



WE'VE GOT YOUR BACK

by Brady Kay, BWI President



We all have a friend who we feel a little more protected by or comfortable with when we find ourselves in a sketchy situation. Sometimes it's nice just to have some big guy walking around with you. At 6-foot, 5 inches tall and a biscuit over 300 pounds these days I feel like I still have "the look" to keep potential threats away, even if I'm well past my sell-by-date when it comes to any type of real protection. But unlike me, Boating Writers International offers legit backup when you need protection.

No, I'm not talking about walking home late at night by yourself from the Miami Boat Show. I'm referring to protecting marine journalists and giving united support when needed. I truly believe in strength in numbers and recently we learned of some members not getting paid for their articles that were being re-posted on other websites without their permission. I'm not here to name names for now, but rather let all our members know we take this kind of thing very seriously.

We're currently working to get this addressed and to protect our members as we move forward. It's just another perk to being a BWI member as we provide the reassurance that we have your back.

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HOW TO CREATE BETTER VIDEO INTERVIEWS

When I first began my career in the boating industry, gathering quality video content couldn't have been any further off my radar. I refuse to date myself but let's just say YouTube was still years from being launched. For most marine journalists today, video production is just one of the many hats we're being asked to wear.

Through trial and error I've learned the hard way that the most important factor to any video isn't the video itself, but actually the audio. If you have good audio, it's amazing how some videos can be saved in post-production with b-roll. You can dump the wind and extraneous noise off camera that can't be explained and will kill your best efforts.



The first tip is to troubleshoot as much of the noise as possible.

That includes wind noise, unless it's visibly windy and you acknowledge it by saying, "We're out on a blustery afternoon here at the otherwise beautiful Table Rock Lake." In another scenario, imagine a boat owner speaking passionately about how he enjoyed boating since he was a kid but as he speaks, a fender is banging and squeaking against the hull. The odds of you not hearing that during recording should be zero. The odds of you hearing it, not solving it and not re-recording that take should also be zero. When the camera is rolling and people are talking, you should be paranoid about any other sound that is not their voice.

Another tip is for the actual interview.

Ask open ended questions and directives. If they don't answer in a full sentence, ask them to restate with something you can use. Also, we all try to avoid awkward pauses in real world conversations, but for video interviews, do the opposite. When they finish their answer, don't respond immediately and avoid cross-talk like the plague.

Don't be afraid to make your subjects repeat themselves. You can repeat questions, too. At the end, ask them if there is anything they said that they'd like to say over again. Also at the end, ask them to sum it up for you. "If you could sum up your feelings about what your boat means to you in just a few sentences, what would it be?"

Finally, after the interview and before the b-roll shots, review the interview footage and jot down the talking points. Did they talk about the great boarding ladder because it gives peace-of-mind when the kids are playing behind the boat? A b-roll pickup shot of the kids using that ladder is just about mandatory.

Follow these few tips and you'll not only increase your odds of a successful video but those doing the actual editing and creating of the final videos will thank you as well.

Brady Kay is executive editor of Pontoon & Deckboat and president of BWI.

REMEMBERING BING

Compiled by John Wooldridge

I first met Bing O'Meara in January, 1980. We shared a hotel room in Manhattan, courtesy of our magazine, SEA, and our company, CBS. We were there for an ad/edit conference, as well as to attend the New York Boat Show. A vital man with a deep love of boating and loads of ideas for Inland SEA, which he had just joined as Ad Director, we hit it off from the first.



Jump forward now to the mid-1990s, and we're having dinner in Evanston, Illinois. Bing was now the owner of Lakeland Boating, and I was his first telecommuting editor. He told me the story of pulling his Grand Banks (not sure which one of three he eventually owned) into a ritzy marina in South Florida, and wound up across the dock from a 100-foot-plus megayacht. Meeting the owner on the docks, they swapped stories about their professions. Bing looked at me across the table and says, incredulously, that the guy made his fortune manufacturing wooden tongue depressors for doctors! I asked him in a teasing way if we might be in the wrong business. He glanced up from his dinner, smiled broadly, and said, "No, not a chance!" Indeed, Bing lived the life he was meant for. I will miss him. — *John Wooldridge*

