



Journal

Founded in 1970

November 2009

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About the New 'Online' Category

As the membership begins to fill out entry forms for the 2009 Writing Contest, we're getting a few questions about the new category: Original Online Content. Hopefully, the following information will help you determine whether you should enter your work in this category or another.

The new category was created to reward people who are bringing journalistic excellence into new media platforms. BWI's Contest Committee, headed by Lindsey Johnson, had a great number of discussions to determine the best category wording for this constantly changing and diverse field.

Our final category wording and entry process were chosen for several reasons. The words "journalistic excellence," for instance, are key. You aren't going to win this category simply because you have more Twitter followers than anyone else. Our mention that "judging criteria will include use of multiple online formats" is also important. If you have a blog where you write words and words only, then you probably aren't going to score as highly as someone who uses a digital camera to shoot their own photographs and videos to run

ORIGINAL ONLINE CONTENT will recognize journalistic excellence in online publishing, including but not limited to blogs, articles, videos, photos, podcasts, and social media streams. Judging criteria will include use of multiple online formats. Articles that are words-only and published online should be entered in other categories.

alongside their written blog posts.

The combinations of online journalism tools are seemingly endless, which is why this category requires an essay of 300 words or less and including no more than five hyperlinks. The Contest Committee hopes that the essay will let judges compare apples to oranges, say a journalist whose Facebook fan page has become a must-read that sends thousands of followers to an original website versus a journalist who is incorporating original podcasts into blogging software and then driving traffic to those podcasts via LinkedIn.

We think the essay portion of the entry will help journalists make a case for how their particular take on online publishing is better than the next. It's subjective, of course, but then so is the

"good" versus "great" writing in all the other categories that we judge for the contest each year.

Last, please note the part of the category description that states: "Articles that are words-only and published online should be entered in other categories." We have, for several years now, accepted articles published exclusively online into all categories for judging. This remains the case. Our best guess based on the Original Online Content category judging criteria is that if your online article is words-only, it will have a better chance of winning in the traditional categories, where other "words-only" entries will be your only competition.

If you have further questions, contact me, Lindsey, or info@bwi.org. Good luck!

Kim Kavin
BWI President

2009 Writing Contest Now Open

BWI is now accepting entries for its 17th Annual Writing Contest, which recognizes excellence in marine journalism. There are 17 categories—the largest number ever—that each will award \$500 to first-place, \$300 to



second-place, and \$200 to third-place winners.

A new category, "Original Online Content," will recognize the best blogs, articles, videos,

photos, podcasts, and social media streams. (See the [President's Message](#) in this issue for more about that.)

The contest offers a total of \$17,000 in cash awards during the first round of judging that will be paid to 51 winners in 2010. Deadline for receipt (not mailing date) of entries is December 15, 2009.

BWI members are allowed two submissions to the contest without charge; non-members can enter the contest at \$35 per submission.

Each category will be judged by four active journalists in the first few weeks of the new year. Cash awards and presentation plaques will be presented to the winners at the Miami International Boat Show in February 2010. To download the contest brochure with additional details and the entry form, visit www.bwi.org.

Thanks to the 17 (!) Contest Sponsors

Boating Columns
KVH Industries, Inc.

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Boats.com/Yachtworld.com

Boating Profiles
ZF Marine

Boating Travel and Destinations
Island Global Yachting

Boating Adventures
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Sea Tow Services International

Technical Writing
Dometic Marine

Boat Tests
Volvo Penta

Gear, Electronics and Product Tests
Xantrex Technology Inc.

Megayachts
Awlgrip North America

Original Online Content
National Marine Electronics Association

Writing Contest Judges Needed

Contest Committee Chairwoman Lindsey Johnson is cobbling together a list of 68 BWI members who will serve as judges once all the entries are received. She will draw on past volunteers, but she needs an expanded group to tackle the new Original Online Content category plus alternates to handle last-minute changes and conflicts.

To volunteer, please send an e-mail to Johnson at me@iamlindseyjohnson.com. Indicate which categories you have entered (since you cannot judge those).

There are four judges for each category. Each judge reads all of the submissions and rates them according to standardized scoring sheets. A category chairperson tallies the scores and reports the three cash winners and any honorable mentions to BWI headquarters. The reading needs to be done promptly, usually the first three weeks of January, so awards can be made at Miami in February.

Judging is a great service to colleagues, a way to see what's being written in the boating media marketplace, and a bona fide learning experience. Volunteer today!

Sass, Sr. Wins Grand Prize Writer's Award



BWI President Kim Kavin congratulates George Sass, Sr.

George Sass, Sr., a freelance writer, author, and former advertising creative director, has won the top award BWI gives to a journalist: The SY Legacy Writer's Award. Sass, of Annapolis, Maryland, received the award, consisting of a \$5,000 check and a crystal trophy, at a formal presentation during the BWI membership meeting at the Fort Lauderdale International Boat Show.

