

Recreational Boating Safety Guidelines for Multimedia and Print Media Grant Deliverables



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Overview:

This document provides an overview of the Coast Guard Guidelines and requirements for Grants and Cooperative Agreement products (logo, statements, audio, etc) and multimedia and print media (DVDs, talent, etc) submission.

Accessibility Standards: All Grant deliverables shall comply with 36 CFR Part 1194, Electronic and Information Technology Accessibility Standards. Section 508 requires that all website content be accessible to people with disabilities. This applies to Web applications, Web pages and all attached files on the intranet as well as internet.

Markings and Statement Requirements (Sport Fish Restoration & Boating Trust Fund/DHS/USCG) – General guidance: Wherever the logo of the grantee appears on the product, the DHS Shield and the USCG Emblem and the printed statement "*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard*" must also appear on the same page, same segment of the video, etc. and the DHS Shield and USCG Emblem are to be of equal size as the grantee logo. The printed statement is to be printed in a font the size of the grantee credit. Further clarification follows.

Printed Publications:

Any printed publication, national research study, textbook, reference manual, poster, etc. shall contain a template located at the bottom of the front cover (and back cover if the grantee credit is given). The specific content of the template follows:

1. A printed statement "*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard*". This statement is to be printed in a font the size of the grantee credit.
2. Two markings, DHS Shield and USCG Emblem, are to be placed on opposite sides of the statement. When spacing prohibits this, it is acceptable to place them directly below the printed statement.
3. The DHS Shield and USCG Emblem should be of equal size to that of the co-sponsor organization/agency logo. In printed material the DHS Shield and USCG Emblem should

not be reproduced smaller than .625" diameter.

4. Pre approved Marking and Statement are available at:
<http://www.uscgboating.org/multimedia/graphics.php>
5. www.uscgboating.org should appear on the back cover.

Video and multimedia products:

Any audio visual grant product shall contain the same *Sport Fish Restoration and Boating Trust Fund* template as printed publications. Placement specifications are as follows:

1. At the beginning of the video, in full-color as a part of the introduction.
2. During the closing credit additional credit is given as funding source and contributing partners.

If you have any questions, please contact the Coast Guard Grant Technical Manager (GTM).

Guidelines for Presenting Boating Information:

Materials should always demonstrate safe and legal boating operations in order to influence and reinforce learning and behaviors. To ensure that only the highest quality materials portraying appropriate safety considerations are prepared, these guidelines are to be followed:

General Considerations:

1. **SHOW ALL PERSONS ON BOARD VESSELS WEARING A LIFE JACKET.** Life jackets should be Coast Guard approved, in good condition, fit properly, and be properly secured (zipped or fastened) while underway. Life jackets worn should be suitable to the activity being depicted. It is recommended that persons be shown wearing life jackets on docks before getting into the boat, as well as getting out of the boat
2. **SHOW BOATS AND EQUIPMENT THAT ARE IN OPTIMAL CONDITION.** This includes proper numbering or documentation. Boats shall be equipped with (at a minimum) "Federal Requirements and motorboats should display a current year Vessel Safety Check decal.
3. **SHOW SAFETY EQUIPMENT AS VISIBLE AND ACCESSIBLE.** Motorboat operators should be shown wearing the engine shut-off lanyard.
4. **SHOW SAFE BODY POSITIONS FOR OPERATORS AND FOR PASSENGERS.** Persons should be sitting only in areas specifically designed by the manufacturer.
5. **SHOW BOATS OPERATING IN A SAFE MANNER,** i.e., accelerating at a safe rate so as not to create a dangerous wake or throw riders around in boat.
6. **SHOW GENERIC PRODUCTS.** Whenever possible. To avoid unfair product

representation or inference of endorsement use generic products or, if brand names are shown, avoid "showcasing" or concentrating on labels.

7. **SHOWING UNSAFE AND ILLEGAL BOATING OPERATIONS.** Alcohol use, not wearing a life jacket, improper procedures, navigation violations, etc. may be shown in context when highlighting the consequence of the negative behavior.

Production Considerations:

