



**CVAP  
(Clean Vessel Assistance Program)**

[www.efc.ny.gov/CVAP](http://www.efc.ny.gov/CVAP)

**I&E (Information & Education)**

**AUDIO/SPOKEN MATERIAL GUIDANCE**

If the Scope of your project involves verbal materials (television, radio, etc.), there are certain submittals that will be required in the Final Application and during the course of the project. Failure to supply this information to the New York State Environmental Facilities Corporation (EFC) as required may result in loss of project funding if the final product does not meet the eligibility guidelines.

The main thrust of the material **MUST** be related to the Clean Vessel Act and the use of pumpouts, dump stations, pumpout boats, etc. Therefore, leading information and any subsequent wording that draws the attention of the audience must comply.

For example, either of the following would be acceptable as a lead sentence:

**KEEP OUR WATERS CLEAN, USE PUMPOUTS! Pumpout stations are located throughout the Town of ABC...**

**-or-**

**XYZ Harbor has been designated as Federal No Discharge Zone. This means the proper use of pumpouts is...**

However, wording that discussed several other issues up front and then tacked on something regarding use of pumpouts as a closing would **NOT** be acceptable.

The verbal message may then contain information that explains the importance of pumpout use, the local reason why it is so important (No Discharge Zone, Shellfish beds, Beach areas, etc.), local enforcement, general reasons why it is so important, listing of available pumpouts in the area, contacts for further information, etc.

As the I&E material has two potential audiences, the boater and the marina owners/operators, printed material may target either or both. Verbal material, however, should be targeted to the larger audience, which would be the boater and the general public.

In order to receive the 75% grant funding, other boater or marina issues cannot be specifically targeted unless it is linked back to the pumpout issue. EFC reserves the right to pro-rate any project that is determined to contain information other than specific to pumpout use.

Verbal material must contain all of the following:

-Spoken credit for the grant program through the following verbiage:

**“This project was funded through a Clean Vessel Act grant provided by the  
NYS Environmental Facilities Corporation”**

**Verbal Material Submittals:**

1. With the Final Application packet, a draft of the proposed material is to be provided.
2. When the final draft is completed, it must be submitted to EFC for review prior to proceeding. Once the final draft is approved, you may proceed with the recording process.
3. If any changes occur to the final after it has received EFC approval, it must be submitted for additional approval by EFC.
4. EFC is aware of deadlines and commitments involved and asks to be informed of any deadlines involved prior to our approval process. You are encouraged to plan ahead and submit your final draft and any changes to EFC well ahead of any deadlines. If there is a last minute change that requires prompt attention, please be sure to call and discuss with EFC staff in order to avoid delays.
5. A copy of the final product, in this case a copy of the recording, must be submitted with the request for reimbursement.

