

BWI'S 2013 ANNUAL WRITING CONTEST

Important Details for 2013:

- **Deadline for receipt of entries is December 31, 2013;** members continue to receive the first two entries for free.
- 17 Categories mean a total of \$17,000 in cash awards will be presented.
- Submissions are made by an all-electronic format where PDFs and/or URLs are uploaded by category. Files are then available, also electronically, to judges. To access the "Entry Form" go to <http://www.bwi.org/bwicontest/2014/stepo.php>.
- The obscuring rule means 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.
- 2014 Member Dues, required for Contest participation, may be paid at time of entry via PayPal, by check, or by a publisher submitting the entry.

New Category & "Tweaks" Featured

Boating Writers International's Annual Writing Contest remains all-digital this year. Entries are uploaded 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.

A new category, "Boat Projects, Renovations & Retrofits," has been added while adjustments were made to "Boat Tests & Reviews" to include "Megayachts." Tweaked were "Gear" and "Online" definitions. See the changes to definitions on page 3.

The 2013 BWI competition will recognize - for the 21st year - the best marine journalists in the world and present cash awards to first- (\$500), second- (\$300) and third-place (\$200) scorers in 17 categories. Presentation of awards will be made



Gear & Products winner Ann Key accepts award from sponsor Mitul Chandrani (c.) of Xantrex Technology and BWI President John Wooldridge. Photo: Ron Ballanti.

at the Miami International Boat Show in February 2014.

Each winner also receives a handsome recognition plaque noting "Excellence in creating compelling stories about the boating lifestyle through entertaining, educational and inspiring journalism." 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 2013 (deadline for entries is December 31, 2013). 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 2014 dues); additional Member entries are \$25 apiece; non-members may enter for \$50 per entry.

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How To Enter the Contest

Where to Find the Entry Form?

To access the digital Contest entry form, go to <http://www.bwi.org/bwicontest/2014/step0.php>.

Reduce PDF Size

Please reduce your PDF file size when loading Contest entries. This will make it easier and faster to upload your entries and for judges to download them.

There are a number of ways to do this, with instructional websites offering how-tos. A comprehensive one is <http://www.wikihow.com/Reduce-PDF-File-Size>, which offers routines for both PC and Apple users.

Sponsor Details

Sponsors 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. Sponsors for 2013 can be found on page 4.

Visit the digital Entry Form to understand 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” and “Online” submissions) on the entry form and 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 2014 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.

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.

Judges Wanted, 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 – 1,500 words) that appear regularly in the same publication, under the same heading and written by the same writer; longer columns should be entered in other categories. Each entry will comprise three columns published in the same calendar 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 communicating 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 value, enjoyment and/or instruction of fishing from boats in fresh or saltwater.

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 actions.

Technical Writing will recognize excellence in explaining technical boating subjects.

Boat Tests & Reviews will recognize excellence in test reports of new boats or reviews of new or extensively rebuilt yachts.

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

Boat Projects, Renovations & Retrofits will recognize excellence in explaining boat projects or makeovers accomplished by professionals or Do-It-Yourselfers including repowering, electronic or navigation updating, galley or head remodels, etc. resulting in improved performance, safety or creature comforts for boat operators.

Online Excellence recognizes journalistic excellence in online presentations. Work will showcase the entrant's journalistic capability, creativity and depth of involvement in digital delivery. See the special requirement needed to enter this category on the rules page. (Online articles that are words and still images-only should be entered in other categories.)



BWI Contact Information

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USA

BWI'S 2013 ANNUAL WRITING CONTEST RULES

2013 Contest Sponsors

Boating Columns – sponsored by KVH Industries, Inc.

Boating Lifestyles – sponsored by Discover Boating

Boating Profiles – sponsored by ZF Marine

Boating Travel or Destinations – sponsored by Martin Flory Group

Boating Adventures – sponsored by Yamaha Marine Group

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

Electronics – sponsored by Jeppesen Marine

Ethics and Environment – sponsored by West 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 & Reviews – sponsored by Volvo Penta

Gear and Product Tests – sponsored by Xantrex Technology Inc.

Boat Projects, Renovations & Retrofits – sponsored by Awlgrip North America

Online Excellence – 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 made to writers who numerically score within 95 percent of third-place winners. The judges' decisions are final.

ENTRIES:

- All entries must have been published with datelines in calendar year 2013.

- 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 www.bwi.org/bwicon/test/2014/stepo.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 "Online Excellence" category.

- Entries that have appeared

exclusively online are welcome.

- A minimum of 10 entries in an individual category must be received by the deadline date for a category to be considered valid. If fewer than 10 entries are received, the category will not be judged.

- If judges determine the entry does not fit the category, the entry will be disqualified.

- Entries **must be received** by December 31, 2013.

REQUIREMENTS:

- Entries must be submitted by individual members, or in the name of the member, not in the name of a publication.

- BWI dues for 2014 can be paid prior to entry, at the time of entry (via PayPal) or with notice that payment will be by check by member or publication. New entrants who wish to enter the contest as members must also pay 2013 membership dues.

- Only two stories may be submitted per category** (in the "Boating Columns" category, three columns are counted as one entry. Two "Columns" entries, or six total columns presented as two sets of three, are permitted).

- A story may only be entered once in the contest, so select the one category that best fits it. If a story appears in more than one category, one 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 **Online Excellence category** entries may include continuing commentary or coverage of boating issues (with or without reader feedback), complete websites with a common subject focus, blogs, videos, photos, podcasts, and social media streams. 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? Do you do the actual production and mechanics of your site, postings, videos, etc.? What results have you achieved? This category is not subject to the author obscuring rule. Email essays directly to info@bwi.org with "Online Category" in the subject line. Also, use the 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.