannel.com)  
[americasboatingchannel.com](http://americasboatingchannel.com)

**AMERICA'S BOATING CHANNEL™**

**COLD WATER SURVIVAL**  
Video for US Boaters



America's Boating Channel™ Debuts its Third Season Presented by United States Power Squadrons® under a Grant Administered by the U.S. Coast Guard Raleigh, NC, 1 March 2018 – The United States Power Squadrons® (USPS) announces the debut of its third season of safe-boating videos on America's Boating Channel™ with "COLD WATER SURVIVAL," which can be found online at [americasboatingchannel.com](http://americasboatingchannel.com) and as a free mobile app available at Apple's App Store and Google Play.

The new "COLD WATER SURVIVAL" video shows the dangers of cold-water immersion and how to improve your chances for survival.

Viewers will also learn about three critical stages: cold-shock response, incapacitation, and hypothermia.

Also featured are tips such as using the HELP position and huddling.

The "COLD WATER SURVIVAL" video is also being distributed by America's Boating Channel through popular social media including [Facebook](#), [Twitter](#), and [YouTube](#).

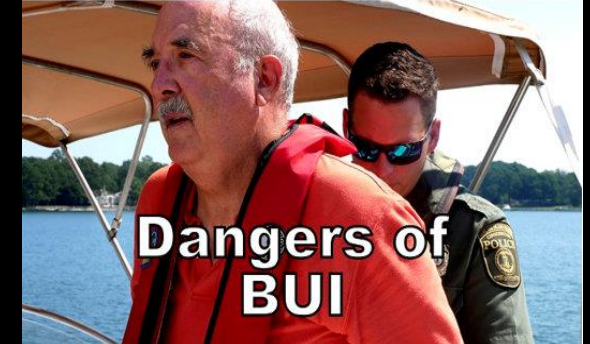




# Fifteen Newswire Services



# 1.5 Million Impressions





# Social Media Updates





**56**

**Updates**

**16,000**

**Engagements**



# 75,000+ Views Generated

The screenshot shows the homepage of America's Boating Channel. At the top left is the logo for "AMERICA'S BOATING CHANNEL" featuring a stylized sailboat. To the right of the logo are social media icons for YouTube, Facebook, Twitter, Instagram, Pinterest, and LinkedIn. Further right are links for "Español", "Google Custom", and "Search". Below these are three buttons: "Sign Up", "Receive Updates", and "Submit Media". A navigation menu includes "Home", "About", "Nav Rules FAQ", "Life Jackets", "Boating Safety", "Basic Skills", "PWC Ops", "Accident Reporting", and "Coming Soon".

On the left side, there is a list of links: "What is BUI?", "Dangers of BUI", "This is UNITED STATES POWER SQUADRONS", "We Are AMERICA'S BOATING CLUB", "FOR BOATERS, BY BOATERS™", and "Join USPS AMERICA'S BOATING CLUB".

The main content area features a "Featured This Week – DANGERS OF BUI" section. It includes a video player showing a man in a red life jacket and a police officer on a boat. The video title is "Dangers of BUI" and it is attributed to "Dangers of BUI". Below the video is the text "For Boating Skills Educators".

On the left side, under the heading "Contributors", there are two advertisements. The first is for "SOUTHPORT" featuring "THE 33 DC Dual Console, Double Comfort" and an image of a blue boat. The second is for "MERCOR MARINE" with the text "WE ARE THE BEST CHOICE FOR ALL OF YOUR BOAT DOCKING NEEDS!" and an image of a dock.

**AMERICA'S BOATING CHANNEL™**

The background of the entire image is a blue-toned sunset over water. In the center, a person is silhouetted against the bright light of the sun, holding a camera up to their eye as if taking a photograph. In the foreground, large, dark, semi-transparent numbers '2019' are overlaid. The text 'New Videos Every Friday' is centered over the '0' and '1' of these numbers.