Sass' story, "Big-Water Boats—How to Choose the Right Vessel for Offshore Cruising," was published in the 2008 Ocean Explorer Handbook. It's a reflection on his extensive knowledge of cruising sail and power boats made engaging by personal reflections from seasons of bluewater experience, including an 8,000-mile voyage with his family completing the Great Loop.

The article was first recognized in the Technical Writing category earlier this year, one of 48 award winners in the 2008 BWI Annual Writing Contest. The

top three entries in each of 16 writing categories were considered for this grand prize.

Judges said of Sass' entry: "After a gut-gripping lead, this article turns into a beautifully structured and nicely written example of explanatory journalism. It is interspersed with anecdotes, narrative description and lively quotes—so as to not get bogged down in textbook prose. Throughout, the writing is crisp. This is good, clear, informative writing at its best. Educational? Yes! Engaging? You bet! A winner all the way!" (A link to the complete story is posted on the home page at www.bwi.org).

Judges for the Grand Prize Award are associated with Northwestern University's Medill School of Journalism and have had careers in newspapers, magazines, broadcasting, and online enterprises. They include: David Nelson, professor of Media Management and Ethics; Michele Bitoun, senior director of Undergraduate

Education and Teaching Excellence; and Professor Marcel Pacatte, managing editor of the Medill Reports website.

Judges Cite Three Honorable Mentions

The judging team named several additional entries for writing excellence:

"Limulus Lately" by Wendy Mitman Clarke in Chesapeake Bay: "This piece is a fine example of the best elements of journalism ... reporting, interviewing sources, gathering information ... then comes the architecture structured to compel the reader to move on. The topic is interesting and all in all this makes the article a riveting read."

"You Can Go Home Again" by Tania Aebi in Cruising World: "This is a magical story of personal transformation. When finished with it, the reader is likely to say: 'Wow.' Sharing the story with her readers broadens the impact way beyond family."

"Fishing for the Future" by Dick Russell in Northeast Boating: "A comprehensive picture of the challenges and benefits of ocean fish farming, or 'aquaculture.' The author clearly knows his stuff, yet without technical jargon veering him off course. His well-written account is akin to those in any science magazine."

*The judges said:
"After a gut-gripping lead, this article turns into a beautifully structured and nicely written example of explanatory journalism."*

Blogs, Networking Are Writer "Musts"

By Jim Flannery,
Soundings Trade-Only

Social media aren't just for socializing. They're also avenues for buying and selling product, and monetizing information—turning stories into dollars. Today's journalists need to understand how to use these new media to their advantage.

That was the message in a panel discussion about social media—blogs, Twitter, Flickr, YouTube, Facebook and others—at the Boating Writers International meeting at the Fort Lauderdale International Boat Show on October 30.

"There are 20 million users of Twitter, 100 million YouTube users, and 250 million people using Facebook," said BWI board member and panel moderator Michael



From left: John Burnham of Boats.com chats with Glen Justice and Leef Smith Barnes, both of MadMariner.com.

Sciulla. "Let's face it, the world isn't cutting down trees and writing just in print anymore."

Internet journalism is one way for journalists, freelancers in particular, to broaden

both their reader and income bases. "[But] if you're going to do something that is Internet-related, you've got to think how you're going to make money. Good ideas are simply not enough," said Glenn Justice, editor of the online magazine *MadMariner*.

Justice said the key to Internet success is generating traffic, and lots of it. He says of every 10,000 visitors to a Web site, 1 percent—about 100—click on a product offering. Of those who click, just 1 to 3 percent—one to three visitors—

actually buy something. "It is a brutal equation to have to acquire tens of thousands of visitors and entice them to click," he said. Justice uses an arsenal of Web tools—Twitter, Flickr, YouTube, and Facebook—to direct visitors to *MadMariner*.

He said Web journalism must be entrepreneurial. Journalists setting up their own Web sites can make money from Google ads (surf advertising), affiliate marketing (directing visitors to product or service sites), selling ads for their own sites, charging subscription fees to use them, syndicating blogs, and using sites to advertise services (writing stories, filming videos, writ-

ing content for others). "You use the website to market yourself," he said.

BWI President Kim Kavin operates two sites—*KimKavin.com*, her personal site, and *CharterWave.com*, a crewed yacht charter site. She writes two blogs and 12 to 15 stories a



Rich Lazzara of Lazzara Yachts (facing camera) discusses online strategies with (from left) John Muir, Marilyn DeMartini, and Nancy Birnbaum.

month, syndicates her daily blog, and is developing a blog site featuring the work of a dozen recreational boating journalists.

"We're all publishers these days," said Rich Lazzara, vice president of Lazzara International Yachts and creator of www.richlazzarra.com, a social media site.

Lazzara has more than 1,100 followers on Twitter. He says there is money to be made on the Internet for journalists, but they have to start thinking like entrepreneurs.

"If you're not blogging today, it's something you need to do," he said.

Editor's View: Uncharted Territory

**By Marilyn Mower,
Southern Boating**

As magazine editors are having to do more with less, I foresee a serious problem as we try to keep our magazines moving in the general direction of the light at the end of the tunnel. This is uncharted territory.