1. **MODEL SAFE BOATING PRACTICES.** Even though the focus may be on a specific topic or skill, other safe boating practices should also be modeled. A Coast Guard representative should be present during filming; this may be coordinated through the Grant Technical Manager.
2. **ALWAYS DEMONSTRATE THE PROPER WAY.** We do not recommend showing improper methods; however, if the grantee chooses to do so (with prior approval from the GTM), the sequence would be to show the improper method first with explanation or graphic that stresses it is an improper method, followed by the correct method.
3. **PRODUCTION SAFETY.** Consider all applicable company, local, state and federal Environmental, Occupational Health and Safety (EHS) rules, regulations, policies, procedures and programs. Review scripts, creative treatments and production plans to identify and address potential EHS issues; and coordinate the selection, retention, assignment and work product of production safety consultants as required. Life Jackets should be worn.
4. **TALENT ENGAGED SHOULD DEPICT THE AVERAGE CITIZEN.** Efforts should be made to include minorities and depict an equal distribution of minority populations. The intent is to make the program believable and not necessarily the "Cover photo look."
5. **ROLES WHICH ILLUSTRATE COAST GUARD PERSONNEL OR STATE/LOCAL MARINE PATROL OFFICERS SHOULD BE APPROPRIATELY DRESSED** in correct uniforms, have regulation haircuts, and meet the appearance standard of the service. For use of Coast Guard facilities and approval to impersonate USCG personnel, a formal request will need to be made to the local Coast Guard Public Affairs Office, through your Grant Technical Manager. When warranted, a Public Affairs Officer will assist the Grant Technical Manager to review the script and the filming.
6. **RELEASES MUST BE OBTAINED FROM TALENT PRIOR TO SHOOTS** so that the program can be placed in the public domain without constraint. If you have questions about providing the proper releases necessary to achieve this requirement, contact your Grant Technical Manager for additional assistance.

Coast Guard Review Process:

When a film, video or other multimedia production is created under a grant, cooperative agreement or contract to the Coast Guard, review is required by the Grant Technical Manager at the following milestones: A Coast Guard Representative may attend pre production developmental and other meetings.

- A. At the completion of the proposed treatment, where the objectives and creative approaches are discussed.
- B. At the completion of the script and/or story board..
- C. At the completion of the rough cut provide a copy for technical evaluation. For print media, provide “comp” art or rough layouts before producing a final product.
- D. Review of final product prior to release.

Final Products:

1. Multimedia: When delivering a final multimedia product to the Coast Guard, the following master copies must be provided:
 - a. Two (2) DVD's (Digital Master)
 - b. Two (2) CDs-Copies of Scripts/Video Transcript/Graphics/etc.
 - c. Label artwork (if applicable)
 - d. Print material should be submitted with finished, camera-ready mechanical art. When electronic, shall be editable in the native program.
2. Print Media: When delivering a final print media product to the Coast Guard, the following master copies must be provided:
 - a. Print material should be submitted with finished, camera-ready mechanical art.
 - b. Electronic copies should be submitted with formatting suitable for posting to the Web and new technology products.
3. Mobil Apps: When delivering a final product
 - a. The completed mobile app programming code

Availability and Accessibility: One of the goals of the National Recreational Boating Safety Program is that information be shared as broadly as possible except where limited by law, policy, or security classification. In attaining this goal, it is required that all information and material that is created in an electronic format be compatible with the internet and intranet. Formats to consider are Printed, PDF, E-Reader, and Read Online.

1. The Coast Guard Standard Workstation. All information and material created in an electronic format shall be provided to the Coast Guard in a format compatible with Microsoft Office Suite, or the software system being used by the Coast Guard during time of production. Recipients are expected to coordinate with the Grant Technical Manager to ensure the compatibility of electronic information.

2. The Web and new technology products (Apps). Consider HTML/ Mobile compatibility issues.
 - a. Browser compatibility
 - b. Device compatibility
 - c. Accessibility
 - d. Indexing and search
 - e. Mobile compatibility
 - f. Printing

All original footage, pre-print materials and computer disks shall become the property of the U.S. Coast Guard.

TALENT RELEASE

Coast Guard
Recreational Boating Safety
Photo/Video Talent Authorization, Release and Agreement

I, _____, hereby give and grant to the United States Coast Guard, (hereinafter referred to as "USCG"), and those acting with and under their permission to record my voice and other sounds of mine, or to substitute another's voice for mine, and to photograph me through electronic and/or digital videotape/still photography to record my presence and/or performance, to use, reuse, publish, re-publish, display, adapt, exhibit, reproduce, edit, alter, modify, make derivative works, distribute, publish, republish, otherwise use, and copyright (including but not limited to copyright of commissioned or contracted work) any such voice, sounds, photographs, videos, and/or performances in which I may be included (hereinafter referred to as "MEDIA"), in whole or in part, composite or distorted in character or form, without restriction as to changes or alterations in the MEDIA whether previous, concurrent or subsequent to the date of this Agreement, reproduction in color, sound, or otherwise, made through any and all media now or hereafter known, for any purpose whatsoever, including, but not limited to, advertising, publicity, informational or training purposes. I understand that any publicity that I might receive as a result of the first use of my name, voice or likeness shall be adequate consideration for this authorization.

I hereby waive any right that I may have to inspect or approve the MEDIA or the materials to which they may be incorporated or any use whatsoever with which they may be associated.

I hereby release and discharge the USCG from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may exist in the MEDIA or in any publications thereof.

I understand and agree that this Authorization, Release and Agreement shall be effective forever from the date hereof and shall be applicable throughout the world.

This agreement shall be binding upon me and my heirs, legal representatives, and assigns.

