

THE NSBC'S MEDIA TOOLBOX: CONNECTING THE MEDIA TO THE SOURCE

Every day, media around the nation report recreational boating accident stories, but sometimes the articles and headlines only tell half the story. If there's a story about drowning, there is often a missed opportunity to talk about the lifesaving importance of wearing a life jacket at all times. Or a story about falling overboard with a propeller injury could lead the media to offer practical, easy solutions to prevent such an accident, like wearing an engine cut-off switch if they were aware. This is likely because the media doesn't have the tools readily available to know the latest statistic or what questions they should even be asking to put the narrative in context with an awareness message to their audience.

From a national perspective, there is no single source for the media to contact the "Recreational Boating Safety" (RBS) professional on Federal, state, or local level, or to determine a source within the U.S. Coast Guard to contact on boating safety topics and issues. The NSBC is developing a Media Toolbox that targets the media, becoming the go-to location for not only information but contacts as well, and therefore establishing a national network for recreational boating safety entities, linking them directly to the media.

In addition to our deliverables, we have partnered with the United States Power Squadrons (USPS) with their Digital Media Library for Boating Skills and Safety. The USPS will have a website and mobile app that will include 20 Original Digital Video Segments available for free to the boating public and educators and the media. Our collaboration will leverage each program leading to greater use and crossover, creating awareness by promoting safety with the public and through the media.

REGISTER FOR READY, SET, WEAR IT! ON MAY 21, 2016

Join boating safety enthusiasts worldwide for this year's "Ready, Set, Wear It!" Life Jacket World Record Day, May 21, 2016. Haven't registered or found a "Ready, Set, Wear It!" event yet? No problem! You can visit the interactive map to find one near you at www.ReadySetWearIt.com or to register your own event!

One of many innovative ideas for this year comes from Jennifer Emmendorfer in Michigan. She will be hosting an event at Cabela's where a dunk tank will be used to demonstrate how to use inflatable life jackets. International partners and volunteers have already registered events in Australia, Brazil, Nigeria, Canada, and Japan!



Let's put even more points on the map and break the world record of 10, 917 life jackets worn in one day. Derek Van Dyke, Washington State Parks and Recreation Commission, challenges everyone to register as many events as possible as he believes he will help break the world record in the state of

Washington alone. Visit www.readysetwearit.com to find out more and to access resources for "Ready, Set, Wear It!" like this year's new customizable ad!

Don't forget: just prior to this year's "Ready, Set, Wear It!" event, people around the world will be showing how easy it is to Wear It!, even while at work on May 20 in support of Wear Your Life Jacket to Work Day! Submit your photos to www.facebook.com/ReadySetWearIt or tweet them using #wearit and #RSWI2016!

COMING SOON! NEW INSTRUCTOR AND INSTRUCTOR-TRAINER MEMBERSHIP CATEGORIES

Training has always been a priority of the NSBC, as is evident in our Mission Statement. Based on our current Strategic Plan, we want to increase our focus to improve and enhance our training programs. Therefore, it only makes sense that we recognize the important work our instructors and instructor-trainers have accomplished and provide new opportunities by creating two new membership categories. This will give us an easier way to interact and engage with these educators by sending information and updates; offer innovative training webinars; and gather critical feedback and evaluations. We want to capture the work these educators are conducting to make boating safer in the United States.

Throughout the next few months, we will be working to implement these new categories, providing new benefits to instructors and instructor-trainers. After October 1, if you are an Individual Member and an instructor or instructor-trainer, we encourage you to renew your membership as an instructor or an instructor-trainer to receive additional benefits unique to our instructors and instructor-trainers as well as meet the requirement to keep your teaching certification valid with the NSBC. If you are a member of an agency or organization that is a member of the NSBC, your instructor or instructor-trainer membership will be discounted, but is needed to identify you as instructor or instructor-trainer and to maintain your valid teaching certification with the NSBC.

We will be sending monthly emails to instructors and instructor-trainers beginning in July notifying them of these two new membership categories and the benefits associated with each. We'll complement these communications with additional efforts to alert organizations to these newly created categories through our website, "On Rachel's Radar" e-newsletter, and general outreach to our membership. The NSBC website, www.SafeBoatingCouncil.org, will have detailed information on the implementation of these categories beginning July 1. Keep an eye out: the next *Anchorline* newsletter will also have the complete plan of action for the implementation.

If you have any questions, please contact Emily King, Training Director, at training@safeboatingcouncil.org.





