

# Recreational Boating Safety Guidelines for Multimedia and Print Media Grant Deliverables



THIS PAGE INTENTIONALLY LEFT BLANK

# Foreword

The purpose of these directions are to provide guidance to award recipients, sub recipients, and contractors in order to meet the Programmatic requirements of multimedia and print media grant deliverables.

The Boating Safety Division will make updates to this guide as necessary.

THIS PAGE INTENTIONALLY LEFT BLANK

## Table of Contents

|   |    |
|---|----|
| Overview                                      | 6  |
| Accessibility Standards                       | 6  |
| Acknowledgement and Disclaimer Requirements   | 6  |
| Guidelines for Presenting Boating Information | 7  |
| Content Requirements                          | 7  |
| Production Considerations                     | 7  |
| Coast Guard Review Process                    | 10 |
| Final Products                                | 10 |
| Example Talent Release                        | 12 |
| Multimedia Proposal Template                  | 13 |
| Intangible Property                           | 15 |
| Definitions                                   | 16 |
| Review Process Timeline                       | 18 |

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, web design, talent, etc.) submissions. The review process timelines may be found on page 18.

Accessibility Standards: All Grant deliverables must 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. *For video this will require that you provide synchronized captioning. For more information on creating accessible digital products, please visit: <https://www.section508.gov/>*

Acknowledgement and Disclaimer Requirements: All publicly released materials produced under a Sport Fish Restoration and Boating Trust Fund grant must contain an acknowledgment statement and a disclaimer statement. Generally, 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 is as follows.

#### Printed Publications.

1. Acknowledgement statement. Printed publication, national research study, textbook, reference manual, poster, etc. shall include an acknowledgement statement located on the bottom of the front cover (and back cover if the grantee credit is given). The specific content of the statement is as follows:
  - a. "*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.
  - b. 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.
  - c. The DHS Shield and USCG Emblem must 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.
  - d. Include a "for more information statement" and [www.uscgboating.org](http://www.uscgboating.org).
2. Disclaimer statement.
  - a. *Reference in this [type of media publication] to any specific commercial products, processes, or services, 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.*", or
  - b. *The views, opinion and/or findings contained in this [report, study] are those of the*

*author(s) and should not be construed as an official U.S. Coast Guard position, policy or decision unless so designated by other documentation.*

Note: The disclaimer statement does not need to be in the same size font as the acknowledgment statement.

3. Pre-approved Marking and Statements are available at <http://www.uscgboating.org/multimedia/graphics.php>

Video and multimedia products.

1. Acknowledgement statement. Any audio visual grant product must contain the same *Sport Fish Restoration and Boating Trust Fund* acknowledgement statement as printed publications. Placement specifications are as follows:
  - a. At the beginning of the video, in full-color as a part of the introduction.
  - b. During the closing credits, additional credit is given as funding source and contributing partners.
  - c. On media and packaging labels.
2. Disclaimer statement. Immediately following the final acknowledgement statement, *“Reference in this [type of media publication] to any specific commercial products, processes, or services, 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.”* The disclaimer statement does not need to be in the same size font as the acknowledgment statement.
3. Pre-approved Marking and Statements are available at <http://www.uscgboating.org/multimedia/graphics.php>

Promotional Items. If your project has an allowance for promotional items those items must also contain the acknowledgment statement. We acknowledge that space may be at a premium so a compromise may be necessary. Keep in mind that you are promoting the grant-funded project, not your organization. Best advice is to stick to the project title or campaign slogan.

Note: The disclaimer statement may be waived in instances when it is not feasible or appropriate to include it, such as on acknowledgement plaques for facilities or objects. If you have any questions, please contact the Coast Guard Grant Technical Manager (GTM).

Guidelines for Presenting Boating Information: Materials must 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.

