

Life Jackets Worn...Nobody Mourns Media Kit



www.Facebook.com/PleaseWearIt



www.Instagram.com/PleaseWearIt



www.Twitter.com/PleaseWearIt



**US Army Corps
of Engineers®**



*Produced under a grant from the Sport Fish Restoration and
Boating Trust Fund, administered by the U.S. Coast Guard.*



Life Jackets Worn...Nobody Mourns Media Kit

October 2018

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INTRODUCTION

The U.S. Army Corps of Engineers (USACE) in cooperation with the non-profit Corps of Engineers Natural Resources and Education Foundation (The Corps Foundation) have developed a national water safety campaign targeting adults. The campaign slogan is “Life Jackets Worn...Nobody Mourns” with a website address of www.PleaseWearIt.com. An online social media presence to present campaign materials on digital platforms has been developed. Campaign materials can now be found on these social media platforms: Facebook, Twitter & Instagram.

The campaign goal is to reduce water-related fatalities on our nation’s waterways. This media kit provides both informative and practical resources that allow you to take a personal role in helping to promote this campaign. The campaign products and materials can be found on www.PleaseWearIt.com and on the social media platforms shown below.

SOCIAL MEDIA LINKS

Follow us on social media for shareable campaign materials. You can also join the conversation by using **#PleaseWearIt** and **#LifeJacketsWornNobodyMourns**



www.Facebook.com/PleaseWearIt



www.Instagram.com/PleaseWearIt



www.Twitter.com/PleaseWearIt

RESPONSE SURVEY LINK

We would love to hear from you! Please take a few minutes to complete this brief survey. This information will be used to identify when and how often the PSAs were used, or why they weren’t used. This will allow us to evaluate the effectiveness of the PSAs.

SURVEY LINK: <https://pleasewearit.typeform.com/to/lb3634>

DEAR WATER SAFETY ADVOCATE:

On behalf of the U.S. Army Corps of Engineers (USACE) and the non-profit *Corps of Engineers Natural Resources and Education Foundation (The Corps Foundation), we'd like to thank you for your interest and involvement in the "Life Jackets Worn... Nobody Mourns" National Water Safety Campaign. This boating and water safety campaign targets adults and our goal is to reduce fatalities on our Nation's waterways. Thousands of people mourn the loss of a loved one or a friend to drowning every year. Most of them would have survived if they had been wearing a life jacket.



In order to achieve our goal, we need adults to understand why they should always wear a life jacket and the reasons why even good swimmers can drown. We have created a total of 17 video PSAs and 9 audio PSAs. The video PSAs are 60, 30, and 15 seconds in length. These PSA's are designed to be thought-provoking and emotional in an effort to raise awareness of the importance of always wearing a life jacket and change the behavior of those who don't. All of the PSAs are available to view and download on www.PleaseWearIt.com. Also, a DVD of all PSAs, including closed-captioning, is available from most U.S. Army Corps of Engineers (USACE) offices. You can find a USACE office near you at www.CorpsLakes.us or request a DVD by emailing water.safety@usace.army.mil.

Over the past ten years (2008-2017), 88 percent of all USACE water-related public recreation fatalities were men and 60 percent were between the ages of 20 and 60. Also, 84 percent were not wearing life jackets and 27 percent of boating fatalities were from falls overboard. In addition to boating falls, the activity that caused the most water-related fatalities was swimming outside of designated swimming areas.

What you do to help us promote water safety and save lives on our nation's waterways is very much appreciated. Be sure to follow us on social media for campaign materials and updates!

Sincerely,

U.S. Army Corps of Engineers
Pam J. Doty, National Water Safety Program Manager
Pamela.J.Doty@usace.army.mil

The Corps Foundation
Greg Miller, Board Chairman
www.CorpsFoundation.org

*Appendix A provides proof of non-profit, tax-exempt status for the Corps Foundation.

