



WHAT'S OFF-SEASON?

by Brady Kay, BWI President

"Things must be pretty slow for you in the office these days, huh? Just staring at the walls, am I right my friend? Heh, heh."

I am at a party.

I know no one at this party and have been dragged here by my wife.

The only thing I'm worse at than small talk is small talk with strangers. But here I am, trying to earn good husband points, talking with someone whose name has already escaped me 30 seconds after I heard it. I am trying to concentrate on what he is saying while my eyes desperately scan the room for my wife or, if she truly loved me, my wife with her coat on. Alas, no such luck, so I am locked in with hearty laugh guy, trying to explain that, while it's certainly not boating season, there is plenty going on to keep us busy as a magazine in November.

He doesn't understand, so he just laughs, jowls a-flopping. He's an arm-gripper, this one, so as he braces himself on me for what I am sure will be a doozy, I grab a piece of paper and start writing a living will. I am convinced I will not get out of this one alive.

Eventually I manage to extricate myself by mentioning I have to leave early to start writing my next

column for the BWI newsletter issue. He doesn't understand that either, but I don't care; I'm halfway to the bean dip by the time he can ask.

You however, fellow marine journalist, know exactly why boating "season" is really 12 months a year. I guess the outside perception of a boating magazine staff is that we only work during the summer months, at least that's what the jowl-flopper thought. As far as writing, November and December are by far my busiest months. Even though boats across many northern states are snuggled in this time of year enjoying long winter naps, our keyboards are heating up as we focus on Buyer's Guide editions and boat tests. Most non-boating journalists can't possibly comprehend the time that goes into collecting info and writing this time of year.

As far as travel, the time behind the monitor is so crucial during November and December that these are really the only two months where I try to stay off an airplane if I can and I know you can all relate. There are plenty of other professions that require a lot more travel time so I'm not complaining, nor bragging, just further clarifying the year-round commitment to our chosen profession. I probably vent a little too much when I run into other BWI members at boat shows



about our busy travel schedules and everything else, but I feel we're all in the same boat (pun intended) and can relate.

We all seem to have similar routines that have us traveling and writing year-round. So, while it may seem strange to some that we really are quite busy this time of year, rest assured I understand your challenges. However, despite the hectic pace of our lives this season, some things do work out. We had a great inaugural BWI Technology Update Breakfast at FLIBS. If you didn't make it, you missed solid information from our sponsors and some terrific prizes. Set your alarm for Thursday next year.

Thanks for letting me vent, I'll see you in Miami. Whoa, hard to believe that's coming up so quickly, right?

Inside this issue:

Page 02
General News

Page 03 -04
Member News

Page 05
Calendar of Events &
New Members

STARING DOWN THE CAMERA

Love it or hate it, a huge part of succeeding as a boating writer in today's media climate is being on camera. YouTube, Instagram, Facebook, and other platforms thrive on video, and virtually all of your readers are now viewers, too. Many of us are (or were) a bit camera-shy, and people sometimes ask me how it is that I seem to be so relaxed and at home on video.

The first time I did a video boat review and needed to deliver lines while driving towards a videographer on the dock, I first drove the boat in circles while trying to calm myself down from what probably would have qualified as a panic attack. Finally, I built up some confidence, turned toward the dock, and proceeded to flub the lines in a spectacular manner. Five or six times.



Videographer Paul Cronin sets up a shot with Max Rudow and Lenny Rudow (foreground).

True, that was back in the days when outboards topped out at 250 horses and 30-foot center consoles were considered outrageously huge. Heck, Facebook versus Myspace was the hot debate of the day. But truth be told, I found myself acclimating to the video format in very short order. Within a year or two, I really did feel at home with cameras rolling. Takeaway number-one? If you feel a bit uncomfortable on video, don't let that stop you from trying. Like anything else it does take some getting used to, but it doesn't take long to get over the initial camera-shyness.

Here are some tips that should help speed the process:

- Unless absolutely necessary, don't force yourself to memorize lines off a script. Just concentrate on remembering the critical points you need to deliver, and then talk about them normally.
- When possible, break your takes into short chunks as opposed to trying to go for a minute or more at a time. It's much easier to focus on 15 to 30 seconds at a time.
- Don't stop when you have a slight bobble with a word or two. I can't count how many times I thought I blew a take and stopped, only to have the videographer ask me why I stopped and tell me it sounded great. Sometimes we just hear ourselves differently than others hear us.
- If you're working with a professional videographer, listen to their suggestions. They see stuff you can't, and it's in their interest to make you sound and look as good as possible.
- If you're with an inexperienced camera-holder, on the other hand, take the time to review the clips before you consider them "in the can." Otherwise, you'll likely have some disappointments when you review the footage.
- Voice-overs are your friend. If you have particularly lengthy or complex verbiage you need to deliver, reading it off as voice-over and then slapping B-roll on it is a great way to "cheat" a little bit.
- Ignore the comments that come from haters. You can do a 100-percent perfect job on a topic that is unassailable or a boat that is awesome, and there will still be someone out there who will find something to complain about — usually in a rude or obnoxious way. **Story cont. on pg. 3...**

Cont. from page 2...

