

# BWI'S 2009 ANNUAL BOATING WRITING CONTEST



## What's New for 2009:

**Deadline for entries is December 15, 2009, two weeks earlier than in previous years**

**"Online" entries are welcome; simply submit with "url" address**

**17 Categories, including the newest "Original Online Content" category, mean a total of \$17,000 in cash awards will be presented during the first round of judging**

The 2009 Boating Writers International competition will recognize—for the 17th 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 at the Miami International Boat Show in February 2010.

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. First-, second- and third-place winners are automatically entered into "Grand Prize Award" judging where a four-figure cash prize will be made.



# Contest Categories

1. **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 calendar year.
2. **Boating Lifestyles** will recognize excellence in communicating the value, enjoyment and/or instruction of recreational powerboating or sailing.
3. **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.
4. **Boating Travel or Destinations** will recognize excellence in communicating a cruise or charter to a boating destination, or a review of a destination itself.
5. **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 passagemaking. Fishing and land-based boating activities are not eligible for this category.
6. **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.
7. **Electronics** will recognize excellence in broad-themed stories that include the use of marine electronics or marine electronics trends.
8. **Ethics and Environment** will recognize excellence in communicating the value, enjoyment and/or instruction of ethical boating or issues concerning the boating environment.
9. **Fishing** will recognize excellence in communicating the value, enjoyment and/or instruction of fishing from boats in fresh or salt water.
10. **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.
11. **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.
12. **Seamanship, Rescue and Safety** will recognize excellence in stories that depict seamanship, rescue or safety—including actual rescue events, preventive maintenance or heroic actions.
13. **Technical Writing** will recognize excellence in explaining technical boating subjects.
14. **Boat Tests** will recognize excellence in boat test reports.
15. **Gear, Electronics and Product Tests** will recognize excellence in reviews and tests of all marine products, including engines (but not including full boat tests).
16. **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.)
17. **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 (#9) needed to enter this category on the rules page. (Note: Judging criteria will include use of multiple online formats. Articles that are words-only and published online should be entered in other categories.)



## The Writing Contest

All submissions for the current contest must be published in 2009 (deadline for entries is December 15, 2009). 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 2010 dues); non-members may enter for \$35 per entry. All first-, second- and third-place winning stories are entered into "Grand Prize Award" judging where a four-figure cash prize will be made at the Ft. Lauderdale Boat Show in the fall of the following year.



## About BWI

BWI is a non-profit professional organization consisting of writers, publishers, broadcasters, editors, photographers, public relations specialists and others in the communications profession associated with the boating industry. Members include active marine journalists across the U.S., in Canada and around the world, supporting marine manufacturers and service entities, and associates in communication roles.

To find out all that's happening with BWI, visit [www.bwi.org](http://www.bwi.org). Prospective members will find application forms under the "Join" tab on the homepage.



## BWI'S 2009 CONTEST FOR BOATING WRITERS

### Entry & Membership Renewal Form *(Please print)*

Entrant Name: \_\_\_\_\_ Email: \_\_\_\_\_

Co-Entrant Name (if needed) \_\_\_\_\_

Company Name (if needed) \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

**Entries:** Members may submit 2 entries for free (*a benefit of Membership*) and a maximum 2 entries per category. Review contest rules to double-check all qualifications. Each additional entry above 2 is \$25. To submit more than 4 entries please copy this page and provide requested information above and payment. Non-member entries are \$35 apiece.

1 Title: \_\_\_\_\_ Category: \_\_\_\_\_  
Publication/Media: \_\_\_\_\_ Date of publication \_\_\_\_\_

2 Title: \_\_\_\_\_ Category: \_\_\_\_\_  
Publication/Media: \_\_\_\_\_ Date of publication \_\_\_\_\_

3 Title: \_\_\_\_\_ Category: \_\_\_\_\_  
Publication/Media: \_\_\_\_\_ Date of publication \_\_\_\_\_

4 Title: \_\_\_\_\_ Category: \_\_\_\_\_  
Publication/Media: \_\_\_\_\_ Date of publication \_\_\_\_\_

## Contest Entry Checklist

- Complete this form and include with entries
- Enclose one (1) original and four (4) photocopies of each entry submitted, each stapled together; publication, date and author obscured on photocopies.
- Enclose check made payable to Boating Writers International ...
  - Current members, send 2010 dues (\$35 Active or \$40 Associate).
  - New members send dues for 2009 & 2010 and the BWI Application form (a downloadable form is available at [www.bwi.org](http://www.bwi.org) at the "join" navigation tab).
  - Current & new members, add \$25 for each entry above two (2).
  - Non members send \$35 for each entry.
- Entries must be received by December 15, 2009.

