



BWI Journal

OCTOBER 2007

FOUNDED IN 1970

Contest Season Cometh

Yes, folks, it's that time of year: Time to start culling through all the articles you've written since January in search of the gems that will bring you fame and fortune.

Okay, maybe not an *entire* fortune, but at least a couple hundred bucks if you take home first, second or third place in BWI's Annual Writing Contest. And perhaps a whopping \$5,000 if your story is chosen as the best overall for the year.

As always, the deadline for receiving entries is December 31. That's not a postmark date, but the date that your entry has to be *received* and in the stack to be distributed to judges across the country.

Hence the need to start sorting stories now. With the Fort Lauderdale Boat Show, Thanksgiving, Hanukkah and Christmas all coming up, time is going to fly between now and deadline day.

NEW CONTEST RULES

The BWI Board of Directors has voted to make a few rule changes for this year's contest. These new rules will be listed in the annual contest flyer, but I'm sharing them with you here, too, just to make sure everyone understands the reasoning behind them.

Rule change No. 1: BWI members get two free entries. Previously, the number of free entries allowed for active mem-

bers was four. The change was made to ensure that people enter their best work, not just all their work, so that category judges aren't swamped with stories of average quality.

Rule change No. 2: Additional entries beyond the two freebies are \$15 apiece. Previously, the cost was \$10. As with No. 1, this change was made to ensure that people enter their best work, not just all their work, so that category judges aren't swamped with stories of average quality.

Rule change No. 3: You must submit your original story plus four copies with the author's name blacked out. Previously, you had to submit three copies, which went to your category's three judges while the chairperson read the original clip. With four copies, your identity will be anonymous for each category's judges as well as its chairperson.

Rule change No. 4: Each category must receive 12 entries, or the category will not be judged. This change was made for clarity's sake after the new "Megayachts" category received 11 entries last year and the Board voted not to judge them. The change makes the rules clear up front.



MEGAYACHTS RETURN

And speaking of the megayachts category, it is indeed back. The Board feels that the trend toward building bigger boats—and creating more and more magazines to cover them—is worth acknowledging with a contest category.

We're contacting megayacht magazine writers and editors individually to make sure they know about the category, and we'd love your help. If you know someone who writes about megayachts, then please tell them about the BWI contest.

JUDGES NEEDED

Last but not least, I urge you to read Contest Committee Chair Lindsey Johnson's article on Page 5 of the *Journal*. Her committee is trying to recruit enough judges to make this year's contest a success, and she'd love to hear from you as a volunteer.

Kim Kavin, BWI President

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Lauderdale Show Media Details, Events

The Fort Lauderdale show Media Center will be on the third floor of the Bahia Mar Hotel. It's managed by Geri Haber and the team from Haber and Quinn Public Relations, who can be reached at (954) 764-6011 until the show or at (954) 468-5969 beginning Tuesday, Oct. 23. The show is open from 10 a.m. to 7 p.m. Oct. 25-28, and from 10 a.m. to 5 p.m. Oct. 29. For details visit www.showmanagement.com.

REGULATOR 30 EXPRESS

Team Regulator will premiere its 30-foot Express at 3 p.m. Oct. 25 at Booth 2036 in the Convention Center. Confirm attendance with Will Bussey, (407) 856-6680 ext. 235, will@kentonsmithadv.com.

ZF TO UNVEIL DRIVE

ZF Marine CEO Roland Heil will introduce the firm's new Pod Drive, Controls and Steer by Wire system at Bahia Mar Exhibit Area, ZF Marine Booth 1210, Oct. 25 at 11 a.m. RSVP to Martin Meissner, (954) 581-4052, martin.meissner@zf.com.

MAINE MEDIA BRIEFING

Industry veterans will discuss the multimillion-dollar Maine Built Boats initiative to open up state manufacturers to new markets worldwide. Meet Sabre Yachts' Bentley Collins; Todd French, chair of the initiative; and Elaine Scott of the state's Department of Economic & Community De-

velopment. Friday, Oct. 26, 1-3 p.m. at the Sabre exhibit on B Dock. RSVP to Ed Federico or John Quinn (954) 764-6011.

