

April 11, 2024

2024 IBWSS Communication Awards Honor Leaders in Boating and Water Safety Outreach

CLEARWATER, FL (April 11, 2024) – The National Safe Boating Council (NSBC) announced the 2024 recipients of the International Boating and Water Safety Summit (IBWSS) Communication Awards in Albuquerque, NM on April 11, 2024. IBWSS is a global event dedicated to education, awareness, and networking for the advancement of boating and water safety.

“We were impressed with the quality of entries received this year and the new campaigns reaching boaters around the nation,” said Peg Phillips, executive director of the NSBC. “From local outreach events to national news coverage, and from compelling stories to social media, this year’s recipients are making great strides in their communities.”

Award recipients have been recognized in the following categories: Community Impact, Digital, Giveaways, Print, PSAs, Public Relations, and Research. Note that there are no rankings within categories; winners are listed in alphabetical order.

Digital

America’s Boating Channel: As the only full-time television destination exclusively for boaters, America’s Boating Channel provides boating lifestyle, sports, news, and entertainment genres of TV programming on a streaming platform. This award winning content is watched by

thousands of boaters across the nation. Watch America's Boating Channel on smart TV app platforms Apple TV, Roku, and Fire TV, as well as online at americasboatingchannel.com.

At the Helm Training: Each week, At the Helm Training shares a Boating Safety Tip of the Week with engaging videos and graphics in collaboration with The Qualified Captain. Safety messaging advocates for boating safety, on-water training, wearing life jackets, using an engine cut-off switch, and more. With over 9,000 followers, individual reels reach more than 75,000 accounts. atthehelmtraining.com

Boat Safe Great Lakes: Over the last year, Boat Safe Great Lakes' Captain Jon Meyer and team have led a successful social media campaign reaching thousands of boaters with original boating safety content. Boat Safe Great Lakes believes education is the key to unlocking your full potential and achieving your goals. Their courses and programs are designed to provide boaters with the knowledge and skills needed to get out on the open water and safely operate and navigate their vessel. boatsafegl.com