

Inside this issue:

Writers Beware Serving Two Masters	2
Writing Contest Open for Entries	3
Elections in January	
Innovations at IBEX	4
Supporting Member News	5
New Members	
Next Webinar: Contracts/Copyrights	6
Calendar & Events	

Contest, Contracts, Content

It's been a busy boat show season already and it was good to see so many people in Annapolis and Ft. Lauderdale. The economy hasn't improved much over this time last year but the industry is hanging in there, innovating and introducing new boats and products as always. BWI is busy as well with our annual contest and our webinar series designed to bring members educational opportunities.

News for the writing contest this year includes two things – a new deadline and a new submission procedure. First, the contest deadline has been pushed back to December 31 from December 15. The reason for this is to give you more time to get used to the new submission process since this is our first year of going all-digital. Writers will now submit their entries electronically in PDF form which is easier than you might think.

I've tested the new system and the actual process of entering is straightforward. You'll still need to obscure your name and the publication's name so plan ahead and give yourself time to do that whether you have in-house software or if you'll need to



go to Kinkos for assistance. Judges will retrieve and read the entries online as well.

The contest also needs two things – volunteer judges and two more sponsors. There are 17 categories and we need our members to give back by judging and/or serving as a category chair. In order for the contest to work we need almost 70 judges, but consider that it's a great way to learn from good writing so there's something in it for you. We also need sponsors for two categories: See page three.

We have our next two educational webinars scheduled – the fourth and fifth of the series – thanks to the generosity of Dometic Marine that has agreed to sponsor six of these sessions. The next one is on legal issues that our members navigate in a changing publishing environment. Milton Toby,

Head of the Contracts Committee for the American Society of Journalists and Authors, will be covering issues including contracts, LLCs, copyrights and more. The webinar is scheduled for Thursday, December 15. For more, see page six.

The following webinar will be with Alison Yesilcimen of Media Cooler, an online content marketplace that facilitates the purchase and sale of professionally created content. The hope is that we can help our members find new connections, possibly outside of our industry, and repurpose their writing for additional income. This seminar is scheduled for January 19.

It's Thanksgiving so let's take a minute to reflect on all our industry has been able to accomplish in turbulent times and know that once we weather this storm, there's smoother sailing ahead. Let me know what you'd like to see covered in future issues of this newsletter or how BWI can better serve and represent you – contact me at totemgroup@msn.com.

Zuzana Prochazka
BWI President

Writers Beware Serving 2 Masters



Moderator Mike Sciulla (from l.), Tim Cole, Jim Rhodes, Zuzana Prochazka and Tim Clurman in Lauderdale. Photo: Mark Kellum

Initially billed as an inquiry into whether “Writers Can Serve Two Masters,” a discussion during the Ft. Lauderdale Boat Show for a combined BWI and Marine Marketers of America audience expanded well beyond its original scope.

In opening remarks, moderator Michael Sciulla urged panelists Andrew Clurman, COO of Active Interest Media, Tim Cole, EVP of Belvoir Publications, Jim Rhodes, president of Rhodes Communications, and BWI president Zuzana Prochazka to look at the larger picture and explore what writers, editors, publishers, and marketers can do to make their publications more meaningful and relevant to consumers and advertisers.

The tone was set by Sciulla in citing a recent *Washington Post* headline, “Old media sinking, says TMZ news founder.” The lead reads: “America’s foremost gossipmonger [Harvey Levin] has a little unsolicited advice for the nation’s mainstream media: Your business model is broken ... Young people, says Levin, aren’t interested in traditional media ... Journalists should throw off their tired old media, embrace the web and not worry that the demands of

the Internet will compromise traditional values.”

Taking some issue with the “print is dead” statement, Clurman suggests most of the writing of the demise of it is found on the Internet. No matter where readers choose to get informa-

tion, he says they want it to be reliable, and that the writer plays a commanding role in guiding this. If advertiser influence reduces the quality of the information and quality of content, then the overall delivery method is also reduced. And the readers will recognize this with ease, he thinks.

Cole agreed that online delivery of content was growing, but that his clients want the choice of that, print, video, access to archives, etc., and they want it all for free. When content begins tipping even slightly toward the advertiser position, he feels readers pick it up quickly and raise their eyebrows. The balanced position where writer content is enhanced with advertiser expertise is best, he notes, because this will bring a deeper level of understanding of the subject by the reader.