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2016 CALENDAR FOR BOATING SAFETY

MAY

May 20

Wear Your Life Jacket to Work Day

May 21

Ready, Set, Wear It! Life Jacket World Record Day

May 21 – 27

National Safe Boating Week

JUNE

June 7 – 8

NSBC Board Meeting, Lexington, Kentucky

June 12 – 17

NASBLA Leadership Academy, Lexington, Kentucky

June 24 – 26

Operation Dry Water

JULY

July 12 – 14

NSBC Instructor Boat Control Course, Columbus, Ohio

AUGUST

Aug. 15

Registration deadline for NSBC Boating Safety Instructor Course

Aug. 21 – 28

USPS Governing Board Meeting, Pittsburgh, Pennsylvania

Aug. 24 – 27

USCG Auxiliary National Conference, Phoenix, Arizona

SEPTEMBER

Sept. 10

NSBC Board Meeting, Seattle, Washington

Sept. 11

NSBC General Membership Meeting, Seattle, Washington

Sept. 11 - 14

NASBLA Annual Conference, Seattle, Washington

Sept. 15 – 16

NSBC Boating Safety Instructor Course, Seattle, Washington

Sept. 22 – 24

CSBC Annual Symposium, Yellowknife, North West Territories, Canada

ANCHOR LINE



NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

2016 VOLUME 17 Issue 1



THE INTERNATIONAL BOATING AND WATER SAFETY SUMMIT CELEBRATES 20 YEARS

The 2016 International Boating and Water Safety Summit (IBWSS) marked the 20-year anniversary of the conference and networking event that has provided boating safety professionals and volunteers with the best education and training available in the recreational boating community. This year's IBWSS was held at the Hyatt Regency Mission Bay in San Diego, California on March 6 – 9.

IBWSS attendees were provided a comprehensive agenda including 60 plenary and seminar sessions to enhance their professional development. Based on attendee evaluations and feedback, highlights from the IBWSS program included the keynote address “Social Marketing – What is it? Why is it so hard? What makes it easier?” and “Drowning Resuscitation: A Practical Approach.” NSBC staff provided updates on their education and outreach programs, including Wear It!, Boating Safety Media Toolbox, and On-Water Training to reach underrepresented communities in the United States.

In addition to the outstanding seminar sessions, attendees had the opportunity to engage with 25 exhibitors in the Expo Hall. The exhibitors provided the latest initiatives, products, and tools to the attendees to help them accomplish their goals within their agencies and the recreational boating community.

The Mark of Achievement Ceremony provided attendees with an opportunity to recognize individuals and organizations that have made significant contributions to recreational boating. The NSBC took a moment to recognize BoatU.S., NSBC Patron Member, for “50 years of making boating better.”

Thank you to the 2016 IBWSS Premier Sponsor and NSBC Patron Member, Boat Ed, for their continued support of the IBWSS.

Additional thanks to the U.S. Coast Guard Office of Boating Safety, Brunswick, The Coleman Company (Stearns), BoatU.S. Foundation, and California State Parks Division of Boating and Waterways for their support of the IBWSS.

Mark your calendars for the 21st annual IBWSS in St. Petersburg, Florida at the Hilton St. Petersburg Bayfront Hotel, April 23 – 26, 2017. For more information, visit www.IBWSS.org.



EMERGENCY LOCATOR BEACONS

It's important for boaters to always wear a life jacket, follow navigation rules, and have an emergency locator beacon on board their boat or worn on their life jacket.

The NSBC's “Saved by the Beacon” campaign compares the benefits of emergency locator beacons to other commonly used mariner's communications devices, such as VHF-FM (DSC) radios, GPS trackers, and cellphones. In an emergency, Emergency Position Indicating Radio Beacons (EPIRBs) for one's boat and Personal Locator Beacons (PLBs) for one's life jacket broadcast a 406 MHz signal to satellites. The signal is then routed to a ground station and transferred to the Mission Control Center. They gather the necessary information and pass it to the Rescue Coordination Center, who then verify the emergency and notifies the nearest Search and Rescue assets.

The most important first-step is to register your emergency locator beacon with the National Oceanic and Atmospheric Administration (NOAA) and update it if any of your information changes at www.beaconregistration.noaa.gov. It only takes a few minutes, but can make a huge difference in the case of an emergency! Make sure to check your emergency locator beacon's battery and expiration date annually. We suggest this little tip: set aside April 6 (406Day, get it?) every year to do this.

Learn more about the resources available for you to implement the “Saved by the Beacon” campaign at www.SavedbytheBeacon.com.

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COMMENTS FROM OUR CHAIR

How did we get here?

