



BWI Journal

APRIL 2008

FOUNDED IN 1970

Live Links, Your Blogs, and News Bits

There are a few things happening right now within BWI that I'd like to share with you, but none of them warrant an entire column. So forgive me, please, but I'm reverting to the subhed—every editor's favorite friend for making unrelated items seem coherent.

At Last, the BWI Journal Contains Live Links

After many calls to India, I am happy to say that I no longer have to call India—because I have finally figured out how to get live links in the BWI Journal.

You should be able to click on every Web site highlighted in red in this month's issue, taking you directly to that URL on the Web.

If you have any problems with the links in the following pages, please let me know. I imagine we'll have a few gremlins in the mix before every single link works perfectly.

BWI Aims to Help Writers Promote Blogs

More and more boating magazines and individual marine writers are starting blogs, either as part of integrated Web sites or as standalone features on free service sites.

The BWI Board of Directors is trying to gauge just how many member bloggers are out there in cyberspace, for two

primary reasons.

First, we would like to create a new section of the BWI Journal that features member blogs, including live links to them to drive traffic for free.

Second, we have tasked the Contest Committee with creating a new category of unique online content for the 2008 writing contest. How the committee defines that category will depend, in part, on what kind of original content BWI members are currently creating exclusively for the Web.

Thus, if you have a blog of any kind related to the marine industry, please notify Executive Director Greg Proteau by e-mailing info@bwi.org. He'll keep a running tally, which hopefully you'll start to see here in the Journal (as well as at www.bwi.org) in the coming months.

Logo Contest Draws Good Batch of Queries

I've received at least a dozen e-mails from professional graphic artists, as well as magazine art directors, seeking to enter the BWI Logo Contest. It seems our \$1,000 gratuity has gotten the attention of those working in the industry, in addition to the college students preparing for jobs of the future.

The deadline for receiving entries is June 15, 2008, which

means there is still plenty of time to enter. If you know of a college student or a professional who might be interested, have them e-mail me at kim@kimkavin.com to get the official contest rules and entry form.

BWI-Dave Kelley Scholarship in Works

With special thanks to BWI Vice President Betsy Frawley Haggerty as well as Executive Director Greg Proteau, we now have in hand the final promotional materials for the first annual BWI-Dave Kelley Memorial Scholarship.

Haggerty and Proteau have been working with Kelley's former editors at *Boating World* to create the memorial scholarship, which will go to a student who shows interest in journalism as well as boating. We plan to award the first scholarship before the end of this year.

Haggerty is heading up the Scholarship Committee and has already received several requests from BWI members who would like to help select the first award winner.

There is still time to join if you'd like to add your name to that list. Simply e-mail betshaggerty@aol.com.

Kim Kavin
BWI President

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MMA Aims to Teach Women's Boating Basics

The Marine Marketers of America's (MMA) "Pro Bono" Committee is developing a dealer-based program aimed at teaching women the basic principles of boat safety and handling.

"Our research shows that there is a pressing need for an educational program to give women the skills and confidence to operate a boat safely," says John Wisse, co-chair of the committee. "Many women are concerned that they might not be able to bring a boat back safely if their male companion is disabled on the water."

Jim Rhodes, a BWI member and committee co-chair, adds, "We will provide a turnkey marketing tool kit that includes branding guidelines, logos, taglines, advertising slicks, direct mailer and brochure templates, press kits and

other promotional materials, as well as guidelines for course curriculum and instruction. Dealers can either collaborate with local certified boating education providers, or can use our curriculum outlines to teach the courses properly"

Committee members will work with six dealers to develop, fine-tune, implement and evaluate the training program during 2008.

"Once we develop and validate the concept, our plans are to work



with national and regional trade organizations and marine industry associations for implementation through interested dealers nationwide," says Wanda Kenton Smith, a BWI member as well as MMA's president.

MMA is a year-old professional organization of marketing and communications professionals involved in the recreational marine industry. For information, visit www.marinemarketersofamerica.com.

Writers Database to be Promoted in May

Beginning in May, the BWI Communications Committee will send press releases announcing the new Writers Database at www.bwi.org.

About one-fourth—92—of active BWI members have entered their information into the new database, which is a place where anyone looking for a great marine writer, editor, or public relations professional can connect with BWI's members. This is already happening, according to BWI President

Kim Kavin, who received compliments on the database from a marine company that used it to find a personal watercraft writer.