DESIGN & CREW AWARDS

The International Superyacht Society will announce winners for the 2007 International Design Awards in five categories at its Awards Gala on Oct. 25 starting at 7:30 p.m. in the Grand Ballroom at the Marriott Harbor Beach Resort. Distinguished Crew Awards will also be presented. Call (954) 525-6625, info@superyachtsociety.org.

NEW FROM RIVIERA

Riviera Yachts will introduce three new models Oct. 24 at 6 p.m. at the Marriott Harbor Beach Resort. RSVP to Bob Black, rgblack@verizon.net, (813) 633-1101 or Scott MacFarland, smacfarland@rivierayachtsinc.com, (877) 403-1060.

KVH BREAKFAST

"The Next Generation of Mobile Broadband Communications" is the theme for KVH's technology breakfast Oct. 25 at 8 a.m. in Stateroom C, Bahia Mar Hotel. Contact Chris Watson, cwatson@kvh.com, (401) 845-8138.

YACHT BIKERS UNITE

Want a great motorcycle ride? The Second Yacht Bikers Poker Run will be Oct. 24. Assemble at 4 p.m. at National Marine. Register at www.yachtbikers.com.

MARKETERS TO MEET

The new Marine Marketers of America association will meet Oct. 24 from 3-5 p.m. at the Bahia Mar Conference Center. Speaker will be author Bob Burg. E-mail rsvp@marinemarketersofamerica.org.

TRAINING SEMINARS

International Superyacht Society will hold day-long yacht Industry Training Seminars at the Bahia Mar Conference Center Ballroom Oct. 26. Register at www.superyachtsociety.com.

CRANCHI 43 HARD TOP

Cranchi will introduce the Mediterranean 43 Hard Top at 12:30 p.m. Oct. 25 at floating docks FG 4-7 & FG 37-40, North Marina. RSVP to james@cranchiusa.com, (866) CRANCHI.

PLUTONOMY ECONOMY

Key Bank lending experts will discuss middle-class spending trends Oct. 26 from 11 a.m. to 1 p.m. at the Key booth No. 900, Bahia Mar Marina Tower. RSVP to Jill Arisianian, (216) 828-7415, jill_arsianian@keybank.com.

MERCURY "AXIUS"

Mercury Marine will offer the media demo rides on new Axius-powered boats. Contact Steve Fleming at (920) 979-7626 or Abby Walker at (920) 924-1360.

BWI Fort Lauderdale Meeting

Do you feel it is time for American's national leaders to address how outdoor recreation and especially boating can contribute to a better America?

If so, you'll want to participate in BWI's "Newsmaker" session from 8 to 10 a.m. Oct. 26 at the Bahia Mar Hotel. With the 2008 campaigns moving into full swing by late October, BWI has the opportunity to hear



from Capitol Hill insider Derrick Crandall, a 30-year veteran of "in

the trenches" Washington politics and president of the American Recreation Coalition, on the importance of upcoming elections to recreational boating.

Also on tap in Lauderdale is the West Marine Writer's Award presentation and its \$5,000 prize, plus early details about the BWI Annual Writing Contest with its 15 categories and cash awards for 2007.

Active & Associate Member News

BWI MEMBERS WRITE CRUISING GUIDE

The new 2nd edition of Maptech's Embassy Cruising Guide—Chesapeake Bay to Florida is revised by BWI members Kate Yeomans, Betsy Haggerty and Nancy Taylor Robson. The 558-page guide's updates include detailed navigation advice to new anchorages and guest moorings in popular ports, including expanded coverage of Chesapeake Bay destinations and the Georgia coast. A new feature, "Captain's Guide to Cruising the East Coast," written by Mark Pillsbury, looks at how to cruise the coast from Maine to Miami. Visit www.maptech.com.



NEW TIME SLOT FOR BOATHOUSE RADIO

The southern California-based "Capt. Mike Whitehead's Boathouse Radio Show" is on the air an hour earlier, broadcasting from 11 a.m. to noon Saturdays on Los Angeles/Orange's New AM830. It can also be heard online. For information, visit www.BoathouseRadio.com.