**New Videos  
Every Friday**

# Pull-Outs

**Now Playing**



**Life Jackets -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Life Jackets -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**



# Pull-Outs

**Now Playing**



**Vessel Safety Checks -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Vessel Safety Checks -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**



# Pull-Outs

**Now Playing**



**Planning Ahead -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Planning Ahead -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

# Pull-Outs

**Now Playing**



**Vessel Inspection -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Vessel Inspection -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

# Pull-Outs

**Now Playing**



**Preparing for Departure -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Preparing for Departure -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**



# Pull-Outs

**Now Playing**



**Departing -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Departing -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**



# Pull-Outs

**Now Playing**



**Steering Basics -  
Problems to Avoid**

[americasboatingchannel.com](http://americasboatingchannel.com)

**Now Playing**



**Steering Basics -  
Doing it Right**

[americasboatingchannel.com](http://americasboatingchannel.com)

# Pull-Outs

**Now Playing**



**Stopping & Holding Position -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Stopping & Holding Position -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

# Pull-Outs

**Now Playing**



**Pivot Turn -  
Problems to Avoid**

[americasboatingchannel.com](http://americasboatingchannel.com)

**Now Playing**



**Pivot Turn -  
Doing it Right**

[americasboatingchannel.com](http://americasboatingchannel.com)