Ever sit back and really think about what got you into this boating safety business? What causes you to spend any time at all getting involved in boating safety? Is it just that a job happened to come along at a time when you were needing one? Is it because your boss reassigned you from something else to the boating safety program? Maybe a friend encouraged you to get involved, or perhaps it happens to be a boating-related business which benefits from having ties to the boating safety community. Regardless of what got you here, what's important now is that you belong to a team of folks from all over the world who are taking part in something bigger than themselves...for the benefit of others.

This community is pretty amazing, when you really sit and think about it. We are newbies and old salts...employees and volunteers...the casually engaged to the highly passionate. We are a diverse group of people who find ourselves, at this single instant in time, collectively engaged in an effort to help others get the maximum enjoyment out of being on the water while avoiding simple mistakes that can lead to disaster.

Believe it or not, the effort you make really does make a difference. Certainly you've heard stories of how the single strands within a rope can easily be broken, while the collective effort of many strands, woven and working together, have the ability to withstand great burdens and accomplish great things. That's what I see in the boating safety community.

Individually, I know I have my limits and my success is questionable. You, no matter how knowledgeable or passionate, face similar limitations. On the other hand, when you and I work together, we can accomplish things that would be impossible if we worked as individuals.

I see my association with the National Safe Boating Council as an opportunity to strengthen my ability to reach my professional goals largely through collaboration with our members. We come from all walks of life and with widely different stories to tell. But together, we are a force to be reckoned with. Collectively, we really can accomplish great things.

I'd ask you this...is there a little something else you can do to help the Council become even more effective? Can you introduce a new member to the Council? Perhaps you know someone who is either the victim or survivor of a boating accident and might be willing to help us with that initiative. Maybe you can get a little more serious about the National Safe Boating Week campaign this year. As a member, it's important to keep in mind that this is your Council, and our collective success depends on you.

If you have an idea of how you might commit to stepping up your involvement in some way, I'd love to hear from you. Just drop me a quick email to richard.moore@myfwc.com and let me know what you think you can do. Remember, a rope of many strands isn't easily broken.

Richard

AWARD-WINNING "SILLY HUMANS!" PUBLIC SERVICE ANNOUNCEMENT

REMINDS BOATERS TO BOAT RESPONSIBLY!

Shaw Grigsby, Bassmaster Elite Series Angler and host of "One More Cast" on The Sportsman Channel, joins the NSBC in a new public service announcement, "Silly Humans!" The light-hearted PSA follows two fish who think they are smarter than "silly" humans not wearing their life jackets, but they are no match for Shaw, an accomplished angler who boats responsibly and always wears his life jacket. "If you're not a fish, you've got to wear your life jacket," reminds Grigsby.

In recent news, the Hermes Creative Awards awarded the "Silly Humans" PSA with a prestigious Gold Award. The Platinum Award, the highest award given by the Hermes Creative Awards, was given in recognition of the Wear It! Advertising Campaign as a whole. Download the "Silly Humans" print, radio, and TV PSAs at www.SafeBoatingCampaign.com.



PREMIUM MEMBERS



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For general information about NSBC:
www.SafeBoatingCouncil.org

For information about
the Wear It! Campaign:
www.SafeBoatingCampaign.com

For information about the International
Boating and Water Safety Summit:
www.IBWS.org

For kids' boating information:
www.BoatingSidekicks.com



BOATU.S. CELEBRATES 50 YEARS

The National Safe Boating Council recognized BoatU.S. at the International Boating and Water Safety Summit on their 50th Anniversary. During the Mark of Achievement Ceremony on March 9, 2016, Richard Moore, NSBC Chair, acknowledged BoatU.S. for their impact and achievements in the recreational boating community over the past 50 years.

In 1964, the campaign to create the nation's largest recreational boating association kicked off. Richard Schwartz registered the name Boat Owners Association of the United States with the acronym BoatU.S. BoatU.S. was created to ensure service, savings and representation for the nation's boat owners.

Richard Schwartz helped to write the Federal Boating Safety Act of 1971 which President Nixon signed into law giving the U.S. Coast Guard authority to regulate boat manufacturers, enacting a defect law for newly manufactured boats and creating the U.S. Coast Guard Office of Boating Safety.

BoatU.S. was instrumental in eliminating the federal tax on diesel fuel used in recreational boats and successfully lobbied to eliminate the FCC VHF radio marine radio license requirement for recreational boats less than 65 feet operating in U.S. waters in 1990.

In 1992, BoatU.S. Foundation, the non-profit arm of BoatU.S., completed an extensive inflatable life jacket study that eventually lead to the U.S. Coast Guard approval of inflatable devices.

BoatU.S. Foundation launched the first and now the only free online Boating Safety Course in the nation in 1996. Numerous revisions of course content and animation have helped it remain one of the most popular courses available. To date, over one million boaters have registered for the course that now meets the boating safety requirements in 34 states.