Content Requirements:

1. **SHOW ALL PERSONS ON BOARD VESSELS WEARING A LIFE JACKET.** Life jackets must be Coast Guard approved, in good condition, fit properly, and be properly secured (zipped or fastened). Life jackets worn must 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. Vest and Suspender Style are preferred over belt packs, and the intent is to always show life jackets being worn, which is critical in still photography. Colors should contrast – the PFD is the star of the show.
2. **SHOW BOATS AND EQUIPMENT THAT ARE IN OPTIMAL CONDITION.** This includes proper numbering or documentation. Boats must meet (at a minimum) the federal manufacturing and carriage requirements and motorboats must display a current year Vessel Safety Check decal. In addition, vessel registration numbers must be valid, properly formatted and in contrasting color to the vessel.
3. **SHOW SAFETY EQUIPMENT AS VISIBLE AND ACCESSIBLE.** Motorboat operators must be shown wearing the Emergency Engine Cut-off switch (ECOS) lanyard or wireless device. The intent is that we clearly see the use of ECOS. Care should be taken while blocking shots so ECOS use is not obscured. If a boat does not have ECOS installed, select another boat or mock it up. PFDs must be visible.
4. **SHOW SAFE BODY POSITIONS FOR OPERATORS AND FOR PASSENGERS.** Persons must be sitting only in areas specifically designed for seating 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 the boat.
6. **SHOW GENERIC PRODUCTS.** To avoid unfair product representation or inference of endorsement use generic products or, if brand names are shown, avoid "showcasing" or concentrating on labels.

Note: The objective is to be as free of visible brand names and logos as much as possible.

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** (*Visual Persuasion*). Even though the focus may be on a specific topic or skill, other safe boating practices must also be modeled. A Coast Guard representative should be present during filming; this may be coordinated through the GTM.
2. **ALWAYS DEMONSTRATE PROPER METHODS**. 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 must be worn.
4. **TALENT ENGAGED SHOULD DEPICT THE AVERAGE CITIZEN**. Identify the population you want to reach. Population segments and demographic diversity should be taken into consideration when developing your strategy. The intent is to show individuals in everyday circumstances.
5. **USE OF INFLUENCERS**. Including influences, celebrities and other paid spokespersons in a campaign does not come without risk. You should perform your own due diligence when vetting these individuals to ensure they will not run afoul of Coast Guard, personal, and/or organizational values or Coast Guard SAPP.
6. **TATTOOS OR BRANDS**. Tattoos or brands that promote racism/discrimination, indecency, extremist or supremacist philosophies, lawlessness, violence, or contain sexually explicit material that could bring discredit upon the Coast Guard are prohibited. Religious symbols and iconography should also be avoided.
7. **ROLES THAT ILLUSTRATE COAST GUARD PERSONNEL OR STATE/LOCAL MARINE PATROL OFFICERS MUST 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.
8. **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, review is required by the Grant Technical Manager (GTM). Submit for review at the following milestones:

- 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.

Note: In addition to technical accuracy the GTM will review for adherence to the principles of SAPP.

Note: A Coast Guard Representative may attend pre-production developmental and other meetings.

#### Final Products:

1. Multimedia: When delivering a final multimedia product to the Coast Guard, the following master copies must be provided:

- a. Two (2) DVDs (Digital Master), or other CG approved external media; coordinate with your GTM.

Note: If fonts are used in a rasterized image, the font(s) should be rasterized or the font(s) should be included with the artwork. If the artwork is vector, then any fonts must also be converted to vector, or the font provided.

- b. Two (2) CDs, or other CG approved external media; coordinate with your GTM. -Copies of Scripts/Video Transcript/Graphics/Closed Captioning/etc.
- c. Label artwork (if applicable).
- d. Print material must be submitted camera-ready. When electronic, it shall be editable in the native program.
- e. All digital photography must be available at 300 dots per inch (DPI) or greater.

Note: Images should be provided at both web and print resolutions (two files per image).

- f. All digital videos must be filmed in High Definition or better.

2. Print Media: When delivering a final print media product to the Coast Guard, the following master copies must be provided:

a. Print material must be submitted camera-ready.