# Pull-Outs

**Now Playing**



**Getting on Plane -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Getting on Plane -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**



# Pull-Outs

**Now Playing**



**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**[americasboatingchannel.com](http://americasboatingchannel.com)**

# Pull-Outs

**Now Playing**



**Stopping a Boat on Plane -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Stopping a Boat on Plane -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

# Pull-Outs

**Now Playing**



**Anchoring a Boat -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Anchoring a Boat -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**



# Pull-Outs

**Now Playing**



**Man Overboard -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Man Overboard -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**



# Pull-Outs

**Now Playing**



**Preparing for Arrival -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Preparing for Arrival -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

# Pull-Outs

**Now Playing**



**Docking -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Docking -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

# Pull-Outs

**Now Playing**



**Mooring and Shoreline Landing -  
Problems to Avoid**

**[americasboatingchannel.com](http://americasboatingchannel.com)**

**Now Playing**



**Mooring and Shoreline Landing -  
Doing it Right**

**[americasboatingchannel.com](http://americasboatingchannel.com)**



# Pull-Outs

**Now Playing**



[americasboatingchannel.com](http://americasboatingchannel.com)

**Now Playing**



[americasboatingchannel.com](http://americasboatingchannel.com)









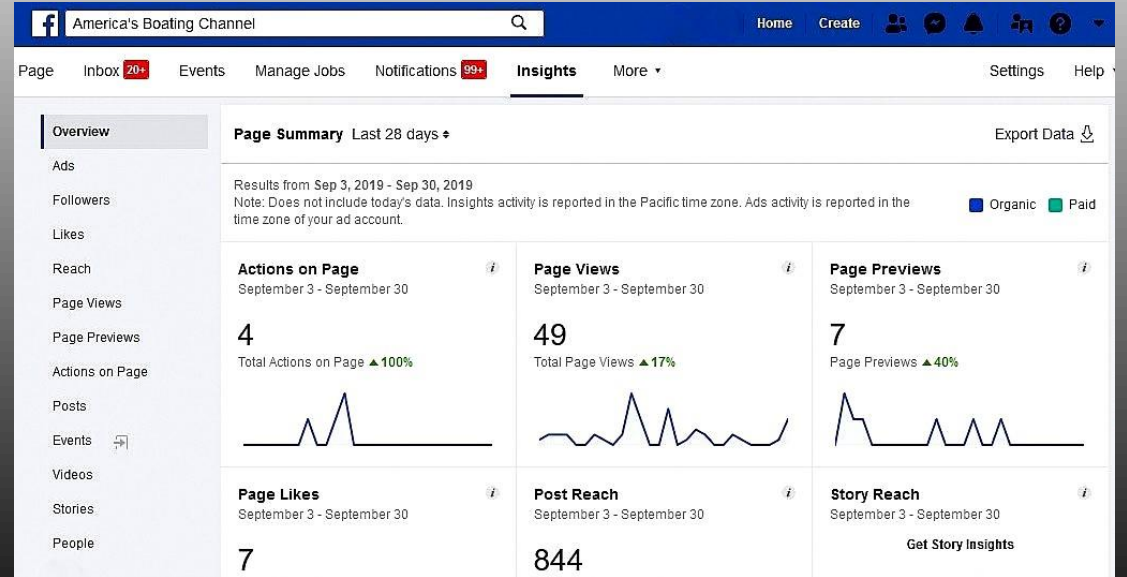
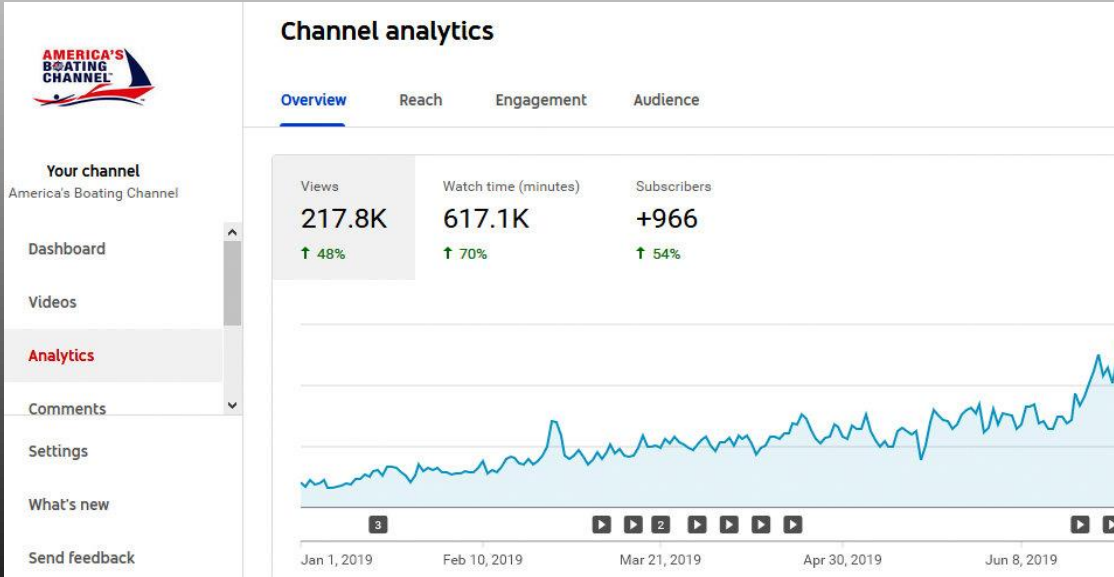
# Social Media X-Promo