Wide smiles ... generous laughs ... thoughtful advice, all hallmarks of Bing. He shared his good fortune with friends, inviting them to top lunch and dinner spots at home and on the road. He was readily available for important phone calls seeking guidance or perhaps an assignment. His nautical-themed offices were in the trendy parts of Evanston or Chicago, and he always looked smart in Polo clothing and cruising around in sporty German cars (well there was that one dalliance with a Ferrari). I may not know how he put this all together as a boating magazine publisher, but will always be grateful for being aboard for the drive. Whenever afloat in Lakeland Boating waters, I'll fondly remember Bing. — *Greg Proteau*

As long as I can remember (roughly 40 years), Bing was a class act in every aspect. Great sense of humor, and always a smile. Loved all things water & boats. He was the kind of guy you felt great comfort just being around, and a sense that if you needed a favor, he would always be there to help. We've lost a great friend to the industry and to ourselves. He will be missed by all who knew him. — *Bill Otto*

Bing O'Meara was one of my most cherished friends in the boating industry. While our relationship began in a traditional media role – he as publisher of Lakeland Boating and myself as marketer and media buyer – it transformed into a beautiful, close friendship spanning more than 40 years. Besides standing lunch or dinner engagements at boat shows, we stayed in touch regularly, discussing marketing strategies, the latest boating news and insights, as well as personal family and beloved pet updates.

For Bing, business success was much more than just the bottom line. He truly cared about people and invested in relationships. He was a passionate boater who worked diligently to both educate and inspire readers, while tirelessly promoting boating throughout the Great Lakes region that he loved.

The past year was extremely difficult for Bing, as well as for his lovely and devoted wife, Linda. Through the challenges, however, the one constant that always brought him joy was talking about boats with his boating friends, researching his next boat purchase or planning the next cruising adventure. While I will miss my good friend, I take great comfort in knowing he was ready, well prepared and excited to take the helm and navigate to the heavens. I look forward to seeing him on the other side! — *Wanda Kenton Smith*

LIVE BOAT SHOWS THIS YEAR

Newport International Boat Show

NIBS kicked off the season on this side of the Atlantic with its 50th anniversary show. This year's event included boats in the water of every type and style from 15- to 90-feet, and a wide variety of accessories, equipment, electronics, gear and services for boaters. The number of visitors attending the Show was up 10% over 2019.

Newport for New Product winners can be found [here](#).



Cannes Yachting Festival

Following a two-year absence, the Cannes Yachting Festival closed on Sunday 12 September following six days of exhibiting. It was the first boat show in Europe to reopen its doors and was well attended. It brought together 575 exhibitors, 620 boats (including 141 world previews) and 54,400 visitors, 50% from abroad, who came to admire motor, sailing, monohull or multihull boats. The 2021 edition visitor numbers were identical to those of the 2019 edition, which was a record year.



IBEX 2021

IBEX is live and in person this year at the Tampa convention center. This is one of three NMMA shows where Innovation Awards are normally judged by our own BWI members a few days before the show opens. This year, there were 98 final entrants.



The judging slate included:

- Brady Kay, executive editor of Pontoon & Deck Boat.
- Bill Bishop, marine electronics specialist and technical freelancer.
- Steve Davis, editor-in-chief of Southern Boating.
- Bill Gius contributing technical writer to Pontoon & Deck Boat and Great Lakes Boating.
- Adam Quandt, managing editor of Top 100 program for Boating Industry.
- Ben Stein, awards co-chair and editor of Panbo.com.
- Zuzana Prochazka, awards chair and executive director of BWI.



MEMBER NEWS

THE 2021 NMEA CONFERENCE & EXPO

This year's NMEA expo was held Sept 20-24 in Orlando, Florida. Highlights included a two-day expo where many manufacturers introduced new products for 2022 and technical training sessions during the week on Monday, Thursday, and Friday. The winners of the NMEA Product of Excellence were announced with Shadow Caster and Furuno taking top honors.

CALENDAR & EVENTS

Updates on Fall Boat Shows

Looks like all the usual suspects are happening as in-person shows this year. Here are some highlights.

Annapolis Shows

US Powerboat show: October 7-10

US Sailboat show: October 14-18

Annapolisboatshows.com

FLIBS

Fort Lauderdale (FLIBS) show: October 27-31.

FLIBS.com

METS

METS in Amsterdam: November 16-18.

Metstrade.com

International Workboat Show

Still scheduled as an in-person event December 1-3.

New Orleans. Workboatshow.com

Boot Dusseldorf

The world's largest indoor boat show, which welcomes 250,000 attendees annually, is scheduled as a live event for January 2022. Boot.com

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