

# AMERICA'S BOATING CHANNEL™



SEASON  
SEVEN





# UPDATE



# D/5 MEMBER ACCESS

Visit [bit.ly/USPSABC](https://bit.ly/USPSABC) to Stream and Download  
New Index to America's Boating Channel Videos  
Inlet Drone Videos – Alphabetical Order  
Season Six – Videos, Compilations & Pull-Outs



# TODAY'S FOCUS

Season Six Results

Production of Season Seven

Viewership Promotion

Smart TV Offerings

Inlet Drone Videos





# VIEWERSHIP



**SEASON**

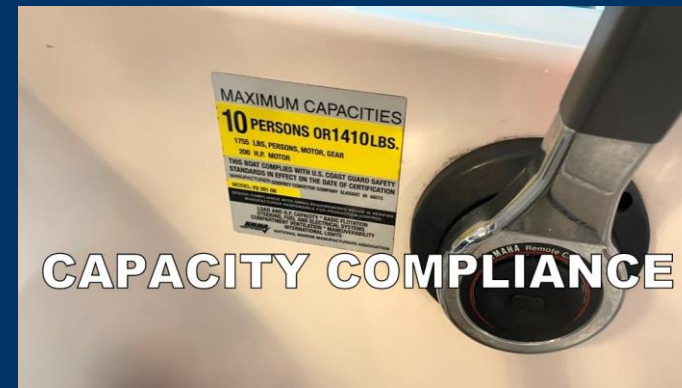
**SIX**

# SEASON SIX VIDEOS





# SEASON SIX VIDEOS



# SEASON SIX

## Nine Squadron Field Producers



Chuck Wells



Ralph Leasure





# 7/1/21-9/30/22 VIEWING

332,500 YouTube Video Views

13,500+ Viewing Hours

1.6 Million Impressions

80% Aged 18-54, 14% 55-64

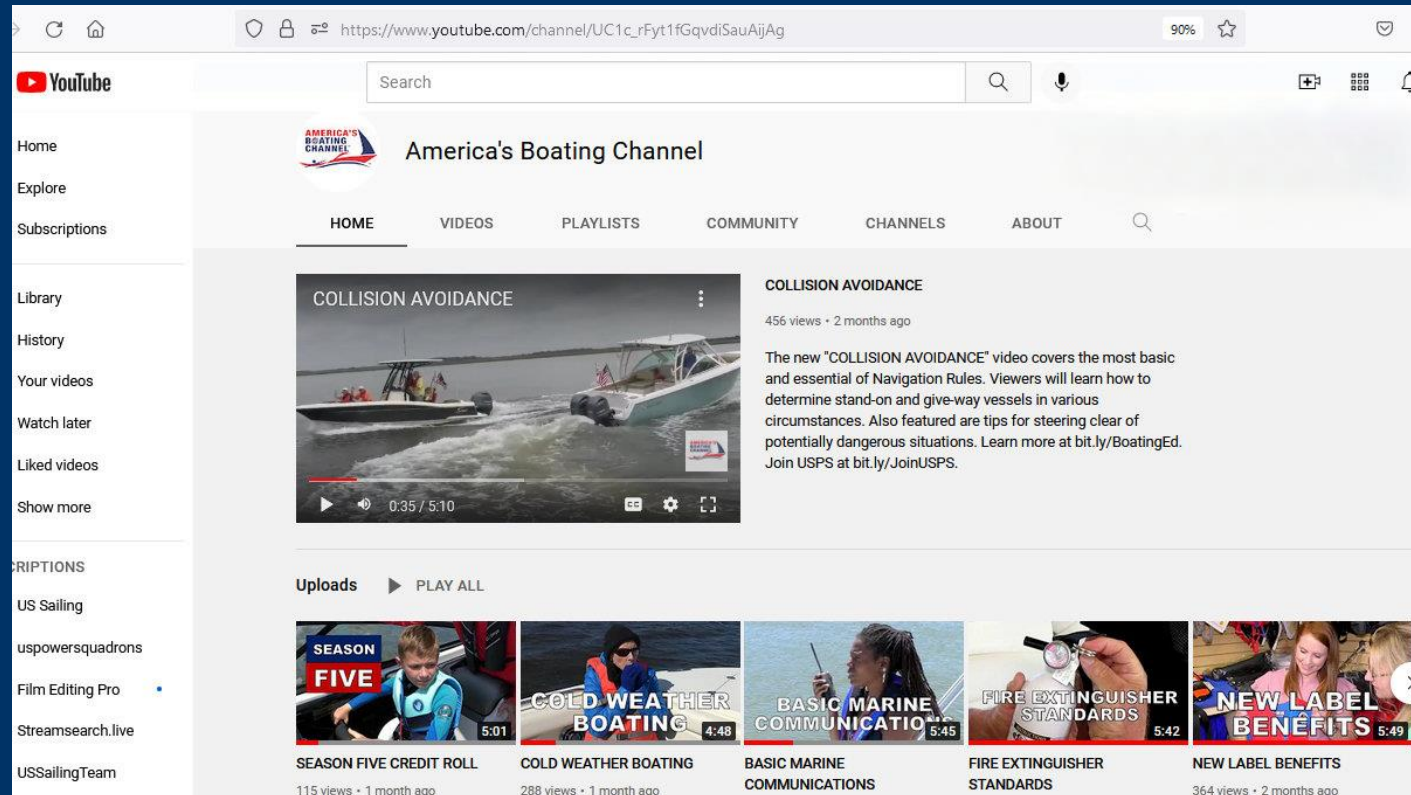
Avg. Mthly. Viewing Up 12+%





# LAUNCH PERIOD

Season 6 – 145,000 Viewers in 5 Months

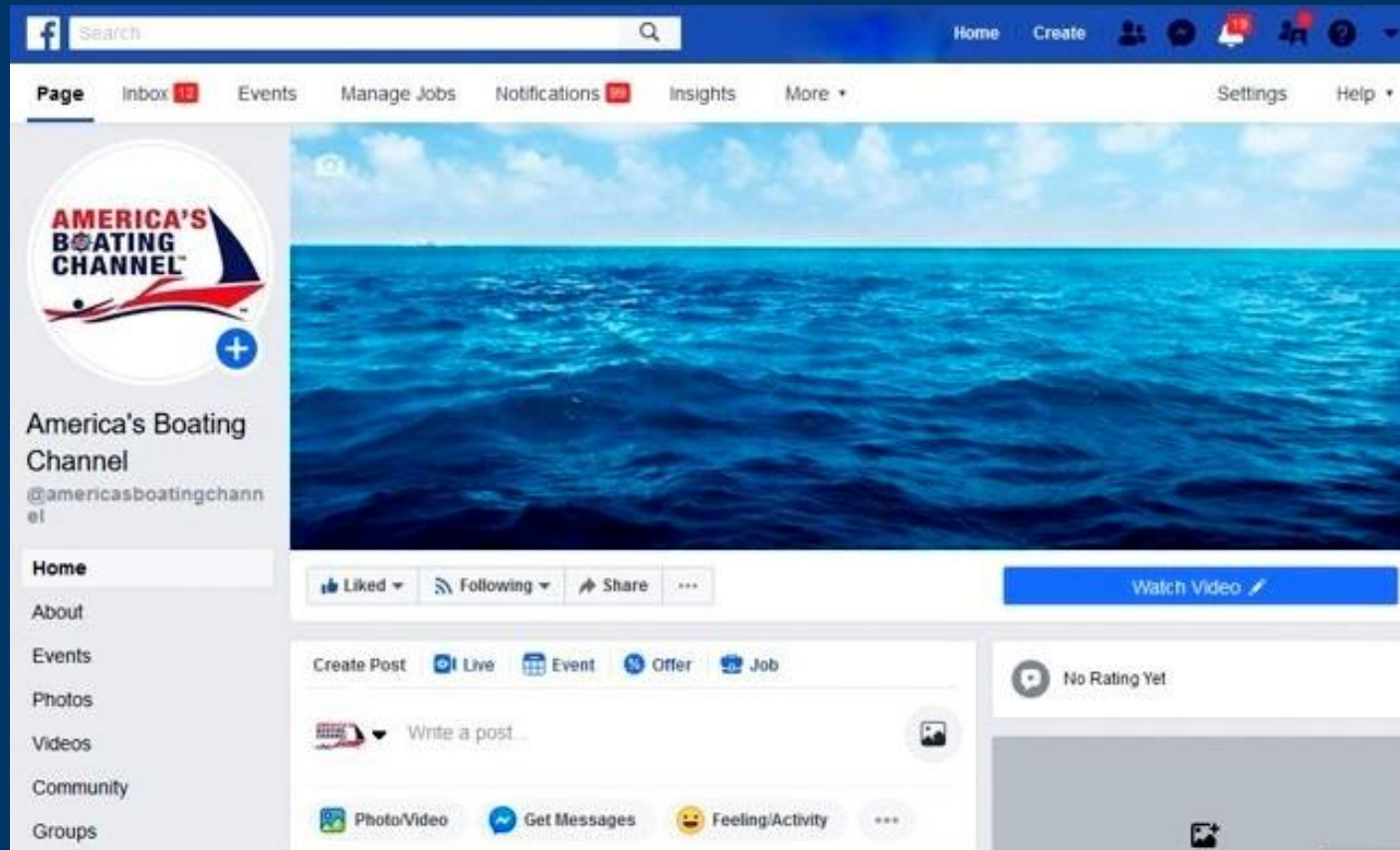


Season 5 – 130,000 Viewers in 8 Months



# FACEBOOK 7/1/21-9/30/22

Page Posts 67,886 People



502% Increase vs. 3/1/20-6/30/22

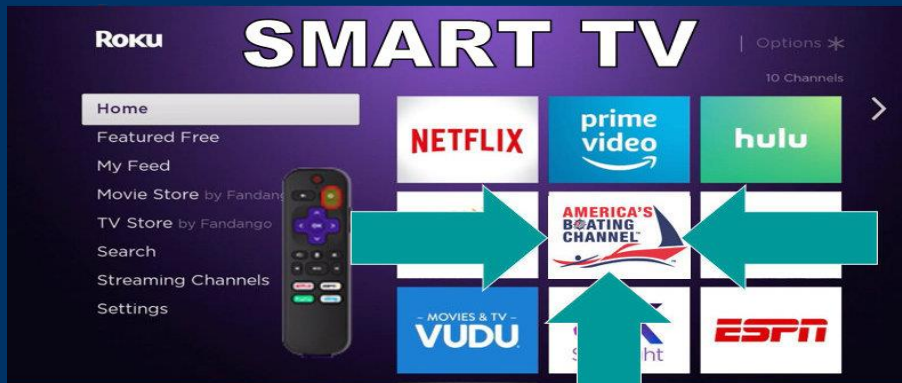