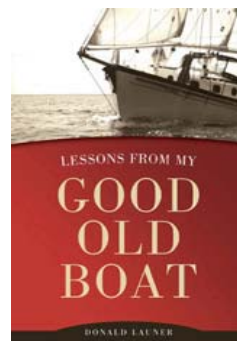
LAUNER PENS GOOD OLD BOAT

Donald Launer has compiled some of the hundreds of articles he has written over the years, most of them in *Good Old Boat* magazine, into the *Lessons from My Good Old Boat* book. Articles are

grouped into categories chapters such as sails and rigging, navigation and environment. Most of the pieces have been updated. It's Launer's third book. Get it at www.sheridanhouse.com.

SCULPTOR IS NEW JOHNSON CLIENT

A new client for BWI member Pete Johnson is David Wirth, one of the country's most renowned marine-life sculptors. Wirth will be at the Fort Lauderdale show with more than 20 of his rare wood sculptures (Tent 2, Space 245). Learn more about the sculptures at www.DavidWirth.com.



Legal Issues: Copyright Registration

By Leslie Lott

In an earlier column, a reader's question raised issues about copyright registration that I promised to address further. Here we go...

Although copyright ownership inheres immediately upon the creation of the work, copyright owners have the option of registration with the U.S. Copyright Office, under the authority of the Library of Congress.



Happy to answer
your letters

Registration is not mandatory, but there are a number of advantages to registration under the current Copyright Act that are designed to encourage prompt registration of copyright claims. In addition, registration is a prerequisite for filing a court action for copyright infringement.

Registration was not always optional. However, since the enactment of the Copyright Act of 1976, registration has remained permissive. When the United States joined the Berne Convention in 1989, the requirement of registration prior to filing an infringement suit was revised to exempt works originating in Berne countries other than the United States. The statute was amended again in late 1998 when the United States signed the treaty that lead to the creation of the

World Trade Organization. Currently, only works from the United States are required to register in advance of an infringement suit.

Any party holding any exclusive right in a copyright may register the work at any time during the life of the copyright. This means that an owner of copyright in a novel may register the claim of copyright to the novel, while the holder of the exclusive movie rights to the novel may register for copyright protection as well.

There are a number of benefits of registration. The Copyright Act makes a certificate of registration *prima facie* evidence of the validity of the copyright. All other information stated in the registration certificate is considered *prima facie* evidence so long as the registration is made within five years after the first publication of the work.

If copyright is registered within three months of the first publication of the work (or before there is an infringement), the Copyright Act provides for statutory damages (monetary amounts that do not have to be specifically proved, but which are set out in the statute) and attorneys' fees in the event of infringement.

Thus, in order for a copyright owner to ensure that he or she will have the option to sue for statutory damages and/or attorneys fees, copyright should be registered at the earliest opportunity. This provision

applies equally to both U.S. and non-U.S. works.

Copyright registration provides constructive notice of the author's ownership of copyright, and, if ownership is later transferred to another, the transfer may be recorded with the Copyright Office to provide notice of current title as well.

A Copyright Registration may be recorded with the United States Customs Service, to bar the importation of piratical copies or phonorecords of the registered work.

The sooner a copyright is registered with the Copyright Office, the better. The sooner notice will be given to others that you claim copyright protection, the sooner you can obtain statutory damages and attorney fees for copyright infringement, the sooner you have *prima facie* evidence of copyright validity, the sooner to fix notice problems if you forgot to put a copyright notice on copies of your work, and the sooner you can obtain customs remedies against infringing imports.

Registration allows the copyright owner to obtain the fullest protection for his or her work, so the sooner a copyright is registered, the better!

E-mail questions and suggestions for future columns to ljlott@lott-friedland.com. Leslie J. Lott is the founding partner of Lott & Friedland, an intellectual property boutique firm with offices in Coral Gables and Ft. Lauderdale.