Note: Print versions of images should be provided in one of the following formats: EPS, PDF or TIFF, and should be 300 dpi. Web versions of images may be provided in JPEG or GIF formats, and resolution may be 72 dpi.

b. Electronic copies must be submitted with formatting suitable for posting to the Web and new technology products.

3. Mobile Apps: When delivering a final product, it must include:

a. The completed mobile application programming code

Availability and Accessibility: One of the goals of the National Recreational Boating Safety Program is to share information 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

Note: 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 MULTIMEDIA

### 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 (what population do you intend to reach?) (what behavior do you want to influence?) (what types of casualties might this project prevent in the future?)
- 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
- Format of metadata
- 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
- Shot list
- 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, and incorporate closed captioning
- Review
- Final edit

#### DISTRIBUTION, DELIVERY, AND PROMOTION

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

## Intangible and Intellectual Property

Intangible Property: It is important that you secure/protect the intangible property that you develop specifically for or will offer for use under your grants.

Copyrights and Trademark: Copyrights and Trademark 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.*

Joint authorship and collective works: Issues surrounding Joint Authorship and Works made for Hire should be resolved, by written agreement, prior to commencement of your project.

Releases: It is the Grant recipient's responsibility to obtain all required releases.

## 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.

Content. Electronic information and data, as well as the encoding that defines its structure, presentation, and interactions.

Document. Logically distinct assembly of content (such as a file, set of files, or streamed media) that: functions as a single entity rather than a collection; is not part of software; and does not include its own software to retrieve and present content for users. Examples of documents include, but are not limited to, letters, email messages, spreadsheets, presentations, podcasts, images, and movies.

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.

Information and Communication Technology (ICT). Information technology and other equipment, systems, technologies, or processes, for which the principal function is the creation, manipulation, storage, display, receipt, or transmission of electronic data and information, as well as any associated content. Examples of ICT include, but are not limited to: computers and peripheral equipment; information kiosks and transaction machines; telecommunications



equipment; customer premises equipment; multifunction office machines; software; applications; Web sites; videos; and, electronic documents.

Intangible Property. *Intangible property* means property having no physical existence, such as trademarks, copyrights, patents and patent applications and property, such as loans, notes and other debt instruments, lease agreements, stock and other instruments of property ownership (whether the property is tangible or intangible)

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

SAPP Security, Accuracy, Propriety, and Policy (SAPP). The Coast Guard's guiding principles for the release of information. Additional information on this topic may be found in the Coast Guard External Affairs Manual, COMDTINST M5700.13 (series)

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.

Synchronized Captioning. Captioning coincides with the corresponding spoken words and sounds to the greatest extent possible, given the type of the programming. Captions begin to appear at the time that the corresponding speech or sounds begin and end approximately when the speech or sounds end. Captions are displayed on the screen at a speed that permits them to be read by viewers.

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.

Coast Guard Review Process Timelines: Many factors such as staff availability, the need for outside review, government shutdown, etc. may impact the review of your content, so it is recommended that content is submitted well in advance of your deadline.

| Content Type  | Workdays to review |
|---|--------------------|
| Final Ad  | 5                  |
| Video/Webisodes/Webinar/Webcast (Final, Section 508 compliant)  | 5                  |
| Mock Ups on New Ads   | 5                  |
| News Release  | 5                  |
| Photos  | 5                  |
| Resubmissions -<br>Video/Webisode/Webinar/Webcast Scripts,<br>Rough Video/Webisode/Webinar/Webcast,<br>Ads. | 5                  |
| Logo and other Designs  | 10                 |
| Rough Video/Webisodes/Webinar/Webcast   | 10                 |
| Quiz  | 10                 |
| New Ad Concept  | 10                 |
| Shot List   | 10                 |
| Video/Webisode/Webinar/Webcast Script (First Submittal)   | 10                 |
| Written Article   | 15                 |
| Peer Review   | Time varies        |
| Translation   | Time varies        |
|   |                    |
|   |                    |
|   |                    |

Note: The number of items submitted for review and the complexity of a particular review may require additional time; your GTM will advise you if additional time is required.