

BWI'S 2011 ANNUAL WRITING CONTEST

Important Changes for 2011:

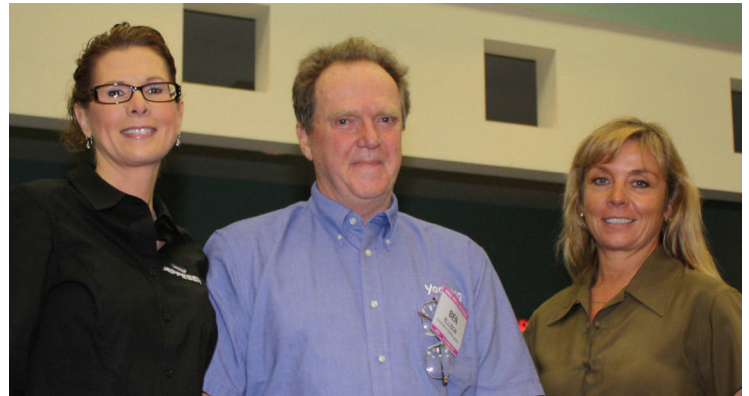
- **Deadline for receipt of entries is December 31, 2011**, members continue to receive first two entries for free.
- 17 Categories mean a total of \$17,000 in cash awards will be presented.
- Submissions move to an all-electronic format where PDFs and/or URLs are uploaded by category which are then available, also electronically, to judges. To access the "Entry Form" go to <http://www.bwi.org/bwicontest/step1.php>.
- The obscuring rule remains, meaning any mention of author, publication and date or his/her image within the article, text or captions will disqualify the entry. See methods to obscure this information in the article inside.
- Because there is no longer a requirement for "original copies," winning articles and authors will be verified prior to presentation of awards.
- 2012 Member Dues, required for Contest participation, may now be paid at time of entry via PayPal, by check, or by a publisher submitting the entry.

Contest Goes All-Electronic This Year

Boating Writers International's Annual Writing Contest is going all-electronic this year. Entrants will no longer have to copy, package and ship entries, but rather upload them as PDF files or URL links. The entry form provides the process for "doing the paperwork," loading entries and paying dues by check or PayPal.

Deadline for entries has been moved back to December 31, 2011 to add a little time for all to learn the new routine and to work out the inevitable bugs associated with the process. Judges will receive reading instructions and scoring sheets by email and be able to retrieve entries to read by simply clicking a link.

The 2011 BWI competition will recognize - for the 19th year - the best marine journalists in the world and present cash awards to first-



Writing sponsor Ellison Overhardt (from l.) of Jeppesen with 2010 Electronics Category winner Ben Ellison and BWI President Zuzana Prochazka. Photo: Ron Ballanti.

(\$500), second- (\$300) and third-place (\$200) scorers in 17 categories. Presentation of awards will be made at the Miami International Boat Show in February 2012.

Each winner also receives a handsome recognition plaque noting "Excellence in creating compelling stories about the boating lifestyle through entertaining, educational and inspiring journal-

ism." Certificates of Merit are presented to every writer who scores within 95 percent of a third-place winner.

We always need judges drawn from the membership to determine the winners. Please volunteer for this important and rewarding Contest function. You cannot judge a category you are entering (see additional details inside in the "Judges & Judging" section).

Writing Contest Basics

All submissions for the current contest must be published in 2011 (deadline for entries is December 31, 2011). Each of the 17 categories will be judged by four active journalists in the first few weeks of the

New Year. BWI members may submit two entries for



free (they must be members during the year the article was published and have paid 2012 dues); additional Member entries are \$25 apiece; non-members may enter for \$50 per entry.

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How To Enter the Contest

Visit the New Online Entry Form to familiarize yourself with what is being requested – the same basic information as in years past: your name and contact information, member status, article title, publication and date, etc. Gather entries for uploading as PDF files or have URL links ready to post (see related “obscuring” suggestions below).

Plan to fill in the entry form with this information at one

time to simplify the process; select a Category for each submission; use the “add another entry” button if you are entering more than one article; follow any special instructions that may appear, (e.g., those for “Columns” submissions) on the entry form or in the rules.

If you wish to add another entry later, you can do so by starting at the beginning of the form and meeting the

December 31 deadline.

Tell us how you will pay your 2012 dues and charges for extra entries (if any). You can do it at the same time as entering (with PayPal), advise that a check is in the mail or that your publisher is handling charges. If it's more complicated than that, please send details to info@bwi.org. To guarantee entry, payments should also arrive by December 31.