- Friday Video Launch on 8 Social Platforms
- Monday Facebook-Instagram-Website
- Wednesday YouTube-Facebook-Website

icasboatingchannel







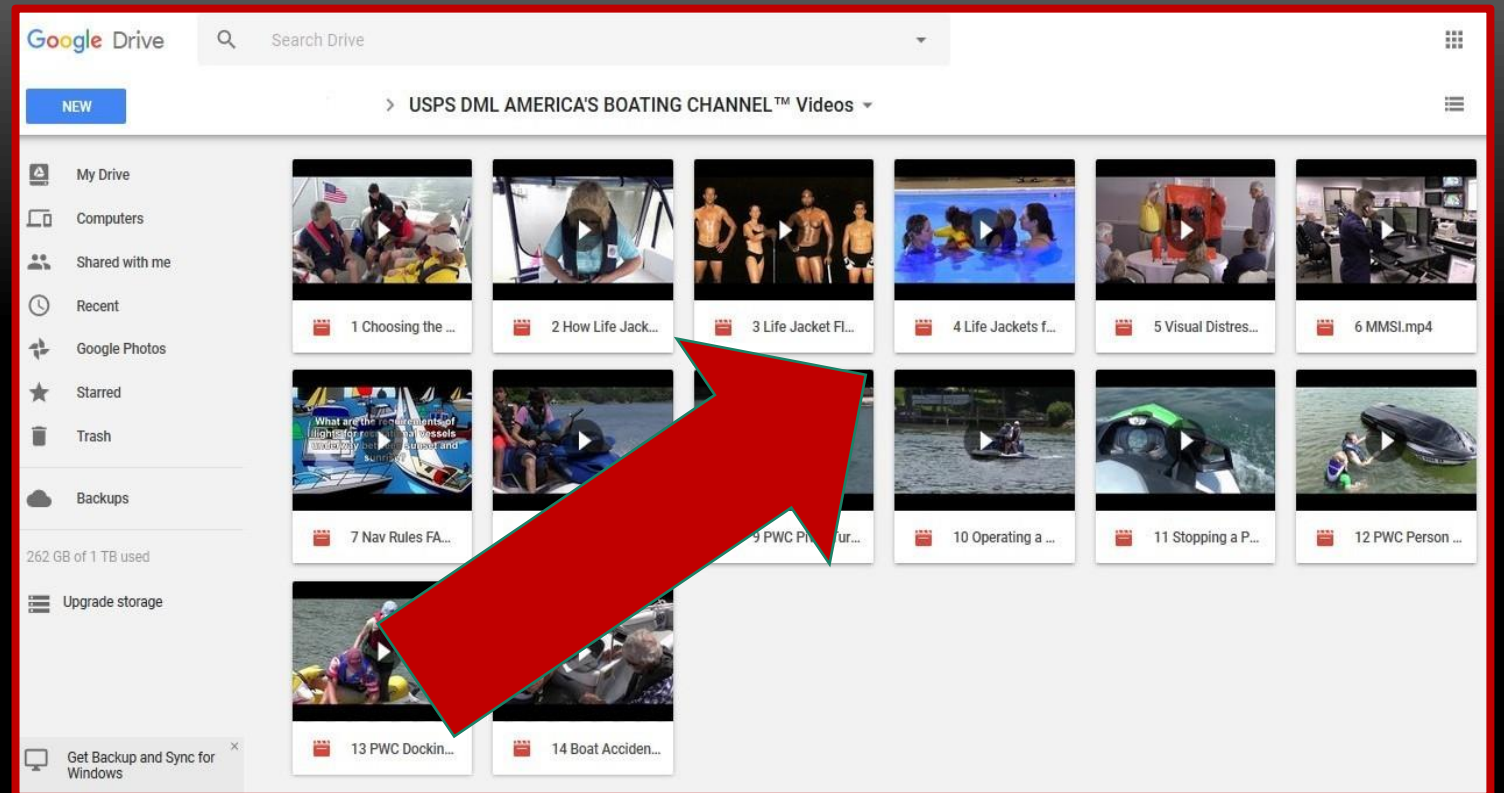
**AMERICA'S BOATING CHANNEL™**

# How to Access Videos



# Visit [bit.ly/USPSABC](https://bit.ly/USPSABC)

- View All 92 Videos and 14 Compilations
- Choose Title
- Click **Download**



# AMERICA'S BOATING CHANNEL™



**How to Participate**

# Three Major Opportunities

- Conceptualize New Videos
- Appear On Camera
- Help With Marketing





# Conceptualize New Videos



*Importance of Boater Ed*  
*Engine Cut-Off Switches*  
*Life Jacket Care*  
*Cold Weather Boating*  
*Behavioral Consequences*  
*Introducing ATONS*  
*Dispelling BUI Myths*  
*Life Jacket Labels*  
*Electric Shock Drowning*

# “Boater Education”

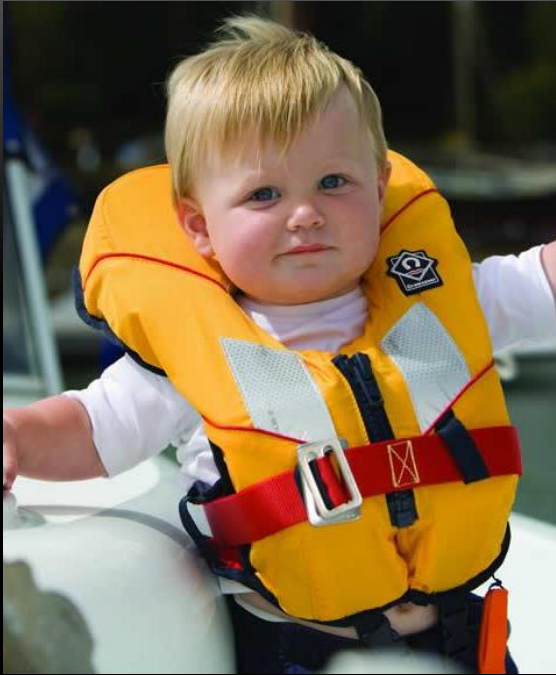


# *“Engine Cut-Off Devices”*





# *“Life Jacket Care”*



# *“Cold Weather Boating”*



# *“Behavioral Consequences”*





# *“Introducing ATONS”*



# *“Dispelling BUI Myths”*





# “Life Jacket Labels”





# *“Electric Shock Drowning”*



**No SWIMMING!**



**WARNING!**  
**Potential Shock Hazard**

Electrical currents may be present in the water. These electrical currents can be harmful or lethal.