# CURRENT GRANT



**Seasons Seven – Nine**  
**7/1/22 - 9/30/25**



# FOUR AREAS



# AMERICA'S BOATING CHANNEL™



**You're Invited to Participate**





# NOW IN PRODUCTION



# SUBJECT MATTER



Video Script Development 7/1-12/31



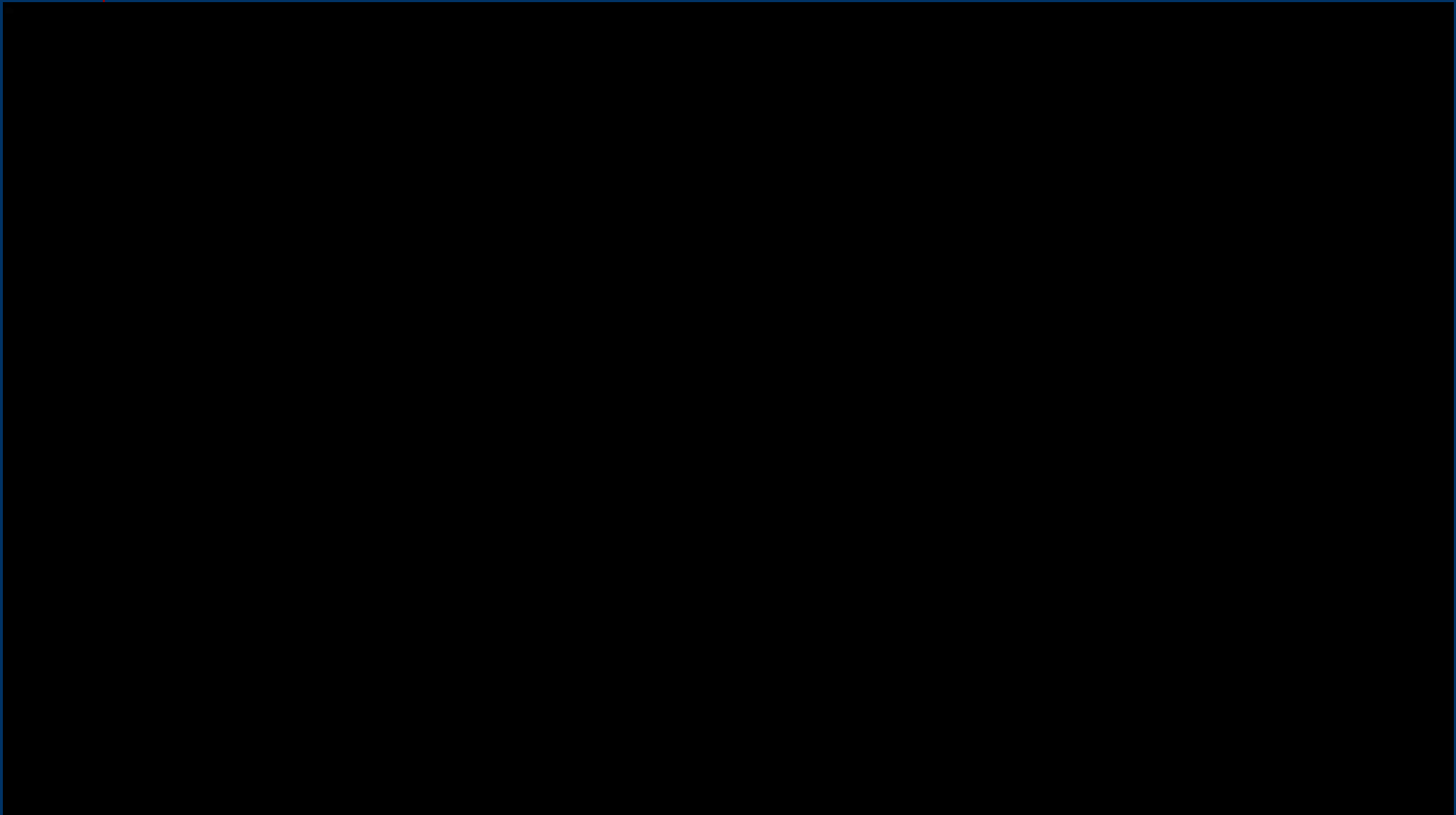
# NEW VIDEO SERIES



Cape Coral Squadron 1/23-1/31



# BEHIND THE SCENES



# NEW VIDEO SERIES



## BOATING WITH SMALL CHILDREN

Lake Murray Squadron 4/21-4/27



# NEW VIDEO SERIES



Savannah Squadron 4/29-5/5

# NEW VIDEO SERIES



Rockville Squadron 6/1-6/25 TBD



# NEW VIDEO SERIES



Grosse Pointe Squadron 6/29-7/5



# NEW VIDEO SERIES



Smith Mt. Lake Squadron 7/9-7/16



# NEW VIDEO SERIES



## ENGINE FAILURE CAUSES & CURES

1 Boat Remaining



# NEW VIDEO SERIES



## SLIPS, TRIPS AND FALLS

1 Boat Remaining

# NEW VIDEO SERIES



1 Boat Remaining



# NEW VIDEO SERIES



2 Boats Remaining



# NEW VIDEO SERIES



2 Boats Remaining

# NEW VIDEO SERIES





# FIELD PRODUCTION

## Two Primary Roles



On-Camera Talent and Field Producer





# ON-CAMERA TALENT



We've Made It  
As Easy as Possible

# CASTING PROTOCOL



Start with Boat Operators  
Match-Up with Optimal Script  
Suitable Story Arc for Boat  