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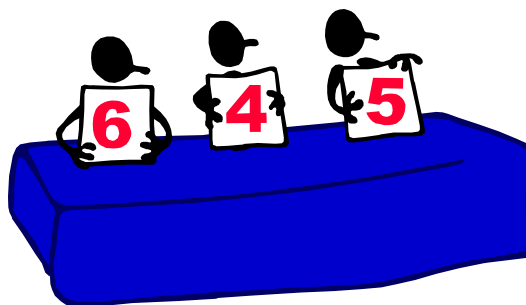
The sooner a copyright is registered with the Copyright Office, the better. The sooner notice will be given to others that you claim copyright protection, the sooner you can obtain statutory damages and attorney fees for copyright infringement, the sooner you have *prima facie* evidence of copyright validity, the sooner to fix notice problems if you forgot to put a copyright notice on copies of your work, and the sooner you can obtain customs remedies against infringing imports.

Registration allows the copyright owner to obtain the fullest protection for his or her work, so the sooner a copyright is registered, the better!

E-mail questions and suggestions for future columns to ljlott@lott-friedland.com. Leslie J. Lott is the founding partner of Lott & Friedland, an intellectual property boutique firm with offices in Coral Gables and Ft. Lauderdale.

Help Wanted: Writing Contest Judges

BWI seeks 64 astute, thoughtful people who value the written word to help choose the prizewinners in the 2007 writing contest.



WHO CAN JUDGE?

Any BWI member is eligible, but you cannot judge a category in which you enter a piece.

WHAT DO THE JUDGES DO?

Four individuals judge each category. Each judge gets a packet of stories and a scoring sheet for each article. You rate each article from 1 to 10 in ten different areas, such as creativity, complexity, effective use of language, and so on. Then you tally up the score. Thus, a perfect article would get 100 (almost never happens). You submit your results to the category chairperson, who adds the judges' scores, divides by four,

and, voila, the winners emerge.

WHEN DOES ALL OF THIS HAPPEN?

The material is sent out at the end of the first week in January, and the results need to be back at the end of the third week of the month, so you have two weeks to judge. Depending on the number of entries in your category, it generally takes between six and 16 hours to do the job.

WHY DO IT?

Because it is important to give something back to an organization that works for you.

But there are other benefits, too—selfish ones. “First, you see who your competition is as a writer,” says one seasoned judge. “Second, as an editor, you can scope out new talent that you might

want to steal away from a competing magazine. Third, you can get story ideas that you can develop and pitch as a freelancer.”

It's an education, too. When you see how good writers approach an article, you can fine-tune your own writing.

HOW DO I SIGN UP?

Please email me at ljohnson@nmma.org and let me know which categories you would like to judge and which you cannot judge because you plan to enter a story. Thanks in advance for your help.

Lindsey Savin Johnson
BWI Writing Contest chairwoman

Calendar & Events

SUPERYACHT FORUM

The Global Superyacht Forum, hosted by *The Yacht Report*, will be a gathering of superyacht industry professionals. More than 600 delegates are expected in Amsterdam for the four-day conference November

12-15 to discuss and debate the growth and development of the superyacht market. To register visit www.synfo.com/gsf.

ABYC SEMINARS

The American Boat & Yacht Council, which offers technical

work force training, education and certification programs for the marine industry, has updated its 2007 schedule of certification and seminar courses, and begun adding courses for 2008. Updated dates, location and course descriptions can be found at www.abycinc.org.

New Media: Selling Stories Online

By Glen Justice

The ability to sell things to secondary markets is one huge advantage brought to us by the Internet, whether you are having your house listed on *Realtor.com* or listing your used stuff on eBay. So why should selling your writing be any different?

The online world presents a huge secondary market for articles, which can help you achieve that elusive goal of all freelancers: to sell every story you write to multiple publications. Tapping the secondary market can be done through a syndication service, which markets articles for you, or by selling directly to a website that buys content. It is *never* easy. You have to be aware of the publication rights you sign away, and you must act ethically. But when it works, it's a good way to make more money.