## Send entries to:

Boating Writers International  
2009 Writing Contest  
108 9th Street  
Wilmette, IL 60091

## Questions?

Email [info@bwi.org](mailto:info@bwi.org) and note **BWI Contest** in subject line or call 847/736-4142.



# 2009 OFFICIAL BWI WRITING CONTEST RULES

Please read carefully

## 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. All winners will be eligible for the "Grand Prize Writer's Award" judging where a four-figure cash prize will be made at the Ft. Lauderdale Boat Show. 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.

Contest categories and sponsors for 2009:

1. Boating Columns – *sponsored by KVH Industries, Inc.*
2. Boating Lifestyles – *sponsored by Boats.com/Yachtworld.com*
3. Boating Profiles – *sponsored by ZF Marine*
4. Boating Travel or Destinations – *sponsored by Island Global Yachting*
5. Boating Adventures – *sponsored by Discover Boating*
6. Boat/Engine Care and Maintenance – *sponsored by Interlux Yacht Finishes*
7. Electronics – *sponsored by Jeppesen Marine*
8. Ethics and Environment – *sponsored by Marlink AS*
9. Fishing – *sponsored by Suzuki Motor Corporation*
10. Boating Issues, News and Analysis – *sponsored by Mercury Marine*
11. The Business of Boating – *sponsored by Home Port Marine Marketing*
12. Seamanship, Rescue & Safety – *sponsored by Sea Tow Services International*
13. Technical Writing – *sponsored by Dometic Corp. - Environmental (Cruisair, Marine Air & Tundra)*
14. Boat Tests – *sponsored by Volvo Penta*
15. Gear, Electronics and Product Tests – *sponsored by Xantrex Technology Inc.*
16. Megayachts – *sponsored by Awlgrip North America*
17. Original Online Content – *sponsored by National Marine Electronics Association*

## ENTRIES

1. All entries must have been published with datelines in calendar year 2009.
2. 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 \$35 apiece (note that BWI Active membership dues are \$35 per year).

3. In the "Boating Columns" category, three columns must be submitted and will be counted as one entry.
4. One original tearsheet must be included with publication name, date, and byline (or "url" and date for online entries). Also, include four sets of clean photocopies or tearsheets, each set stapled, with the name of the author, date and publication blanked out. Byline, name of publication, and date must remain visible on the original, but must be obscured from all copies and additional tearsheets, including any mention made within the article text. Failure to obscure this information completely will disqualify the entry. *This requirement is not applicable in the "Original Online Content" category.*
5. Entries that have appeared online are welcome. Provide an "original" within the frame of the website that published the article, including the "url" location and date.
6. Newspaper entries must include the whole page (please make a notation of which article is the entry) for the original tearsheet, with each of the four copies folded to 8-1/2- by 11-inches. Do not reduce the copies.
7. Entries must be received by December 15, 2009.

## REQUIREMENTS

1. Entries must be submitted by individual members, or in the name of the member, not in the name of specific publications.
2. BWI dues for 2010 must be paid prior to entry, or included with it. Prospective/new members who wish to enter the contest must also pay 2009 membership dues.
3. Originals and all copies must be clearly marked as to the category name and number (it is permissible to write directly on the entry).
4. Entries cannot be returned. If an SAS postcard is sent with entry, acknowledgement of receipt will be provided.
5. 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).
6. 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.
7. If judges determine the entry does not fit the category, the entry will be disqualified.
8. In the event of co-authorship, both entrants must be fully paid members of

BWI. Prize money will not be duplicated, but split.

9. 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? Email this directly to [info@bwi.org](mailto:info@bwi.org) with "Online Content Category" in the subject line.

## GUIDELINES

1. If no byline appears on the original entry, it must be accompanied by a letter of verification from the editor.
2. BWI considers a 'magazine' a glossy or tabloid-sized publication that's issued no more than once a week. A newspaper is a full-sheet size or tabloid-size publication printed on newsprint that's issued daily or a minimum of once a week.
3. BWI is not responsible for entries that are late, lost or mishandled through delivery.
4. 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.
5. Award plaques and checks will be made out to individual members, not publications.
6. A minimum of 12 entries in an individual category must be received by the deadline date for a category to be considered fully valid. If fewer than 12 entries are received, the category will not be judged.

## JUDGES AND JUDGING

Each category is judged by four individuals (a judging chairperson and three others) drawn from the membership of BWI. A BWI member cannot enter a particular category in which he or she serves as a judge.

## SPONSORS

Previous years' sponsors have the right of first acceptance to continue their previous sponsorship. Categories losing sponsors and new categories in need of sponsors solicit new sponsorship on a first-come, first-appointed basis. Contest sponsors must be Supporting Members of BWI with dues paid for 2010. 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.