[www.electricshockdrowning.org](http://www.electricshockdrowning.org)

# Appear On Camera

- Choose Date and Venue
- Invite Passengers
- Select Optimal Script
- Confirm Logistics



# Help With Marketing



**facebook**



*Instagram*



**twitter**



**You Tube**

- Like *America's Boating Channel* on **Facebook & Instagram**
- Follow *America's Boating Channel* on **Twitter**
- Subscribe to *America's Boating Channel* on **YouTube**



# Then What Happens?

- *You'll Receive Updates...*
- *...You Can Help Videos "Go Viral"*



**We Can  
Leverage  
the Brand**

**AMERICA'S  
BOATING  
CHANNEL™**



# What's The Catch?

*Each Action...*

- Takes a Few Minutes
- Is Absolutely FREE
- There Is No Catch





# Seminar Attendees

*Wear the Leash, Give the Pitch*



“It’s OUR video service...

Visit ***americasboatingchannel.com***

Like *America’s Boating Channel*  
On **Facebook**

Subscribe to *America’s Boating Channel*  
on **YouTube**”

**AMERICA’S BOATING CHANNEL**

# You Can Help

It's as Easy as 1-2-3!

The screenshot shows the website's header with the logo, social media icons, and navigation links. The main content area is divided into sections for boaters and PWC operations.

**AMERICA'S BOATING CHANNEL™**

Home | About | Nav Rules FAQ | Life Jackets | Boating Safety | Basic Skills | PWC Ops | Accident Reporting

**For Boaters**

Welcome to America's Boating Channel™ featuring safe boating videos and boater education digital media created especially for boaters, by boaters. (#americasboatingchannel).

Brought to you by United States Power Squadrons®.

**Now Playing**

**MARCO MARINE**

WE ARE THE BEST CHOICE FOR ALL OF YOUR BOAT DOCKING NEEDS!

**PWC Operations**

- PWC Departing
- PWC Pivot Turn
- Stopping a PWC On Plane
- PWC Person Overboard and Roll-Overs

The screenshot shows the Facebook page layout with the profile picture, cover photo, and navigation tabs.

**AMERICA'S BOATING CHANNEL**

America's Boating Channel  
@americasboatingchannel

Home | About | Events | Manage Jobs | Notifications | Insights | More

Create Post | Like | Event | Offer | Job

Photo/Video | Get Messages | Feeling/Activity

The screenshot shows the YouTube channel page with the banner image, channel name, and video uploads.

**AMERICA'S BOATING CHANNEL**

America's Boating Channel

CUSTOMIZE CHANNEL | YOUTUBE STUDIO (BETA)

HOME | VIDEOS | PLAYLISTS | COMMUNITY | CHANNELS | ABOUT

Uploads | PLAY ALL

- Situational Awareness 6:00
- Electronic Navigation With GPS 6:14
- Stand-Up Paddleboard Safety 5:13
- Recreational Boat Simulator at 2019 Bay Bridge Boat 3:07
- Safety Tips for Paddle Sports 5:14