CAMPAIGN FACT SHEET

Life Jackets Worn...Nobody Mourns is a campaign promoted through a partnership between the U.S. Army Corps of Engineers (USACE) and the non-profit Corps Foundation. Their goal is to reduce public water-related fatalities. USACE is the Nation's leading provider of water-based recreation with over 400 lake and river projects in 43 states, enjoyed by 250 million visitors every year. The non-profit Corps Foundation has received grants from the Sport Fish Restoration and Boating Trust Fund, which are administered by the U.S. Coast Guard, to develop products and materials to promote the campaign and USACE has developed supplemental products.

Some of the campaign materials include a campaign logo, video and audio Public Service Announcements (PSAs) that are downloadable for free at www.PleaseWearIt.com. Campaign social media promotion can be followed at **"Please Wear It" on Facebook, Instagram, and Twitter.**

USACE Public Water-Related Fatality Statistics (10-year average)

- 88% Male
- 84% Not Wearing a Life Jacket
- 27% Falls Overboard

TIP: Learn to swim well and swim with a buddy. It only takes an average of 20 seconds for a child to drown and 60 seconds for an adult. Never let your children swim by themselves. Adult supervision is a must to ensure you don't lose the ones you love. Swimming ability may decrease with age, especially if you don't practice regularly. Always wear your life jacket, especially in natural-water conditions like lakes, rivers, and oceans where wave action and current can impact your ability to swim.

TIP: Learn to identify the four signs of a person who is drowning. The drowning signs are head back, mouth open, no sound and arms slapping the water in an up and down motion. Sixty percent of the time people who drown were either witnessed by someone or there were people in the area that could have helped save them if they knew how to identify drowning.

TIP: Many people drown within 10-30 feet of safety. The proper ways to rescue someone in the water that is in distress is to "reach, throw, row, and don't go." Reach something out to the person without endangering yourself, throw them something that floats, row your boat close to the person with the motor off. Never attempt an in-water rescue unless you are trained to do so in natural waters. Instead, go for help or send someone else for help. Often a double-drowning occurs when someone enters the water to attempt a rescue because a person fighting for their life is extremely strong and in order to stay afloat they will hold the person who is trying to help them underwater.

TIP: Take a boating safety course and boat with a buddy. According to the U.S. Coast Guard, 77% of the people that died in a boating accident were on vessels where the operator had not taken a NASBLA-approved boating safety course. Many insurance companies offer reduced rates for taking a boating safety course. Online courses are available at www.boat-ed.com. U.S. Coast Guard Auxiliary <http://cgaux.org/boatinged> and U.S. Power Squadrons www.usps.org offer courses in most states.

TIP: "Boater's hypnosis" is a condition in response to sun, wind, noise, vibration and motion, which causes fatigue and slows your reaction time. Combining that condition with alcohol or drugs greatly reduces your coordination, judgment and reaction time, which could lead to deadly consequences. Always wearing a life jacket can also help you survive the actions of others under these influences.

Summary: The most important thing you should do while recreating in, on, or near the water is to always wear a life jacket and encourage others to do so. Other tips that will keep you and the ones you love alive include take a boating safety course, learn to swim well, swim and boat with a buddy, learn how to identify a drowning victim, and know what you can do to rescue them.

PSA SCRIPTS & VISUAL STORYBOARD

Drowning in 60 Seconds Video PSA - Script Description:

Brief Summary: This emotionally charged video shows how easy it is for an adult to drown in seconds from falling overboard. Sharing this with those you love or care about could save a life.

Length: 60 Seconds

Audio:

Hear a yell and splash and see a man hit the water starting to sink– shot from underneath.
Music, heartbeat, water struggling sounds

Video:

Numbers clicking down from 60 to 0 representing 60 seconds, which is the average amount of time it takes an adult to drown. Approximately half way through the PSA it shows some flashback scenes of what the man drowning is leaving behind and what he did leading up to falling overboard.