If you haven't yet created a profile to list your resume, credits, and contact information, then now is the time to do so.

Use the URL that you received via e-mail, or get it re-sent by e-mailing Executive Director Greg Proteau at info@bwi.org.



Active & Associate Member News

Four BWI Members Work on Cruising Guide

BWI members Betsy Frawley Haggerty, Kim Kavin, Tom Schlichter, and Kate Yeomans all helped to create the newest edi-



tion of Maptech's Long Island Sound to Cape May, New Jersey, cruising guide.

"This 20th anniversary edition of our Long Island Sound cruising

guide is truly a special book," says Yeomans, editor of the Embassy Guides. The inaugural Maptech cruising guide collection came out in 1988 for Long Island Sound. The book's breadth has since expanded to include the Hudson River, New Jersey Coast, and New York State Canal System.

The book also includes a new "Captain's Guide to Cruising the East Coast." Details are online at www.maptech.com.

Hartz Promoted At Boating New Zealand

BWI member Brian Hartz has been promoted to assistant editor for *Boating New Zealand* magazine in Auckland.

Hartz is originally from Indiana and is a member of the Bloomington Yacht Club on Lake Lemon. He is available for freelance assignments for North American boating publications. E-mail him at brian.hartz@boatingnz.co.nz.

THE LONE STAR BLUEWATER FISHING RANCH

Olander's Spoof Baits Sport Fishing Readers

For 11 years now, *Sport Fishing* magazine Editor-in-Chief Doug Olander has provided an April issue spoof that drives readers to disbelief, subscription cancellation threats, and laughter. This year, a two-page advertisement for the world's first Lone Star Bluewater Fishing Ranch, supposedly off the Texas coast, promised to do for big-game fishing what big-game hunting ranches do for that sport.

With the motto, "Give Us a Day and We'll Give You the Fish of a Lifetime," the ad shows an aerial view of large net pens and asks readers why they would bother going offshore when the ranch has brought offshore-sized fish into the pens for easy catching.

"For rates starting as low as \$3,800, you'll get the best day of action for trophy big-game fish you'll ever have. We guarantee it!" See the mock advertisement at www.bluewaterfishingranch.com.

Home Port Adds Paradox to Growing Client Base

Home Port Marine Marketing, the international marine products consultancy, will provide product publicity and promotion for Paradox marine's wireless boat security, monitoring and tracking systems.

Paradox introduced Marine Watchmate, a remote yacht sur-

veillance system, at the Miami International Boat Show in February. For information, visit www.homeportmarine.com.

Thomas Releases Baja Trailer-Boating Guide

BWI member Zack Thomas's new book, *The Angler's Guide to Trailer-Boating Baja*, describes more than 30 launch spots throughout Mexico's Baja California.

The book also addresses seasons, hotels, campgrounds, fuel, ice, groceries, wash down, tide and weather resources, fishing, and travel details.

Released in March, the book is available at www.BajaTrailerBoating.com. Retail is \$29.95. Review copies are available for BWI members. Write to zack@bajatrailerboating.com.



New Media: Visuals Can Sell Stories

By Glen Justice

Writers who want to get more business online should recall one of the basic rules of print: Photos help sell a story.

Offering photos or video when you pitch a piece to an online publication, whether you plan to create them yourself or locate them and obtain permission for use, will almost always enhance your chances of a sale.

The reason is that the Internet is fundamentally a visual medium. Striking photos and video can drive large amounts of traffic to a website in much the same way that they can increase single-copy or newsstand sales for a newspaper or magazine. In fact, the effect is far more pronounced online, where aggregator sites can direct thousands of fast-clicking readers to a website in minutes.

At *MadMariner.com*, the online magazine where I serve as editor, we have seen many dramatic examples of the power of photography to draw readers. In one case, we ran a photo of a large vessel falling from a sling, with two crewmembers aboard. In another, it was a Coast Guard ship rolling in some nasty surf. In each case, more than 40,000 people showed up at the site in just a few hours, which is healthy traffic for a site our size.

The lesson here is that online editors regularly sweat about art, just like their print brethren—and that represents

an opportunity.