Most importantly, try to have fun. You'll never manage to relax in front of the camera if you're too stressed out to have a good time. And yes, there are some people out there who simply can't relax and adapt to the on-camera environment. If your personality just isn't wired for it, don't force the issue. You'll never be happy with the results. Instead, learn how to adapt to today's media environment from the other side of the camera. Take a course on videography, learn your equipment (which is easier than ever in this day and age), and play a role standing behind the camera instead of in front of it. That way you'll still have multimedia value to the publisher and the client, you'll still get firsthand experience you can write from, and best of all you'll still be able to have fun.

Lenny Rudow heads up FishTalk Magazine, and is the founder of Marine Editorial Services, a BWI past president, and current BWI Board of Directors member.

MEMBER NEWS

FEAR OF MISSING OUT - HERE'S WHAT YOU MISSED AT THE BWI TECHNOLOGY BREAKFAST

The inaugural BWI Technology Update Breakfast was held at FLIBS on the South Beach Lady on Thursday, October 27. Four generous sponsors joined a group of writers and supporting members for presentations. Speakers included Phil Purcell of MIA SF, Carly Hysell and Dave Dunne of Garmin International, Tom Milanette of Teledyne FLIR, and Kim Rodriguez and Christian Olsson of Navico Group.

The information was valuable and the prizes were off the hook.

Here's what you missed winning:

- Sea Tow Membership - Brady Kay
- BoatUS Membership - Jim Fullilove
- FLIR M232 Thermal Camera - Lenny Rudow
- Techron Automotive Fuel Additive - Kim Koditek
- \$100 Gift VISA Card - Alan Jones
- Garmin Quatix 7 Smartwatch - Zuzana Prochazka
- Simrad NSX 9-in MFD - Rich Armstrong



Be sure to join us in 2023 at FLIBS as we continue our new tradition. The BWI Technology Update Breakfast will be held the second day of the show on Thursday morning at 8:00 am on the South Beach Lady. Don't miss the next one!

And speaking of next ones - look for dates and details for the MIBS BWI Contest Breakfast in Miami in upcoming issues of this BWI newsletter.

GET YOUR T-SHIRT FOR MIBS

Because you're a current member, we want to give you a free BWI T-shirt. Thanks to the generosity of Techron Marine Fuel System Treatment from Chevron, all you have to pay is the shipping, which is \$5.75 (U.S. only). Just sign into your BWI account by going to www.bwi.org/memberDB/tshirt.php, select the T-shirt size you want and one will be mailed to you. Those wearing their BWI T-shirts at the BWI breakfast at MIBS will be entered in a special drawing.

BWI CONTEST LAUNCHES FOR 2022

BWI's Annual Contest marks its 30th year and will open December 1, 2022 and close December 31, 2022. The contest recognizes exceptional creativity in boating journalism, photography and videography. Entries are being accepted in 15 categories which translates to \$15,000 available in prize awards. This [electronic entry form](#) details the process.

Only BWI members are eligible to enter. As a member, you get two free entries. Additional entries are \$30 apiece. Entries in all categories are welcome in a digital-only format -- including blogs and on-line videos -- or traditional print sources. Category definitions are included in the contest brochure -- it will be updated with current sponsors but it provides all the details.

PLEASE - contact Zuzana at newbwiinfo@gmail.com to **volunteer to judge**. We need 45 judges in addition to our 15 chairs.

The contest recognizes the best marine writing and imaging and presents cash awards to first (\$500), second (\$300) and third place (\$200) scorers in each category. Each year, the awards are presented at the Miami International Boat Show during the BWI Annual Meeting in February.

Contest Categories

- Boating Columns
- Boating Lifestyles
- Boating Profiles
- Travel or Destinations
- Boating Adventures
- Boating Photography
- Environmental Awareness & Education
- Fishing
- Boating Issues, News and Analysis
- The Business of Boating
- Rescue & Safety
- Boat Tests & Reviews
- Gear, Electronics & Product Tests
- Boat Projects, Renovations & Retrofits
- Boating Videos



CANDIDATES SOUGHT FOR BWI BOARD OF DIRECTORS

Elections for BWI Directors will be held in mid-January 2023. Three seats (that carry a three-year term) are coming open. Active members may run for director spots and will be asked to vote in the election. Duties include participation at two in-person director meetings per year (no expenses paid), usually held in conjunction with the Miami and Ft. Lauderdale boat shows, availability for as-needed conference calls (2-4 per year), committee work, and serving as a BWI Writing Contest category chair. For more information, contact Zuzana Prochazka newbwiinfo@gmail.com.

Candidates need to provide a brief summary (100 words by December 15, 2022) of their experience, qualifications and ideas to help BWI grow. Summaries are reviewed by the nominating committee which consists of the current President, Immediate Past President and Executive Director. A ballot will be available when voting commences in January.

SUZUKI MARINE CLEANS UP

Suzuki spearheaded a beach clean-up event October 29, coordinating with staff, the City of Fort Lauderdale and dozens of public volunteers to remove more than 85 pounds of trash from Fort Lauderdale Beach. Those who showed up to help were given Suzuki CLEAN OCEAN PROJECT hats and shirts, along with free passes for the final day of the Boat Show.



BOAT SHOWS

International Workboat Show

Still scheduled as an in-person event Nov 30 - Dec 2. 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 2023.
Boot.com

WELCOME

New Members

Kasandra Barrow
Kalamazoo, MI

Kathy Kindred
Kearney, MO

Mark Jerkins
Tinsley Creative,
Supporting Member, FL

Erik Kyle
Kyle Media,
Supporting Member, OH

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