Graphics:

Water-related Deaths:

27% Falls Overboard

84% No Life Jacket Worn

88% Men

U.S. Army Corps of Engineers 10-Year Average Statistics

It only takes an average of 60 seconds for an adult to drown.

Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard “Your Boating Dollars at Work”, and The Corps Foundation logos.



Man Overboard Video PSAs- Script Description:

Brief Summary: While you are boating a tragic fall overboard can happen unexpectedly and you could drown leaving your kids or grandkids alone to take care of themselves. Don't let their last memory of you be a tragic one. Please share this emotionally powerful video.

Lengths: 60 seconds, 30 seconds, and 15 seconds

Audio: Music and song words, "Look ahead, don't look back, hold on to hope that leads you through the night. Cause it's hope, hope, hope, that leads you on."

Video:

Adult and two kids (ages 6-10) are out in boat fishing. It is apparent that the kids have life jackets on. The adult has on a belt-type inflatable life jacket that is not noticeable at first. They are out enjoying the day. The boy fishing gets a bite. The adult moves towards him, trips and falls overboard. Kids are shown staring into water where the adult fell overboard. All that can be seen are bubbles and ripples where the adult went into the water. Then a sense of relief is seen on the faces of the kids. The adult comes up to the surface of the water wearing an inflated life jacket. The boy and the adult reach out to each other.

Graphics:

Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard "Your Boating Dollars at Work", and The Corps Foundation logos.



Girl Overboard Video PSA- Script Description:

Brief Summary: Partying with friends on a boat can be great fun, but it can turn tragic in an instant. Watch this fast-paced video to see some young party-goers learn a vital lesson. It could save your life or the life of someone you care about, so please share it.

Length: 30 seconds

Audio: Music and song words, “Used to be invincible. You are for me eternity and a world of happiness. (gasp) You are for me eternity.”

Video:

A group of friends laughing, they are passing drinks to each other, wakeboarding, and having fun. The wakeboarder falls off his board. The boat operator turns the boat and the passenger sitting on the side of the boat falls overboard. She goes under the water, is wearing an inflatable life jacket, pulls the cord, and returns to the surface of the water safely. Her friends get her onboard the boat, everyone puts on a life jacket, and they continue having a good time.

Graphics:

Water-related Deaths:

27% Falls Overboard

84% No Life Jacket Worn

88% Men

U.S. Army Corps of Engineers 10-Year Average Statistics

Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard “Your Boating Dollars at Work”, and The Corps Foundation logos.



Life Jacket Debate Video PSA- Script Description:

Brief Summary: Real quotes from focus groups conducted with adult men who don't wear life jackets or only wear them when they think they are needed. This is an interesting debate that could save your life or the life of someone you care about, so please share it.

Length: 30 seconds (open-captioning)

Audio: (spoken quotes from focus group men)

Annoying necessity. "Uncomfortable." "Hot." "I'm super confident and like comfortable in the water." "A good time can go bad real fast." "You see the lake and it's like a big cushioned pillow you're landing in until you get smashed down...you realize it's a brick wall when you're going that fast." "What if you get hit by something and you fall in the water and you're unconscious, it doesn't matter how good a swimmer you are." "Everyone should wear one."

Video:

Men are shown putting on an inherently buoyant life vest, then suspender-style and belt-type inflatable life jackets. Video clip scenes of high impact of boaters, wakeboarders, tubers, and PWC operators falling and hitting the water.

Graphics:

Water-related Deaths:

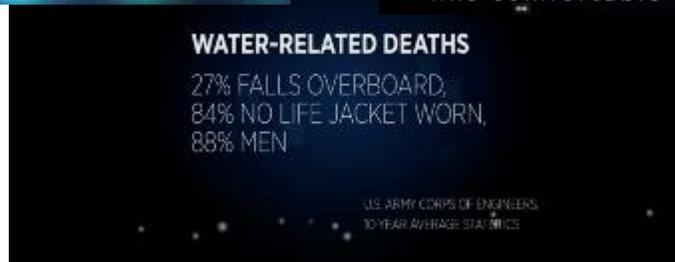
27% Falls Overboard

84% No Life Jacket Worn

88% Men

U.S. Army Corps of Engineers 10-Year Average Statistics

Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard "Your Boating Dollars at Work", and The Corps Foundation logos.



