

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2020-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Future Angler Foundation
Grant Number: 3320FAN112005
Grant Title: National Boating Safety Educational Program

Award Amount: \$100,000.00

Synopsis:

The proposed National Boating Safety Educational Program will use the combined audience reach of two (2) nationally distributed half-hour television programs, reaching millions, along with two (2) classroom videos and curriculum that engage students for days with critical thinking about boating safety. This proposed program uses the established and successful youth education fishing series developed by the Future Angler Foundation (FAF) and its partners.

<https://www.futureangler.org>

1120.05 Final Narrative Report

March 12, 2021

The National Boating Safety Educational Program Future Angler Foundation – Grant #3320FAN112005

Below is the Final Narrative Report the granted production of **two boating safety education television shows** and the **two classroom educational videos, two lesson activities and two web pages**. This entire project was completed significantly ahead of schedule and all of the boating safety television and educational products were produced to PBS, FCC E/I “educational standards”. This report is broken down into: **1) Fulfilled Deliverables, 2) Performance Accomplishments**

Fulfilled Deliverables

Television Show #1 - Safe Boating 4 Teens – Full Episode (and related educational materials)

1. **Filmed, edited and fully produced a half-hour** youth slanted (teen) “*Safe Boating 4 Teens*” television episode with input and content development approval from the USCG GTM. intotheoutdoors.org/topics/boating-safety-savvy-full-episode/
2. **Created a “Boating Safety Savvy” classroom video, boating safety lesson activity, and complete educational webpage** and posted live for national distribution with promotional campaign. intotheoutdoors.org/topics/boating-safety-savvy/ The website page contains all of the following educational resources:
 - a. **6:45 Classroom video** on *Boating Safety Savvy*
 - b. **Text and images Student Overview** of the topic
 - c. **Text and images Teacher “LEARN MORE”** of teaching the topic
 - d. **Downloadable “Photo Gallery”** for teacher and student presentations
 - e. **Hyperlinks to www.uscgboating.org/** and other boating safety resources
 - f. **Boating Safety – “Did you know?”** Facts list
 - g. **Classroom Lesson Activity** on “*Safe-N-Smart Summer Camp Boating Safety Plan*” for three days of research, presentations, debate and resolution, for peer-driven interactive learning with all teacher and student worksheets, correlated to Common Core and Next Generation Science Standards for national classroom use. intotheoutdoors.org/topics/boating-safety-savvy/#available-lessons

Television Show #2 – *Safe-N-Smart Family Boating* (and related educational materials)

1. **Filmed, edited and produced a half-hour** family focused “*Safe-N-Smart Family Boating*” television episode with input and development content approval from the USCG GTM. intotheoutdoors.org/topics/family-boating-safety-full-episode/

2. **Created a classroom video, “Family Boating Safety” related boating safety lesson activity, and complete educational webpage** and posted live for national distribution with promotional campaign. intotheoutdoors.org/topics/family-boating-safety-education/ The website page contains all of the following educational resources:
 - a. **5-Minute Classroom video** on *Family Boating Safety*
 - b. **Text and images Student Overview** of the topic
 - c. **Text and images Teacher Advanced Overview** of teaching the topic
 - d. **Downloadable “Photo Gallery”** for teacher and student presentations
 - e. **Hyperlinks to www.uscgboating.org/** and other boating safety resources
 - f. **Boating Safety – “Did you know?”** Facts list
 - g. **Classroom Lesson Activity** on “*Boating Fun-Fest*” for three days of research, presentations, debate and resolution, for peer-driven interactive learning with all teacher and student worksheets, correlated to Common Core and Next Generation Science Standards for national classroom use. intotheoutdoors.org/topics/family-boating-safety-education/#available-lessons

Performance Accomplishments

A - Program Specific Outcomes: The performance specific outcomes for this program began to occur in December 2020 and January 2021, with the initial television broadcasts and national digital distribution of the two boating safety shows. Five more repeated broadcasts will continue for a minimum two years via television distribution. Digital channel distribution on the 12 national digital channels also began then and will run 24/7 for a minimum of five years.

Additionally, the **two classroom and distance learning educational webpages** will be the full complement of educational materials went live during the same time. These boating safety educational materials are being promoted nationally to teacher networks and are available free, open-source to all teachers, distance learners, homeschoolers, and all boating safety agencies and organizations for download and unrestricted use to educate the public on boating safety.

Of particular note: Since this grant was first applied for, the popularity of our Emmy-winning television series has resulted in a dramatic increase in PBS stations across the country joining the various distribution networks broadcasting the series, now **totaling 104 television channels in 27 states**. The map below shows the increase in national coverage which is expected to continue to grow throughout 2021 and 2022. intotheoutdoors.org/broadcast-guide/

Also, the national **digital channels distributing the show 24/7 has more than doubled** from five to 12 of the top digital channels that include a potential national audience of **150 MILLION viewers** watching on: Fire TV, Apple TV, Roku TV, Smart TV, Google Chromecast, Fubo TV, NBC TV, Sling TV, YouTube TV, AT&T TV, Hulu Plus Live TV, and CBS All Access.

B – Program Performance Accomplishments: Based on broadcast syndication metrics and PBS Nielsen ratings of the expanded distribution network, each of the two shows are expected to be viewed by approximately 5 million people. The 12 national digital channels can reach a potential audience of approximately 150 million viewers and those metrics will be available for tabulation during each quarter of 2021 on onward. All told, the bottom line is that this program is expected to make over 10 million, long-format, boating safety impressions. What’s so significant about these impressions is that they placed the viewer in a “stakeholder” role in watching the shows where they faced and discovered the boating safety answers to critical questions about boating safety scenarios that impact their lives. Research shows that when educational content is presented in this science-based method, up to 80% of viewers will remember the information the rest of their lives and have the awareness to act upon that when boating safety situations occur in their lives. This is in stark contracts to the typical 80% who forget safety messaging when they are simply told what to do or not to do. Though not readily measurable, this program is expected to alter about 80% of the boating safety actions of some 10 million people over the next five years.

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