POPULAR CHANNELS

- Toys and Colors SUBSCRIBE
- Vlad and Nikita SUBSCRIBE

# 1) Visit

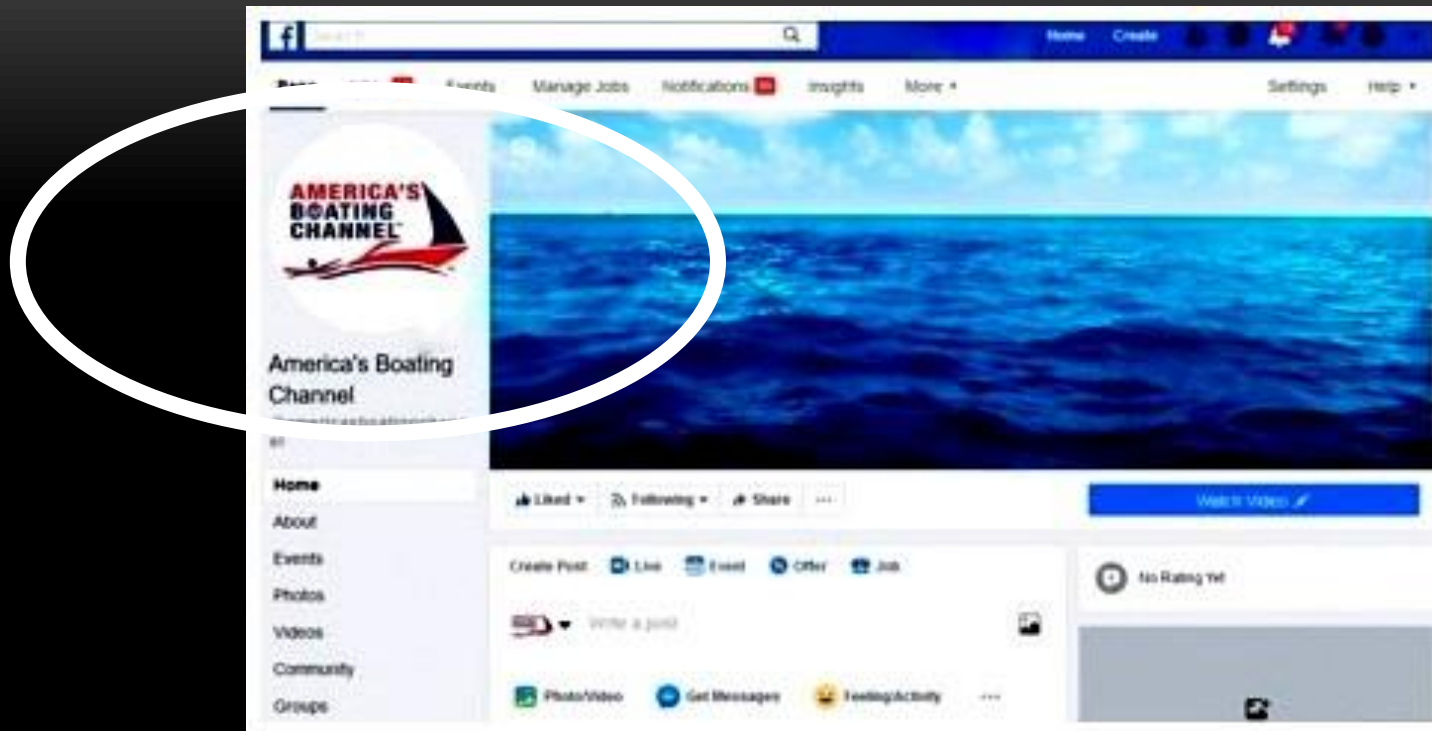
“Visit ” americasboatingchannel.com

The screenshot shows the homepage of America's Boating Channel. The logo, featuring a stylized sailboat and the text "AMERICA'S BOATING CHANNEL™", is circled in blue. The website includes a navigation menu with links for Home, About, Nav Rules FAQ, Life Jackets, Boating Safety, Basic Skills, PWC Ops, Accident Reporting, and Coming Soon. There are also buttons for "Sign Up", "Receive Updates", and "Submit Media". A search bar is located in the top right corner. The main content area is divided into two columns. The left column has a "For Boaters" section with a welcome message and a "Now Playing" section featuring a Merco Marine advertisement. The right column has a "PWC Operations" section with six video thumbnails: "PWC Departing", "PWC Pivot Turn", "Operating a PWC On Plane", "Stopping a PWC On Plane", "PWC Person Overboard and Roll-Overs", and "PWC Docking".