Close Calls Video PSA- Script Description:

Brief Summary: This video includes some high impact footage of people hitting the water while recreating on the water. Water may look soft, but when you hit it going fast it will feel like you are hitting concrete and you may be knocked unconscious. Everyone in this video was wearing a properly-fitted life jacket. It is very important that you and everyone boating with you wear a properly-fitted life jacket.

Length: 15 seconds, (open-captioning)

Audio and Open-captioning Text (no voice):

Boat motor and splashing sounds of people falling into water going fast.

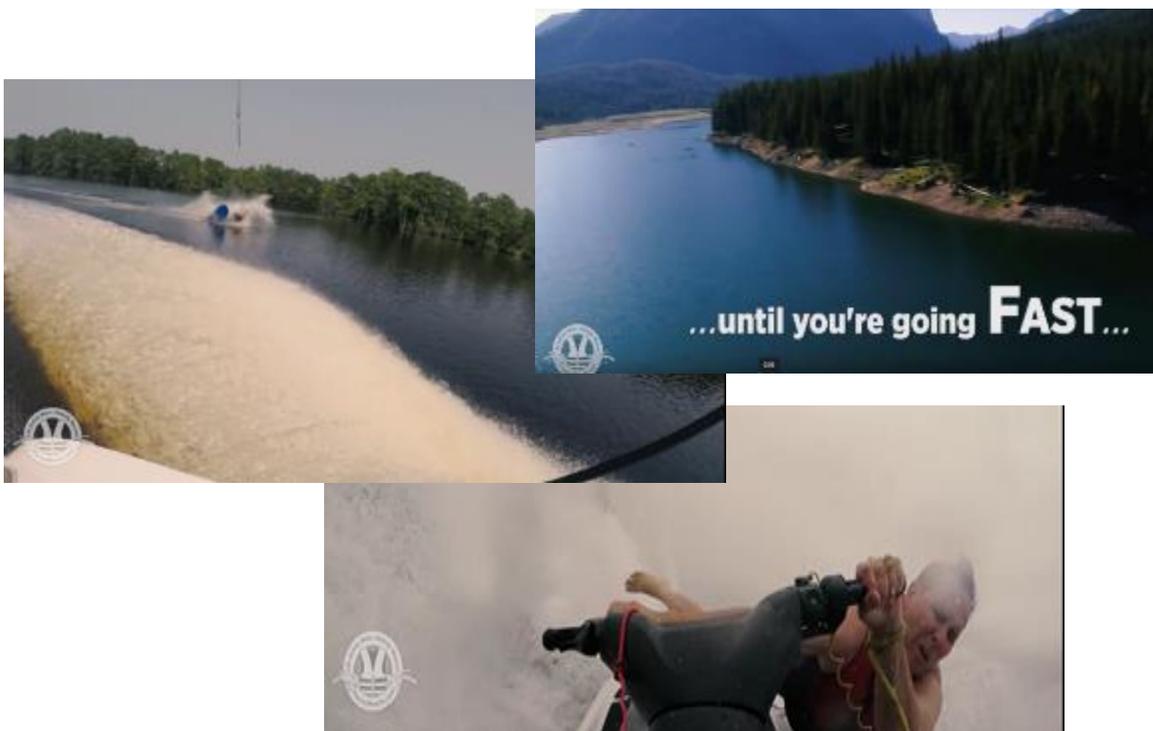
...water looks like a cushioned pillow...until you're going FAST...then it FEELS...Like A...BRICK WALL

Video:

High impact video clips of boaters, wakeboarders, tubers, and PWC operators falling and hitting the water.