Schedule Day and Daypart  
On-Camera Talent Notes  
Plain Language Logistics  
No Surprises or Time Wasters

# VIDEO RECORDING SESSIONS

Dedicated to One Boat  
Operator & Passengers  
Capture Scripted Scenes  
Time Required < Half Day





# FIELD PRODUCER



No Media Experience Needed  
Good at Planning & Projects  
Recruit Members with Boats  
Help Schedule Video Shoots  
Minimum Ten (10) Boats  
2 Recording Sessions / Day  
5-6 Day Total Schedule

# VIEWERSHIP PROMOTION





# ADDITIONAL TOOLS







# NEW FORMAT

**AMERICA'S BOATING CLUB**

## America's Boating Channel

@AmericasBoatingChannel 7.74K subscribers 84 videos

America's Boating Channel, sponsored by the U.S. Coast Guard and produc... >

Customize channel Manage videos

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

### SMART TV LAUNCH

665 views • 2 weeks ago

Breaking News – From the USPS-ABC Annual Meeting in Orlando, FL – Don't miss the red carpet gala media event on Sunday April 16 at the International Boating & Water Safety Summit (IBWSS) to launch America's Boating Channel's new smart TV offerings. Visit [ibwss.org/register](http://ibwss.org/register).

0:00 / 4:44

