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METHODS-AND-STRATEGIES GUIDELINES FOR “LIFE JACKETS”



The new “LIFE JACKETS” video shows viewers how to choose the most appropriate life jacket for their boat and activity, how to ensure that it's serviceable and fits properly, and how to put it on and wear it.

- ***Introduction***

The new “LIFE JACKETS” video (04:30) can be useful in educational and squadron marketing settings. Preview the audio track at bit.ly/2alqWjS. Suggested venues include member meetings (in conjunction with or in lieu of a speaker), booth demonstrations of life-jacket design and wear at public events, and added to courses, classes, and seminar content.

- ***Media Overview***

The new “LIFE JACKETS” video shows viewers how to choose the most appropriate life jacket for their boat and activity, how to ensure that it's serviceable and fits properly, and how to put it on and wear it.

Viewers also will learn their responsibilities as boat operators to ensure that their passengers and crew – with special attention to children – have chosen and correctly put on the appropriate life jackets for the given situation.

Also featured are special tips about life jackets, such as ensuring that any unused extra life jackets carried on board are removed from their packaging and properly stowed for easy access.

- ***Strategies for Use***

This video has a wide range of potential uses in courses or seminars such as ABC3, Seamanship, Cruise Planning, Partner in Command, Basic Boat Operation, Emergencies at Sea, BOC, and Paddle-Smart.

It can be added to most state-level basic boating classes as well. Another good opportunity for showing this video is at the time of delivery at boat dealerships where the buyer is a first-time owner as part of a basic safety training program.

- ***Recommended Integration Methods***

There are several ways that the "LIFE JACKETS" video can support optimal learning in conjunction with existing USPS curricula.

Be sure to have the video cued up in the background for ready use. This will help avoid having to wait for it to launch from a web link or URL.

One example is to play it during the BOC Inland Certification class section related to mandatory safety equipment as required by USCG regulations.

- ***Summary***

The "LIFE JACKETS" video features several unique aspects. It emphasizes the importance of this crucial life-saving equipment. This can be paired with recent boating fatality statistics where use probably would have prevented the fatality.

The best and highest use of this media is for entry level boater education and squadron marketing opportunities where direct interaction with the public is anticipated.

Final Tactical Pointers: Don't scare the viewers, but emphasize how easy it is to be safe when wearing a life jacket. If life jackets are available, show the differences in design, ease of donning, and the level of flotation each model offers.



FREQUENTLY ASKED QUESTIONS (FAQ)

What's the Most Important Thing I Need to Know about This Video?

Above all, you need to know your audience. Definitely, watch this video before showing it to others, with their demographics in mind. Anticipate questions that will be asked based on the make-up of your viewers.

Determine in advance the top three takeaways that you want them to gain from viewing this video and help drive the post-screening conversation to those points.

How Can I Obtain Access to Play or Download This Video?

This video is available to play as the title shown above, starting on the date shown above, from several online locations.

These include the scrolling carousel and list of now-playing video titles on the homepage of the USPS DML website (uspsdml.org), the USPS DML YouTube Channel, the USPS DML Facebook Page, the USPS DML Twitter account, and in other places in social media and on the internet generally where this video has been shared.

This video also can be played on Android and Apple smartphones, tablets, and phablets – as well as on PCs – in the same way, from any USPS DML online presence, each of which is responsive to the screen-size of your connected device.

This video is searchable for streaming by means of popular search engines.

In addition, this video is available to download for storing on a device not connected to the internet and playing offline, from Sharefile, Google Drive, and Dropbox.

To use Sharefile for this purpose, access the USPS Sharefile account, go to the USPS DML folder, and click on the title you wish to download. To use Google Drive or Dropbox, email info@uspsdml.org and request a link for this title.

Can I Show this Video in Classrooms and/or at Topical Events?

Yes, this video can be played from a PC onto a monitor or projected onto a screen at already scheduled activities such as classes for USPS educational courses and seminars, boat shows, safe boating week events, yacht club and marina gatherings, dock parties, and boating supplies retailer promotional events.

It can also be used to create a new squadron calendar event for which you can promote the screening of this video or a playlist of thematically organized videos as a part of the event.