Graphics:

Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard "Your Boating Dollars at Work", and The Corps Foundation logos.



Doggone Shame Video PSA- Script Description:

Brief Summary: This video shows a scenario of what might happen if you do not wear a life jacket at all times while boating. An adult can drown in 60 seconds and leave everyone that they care about on their own, including man’s best friend.

Length: 15 seconds, (closed-captioning available)

Video:

Man says goodbye to his dog when he leaves home to go boating. He grabs his life jacket on the way out the door. While driving the boat he wears his life jacket, but when he stops he takes off his life jacket before he starts fishing. He stops to drink a beer, then is seen next to the edge of the boat appearing unstable, and falls into the water.

Graphics:

Water-related Deaths:

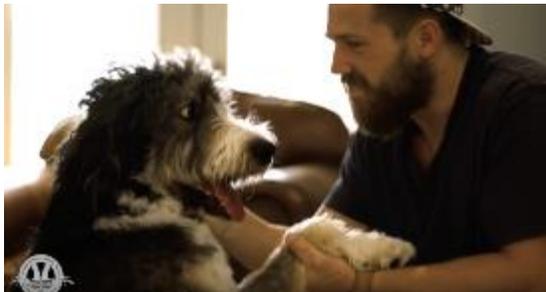
27% Falls Overboard

84% No Life Jacket Worn

88% Men

U.S. Army Corps of Engineers 10-Year Average Statistics

Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard “Your Boating Dollars at Work”, and The Corps Foundation logos.



Cell Phone Rescue Video PSAs- Script Description:

Brief Summary: In this video, a person falls overboard unexpectedly. Luckily, there were people on board that jumped into action and knew what to do and properly rescued the person; Reach, Throw, Row, Don't Go. If the people on board did not know what to do, then this could have had a tragic ending. Falls overboard can happen unexpectedly, so the most important thing to do is to wear a life jacket and ensure that everyone else on board does too.

Length: 30 seconds and 15 seconds, (closed-captioning available)

Audio and Video:

Video-Girl using cell phone taking video of her friends out boating while anchored in a cove. Man who falls is standing on the back of the boat shouting at boaters on another boat. Man 2 tries catching a bottle of water that is tossed to him and knocks the friend who was standing up off the boat into the water.

Cell-phone Girl: "Alright here we are, everyone chillin' at the lake."

Man 1 on the boat: "Whew, man that water is cold."

Man who falls: "Hey, come over to the cove. Yeah, come on over."

Man 2: "Hey, throw me a drink."

Video-After man falls overboard, Girlfriend of the Man who falls pushes the cell-phone girl who is taking video and cell phone drops to boat floor capturing the scramble of feet moving around on the boat. One of the friends grabs a paddle that is on the boat. They use the paddle to pull the friend onto the boat. The friend that was pulled out of the water is lying on the back of the boat coughing and exhausted.

Girlfriend after Man falls: "No! Get him out, he's not a good swimmer!"

Man 1: "What are you talking about? He can't swim?" "Guys it's crazy deep here I don't think you can touch the bottom. Dude, it's like 600 feet."

Girlfriend: "Oh my gosh, help him!"

Man 1: "I'm going in after him."

Man 2: "No don't jump in after him, throw him a seat cushion."

Man 1: "Why?"

Man 2: "Anything that floats. Hurry!"

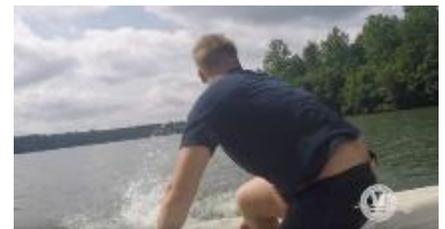
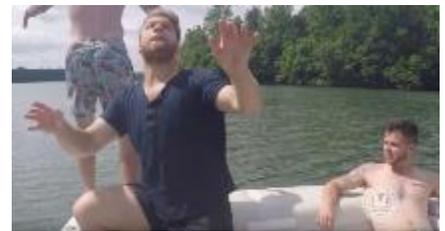
Man 1: "I mean I got a paddle. "

Girlfriend: "Pull him up. Oh my gosh."