#### Popular videos ▶ Play all

Stopping a Boat On Plane	Docking	Navigation Rules FAQ	PWC Person Overboard and Roll-Overs	Life Jackets For Children	Anchoring a Boat
2:42	2:38	8:02	7:08	2:38	6:12
STOPPING A BOAT ON PLANE	DOCKING	NAVIGATION RULES FAQ	PWC PERSON OVERBOARD AND ROLL-OVERS	LIFE JACKETS FOR CHILDREN	ANCHORING A BOAT
222K views • 6 years ago	210K views • 6 years ago	187K views • 4 years ago	88K views • 4 years ago	77K views • 5 years ago	71K views • 6 years ago
CC	CC	CC	CC	CC	CC



# NEW FORMAT

## SEASON ONE ▶ Play all

America's Boating Channel's Season One video titles include "LIFE JACKETS," "VESSEL SAFETY CHECKS," "PLANNING AHEAD," "VESSEL INSPECTION," "PREPARING FOR DEPARTURE,"...



## SEASON TWO ▶ Play all

America's Boating Channel's Season Two video titles include "CHOOSING THE BEST LIFE JACKET," "HOW LIFE JACKETS SAVE LIVES," "LIFE JACKET FLOTATION," "LIFE JACKETS FOR CHILDREN,"...



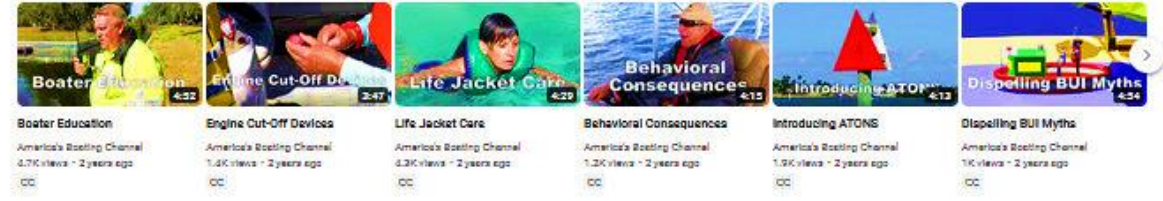
## SEASON THREE ▶ Play all

America's Boating Channel's Season Three video titles include "COLD WATER SURVIVAL," "WEAR A LIFE JACKET," "SAFETY TIPS FOR PADDLE SPORTS," "STAND-UP PADDLEBOARD SAFETY,"...