Where to Find the Entry Form?

To access the new Contest entry form, go to www.bwi.org/bwicontest/step1.php.

Sponsor Details

Contest sponsors are Supporting Members of BWI. Sponsors also pay the prize money (\$1,000) plus administrative expenses (\$200) to cover the costs of running the contest and for the award plaques. Sponsors are not involved in any way in the judging of any categories. Contest categories and sponsors for 2011 can be found on page 4.

Uploading Files, Obscuring Names, etc.

Working with PDFs (scanning from print copies or gaining them from a publication) will generally be easier to alter to meet the “obscuring name, etc.” requirement since many members have software (e.g., Adobe Acrobat) to hide names, dates, etc.

URLs will likely require help from tech dudes or publication art departments since they need to be copied, altered (obscured) and assigned a new URL to lead to

the obscured entry.

If you have the original print (or web) article (or can print it out) it can be obscured the old-fashioned way (with a Sharpie), scanned, made into a PDF file and posted.

If you don't have a scanner, a nearby FedEx/Kinkos or Office Depot could do it for you and provide the file – price is typically \$1 per page – be aware these stores sometimes want to see the

author name on the article before altering and scanning/copying.

If you already have the PDF as it appeared in print (or online) and have Acrobat, you can alter and save the obscured file. (Go to Tools, then Comment & Markup, select “Text Box Tool,” draw boxes around the info you want to obscure, then resave the document.) If you had earlier scanned a hard copy article, you could also do this if it was saved as a PDF.

Who Can Judge, Qualifications

Each category is judged by four individuals (a chairperson and three others) drawn from the membership of BWI. Here are the key rules to serve as a Contest Judge:

- A BWI member cannot enter a particular category in which he or she serves as a judge.

- You cannot judge an entry if you have a conflict of interest (for instance, if you played a part in editing the copy, or if the writer is a close associate).

- You can recuse yourself from judging an entry without penalizing the writer, since scores of the other

three judges are averaged instead of summed.

Want to volunteer? Send an email with Categories you'd be interested in judging to Lindsey Johnson at ljohnson@lakelandboating.com, or Greg Proteau at info@bwi.org.

Contest Categories & Definitions

Boating Columns will recognize excellence in communicating ideas or information about a broad range of boating topics in shorter pieces (about 1,200 words or less) that appear regularly in the same publication, under the same heading and written by the same writer. Each entry will comprise three columns published in the same year.

Boating Lifestyles will recognize excellence in communicating the value, enjoyment and/or instruction of recreational powerboating or sailing.

Boating Profiles will recognize excellence in personality-driven features about a person, couple, team or group notable for expertise, impact, uniqueness or good works in recreational powerboating, sailing or fishing.

Boating Travel or Destinations will recognize excellence in communicating a cruise or charter to a boating destination, or a review of a destination itself.

Boating Adventures will recognize excellence in writing about adventures onboard a boat (not ashore). Eligible stories include pieces about sail- or powerboat racing, poker runs, predicted log events or passage-making. Fishing and land-based boating activities are not eligible for this category.

Boat/Engine Care and Maintenance will recognize excellence in communi-

cating the how-to of fitting out or caring for any portion of a boat, engine or marine accessory.

Electronics will recognize excellence in broad-themed stories that include the use of marine electronics or marine electronics trends.

Ethics and Environment will recognize excellence in communicating the value, enjoyment and/or instruction of ethical boating or issues concerning the boating environment.

Fishing will recognize excellence in communicating the value, enjoyment and/or instruction of fishing from boats in fresh or salt water.

Boating Issues, News and Analysis will recognize excellence in communicating and/or analyzing news, issues and ideas that affect the boating public. Enter this category if the focus of the article is on consumers.

The Business of Boating will recognize excellence in communicating and/or analyzing news, events or trends about the boating industry. Enter this category if the "trade side" is the focus of the article.

Seamanship, Rescue and Safety will recognize excellence in stories that depict seamanship, rescue or safety - including actual rescue events, preventive maintenance or heroic ac-

tions.

Technical Writing will recognize excellence in explaining technical boating subjects.

Boat Tests will recognize excellence in boat test reports.

Gear, Electronics and Product Tests will recognize excellence in reviews and tests of all marine products, including engines (but not full boat tests).

Megayachts will recognize excellence in reporting on megayachts. Features should be reviews of newly-built or extensively rebuilt yachts of 100 feet or larger. (Megayacht news and trend features should be entered in either the 'Boating News' or 'Business of Boating' categories.)