Man 1: "I gotcha. I gotcha." "Are you okay?"

Man 2: "I'm so sorry, I'm so sorry, are you okay? I am so sorry."

Girlfriend: "Alright, from now on, everyone is wearing a life jacket."



Graphics: Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard "Your Boating Dollars at Work", and The Corps Foundation logos.

Swimming Challenge Video PSAs- Script Description:

Brief Summary: This video shows a friend challenging another friend to swim out to a boat. Unfortunately, several people drown every year when they exceed their swimming ability in such activities as swimming across a cove, to an island or buoy, to another boat, or after something like a beach ball or boat that are drifting away. Please do not challenge a friend or family member to swim out to something unless everyone is wearing a life jacket. A life jacket such as a belt-type inflatable life jacket won't restrict your swimming ability and will be there when you need it.

Length: 30 seconds and 15 seconds, (closed-captioning available)

Audio and Video:

Two friends are on a boat, standing looking at another boat, and talking to each other.

Guy 1: How far do you think that is?

Guy 2: Ahh, it's not that far. You can totally make it.

Guy 1: Okay whatever. Are you ready?

Video-Both dive off the boat and start swimming. While swimming one of the guy starts slowing down and is struggling in the water. He pulls the cord to inflate the belt-type inflatable life jacket that he is wearing. The other guy makes it to the boat and swims back to the guy that inflated his life jacket. Both swimmers were wearing belt-type inflatable life jackets.

Guy 2: Oh dude, you could have died man.

Graphics:

Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard "Your Boating Dollars at Work", and The Corps Foundation logos.



LJ (Life Jacket) Song PSAs- Script Description:

Brief Summary-In this animated video, LJ and friends take you on a boating adventure. This video shows why it's important to wear a life jacket. Life jackets come in many different sizes, styles, and colors, so choose the right one for you and your activity. Different types of life jackets are shown in this video. See how many you can identify.

Lengths: 60 seconds, 30 seconds, and 15 seconds, (open captioning, plus closed-captioning available)

Video:

During this PSA, LJ tosses a family of boaters life jackets, helps inflate a belt-type inflatable life jacket for a swimmer that was in a swimming challenge with another friend, makes sure kayaker, paddleboarder, wakeboarder, duck hunter are all safe because they are wearing their life jackets when they fall into the water, and provides a life jacket to a boater that is running down a boat ramp into the water to rescue his boat.

Audio: Music and Song (60-second version)

Going out on a boat. And I wanna stay afloat. Keep me on like a friend. And today won't be the end. You may think you can swim. You may think you are strong. Waters deep, waters rough. Never know when things get tough. We're not gonna die today. Di, Da, Da, Di. Life Jackets Worn...Nobody Mourns! (4 times)

Graphics:

Life Jackets Worn...Nobody Mourns campaign, U.S. Army Corps of Engineers, U.S. Coast Guard "Your Boating Dollars at Work", and The Corps Foundation logos.



Fisherman Audio PSA:

Brief Summary: Fishing alone can be relaxing and peaceful, but it can also turn tragic in an instant.

Length: 30 seconds

Audio:

Narrator: Going boating alone can be relaxing and peaceful. The weather is nice, the fish are biting and there is no one around for miles.

Fisherman: I got the bite of a lifetime and without thinking I stood up to reel it in, but in all the excitement I lost my balance, I fell in and gasped. (loud gasping sound) No worries because I was wearing a life jacket and my life was saved.

