



**CVAP  
(Clean Vessel Assistance Program)**

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

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

**DVD MATERIAL GUIDANCE**

If the Scope of your project involves DVD materials, 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 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, the use of pictures involving pumpouts, sewage discharges, and the reasons for pumpout use, such as bathers, boaters, fishing, etc. would be acceptable footage to draw the attention of the viewer.

However, footage of people not involved directly with pumpouts, discussion of other issues, and the mention of pumpouts as an aside issue or tacked on as one of many issues would **NOT** be acceptable.

The DVD message may 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 owners/operators and the boater, DVD material may target either or both.

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.

DVD material must contain all of the following:

1. Spoken or written 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”**

2. The EFC logo
3. The Sport Fish Restoration logo
4. The Universal Pumpout symbol

### **DVD Material Submittals:**

1. A draft of the proposed storyboard is to be provided with the Final Application packet.
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 significant 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 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 in order to avoid delays.
5. A copy of the final product, in this case a DVD, must be submitted with the request for reimbursement.