Original Online Content will recognize journalistic excellence in online publishing, including but not limited to blogs, articles, videos, photos, podcasts, and social media streams. See the special requirement needed to enter this category on the rules page. (Note: Judging criteria will include use of multiple online formats. Articles that are words and still images-only and published online should be entered in other categories.)



BWI Contact Information

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BWI'S 2011 ANNUAL WRITING CONTEST RULES

2011 Contest Sponsors

Boating Columns – sponsored by KVH Industries, Inc.

Boating Lifestyles – sponsorship open

Boating Profiles – sponsored by ZF Marine

Boating Travel or Destinations – sponsorship open

Boating Adventures – sponsored by Discover Boating

Boat/Engine Care and Maintenance – sponsored by Interlux Yacht Finishes

Electronics – sponsored by Jeppesen Marine

Ethics and Environment – sponsored by Thetford Marine

Fishing – sponsored by Suzuki Motor Corporation

Boating Issues, News and Analysis – sponsored by Mercury Marine

The Business of Boating – sponsored by Home Port Marine Marketing

Seamanship, Rescue & Safety – sponsored by Sea Tow Services International.

Technical Writing – sponsored by Dometic Marine

Boat Tests – sponsored by Volvo Penta

Gear, Electronics and Product Tests – sponsored by Xantrex Technology Inc.

Megayachts – sponsored by Awlgrip North America

Original Online Content – sponsored by National Marine Electronics Association.

AWARDS:

Each category of the contest will name three winners. All winners will receive a presentation plaque and cash prize. First place will receive \$500. Second place will receive \$300. Third place will receive \$200. Certificates of Merit are presented to every writer who numerically scores within 95 percent of a third-place winner. Contest award sponsors are BWI Supporting Members.

ENTRIES:

- All entries must have been published with datelines in calendar year 2011.
- Members may submit up to two entries for free (a benefit of BWI membership) with a **maximum of two entries in any category**. Both entries are eligible for prizes. Members who wish to submit more entries must send \$25 for each above two. Non-members may submit entries at \$50 apiece (note that BWI Active membership dues are \$50 per year).
- Entries are submitted through an "Entry Form" page at <http://www.bwi.org/bwicontest/step1.php>.
- In the "Boating Columns" category, three columns must be submitted and will be counted as one entry.
- Byline, author, author image, name of publication, and date must be obscured from entries, including any mention made within the article text or captions. Failure to obscure this information completely will disqualify the entry. This requirement is not applicable in the "Original Online Con-

tent" category.

- Entries that have appeared exclusively online are welcome.
- Please submit newspaper entries in their original size; do not reduce the image.
- Entries **must be received** by December 31, 2011.

REQUIREMENTS:

- Entries must be submitted by individual members, or in the name of the member, not in the name of specific publications.
- BWI dues for 2012 can be paid prior to entry, included at the time of entry (via PayPal) or with advance advice that payment will be by check by member or publication. Prospective/new members who wish to enter the contest must also pay 2011 membership dues.
- Only two stories may be submitted per category** (in the "Boating Columns" category, three columns are counted as one entry. Two complete "Boating Columns" entries, or six total columns presented as two sets of three, are permitted in that category).
- A story may only be entered once in the contest, so select the one category that best fits the story. If a story appears in more than one category, one will be disqualified.
- If judges determine the entry does not fit the category, the entry will be disqualified.
- In the event of co-authorship, both entrants must be fully paid members of BWI. Prize money will not be duplicated, but split. Please enter co-author name(s) if needed

in the "Description" box on the entry form.

- For the **Original Online Content** category an essay is required for submission: In 300 words or less, including no more than five (5) hyperlinks for consideration, explain how your online work combines established journalism standards with new media technology. How do your efforts set you apart from other journalists who create original content online? What content formats have you mastered? What results have you achieved? This category is not subject to the author obscuring rule. Email this directly to info@bwi.org with "Online Content Category" in the subject line. Also, use the new electronic entry form and enter at least one link in the URL box.

GUIDELINES:

- BWI is not responsible for entries that are late, lost or unreceivable through problems with electronic delivery methods.
- Public relations, marketing and promotional materials are ineligible. Any story written about a product in which the author has a personal, professional or financial stake will be disqualified.
- Award plaques and checks will be made out to individual members, not publications.
- A minimum of 10 entries in an individual category must be received by the deadline date for a category to be considered fully valid. If fewer than 10 entries are received, the category will not be judged.