A proven technique to help foster prompt attendance at ongoing course classes is to play this video – and at other classes, other videos from the DML series – as brief curtain-raisers at the scheduled start-time for the class. Those who have done this report that, over time, doing dramatically increased the percentage of on-time attendance.

Similarly, it can be played as a conversation-starter at a squadron social meeting or public membership recruiting event.

How Do You Recommend That I Promote Attendance and Viewership at My Showing of This Video?

We recommend posting printed flyers in high-traffic places where boaters are likely to frequent, such as marinas, yacht clubs, community centers, launch ramps, and boating supplies retailers; sending mass email blasts to squadron members and prospectives lists, and posting online notices of events at which you will show this video on squadron websites, community calendars, and social media.

In your call-to-action, emphasize why the reader should want to know about this subject, why he or she needs to have this knowledge – and don't be afraid to use warnings of the dangers of not knowing what this video and related USPS classroom curriculum teaches.

Can I Embed This Video into a Course or Seminar Curriculum That I'm Teaching?

Yes, this video is being published and distributed in the industry-standard MP4 format and can be inserted from a copy stored locally on your computer or from a link to one of the video's locations on the web using the software tool for inserting a video included in most current digital slideshow applications, such as PowerPoint.

How Can I Use This Video as Part of a Thematically Organized Playlist?

Using video hosting site functionality, such as YouTube, this video can be set automatically to play in a sequence with other videos for playback at squadron or public events. The USPS DML YouTube Channel

already offers four playlists: PLANNING with Life Jackets, Vessel Safety Checks, Planning Ahead, Vessel Inspection and Preparing for Departure; DEPARTURE with Departing, Steering Basics, Stopping and Holding Position, and Pivot Turns; UNDERWAY with Getting on Plane & Operating on Plane, Maneuvering on Plane, Stopping a Boat on Plane, Anchoring a Boat, and Man Overboard; and ARRIVAL with Preparing for Arrival, Docking, Mooring and Shoreline Landing, and Securing the Boat; and the entire series of DML 1.0 videos, POWERBOAT OPERATIONS, with all of the above.

How Can I Create a Loop of This Video for Boat Shows, Boating Supplies Retailer Point-of-Purchase, and Similar Displays?

The video is an MP4 file that most computer media players can play or shuffle repeatedly by choosing that setting.

Can I Embed this Video on My Squadron Website and/or Social Media Presence and/or Link to It?

Yes, this video is designed to be uploadable, embeddable, and linkable using readily available software tools for such purposes. It can be shared from the USPS DML YouTube Channel to squadron websites and/or social media presences. And the web location for this video can copied and placed on the squadron website and/or social media presence.

How Can I Share Lessons Learned from My Experience Showing This Video With Other Squadron Members?

The USPS DML Methods & Strategies Guidelines will be updated quarterly or more often if warranted. We are interested in what types of settings and audiences respond well to screening this video.

What questions do they ask after viewing it? What did you find to be the key takeaways or lessons learned from showing this video?

Please send your comments to info@uspsdml.org to help expand our collective knowledge base.



EXPAND YOUR BOATING SKILLS!

Learn about Life Jackets

Join us for this exciting **FREE** seminar. Increase your knowledge and boating confidence. Meet other boaters and share experiences on the water. It's fun, interesting, informative, and entertaining.

WHAT YOU WILL LEARN:

- Choosing a Life Jacket
- Serviceability & Fit
- Wearing Your Jacket
- Operator Responsibilities
- Attention to Children
- Storage Tips



JOIN US!

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United States Power Squadrons®

Come for the Boating Education...Stay for the Friends SM

MARKETING FLYER TEMPLATE

ATTENTION BOATERS!

You are invited to a meet and greet, and to enjoy a **FREE** boating seminar on Life Jackets. This is our way of introducing you to our boating activities, boating education, and service to the boating community. It's fun, interesting, informative, and entertaining.

LEARN boating skills
ENGAGE with boating friends
CONNECT to the boating community

WHAT YOU WILL LEARN

- Choosing a Life Jacket
- Serviceability & Fit
- Wearing Your Jacket
- Operator Responsibilities
- Attention to Children
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