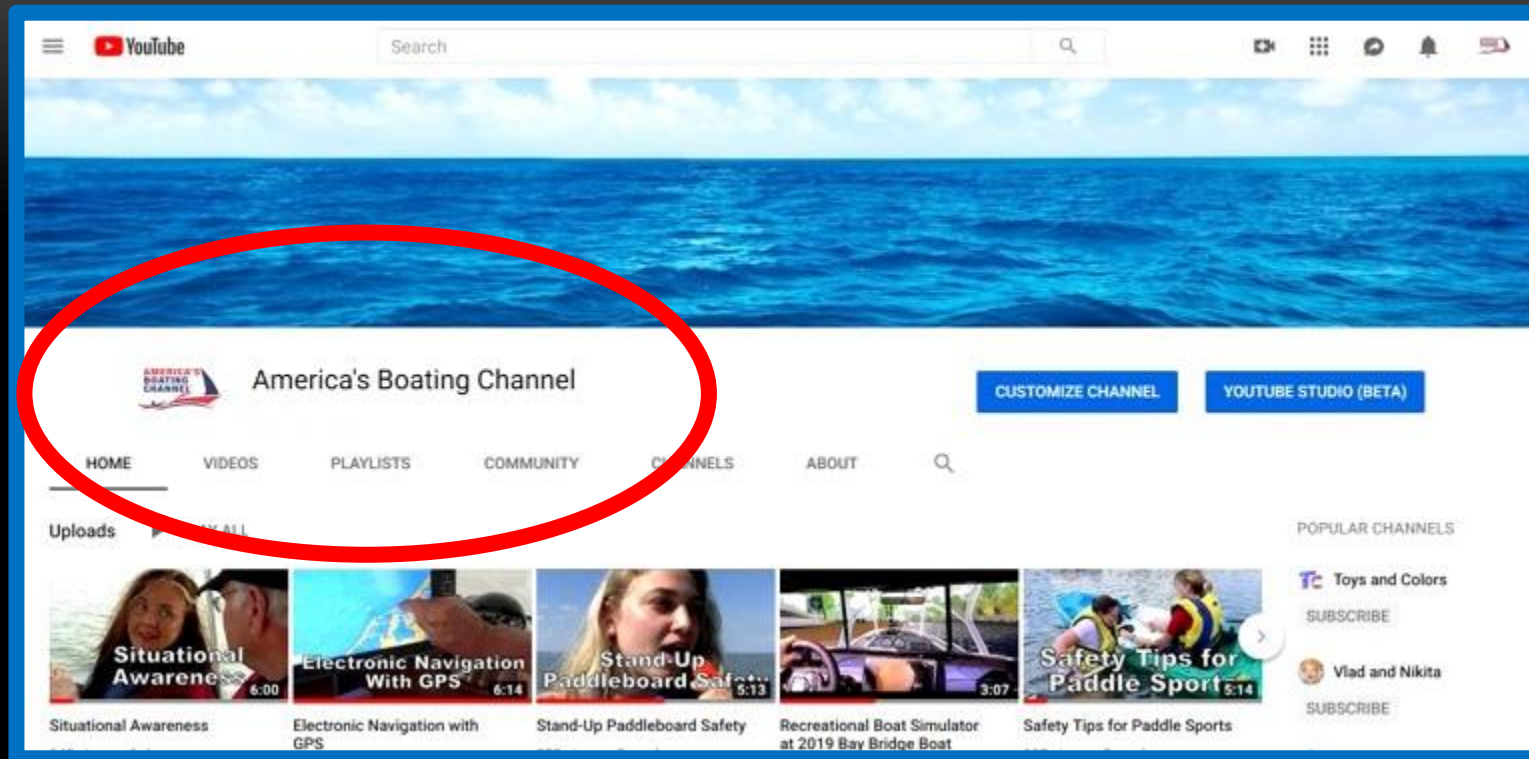
# 2) Facebook

“Like” the America’s Boating Channel Facebook Page

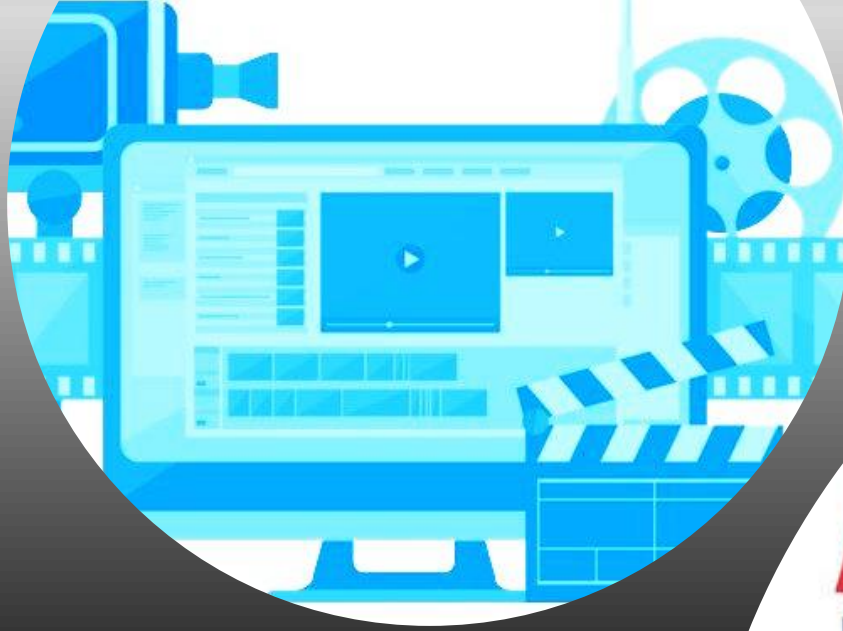


# 3) YouTube

“Subscribe” to America’s Boating Channel – BEST!







**AMERICA'S  
BOATING  
CHANNEL™**



**THANK YOU**