



DISCOVER BOATING™

The Water is Calling: Essential Tips for Safe Boating
TV PUBLIC SERVICE CAMPAIGN



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ABOUT DISCOVER BOATING

Discover Boating is a one-stop resource for all things boating whether you already own a boat, you're just getting started or simply want to test the waters. From safety and how-to's, to easy ways to get on the water, boat and dealership finder tools, and more, Discover Boating helps people experience the fun of boating while providing expert tips and information to ensure the best possible experience on (and off) the water.



Learn more about Discover Boating

[DISCOVERBOATING.COM](https://discoverboating.com)



[FACEBOOK](https://www.facebook.com/discoverboating)



[INSTAGRAM](https://www.instagram.com/discoverboating)



[YOUTUBE](https://www.youtube.com/discoverboating)

Dear Public Service Director,

Boating gives people the freedom to explore and is one of the most fun, relaxing ways to escape stress on land. Studies show that being in, on and under the water is a boon for psychological, emotional and behavioral health.

Whether you're a newcomer or an experienced captain navigating best practices, it's important to brush up on your nautical know-how because fun boating and safe boating go hand-in-hand.

Discover Boating's new campaign, 'The Water is Calling: Essential Tips for Safe Boating' demonstrates the importance of following safety protocols to allow for an enjoyable, stress-free day on the water. As part of the National Marine Manufacturers Association (NMMA), Discover Boating is the go-to hub for how to get started in boating – your virtual 'friend with a boat' to ask questions and learn more about life on the water.

We hope you will help inform your audiences about boating safety by airing the new PSAs "**Sun Safety**" (:30), "**Safe Swimming**" (:30) and "**Safe Seating**" (:30). These PSAs provide must-know boating safety basics including how to be a responsible boat captain and passenger. Also available for use is the PSA "**Voices**" (:30), which spotlights personal feelings and experiences from real people who are passionate about boating. The PSAs encourage viewers to visit <https://www.discoverboating.com/boating-safety-basics> for more information on how they can boat safely and responsibly. We hope you will air these PSAs, which have **no end date for use**, as soon and as often as possible.

If you have any questions regarding these PSAs, please contact our distribution representative, Shaliza Thomas at Connect360 Multimedia (stthomas@c360m.com; 212-624-9187).

Thank you in advance for your support of this campaign.

Sincerely,

Maggie Maskery

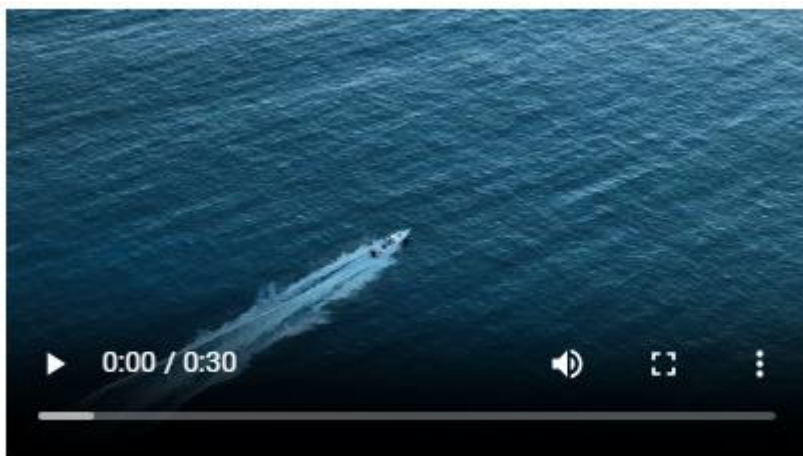
Maggie Maskery
Director of Consumer Public Relations
Discover Boating

Safe Boating

The boating industry has seen a wave of new boaters and first-time boat buyers enter the market as Americans look to the water for fun, freedom and well-being.

Understanding basic boating skills and passenger etiquette helps create a safe environment for those on board as well as surrounding boaters so everyone can enjoy a fun day on the water.

Discover Boating's latest video series, including expert safety tips, will help boaters cruise confidently and safely this season!



TV PSA SCRIPTS

[Download all PSA Scripts](#)

"Sun Safety" (:30)

NARRATOR V/O: Whether you're out for an hour or all day, the sun will tank your energy and increase the effects of alcohol. Not in a good way.

NARRATOR V/O: Keep yourself fed and hydrated. Bring some electrolytes, snacks or even a boat grill to maximize your time and fun on the water.

NARRATOR V/O: Make sure you can offer your crew a break from the rays.

"Safe Swimming" (:30)

NARRATOR V/O: There's plenty of room to swim in the water but stay away from the boat, especially while it's running. That way, you can avoid serious injury from a rocking boat, the propellers or exposure to carbon monoxide. This allows the captain to assess a headcount and proximity to swimmers.

TV PSA SCRIPTS

[Download all PSA Scripts](#)

"Safe Seating" (:30)

NARRATOR O/C: Hey everyone! It's a wonderful day for some boating. But safety comes first and that's why I'll be your guide to teach you about safe seating practices on your boat.

NARRATOR V/O: Your boat may have a label or a diagram in the owner's manual of designated occupant positions. And you as the operator should ensure that all passengers stay in those locations.

NARRATOR O/C: The water is for everyone to enjoy so let's keep it safe. Until next time, happy boating.

"Voices" (:30)

NARRATOR 1 V/O: When you're on a boat, it's a joyful exploration of life.

NARRATOR 2 V/O: I don't know one person who hasn't dipped below the water and had a life-changing experience.

NARRATOR 3 V/O: The best thing about boating is getting out on that open water.

NARRATOR 4 V/O: This is not a country club. It's for everybody.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/db/>

No End Date For Use

"Sun Safety" (:30)

"Safe Swimming" (:30)

"Safe Seating" (:30)

"Voices" (:30)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas: via e-mail at stthomas@c360m.com
or by phone at (212) 624-9187.

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BOATING™