One smart writer who works with me uses photos to sell all of her stories. In one case, she sent a PDF filled with excellent artwork to pitch a story on kayaking. I bought the story and it was a nice piece. But it was the photos that sold it.

That same writer also noticed that our website runs a slideshow every Sunday (for the uninitiated, a slideshow is a collection of photos similar to a photo essay, except that it is displayed in a “player” that allows readers to click forward and backward.) She started pitching ideas for the Sunday Slideshow, essentially offering only photos. And I started taking them.

The truth is that if the writer doesn't supply art, that means I have to go find some, and so I tend to favor writers who can handle that job for me. Thankfully, most marine journalists are well suited to the task. The tradition in this industry is that writers have long been shooting their own photos, or at least finding artwork to go with their features.

But what if you don't shoot? There are still many options. To put it plainly, when you cannot hunt, you gather. Go find people or organizations that will



give you photos to illustrate your story. Many will do so free of charge, as long as you credit them.

Good public relations firms can help (and sometimes do the work for you). So can manufacturers, user groups, blogs, brokerages, dealerships and boaters. There are also sites that sell stock photos cheaply, such as *iStockPhoto.com*. Remember that video is also often available, too, either from these same sources or from sites like YouTube.

Finding photos and video can be just as laborious as shooting them, because you have to obtain proper permission to use them and ensure that the publication properly credits them. You also need to make sure you understand your client's photo and video needs in terms of size, resolution and format.

The result can mean more assignments—and that is usually worth the effort.

Rebuttal: Inoculation Against Going Viral

By Brett Becker

This commentary is in response to the "New Media" column that appeared last month.



Becker is a long-standing BWI member, as well as a freelance writer and photographer. He writes on technical subjects, performance boats and motorsports.

With all due respect to Glen Justice for his column on "going viral," it has been my experience that social networking sites, topical message boards, blogs, online forums and chat rooms might be great for bringing like-minded people

together, but they are dangerous places for professional writers.

Typically, the online communities Justice refers to are populated largely by self-absorbed nitwits with no knowledge of or respect for intellectual property rights. Any benefits of membership to a professional writer are far outweighed by the hazards. When you post your work on those sites in hope of going viral, something else happens: You lose all control of it.

Posting content to online communities is much different from Justice's previous practice of forwarding stories "via fax and e-mail to sources, other media outlets and newsletters."

In the cut-and-paste culture on these types of Internet sites, you have no influence over where your work might end up.

By submitting the work to an online community, you have in a sense condoned dissemination of your content, with or without attribution, not to mention compensation. But the hazards don't end there.

By contributing to Web sites that feature primarily amateur content, you risk blurring a necessary distinction between your work--that of an educated, professional writer--and the inane rants of some chat-room clown who, until the advent of the Internet, had never written anything longer than a check. By voluntarily posting your work on such sites, you stand to vitiate nearly everything a professional writer should stand for: that there is a difference between our work and that of the great unwashed; and that our work has value.

Depending on when you post your writing on the Internet, you also risk violating contract terms with whoever commissioned the work in the first place. Contract disputes fall between a writer and publisher, but when you attempt to go viral, when you post content without compensation, you devalue the work of all professional writers.

I will admit that online communities are a fine way to take the pulse of a particular market, to learn what their interests are

and use the information to develop story ideas. But you can learn all you want--and a lot of things you wish you hadn't--by simply reading the boards. These sites are, as Justice said, outlets where "viral content can reach tens of thousands of readers in a single day." I would argue, however, that writers need to be paid to the same extent they need to be read. Web sites and publications already ask for a lot of leeway in "repurposing" content. As professional writers, we should avoid giving away any more than we have to.

The recording industry has seen firsthand the insidious effects of file-sharing over the Internet. Sales have tanked since online file-sharing--a nifty euphemism for stealing--has spiraled. Writers either can learn from the decimation of the recording industry and protect their intellectual property rights, or suffer similar consequences.

In the end, I have yet to learn of one professional writer who has benefited measurably from frequenting online communities or by giving them his or her work for free. The amount of time Justice advocates spending to establish a reputation among online communities likely would be better spent cultivating new clients who appreciate--and can pay for--high-quality work from a professional writer.