To understand syndication services, let's look at *Featurewell.com*, a web-based operation that has syndicated major names such as Pulitzer Prize-winner Jimmy Breslin. Featurewell works like a consignment shop, cherry-picking stories that writers have already published, marketing them to new publications and taking a commission on each sale. They work with roughly 1,500 writers and an equal number of print and electronic publications worldwide, according to Chief Executive David Wallis, who founded

The screenshot shows the homepage of Featurewell.com. At the top, there is a navigation bar with links for 'Register', 'My Account', 'About Us', 'Press', 'Writers', 'Submissions', 'Contact', and 'FAQ'. Below this is the date 'October 12, 2007'. The main content area is titled 'Top Stories' and lists several articles with their authors and word counts. A sidebar on the right contains an 'Advanced Search' box and a list of categories including Home, Bookmarks, Art, Books, Business, Celebs, Essays, Film & TV, Food & Wine, Health, Humor, International, Life, Music, Politics-U.S., Relationships, Science, Spirituality, Sports, Technology, and Travel.

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Top Stories

POLLS ARE PIFFLE
by CHRIS LEHMANN, 1155 words
Not available in New York City. All other rights available.
Politics-U.S.: Fundits prefer to bекnight a front-runner before any voters cast ballots. [Full story...](#)

AN UNHOLY ALLIANCE
by CARRIE KILMAN, 1586 words
Second U.S. and all other rights available.
Politics-U.S.: Across the Deep South, the anti-abortion movement borrows tactics from the Ku Klux Klan. [Full story...](#)

THE RAPE CAPITAL OF THE WORLD
by BRIAN M. O'CONNELL, 2335 words
Not available in South Africa and Ireland. All other rights available.
International: Along the eastern border region of the Congo, a daily horror show is playing itself out, bolstered by the ambivalence of the international community and the political vacuum created by decades of regional conflict. [Full story...](#)

FINAL CUT
by GREG BEATO, 807 words
Not available in Nevada. All other rights available.
Essays: The return of the guillotine. [Full story...](#)

REVISITING THE DANISH CARTOON CRISIS
by MICHAEL C. ROYNEHAN, 1512 words
Second electronic and all other rights available. Not available in New Zealand.
Art/International: In a wide-ranging discussion, Fleming Rose, the editor who commissioned the infamous Muhammad cartoons — expounded on his years in the Soviet Union, free speech versus "responsible speech" and his Muslim supporters. [Full story...](#)

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the company in 2000.

There is no guarantee Featurewell will take your work. Wallis and his crew handpick an average of 35 stories a week that they think have potential. There's also no guarantee your story will sell. Editors like me comb through Featurewell and buy what we need (full disclosure: I have purchased about 20 pieces). But when a publication does buy your story, it is easy money. The writer gets a check without having to spend lots of time hustling a sale.

"I call it the literary lottery," Wallis said. "You have to be in it to win. I'm always shocked at what sells and what doesn't. There are so many niche publications looking for high-quality stories at reasonable prices."

Of course, you can also choose to make sales directly, identifying websites that buy content and pitching them your

stories in rewritten form or as reprints (so long as you maintain the rights to do so). Let's take an example of a direct sale that I was involved in. Steven Callahan, author of the book *Adrift: Seventy Six Days Lost at Sea*, wrote a unique story that called upon his personal experiences to take readers inside a life raft during an abandon ship. The story was originally published in *Ocean Navigator* magazine, but it didn't end there.

A version of the story later appeared on *Equipped.com*. That's where I saw it. I thought it was a strong and timeless piece of writing, contacted Callahan and bought the story for my site, *MadMariner.com*. The result is that three publications were able to run good work, and Callahan was able to get paid several times for the same piece of writing.

Everybody won—and that's how it should be.

Supporting Member News

BOATU.S. ENDORSES "WATERWAY WATCH"

As America enters a new era of increased terrorist threats at home, BoatU.S. believes recreational boaters can do their part through "America's Waterway Watch," a program that enlists the active participation of those who play, work or live around the waterways.

"We believe that many boaters are willing to play a part in securing our waterways and provide the Coast Guard with information about activities that may appear strange or unusual," said BoatU.S. President Nancy Michelman. For more, go to www.AmericasWaterwayWatch.org.

DISCOVERBOATING.COM NEARS 3 MILLION VISITS

DiscoverBoating.com reports having been on track to achieve its goal of 3 million visits by the close of its fiscal year (September 30).