Agency owner Rhodes said he became more a marketer and publicist than a writer when the income from the former was outpacing the latter. He thinks ethics should be the guide: taking money from a client then writing an article based on the related press release and

getting paid for it is clearly unethical. On the other hand, full disclosure of his role as publicist and sans pay, his article should run. The question in that scenario is how credibly will the reader view the end product, and Rhodes admits, probably not a lot.

Prochazka suggests it’s all about transparency and that on her website, for example, it’s clear when the viewer is on the ad side or editorial side. She thinks writers need to define the two disciplines in their heads and keep both feet planted on one side at a time. If this process becomes difficult or cumbersome, then it’s probably best to make the choice on which side rules. Loyalty of readers is a writer’s most precious commodity, and any compromise can only cause attrition, she adds.

And of keeping those eyeballs focused on content? Panelists forecasted videos would continue to gain importance, particularly short ones, and podcasts. Think of innovative ways to bring images to text. Consider putting the editors together with producers (the publishing personnel) on a regular basis to share ideas and concerns. And continue researching and surveying readers to get at what they really want.

So, can writers serve two masters? Some can and do. But it’s probably not anywhere near as easy or uncomplicated as staying on one side or the other.

2011 Writing Contest Underway

BWI has officially opened its 19th Annual Writing Contest that recognizes excellence in boating, fishing and travel journalism. Again this year 17 categories have been maintained that each will award \$500 for first place, \$300 for second and \$200 for third place winners. This year's contest has gone "all electronic," meaning submissions need to be uploaded to a designated holding site – see how to do that by clicking on the link below.

Entries must be received by December 31, 2011.

BWI members are allowed two submissions to the contest without charge; additional entries are \$25 apiece. Each category will be judged by four BWI members in the first few weeks of the New Year. Cash awards and plaques are presented to the winners at the Miami International Boat Show in February, 2012. To access the contest

brochure and entry details go to www.bwi.org/downloads/BWI2011WritingContest.pdf.

Calling All Judges!

With 17 categories in this year's contest, 68 judges will be needed. Each member of BWI's Board of Directors has volunteered to chair a category, but that means eight more chairs are needed. While last year's judges will be contacted, additional judges will almost certainly be needed, plus a handful of alternates. Judging is a great way to keep up on all the subjects, ideas and great writing that have taken place during the year. Those interested in judging should contact Contest chair Lindsey Johnson at ljohnson@lakelandboating.com or executive director Greg Proteau (info@bwi.org, 847/736-4142) as soon as possible.

2011 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** – sponsorship open
- Boating Adventures** – sponsorship open
- 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.

Elections To Be Held In January

Elections for BWI Directors and Officers will be held in January. Two Director seats (that carry three-year terms) come open this year as do all officer positions (President, 1st V.P. and Second V.P. are one-year terms). Active and associate members may run for Directors spots, but only active members may serve as officers. Active and associate members vote in the election.

Those who think they'd like to serve are encouraged to run. Duties include partici-



pation in two in-person director meetings a year (no expenses paid), usually held in conjunction with Miami and Ft. Lauderdale boat shows, availability for as-needed conference calls, and volunteering for assignments such as Committee chairperson, new product or writing

contest category chair, etc. For more information, contact Greg Proteau.

Candidates need to provide a brief summary, by December 9, of their experience, qualifications and ideas to help BWI grow. Summaries are reviewed by the nominating committee which consists of the President, Immediate Past President and Executive Director. They are also provided to the members at the time the ballot is distributed in January.

Judges Uncover 13 IBEX Innovations

Thirteen marine manufacturers were honored in mid-October at the 2011 International BoatBuilders' Exhibition & Conference (IBEX) Innovation Awards presentation in Louisville. Organized by NMMA and judged by BWI, products are recognized that are distinctly innovative, benefit the marine industry and/or consumer, are practical and cost-effective. A total of 65 new products were entered in this year's Awards program.

"One of the motivators for writers involved in the Innovation Awards is the ability to see and touch the future. This is our Discover Boating, and this year's product submissions didn't disappoint," stated Alan Wendt, BWI's committee chair for the IBEX Awards. Other members serving as judges included BWI President, Zuzana Prochazka, Frank Lanier, Susan Canfield, Roger McAfee,

Brady Kay, and Patricia Kearns.