## SEASON FOUR ▶ Play all

America's Boating Channel's Season Four video titles include "BOATER EDUCATION," "ENGINE CUT-OFF DEVICES," "LIFE JACKET CARE," "BEHAVIORAL CONSEQUENCES," "INTRODUCING ATONS,"...



## SEASON FIVE ▶ Play all

America's Boating Channel's fifth season videos include "KNOWLEDGE VERSUS SKILLS," "WEAR AN EODS," "INFLATABLE LIFE JACKETS," "CARBON MONOXIDE DANGERS," "COLLISION AVOIDANCE,"...



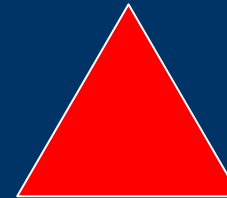
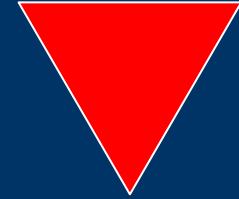
## SEASON SIX ▶ Play all

America's Boating Channel's sixth season videos include "FIRE EXTINGUISHER REGULATIONS," "DEFENSIVE BOATING," "DIGITAL CHARTS AND VIRTUAL ATONS," "COMMERCIAL TRAFFIC,"...





# FEATURED NOW



## Expand on Seasonal Thematic Campaigns





# NEW USCGAUX PROGAM



41 Downloadable & CC Streaming Videos

# MONTHLY THEMES

## 2023 BOATING SAFETY CALENDAR

**JANUARY**  
Cold Water Boating

**FEBRUARY**  
Communication Devices

**MARCH**  
Take a Safe Boating Course

**APRIL**  
Boating Preparedness

**MAY**  
Boating Safety • Life Jackets  
Engine Cut-Off Device

**JUNE**  
Water Sports  
Rental Boat Safety

**JULY**  
Boating Under the Influence

**AUGUST**  
Search and Rescue

**SEPTEMBER**  
Fall Cleanup • Storing Boat  
and Equipment

**OCTOBER**  
Hunting and Fishing

**NOVEMBER**  
Registration Renewals

**DECEMBER**  
Holiday Gift Guides

### Mark Your Calendar for 2023 Events

Jan	Various Boat Shows
Feb	Various Boat Shows
Apr 6	#406Day
Apr 16-19	International Boating & Water Safety Summit
May 19	Wear Your Life Jacket to Work Day
May 20	Kids to Parks Day
May 20-26	National Safe Boating Week
May 22	National Maritime Day
May 27-29	Memorial Day Weekend
May 29	National Marina Days (thru Labor Day)
Jun	National Safety Month
Jun 3-11	National Fishing and Boating Week
Jun 18	National Go Fishing Day
	Summer Sailstice
Jul	Sun Safe Boating Month
Jul 4	Independence Day
Jul 2-4	Operation Dry Water
Sep 4	Labor Day
Sep 23	National Hunting and Fishing Day
Sep 28	World Maritime Day
Oct	National Hunting and Fishing Month
Nov	Child Safety Protection Month
Dec	Holiday Parade of Boats (check local community calendars)

Visit your local state boating agency website about boat renewal information.

SAFEBOATINGCAMPAIGN.COM

facebook.com/boatingcampaign

twitter.com/boatingcampaign

Reference to any specific commercial product, process or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation or favoring by the U.S. Coast Guard.

Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

# HOW TO HELP



## Become a Social Activist





# OUR VIDEO SERVICE



**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**



# REACH 5 MILLION PEOPLE

like & share



# SMART TV





# SERVICE OFFERINGS



## Television Channel

## Video-on-Demand App





# BOATING VIDEO CATEGORIES





# APP SCREENSHOTS



**Boating Safety and Boater Education Messages  
Adjacent to More Highly Viewed Entertainment Content**



# LAUNCH PLAN

AMERICA'S BOATING CHANNEL™



# IBWSS PREMIERE

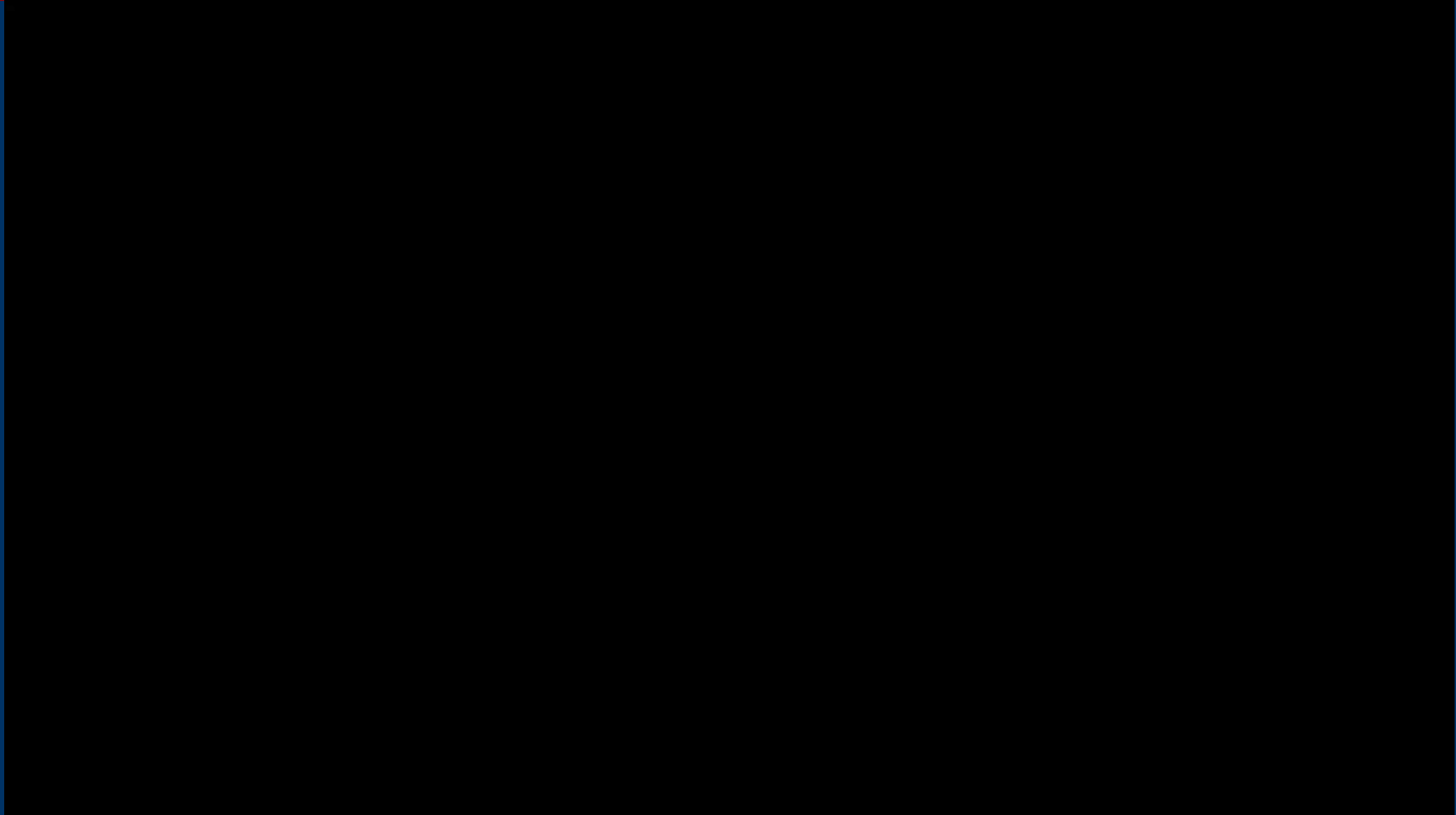


**Chief Commander  
Craig Fraser**





# LAUNCH PREVIEW







# PREVIEW NOW ON ROKU



Select Store on Your Roku Remote

Select Channels

Search for Americas Boating Channel

Select Add Channel

New Videos Continually Added for Mid-April Launch

Send Your Comments

**Marty.Lafferty@AmericasBoatingChannel.com**



# PARTICIPATION OPPORTUNITY

## Smart TV Category Management



# CATEGORY MANAGEMENT

Researching and Acquiring Videos

Managing Content Provider Relationships

App Formatting and Channel Scheduling

Applying Metadata and Uploading Videos

Category Branding and Viewership Promotion

Social Media Outreach for Selected Category

Advertising and Sponsorship Sales



# INTERNSHIP PROGRAM

Juniors  
Seniors  
Grads  
Alumni



Film & TV  
Ad & PR  
Marketing  
Comms

## Applicant Interviews Began 2/1

# USPS MEMBERS

Choice of Two Roles

AMERICA'S BOATING CLUB  
UNITED STATES POWER SQUADRONS®

Manage or Mentor



# JOB REQUIREMENTS

For selected video category(ies) in boating entertainment and/or information, strategizing with grant project leaders on branding for target audience, acquiring and organizing videos from existing content providers, identifying additional sources of related videos, preparing and uploading videos to app and channel, creating marketing materials, conducting viral and social media viewership promotion, identifying and contacting potential advertisers and sponsors for closing by America's Boating Channel professionals – for which a sales commission will be payable to the Category Manager and/or Mentor. Knowledge of boating is an enormous plus.