Orders for the "Get Started in Boating" DVD have topped 55,000, and the number of potential boat-buyers requesting direct contact from manufacturers and dealers is 20,000, an increase of 7,000 over 2006 totals.

There have been 500,000 referrals to boat brand websites since the website re-launch in March 2006, when consumers became able to search for local

dealers. Contact Armida Markarova at (312) 946-6284; amarkarova@nmma.org.

HOME PORT ADDS TWO CLIENTS

Home Port Marine Marketing has been selected to provide product development, publicity and promotion services to two Pennsylvania-based manufacturers: Rodan Enterprises of Philadelphia, maker of a power-driven retractable boat top, and Cobra Wire & Cable of Hatboro, supplier of approved and certified marine electrical wire and cable products for onboard power applications.

DOMETIC SUPPORTS SAFE HARBOR PROGRAM

Dometic Environmental has become a corporate sponsor of Safe Harbor Boys Home in Jacksonville, Florida.

The program is designed for at-risk teenage boys to provide a safe alternative home envi-

ronment aboard boats. Boys receive seamanship training, academic lessons and vocational apprenticeship opportunities.

Dometic has donated 12 Cruisair Carry-On portable air conditioning units for boats that serve as living quarters for program residents.

SEA TOW PANEL WANTS EDUCATION

Sea Tow's Education Roundtable participants want to provide a minimum level of boater education through mandatory state programs, based on a phase-in model compliant with NASBLA-approved guidelines.

There were differing opinions on the panel as to whether a federal mandate would be the most effective, or only, way to ensure that states establish minimum requirements. Debate revolved around the perception that enforcing mandatory education would result in mandatory licensing.

For more, visit www.seatow.com.



Safe Harbor is a program that gives at-risk boys a chance to live aboard boats, in a safe place, while learning seamanship skills.

BWI Directory Addendum

The following listings in BWI's Annual Directory, published in August 2007, need updating as noted below. Members who wish to post additional updates are asked to forward them by email to info@bwi.org.

BWI OFFICERS

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Kim Kavin ('07)

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1st vice president

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Haggerty ('07)

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2nd vice president

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ljohnson@nmma.org

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Roger Marshall,

BWI Past President,
rmarshall26@cox.net

Greg Proteau,

Executive Director,
gproteau@msn.com

ACTIVE/ASSOCIATE CHANGES

Eggleston, Rick ... new email is reggleston@northeastboating.net (*Offshore Magazine* has changed its name to *Northeast Boating Magazine*).

Jankoski, Helen A ... new address/phone: 430 River Rd. Pawcatuck, CT 06379; (860) 599-3014.

Janssen, Dan ... new company name is Dan Janssen Recruiting and email is dan@janssenjobs.com.

Kavin, Kim ... Correct phone number is (908) 975-3031.

Nolan, James ... new email is jnolan@jamesnolanassociates.com

Rhodes, Jim ... new address for Rhodes Communications: 939 West 21st Street, Norfolk, VA 23517.

Smith, Capt. Robert ... new address is 1348 Woodside Ct., Healdsburg, CA 95448.

Sorum, Alan ... New address is Box 8, Skagway, Alaska 99840

SUPPORTING MEMBER CHANGES

Sea Tow Services Int'l ... Direct press inquiries to Ann Medford, ann@seatow.com.

Star brite Distributing, Inc. ... Direct press inquiries to Bill Lindsey, (800) 327-8583, blindsey@starbrite.com

Welcome to Our New Members

BWI welcomes new members who are involved in marine journalism and the marine trades.

Anyone who qualifies may apply for membership at the "Join Tab" at www.BWI.org, or e-mail info@BWI.org.

ACTIVE/ASSOCIATE MEMBERS

• Robert Buller, Editor/Photographer, Vancouver, BC

• David Shuler, Photographer, San Diego, CA

• Bob Wonders, Freelance Writer, Queensland, Australia

SUPPORTING MEMBER

Ontario Travel Guides, Rick Lyons, Publisher, Westport, ON

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.