IBEX Innovation Awards were presented in these categories; also find brief comments from the judges ...

Deck Equipment & Hardware

Nautilus Marine Group, Windlass V500: "The well-engineered windlass tension band keeps the rope and chain splice in constant contact with the chain wheel easily handling knots and hackles of life at anchor."

Honorable Mention: Ameritex Fabric Systems, Four-in-One Boat Cover

Electrical Systems

Charles Industries, Intelligent Marine Charger: "The IMC 40 eliminates the need for multiple onboard battery chargers. The built-in redundancy will get you home."

Furnishing/ Interior Parts

Thetford Curve, Porta Potti: "Serious thinking time was



spent addressing multiple ways to improve and innovate one of life's basic necessities."

Inboard Engines

Indmar, 5.7L Assault 345 Inboard: "Wakesurfing is rapidly growing in popularity and Indmar has a workhorse for these rugged watersports."

Mechanical Systems

Attwood, Universal Sprayless Connector: "This Connector stood out in both simplicity, ease of adaptation and global application."

OEM Electronics

Raymarine, e7D Multifunction Display: "Where Apple iPad integration, pop culture and intuitive operation meets useful maritime technology."

Outboard Engines

Two Awards: Mercury 150 FourStroke Outboard and Honda Marine BF 250 Outboard Engine:

"Mercury found a way to trim 24 pounds of their new 150

FourStroke, while helping to satisfy the growing need for superb fuel efficiency and performance."

"Honda offers the first dual-circuit induction system that provides improved combustion."



Propulsion Parts, Propellers

PowerTech Propellers, Power Stop Propeller: "Brilliantly crafted reverse thrust propeller, providing new levels of control without harming overall performance."

Honorable Mention: Livorsi Marine for its improved Raw Water Flow System.

Safety Equipment

Protomet Corporation, Panoramic Mirror System: "Provides a second set of eyes on your kids while towing them in any variety of watersports."

Environmental

US Marine Products, EFOY Fuel Cell: "A green solution to provide on board power with a fuel cell that converts methanol to 12 to 24 volts."

Awards and product detail can be found at www.nmma.org/news.aspx?id=18041.



Indmar's "Assault"

Supporting Member News

Awlgrip & Interlux Launch Enviro Effort

Awlgrip and Interlux Yacht Coatings have launched a new, environmental sustainability platform, called "The

THE ECHO PROGRAM

Echo Program." It covers everything the yacht coatings manufacturers are doing to reduce the impact on the environment, such as reduction targets for volatile organic compounds, average biocidal emissions for anti-foulings and waste reduction. The two brands have also set environmental impact ratings of their products offering a choice to customers to select products that fit their needs. For more details on the Echo Program, visit the new website, www.echoprogram.com.

Mercury Announces Film Award Winners

Mercury Marine presented winners of its Films Festival promotion during the Ft. Lauderdale Boat Show. The contest asked consumers, partners and employees to submit their own on-the-water videos this summer for a chance to win a free engine, fishing trips and more. Consumer category winner was "Merky Dreams." The partner category top entry was a "Mercury Arctic Adventure" documentary. To view the

videos, go to www.mercfilms.com/contests/showentry/828447, or /884980.

NMEA Airs GPS Interference Plan

An official of LightSquared, the company that plans to offer mobile satellite services that could interfere with Global Positioning System (GPS) signals, told a gathering at the 2011 NMEA International Marine Electronics Conference & Expo that solutions were in the works to prevent disruptions from occurring. Proposed are the use of filters in GPS receivers along with power levels that the company says won't interfere with GPS. "This is an extremely important issue for our members as well as for anyone who relies on GPS, which is just about everyone," said Bruce Angus, NMEA interim executive director. For more information, visit www.nmea.org.

Yanmar Powering Hinckley Picnic Boat

Hinckley Company's award-winning Picnic Boat MK III now exclusively offers Yanmar's new 8LV diesel engine to power this classic jetboat. Standard power for the 37-footer is the 320 h.p. 8LV model, with the 370 h.p. version as an option. Twin engines are paired with ZF gears to power the boat's Hamilton jet drives. The Yanmar engines are said to have the high-end performance of a V-8 gas engine, benefits from the durability and fuel efficiency of diesel, and are



Yanmar powered Picnic Boat

hundreds of pounds lighter than comparable engines. Contact Yanmar at sales@yanmar.com.