Supporting Member News

'Take Me Fishing' Campaign Gets Makeover

"The new look and feel of the Take Me Fishing campaign is about capturing the excitement and the memories associated with boating and fishing," says

President and CEO Frank Peterson.



TAKE ME FISHING

New interactive features include a boat selection tool based on lifestyle; Fishopedia, which educates visitors about specific fish and how to catch them; Hot Spot, featuring 12,000 locations for boating and fishing plus maps to get there; Little Lunkers, devoted to the young fishing enthusiast; and State Pages, with links to information about where to buy a license, boat and fish.

For information visit RBFF.org, where an Event Planning Kit and Marketing Guide will be posted soon.

Environmental Leader Nominations Wanted

BoatU.S. Foundation plans to honor those who have made a significant contribution toward improving waterway ecology and educating boaters on how to minimize their environmental impact.

Any group, organization, company, marina or individual who has worked to make a difference is eligible for the Foundation's Environmental Leadership Award. A \$1,000 prize is

provided to help the winner continue their environmental efforts.

The deadline to apply is June 30, 2008. Applications are available at www.BoatUS.com/Foundation. For more information, e-mail Susan Shingledecker at SShingledecker@BoatUS.com.

White Paper On Mobile Communications

KVH's Chris Watson says the demand for mobile satellite products and continual connectivity by "people on the go" reflects significant changes in business and society.

With that in mind, KVH has issued a new white paper on Inmarsat FleetBroadband and KVH's mini-VSAT Broadband, new marine mobile communications services that are said to be reliable, affordable and practical for boats of all sizes.

To request the white paper, contact Watson at (401) 845-8138, cwatson@kvh.com.

Sea Tow Unveils New Branding Message

Reflecting Sea Tow Services International's evolution into a full-service organization dedicated to the savings, services and security of the recreational boating public, the company is moving beyond "Marine Towing & Salvage" to the core identity of "Where Boaters Belong."

Services now include Trailer Care, Sea Smart VHF, Sea In-sure, Sea Loans, the Boating



Ann Medford

Safety & Education Foundation, and the Advantage Network savings program.

Sea Tow recently announced the promotion of BWI member Ann Medford to senior managing director, tasked with the rebranding efforts. She continues as managing editor of the company's magazine, *Lifelines*.

ZF Marine Donates to Yacht School

ZF Marine has donated \$10,000 to the International Yacht Restoration School (IYRS) in Newport, R.I.

Presented during the 2008 Fish Expo Atlantic show in Providence, R.I., the donation included proceeds raised at a charity event during ZF Marine's VIP customer reception at the Miami Boat Show

IYRS was chosen for its "hands on" educational programs. For information, contact Martin Meissner at (954)581-4040, meissner@zf.com.

Calendar & Events

BWI Members and others are encouraged to send calendar listings, due dates and news events for this column to info@bwi.org.

Baja Billfish Tourney Set in Cabo San Lucas



The IGFA Offshore World Championship is set for May 11 to 16 in Cabo San Lucas, Mexico. The event is an international billfish tournament hosting more than 60 winning teams from 27 countries.

For tournament information, contact tournament coordinator Lesley Arico at (954) 924-4222, LArico@igfa.org. For media information, contact Pete Johnson at (480) 951-3654, johnsoncom@aol.com.

Women's Sail Conference Planned in Massachusetts

The seventh annual Women's Sailing Conference is scheduled to return to the Corinthian Yacht Club in Marblehead, Massachusetts, on June 7.

All-day workshops sponsored by BoatU.S. and organized by the National Women's Sailing Association will offer docking techniques, spinnakers, diesel engines, suddenly singlehanded, using spring lines, safety gear, planning for a coastal cruise, recovering crew overboard, a race committee primer, and more.

This year's speaker is Maureen "Moe" Roddy, a world-class sailor, mother and cardiac surgical nurse who launched the Red



Dress Racing Campaign to raise awareness about women's cardiac disease.

For details and registration information, go to the Web site www.WomenSailing.org or call (866) 631-6972.

Sail Industry Conference Scheduled in Newport

GE Capital Solutions and Sail America, the trade association for the U.S. sailing industry, will present the inaugural "Growth Through Innovation" Sailing Industry Conference and Regatta from June 11-13 in Newport, Rhode Island, at the International Yacht Restoration School (IYRS).