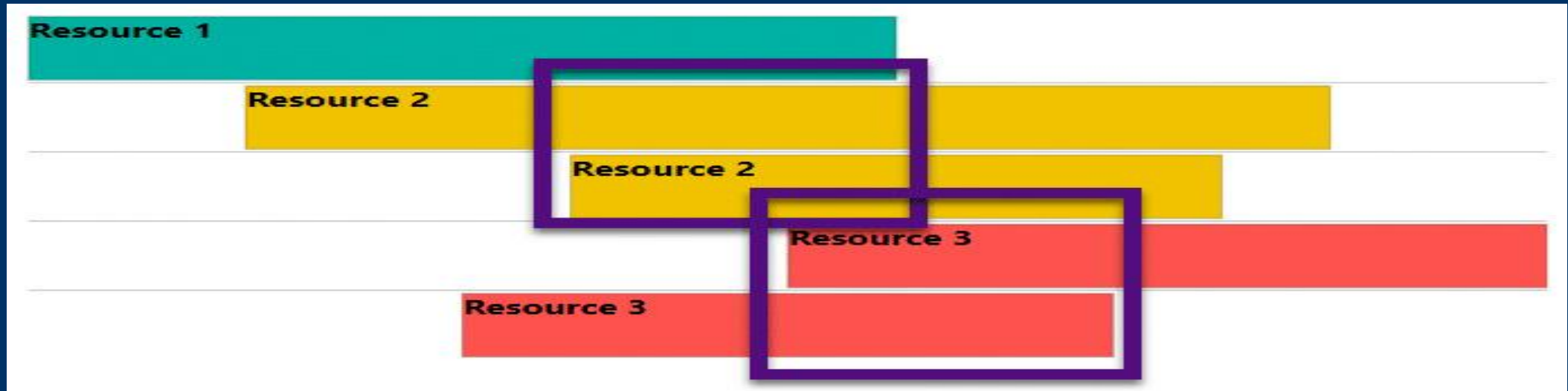


# TIME PERIODS

## Category Managers

Now – Mid-April (Pre-Launch Preparation)

Mid-April – Ongoing (Post-Launch National Roll-out)



## Mentors of Collegiate Category Managers

Spring Semester (Now – Apr/May)

Summer (Jun – Aug)

Fall Semester (Sep/Oct – Dec)

# HOW TO APPLY

**Kathy.Strachan@AmericasBoatingChannel.com**

## Kathryn Strachan

Kathryn Strachan is the VP of business development for America's Boating Channel. She grew up and currently lives on the Connecticut shoreline and has spent many days boating on Long Island Sound. Kathy is responsible for partnering with content rights holders to provide boating safety and boater education videos for America's Boating Channel's two new smart TV offerings. She has aggregated hundreds of hours of boating themed video content including epic movies, TV program series, military films, power boat and sailboat racing for both the on-demand app and linear video channel. Kathy has a B.A in Communications from the University of Connecticut and has spent her career in the broadcast, cable, and streaming TV industries launching innovative technologies and channels. She has held business development positions with NBC Olympics and CBS PPV. Kathy is currently the chief corporate and business development officer for StreamSearch Live. [americasboatingchannel.com](https://americasboatingchannel.com)





# SMART TV PROGRAM IDEAS



Have a favorite classic TV boating themed program or motion picture?

Recommend it to us!

**SmartTV@AmericasBoatingChannel.com**



# INLET DRONE VIDEOS



**AMERICA'S BOATING CHANNEL™**  
**DRONE VIDEO PROJECT**



# INTRODUCTORY VIDEO



View it at [bit.ly/DroneVideoProject](https://bit.ly/DroneVideoProject)



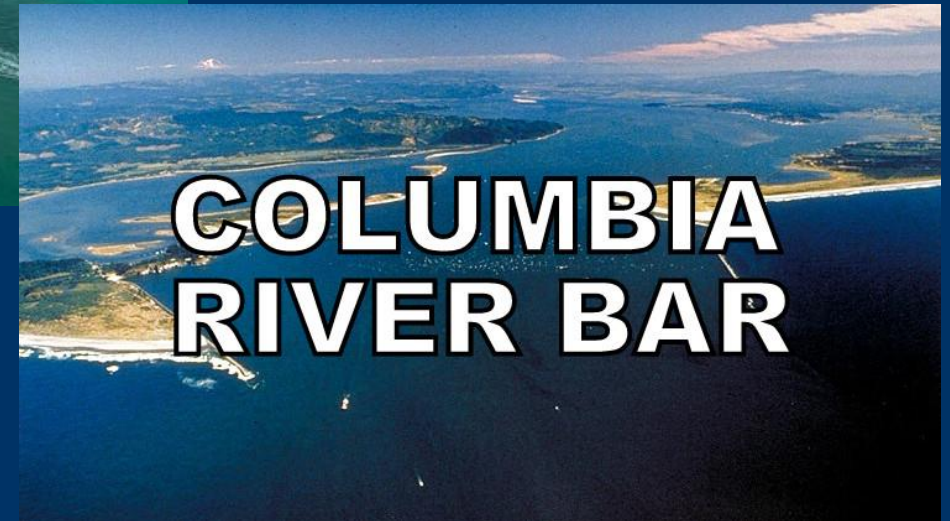
# WORLD PREMIERE AT D/5 FEC



**CAPE FEAR**



**HAULOVER**



**COLUMBIA  
RIVER BAR**





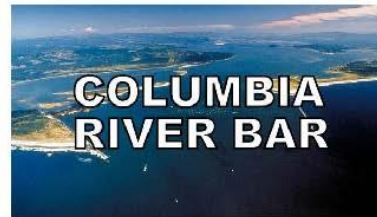
# INTERACTIVE AD IN “CURRENTS”