I hereby warrant that I am full age* and have every right to contract in my own name in execution of this Authorization, Release and Agreement. I state further that I have read this Authorization, Release and Agreement in its entirety prior to my execution hereof, and that I am fully familiar with and in agreement with the contents hereof.

BY: Name: _____

Address: _____

Signature: _____ Date: _____

*I hereby certify that I am eighteen years of age or over or have reached the age of majority under the laws of the jurisdiction within which I am domiciled. If I have not reached the age of majority, this release must be signed by a parent or guardian.

GENERIC PROPOSAL FOR MUTIMEDIA

PROJECT DESCRIPTION

ASSESSMENT PHASE

- Relevant data
- Literature search
- Organizational needs assessment
- Interviewing subject and consumer experts, Focus Groups, etc.
- Prioritization of needs and concerns

DESIGN PHASE

- Determine goals and objectives
- Weighting and grading assessment data to determine what current institutions will be supported.
- Concept foundation
- Identification of integration factors
- Identification of flexibility factors
- Determination of education methods and mechanisms to be utilized (i.e. video and workbook with questions)
- Draft of a project plan with review milestones
- Identification of key people and reviewers
- Delivery and distribution plan

DEVELOPMENT PHASE

- Draft of treatment
- Outline for each set of materials
- Draft of script
- Draft of story board
- Finalization of storyboard (could be slide tape presentation)
- Draft adjunct materials
- Review of materials
- Plan for utilization of existing resources
- List of production issues and criteria
- Finalize production plan

PRODUCTION PHASE

- Assemble equipment
- Choose actors and obtain releases
- Design graphics and artwork
- Finalize graphics artwork etc.
- Review
- Produce rough cut
- Review, edit rough cut
- Review
- Final edit

DISTRIBUTION, DELIVERY, AND PROMOTION

- Marketing plan
- Advertising materials
- Delivery plan to existing outlets
- Use training seminars or demos
- Maintaining Awareness
- Other

Copyrights: Copyrights are handled in accordance with 2 CFR, Grants and Agreements, Part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Award, Subpart D Post Federal Award Requirements, §200.315 Intangible Property.

The non-Federal entity may copyright any work that is subject to copyright and was developed, or for which ownership was acquired, under a Federal award. The Federal awarding agency reserves a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use the work for Federal purposes, and to authorize others to do so.

Definitions

Unless otherwise noted, these terms and their definitions are for the purposes of this guide.

Accessible Containing either open or closed captions, or audio description.

Audio description Speech synchronized with the picture, describing a production's visual content. Audio description is specifically designed for visually impaired and blind persons. Typically, appropriate portions of the audio description are narrated during what would otherwise be natural silences in a production.

Caption The display of spoken dialog as printed words on a television, monitor, projection, or other type of motion display. Unlike subtitles, captions are specifically designed for hearing impaired viewers. They may include information regarding on and off screen sound effects, such as music or laughter. Captions may be open or closed. Open captions are displayed automatically as part of the video without selection by the viewer. Closed captions normally do not appear unless the user has selected them to appear

Clearance for public release The determination by responsible officials that a production and the information contained therein are not classified; are not designated as controlled unclassified information; do not conflict with established a USCG or Federal Government policies or programs; and comply with applicable laws and regulations, and, therefore are releasable to the public.

Editing The assembly of a final media production based on edit decision lists with the addition of sound, visual effects, and titles.

Final product Finished deliverable immediately ready for its intended end users.

Grant Technical Manager A Coast Guard representative responsible for the management of the Grant.

PSA A broad term commonly used to describe a brief information production provided through broadcast, cable, web, or other media that communicates a message to benefit an area of interest, such as health or safety, by raising public awareness.

Post-production The phase of production following principal photography involving processes such as video editing; visual and special effects; graphics; and mixing, dubbing, digitally compressing, and mastering sound.

Pre-production The planning phase of a Recreational Boating Safety production. This phase includes processes such as storyboarding, script development and approval, selecting and licensing music and stock footage, selecting filming locations, set construction, coordinating logistical and material support, selecting acting talent, and obtaining releases and permits.

Production A complete, linear or non-linear presentation, sequenced according to a plan or script

that is created from original, stock motion, or still images, with or without sound, for the purpose of conveying information to, or communicating with, an individual or audience.

Public release A determination whether a production can be distributed, sold, presented, exhibited or shown in theater, on television, on the web, or other presentation medium that is or may be accessible to the public

SME A specialist or expert in the subject matter related to a Recreational Boating Safety production.

Storyboards Graphic images representing proposed shot sequences organized in a sequence to enable visualization of a production.

Technical representative A specialist or expert representing the USCG with a high level of knowledge regarding communicating the intent of the production.

Treatment A written document that expands on an “approach,” and includes specific, in-depth details of planned production elements and techniques.

U.S.C. The United States Code is a compilation and codification of the general and permanent federal laws of the United States