Dan Coughlin, author of *Accelerate: 20 Practical Lessons to Boost Business Momentum*, will be the keynote speaker. U.S. Olympic Sailing Program Chairman Dean M. Brenner and Wachovia senior economic analyst Mark Vitter are among the scheduled presenters.

Details are online at www.SailAmerica.com.

Yacht Report to Host Superyacht Forum

The Yacht Report will play host to the American Superyacht Forum (formerly known as



Project USA) June 24 - 27 at the Newport Hyatt Regency in Rhode Island.

Organizers expect 300-plus delegates from the large-yacht sector, including shipyard and project management, owners' representatives, captains, management companies, and sub-contractors.

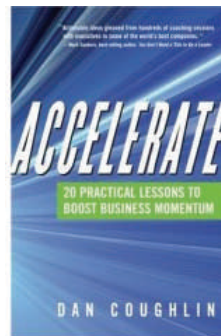
On June 27, a "Social Regatta" will be sponsored by Awlgrip and Interlux as the finale to the conference.

The full program is available online at www.synfo.com/asf.

WoodenBoat Show Set for June in Mystic

The 17th annual WoodenBoat Show will be held June 27-29 in historic Mystic, Connecticut.

The event will include a tribute to multihull pioneers as well as a Concours d'Elegance sponsored by Heritage Marine Insurance. For information, visit www.thewoodenboatshow.com.



Correction

Last month's *Journal* misidentified items in "Member News." The owner of *Power & Motor Yacht* magazine is Source Interlink Companies, not Bonnier Magazine Group, which owns *Yachting* and *Motor Boating* magazines.

Freelance Life: When Home is Hard

By Lisa Hoogerwerf Knapp

One of the best things about freelancing is having a home office. No commute or waiting in line for the bathroom.

Of course, one of the worst things about freelancing is ... having a home office. Especially if you don't excel at home office politics.

I have learned this during the time leading up to my recent filing for divorce. Off and on this year and last, the tension from the home front has contaminated my office aura. My productivity has wavered amid domestic acrimony. Now that I am coming out of the closet with the nuptials newflash, editors are nicer to me. The cat is now out of the bag, though my soon-to-be-ex is still in my home office.

He is a good chap, a yacht captain looking for a boat, but he was a royal pain as I've traveled for reporting work. During several of my sojourns, he rearranged my magazines and turned my office



upside down. I write for eight publications, and each title's issues were in chronological order. That's the main stack. Then there's the sample pile of favorite issues, my best stories. Then there's the "this might be a BWI writing contest entry" pile. Last, but not least, is the magazine inventory archive, in a separate closet. I explained the various piles, but he still rearranged them in a display of passive-aggressive dysfunction.

Since the captain will not leave before the divorce is final, I roam the earth in quest of a quiet place to write. My home office is now a mobile operation. I extend my business trips to stay in some hotel and catch up on assignments.

Many freelancers choose this life for the work-anywhere attitude that it allows. I know that's part of what appeals to me, but I'm looking forward to being able to work in my home office again—with stacks and peace intact.

Welcome New Members

BWI welcomes members involved in marine journalism and the marine trades. Apply at www.BWI.org.

ACTIVE/ASSOCIATE MEMBERS

- Linda Aksomitis, Freelance Writer, Qu'Appelle, Saskatchewan, Canada
- Susan Canfield, Freelance Writer/Surveyor, Annapolis, Maryland

- Nancy Marshall, PR counselor, Augusta, Maine
 - Maureen O'Brien, Writer/PR Counselor, Durham, North Carolina
 - Lianni Sisinni, Associate Editor, Winter Park, Florida
- ### SUPPORTING MEMBER
- Wera Tools Inc., Ian Parkhill, President, Stoney Creek, Ontario, Canada

The BWI Journal is produced by and for members of Boating Writers International, 108 Ninth Street, Wilmette, IL 60091. (847) 736-4142. www.bwi.org.

Information to be considered for publication should be sent to Greg Proteau, editor, info@bwi.org. All information contained herein is meant for the use of members, is in their best interest, and appears in as true and accurate a form as possible.

Membership in BWI is open to anyone involved in the recreational boating industry. Active members are generally writers, editors, photographers and broadcasters. Associate members are generally P.R. or communications firms. Supporting members are usually manufacturers or ad agencies.

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