**AMERICA'S BOATING CHANNEL™**



## INLET DRONE VIDEOS

Click an Image to Play a Video Instantly or Visit [AmericasBoatingChannel.com](https://AmericasBoatingChannel.com)



## NEW PLAYLISTS





## INLET DRONE VIDEOS

America's Boating Channel

Public ▾



▶ Play all

↻ Shuffle



### NAVIGATING INLETS

America's Boating Channel • 2.6K views • 4 months ago



### CAPE FEAR

America's Boating Channel • 481 views • 8 days ago



### COLUMBIA RIVER BAR

America's Boating Channel • 825 views • 7 days ago



### HAULOVER

America's Boating Channel • 1.6K views • 6 days ago





# 2023 NATIONAL ROLLOUT

9 Additional Inlets

## INLET DRONE VIDEOS



40 by 2025





# OPTIONS FOR PARTICIPATION

Identify Waterway Entrances

Provide Notes for Coverage

Capture Video Footage

AMERICA'S BOATING CHANNEL™



DRONE VIDEOGRAPHY



For Inlet Drone Videos



# TRAINING LEADERS



Marty Lafferty



Steve Troletti



Jim Heckman



# CONTENT INCLUDED

Contribution of Videos & Charts

Formulaic Shooting Protocol

Planning & Production Support

Centralized Post-Production

Business Model Alternatives



# VIDEO RECORDING



[bit.ly/DVWStream](https://bit.ly/DVWStream)

[bit.ly/DVWDownload](https://bit.ly/DVWDownload)

# TRAINING MODULE







# DJI FLY SOFTWARE GUIDANCE



Altitude Zones(120m)

Fly Spots

MAVIC MINI



Album

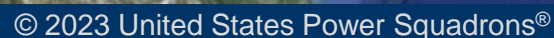


SkyPixel



Profile

GO FLY





# SUBMIT AN INLET

Name and Location of Inlet

Why It Merits Coverage

Special Aspects of Inlet

Local Safety Knowledge

Estimated Boat Traffic

**[Drones@AmericasBoatingChannel.com](mailto:Drones@AmericasBoatingChannel.com)**





# NEWSLETTER INSERTS

Debra Allen



Articles

## America's Boating Channel™

### Promoting Boater Education to Our Members and the Public

As production of America's Boating Channel™ Season Seven gets underway, remember the channel has six seasons of videos archived and available to help educate ourselves and others.

An outstanding example is the video ["Boater Education,"](#) which underscores the importance and value of taking boating safety courses. Viewers learn about online, classroom, and on-the-water educational offerings.

Screening boater education videos is an excellent way to prepare for safer experiences on the water. "Boater Education" reminds us about required safety equipment and that we need to know the rules of the road when operating a boat.



Taking the concepts in this video a step further, America's Boating Channel produced a sequel entitled ["Knowledge Versus Skills."](#) It covers differences between boating knowledge and boating skills and why it matters. Viewers learn approaches to take to improve their boating abilities and what pitfalls to avoid in boater education.

These videos also are an excellent tool to help recruit participants to our educational program and to membership. Invite your friends and neighbors to watch, like and subscribe to America's Boating Channel to introduce them to what our organization has to offer.

Available on YouTube, America's Boating Channel offers quick and easy access to professionally produced high-definition safe boating and boater education videos.

[America's Boating Channel™](#) is produced by the United States Power Squadrons® (USPS) under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard.



Shorts



As production of America's Boating Channel™ Season Seven gets underway, remember these videos are an excellent tool to help recruit participants to our educational program and to membership. The professionally produced, high-definition safe boating and boater education videos are archived and available for immediate access. An outstanding example is the video ["Boater Education,"](#) which underscores the importance and value of taking boating safety courses. Viewers learn about online, classroom, and on-the-water educational offerings. Invite your friends and neighbors to watch, like and subscribe to [America's Boating Channel on YouTube](#) as a fun and educational introduction to what our organization has to offer.

Bimonthly to Squadron and District Editors / Publishers

# CHOOSE HOW TO PARTICIPATE

## Four Ways to Join America's Boating Channel



**Field  
Production**



**Promotional  
Activity**



**Smart TV  
Operations**



**Inlet Drone  
Videos**





**Thanks for Attending**



Marty.Lafferty@  
AmericasBoatingChannel.com  
410-725-7820

Sari.Lafferty@  
AmericasBoatingChannel.com  
410-476-7964