For the past five decades, BoatU.S. has remained true to the vision of service, savings and representation for the nation's boat owners.

For more information on the accomplishments of BoatU.S. www.boatus.com/history.



Richard Moore (left), NSBC Chair, recognized Chris Edmonston (left center), President BoatU.S. Foundation, Ted Sensenbrenner (center), Alan Denison (right center), and Alanna Keating (right) on the 50th Anniversary of BoatU.S.

CANADIAN SAFE BOATING COUNCIL SYMPOSIUM

John Gullick, Chair of the Canadian Safe Boating Council (CSBC)

I would like to take a few minutes of your time to tell you about this year's CSBC Symposium, *Boating in the North*, Thursday, September 22 – Saturday, September 24, 2016, being held at the Explorer Hotel, Yellowknife, North West Territories.

This will be the first time we have held our annual Symposium in the North and we are very excited about the prospect. As you can see from the theme title, our focus will be on issues relating to both recreational and daily living boating in the north.

Here are some of the main agenda features:

On Thursday September 22, 2016, 1830 – 2100:

A Welcome Reception and Symposium Openings, The Prince of Wales Northern Heritage Centre, hosted by CSBC & Northwest Territories Tourism.

On Friday September 23, 2016, 0800 – 2100:

Breakfast and Welcome;

A Federal Agencies Update by the Executive Director, Domestic Vessel Regulatory Oversight and Boating Safety, Transport Canada Marine Safety and Security;

Boating Safety Developments in the United States;

Transport Canada Update;

Canadian Rangers – Influence CSBC has had on modernizing Canadian Armed Forces training in Northern Canada and how a Search and Rescue led to a life-saving strategy;

Afternoon On-Water Activity; and

Dinner with local fare followed, hopefully, by a display of Northern Lights, which is very active at this time of year.

On Saturday September 24, 2016, 0800 – 2000:

Breakfast and Keynote Speakers;

Presentations by the Lifesaving Society and the Canadian Red Cross;

Boating & The Law in Northern Canada;

A Local Panel Discussion on the Realities of Boating in the North.

A Cold Water presentation by Dr. Gordon Giesbrecht; and

Reception, CSBC Volunteer Recognition Award Presentation and closing Banquet

We are hoping that many of you may be interested in attending. For more information and registration, please visit our website www.csbc.ca.

2016 "WEAR IT!" GRASSROOTS OUTREACH CAMPAIGN RECIPIENTS ANNOUNCED

The National Safe Boating Council is happy to announce the recipients of the 2016 Wear It! Grassroots program. This component of the Wear It! campaign is in support of Strategy 2.3 – Deliver Boating Safety Education Messages through Grassroots Efforts of the Recreational Boating Safety Strategic Plan, 2012-2016. The resources provided allows for organizations to purchase Wear It! materials before National Safe Boating Week to implement their programs in their communities throughout the summer months.

The NSBC would like to thank everyone who applied and who are making a difference in boating and water safety. The events hosted by the chosen organizations will include unique and interesting ways to gain the interest of the boating public and provide education and outreach directly to recreational boaters. Kathleen Fisk, U.S. Coast Guard Auxiliary, Flotilla 14-05, plans to educate children about the importance of boating safety. She commented, "We have to start and move it forward NOW, not tomorrow or next year, but NOW! It is never too late to be a Safe Boater."

We can't wait to see the photos from this year's grassroots recipients and hear all the amazing stories from Kathleen and the other enthusiastic volunteers.

2016 Recipients (in alphabetical order):

- Bay Sea Scouts, Inc.
- Dallas Sail & Power Squadron
- Forest Preserve District of Will County
- Franciscan Alliance Foundation
- Georgia DNR Law Enforcement Division
- Howard County Recreation and Parks
- Lake Sinissippi Improvement District
- Mt. Harmony / Lower Marlboro United Methodist Church
- North River Sail & Power Squadron
- Peoria Fire and Medical Department
- Remembering Wyatt Dale Water Safety
- Rock River Trail Initiative
- Schurr Sails of Pensacola
- U.S. Coast Guard Auxiliary, Flotilla 054-08-03
- U.S. Coast Guard Auxiliary, Flotilla 054-26-01
- U.S. Coast Guard Auxiliary, Flotilla 3-10
- U.S. Coast Guard Auxiliary, Flotilla 13-6-63
- U.S. Coast Guard Auxiliary, Flotilla 14-05
- U.S. Coast Guard Auxiliary, Flotilla 43
- West Central Florida Council, Boy Scouts of America