Angler 'Ambassadors' Netting New Fishers

The Recreational Boating & Fishing Foundation's Anglers' Legacy program, a national mission from the Take Me Fishing campaign, asks avid anglers to take a pledge to introduce at least one newcomer to fishing and boating each year. Currently, there are nearly 300,000 Ambassadors nationwide. A recent survey of the program shows that Ambassadors introduce an average of 64 percent more newcomers to the sport and spend on average \$650 more annually than others on boating and fishing related products, travel and services. Other key findings show Ambassadors: took an average of 3.9 newcomers fishing within the last 12 months; introduce an average of 2.5 youth annually to fishing; and more than 60 percent own a boat or other type of watercraft. Contact: Stephanie Vatalaro, svatalaro@rbff.org.

Welcome New Members

Active Members

Laura Dunn,
Assistant Editor,
Fort Lauderdale, FL

Judy Waldman,
Freelance Writer,
Fort Lauderdale, FL

Steve Gibb,
Freelance Writer,
Silver Spring, MD

Supporting Member

Martek of Palm Beach,
Dave Gratton,
President,
Stuart, FL

BWI OFFICERS**President****Zuzana Prochazka ('11)**

totemgroup@msn.com

1st Vice President**Lisa Overing ('11)**

lisawriteaway@aol.com

2nd Vice President**Glen Justice ('11)**

glenjustice@madmariner.com

BWI DIRECTORS**Michael Sciuella ('12)**

msciuella@gmail.com

Alan Wendt ('13)

awendt@wendtproductions.com

Alan Jones ('13)

boatscribe@comcast.net

Lindsey Johnson ('11)

me@iamlindseyjohnson.com

Marilyn Mower ('11)

southernocean1@mac.com

Kim Kavin**BWI Past President**

kim@kimkavin.com

Greg Proteau**Executive Director**

info@bwi.org

Next Webinar: Contract Sins

BWI's next webinar will address legal issues and focus on contracts, clauses in contracts that have given writers fits and how to address them, and other concerns such as establishing legal liability corporations, copyright protection, and other questions dished up during the Q&A session. It's scheduled for December 15 at 2 p.m. Eastern time (1 p.m. Central and 11 a.m. Pacific). Members will receive an email in advance to sign up.

Presenting will be Milton Toby, writer/attorney/head of the Contracts Committee for the American Society of Journalists and Authors. Toby will offer suggestions on how writers should negotiate and revise these troublesome clauses if they can't get them deleted, and then respond to open questions about contracts or any other legal issues that freelancers want to discuss.

To gain a flavor for con-

tract issues, a lively discussion can be found on the BWI LinkedIn site (www.Linkedin.com). More recent comments on copyright issues can also be found there.

This will mark the fourth BWI Educational webinar made available through Dometic Marine which recently agreed to fund a second round of sessions for the BWI membership. The first three are posted at under "Webinars" at www.bwi.org.

Calendar & Events

Top "Green" Product Will Gain \$10K Prize

West Marine is seeking entries to its third annual Green Product of the Year contest. The product will be announced and the award of \$10,000 presented at the 2012 Miami Boat Show. The competition is free and open to individuals, manufacturers, distributors and/or inventors. Judges will select the winner based on: Effectiveness, Economy, Environmental Impact, and Innovation. Rules and entry requirements are posted at www.westmarine.com/green.

Marina/Boatyard Conference Dates

The International Marina & Boatyard Conference (IMBC) takes place February 1 – 3, 2012, at Disney's Coronado Springs Resort in Lake Buena Vista, FL. A number of registration plans are offered including full conference, exhibit hall only and day passes. For information, visit www.marinaassociation.org/imbc.

Youth Boat/Fish Education Grants

The Recreational Boating & Fishing Foundation (RBFF)

has announced the availability of boating and fishing education grants for 2012. Youth-focused organizations are encouraged to apply for RBFF's National Youth Fishing & Boating Initiative. Appropriate programs are those that introduce children and their families to boating, fishing and conservation and foster continued participation. The application deadline is December 30, 2011. To download Guidelines and Application and learn more about the initiative, visit www.RBFF.org.

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.

Send items to be considered for publication to Greg Proteau, 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.