Narrator: Your involuntary gasp reflex could cause you to drown. Life Jackets Worn...Nobody Mourns. Learn more at PleaseWearIt.com

Friends Audio PSA- Script Description:

Brief Summary: Boating with friends can be great fun, but things can happen quickly and before you know it, one of you might do something without thinking that could be life threatening.

Length: 30 seconds

Audio:

Narrator: There is nothing more fun than going boating with friends.

Male Voice: We were all out having a good time when all of the sudden my best friend's hat flew off and without thinking he jumped in the water to retrieve it.

When we turned the boat around he seemed to be struggling to keep his head above water. We all started yelling Pull the cord! Pull the cord!

Friend: I pulled the cord and my life was saved. I was wearing a belt-type inflatable life jacket. The wisest decision I ever made.

Narrator: Life Jackets Worn...Nobody Mourns. Learn more at PleaseWearIt.com

Duck Hunting Audio PSAs- Script Description:

Brief Summary: Audio PSAs regarding duck hunting and the importance of wearing a life jacket.

Length: 20 seconds and 10 seconds

Audio: Sound effects of hunter duck hunting, driving boat, and falling overboard.

Narrator: "Your involuntary gasp reflex could cause you to drown" (20-second version only).

"Life Jackets Worn...Nobody Mourns. Learn more at PleaseWearIt.com" (Both versions).

Ice Fishing Audio PSA- Script Description:

Brief Summary: Audio PSA regarding the importance of wearing a life jacket while wearing a life jacket.

Length: 15 seconds

Audio: Sound effects of person ice fishing, falls through the ice, and gasps.

Ice Fisherman: Oh gosh, this ice is thin

Narrator: Your involuntary gasp reflex could cause you to drown. Life Jackets Worn...Nobody Mourns. Learn more at PleaseWearIt.com

Grandpa Overboard PSA- Script Description:

Brief Summary: This is a great example of how park rangers and others educating visitors have saved lives on the water.

Length: 60 seconds

Audio:

Granddaughter: When I was nine my grandpa and I were out fishing on his boat when a large wave knocked him overboard. I remembered some park rangers coming to my school and I learned to reach, throw, row, but never go after someone struggling in the water, so I threw a life jacket out to my grandpa.

Grandpa: She saved my life. I was too weak to get back in the boat. I realized that somewhere between the age of 16 and my age you're swimming abilities aren't the same, especially in a lake.

Granddaughter: My grandpa couldn't put his life jacket on while he was in the water, so now we all wear life jackets when we go boating.

Narrator: Many people are not as lucky when they fall overboard without wearing a life jacket because their involuntary gasp reflex causes them to inhale water and they can drown. Life Jackets Worn...Nobody Mourns. Learn more at PleaseWearIt.com

Appendix A

Proof of Non-Profit Tax Status

Proof of the Organizations Non-Profit Status can be found in the document below. For downloadable version please click [HERE](#).

 **IRS** Department of the Treasury
Internal Revenue Service

CINCINNATI OH 45999-0038

In reply refer to: 0248188034
Apr. 03, 2017 LTR 4168C 0
20-5545091 000000 00
00017663
BODC: TE

 CORPS OF ENGINEERS NATURAL
RESOURCES EDUCATION FOUNDATION
% GREGORY MILLER
404 E 30TH AVE
KANSAS CITY MO 64116

041321

Employer ID Number: 20-5545091
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Mar. 23, 2017, regarding your tax-exempt status.

We issued you a determination letter in January 2007, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

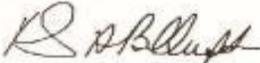
For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0248188034
Apr. 03, 2017 LTR 4168C 0
20-5545091 000000 00
00017664

CORPS OF ENGINEERS NATURAL
RESOURCES EDUCATION FOUNDATION
% GREGORY MILLER
404 E 30TH AVE
KANSAS CITY MO 64116

Sincerely yours,



Kim A. Billups, Operations Manager
Accounts Management Operations 1