About two years ago, the publisher of one magazine dealt with its fiscal crisis by eliminating its art and manuscript budget. Promised that editorial positions would remain intact, the editor reluctantly agreed. Not six months later, staff cuts happened anyway. That editor was the first of many facing the same ugly picture. Art and manuscript budget cuts are averaging 50 to 60 percent, and staff cuts are probably running about 25 to 33 percent—for titles still in business.

Complain and the reply from the front office is some variation of: "Your job should be easier, you have less pages to fill." Nobody who writes for a living would say that.

It's harder to write tight than wobble around a subject, and I have this noble idea that readers still expect the same breadth and quality of coverage as before. Picking stories, juggling columnists, avoiding landmines of insolvent manufacturers, and trying to fit the entire range of coverage in half as many pages while having less staff to cover events is a flipping nightmare.

To make matters worse,

many editors are now serving two titles. Or one title and the Web site or blog. Or one title and a newsletter. For no more salary.

We have stepped up and shouldered the load of working feverishly to keep magazines afloat, revamping edit calendars every month, shuffling columns, sourcing free photos, cajoling staffs, and trying to share work among as many freelancers as possible. For you on the freelance side, please know that it's painful to turn down a good pitch from a solid freelancer and embarrassing to reduce fees.

In addition to writers and designers, edit departments have lost photo researchers, assistants, marketing people, even receptionists. The editorial staff remaining probably finds itself doing every publication task, from sending out media kits to responding to the hundreds of e-mails to former staffers. Then, we write articles, test boats, and edit. Work weeks are now routinely 55 hours and more.

I'm worried about burnout—mine and yours. For many of us at the executive level, the stress of making ends meet is nearly constant. Knowing how many accounts are past due, how many manufacturers are laying off workers, how many magazines are folding, and how much printing and postage costs are increasing certainly detracts from the creative process. I'm worried that weariness may creep into our prose and

our stories will stop reflecting the joy of boating that brought us to our profession and our passion. I urge you to keep your eyes on the passion.

We team players have created more-with-less editorial magic by hook and by crook, by calling in favors, and by sacrificing vacations and family time. When the revenue picture eventually starts to recover, a lot of debt is going to have to be repaid, and staff positions and freelance budgets are not going to appear overnight. We are going to have to negotiate back to sanity and probably have to negotiate hard. (Make sure you file every positive letter to the editor you receive.)

But just as media is changing, so are media jobs. We have to explore new methods. Job sharing? Inventing new revenue streams to justify a staff position? Benefit cuts rather than job cuts? Outsourcing? Alternating responsibilities to allow vacation time? Repurposing content? Reducing the number of print pages and increasing the amount of Web content? Everything is on the table.

Whatever it is, it's going to be about working smarter rather than harder. Most of us can't dance any faster than we already are.

If you come across articles about avoiding burnout, improving negotiation skills, or finding new ways of working, I encourage you post them on the BWI LinkedIn group.

We have worked feverishly to keep magazines afloat, and I'm worried about burnout. I'm worried that weariness might creep into our prose and our stories will stop reflecting the joy of boating.

Active & Associate Member News

New Cruising Book By Mary Jane Hayes

Serena to Sea Story II is Mary Jane Hayes' new book, a collection of stories of her boats, cruises, and adventures.

Hayes and her husband, Warren, have been avid boaters for many years and through many vessels. Owning and cruising both power and sail, they encountered and negotiated their way through it all: on land, at the dock, and at sea.

Serena was their first sailing vessel; a 32-foot Grand Banks trawler was christened *Sea Story*; ultimately, *Sea Story II* followed.

The 200-page book is published by The Nautical Publishing Company, www.NauticalPublishing.com.

New Assignments at MadMariner/DIY

MadMariner editor Glen Justice announces several realignments at the company following launch of a Spanish edition, MarineroLoco.com, a second boating video game called *The Cruising Game*, and purchase of *DIY Boat Owner* magazine from BoatUS.

Matt Sheehan has joined the team as chief of operations. He was a page designer at *The Washington Post* and more recently earned an MBA from the University of Maryland. Sheehan is going to be in charge of finances, including payroll. Reach him at [\[han@madmariner.com\]\(mailto:han@madmariner.com\).](mailto:mattshee-</p>
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Contributing editor Diane Byrne is cutting back to one day a week editing boat reviews and slide-shows. Reach her at diane-byrne@madmariner.com.

Managing editor Leef Smith Barnes, who edits and oversees all content on MadMariner as well as assignments, is working Monday through Thursday. Reach her at leefsmithbarnes@madmariner.com.

Nyla Deputy, an avid boater and head of the Silverton Owners Group, has joined to manage the help desk. Callers to MadMariner publications regarding Web sites or subscriptions will likely get her.

Home Port Adds Tigress Riggers

Tigress Outriggers, the Florida-based manufacturer of precision-engineered saltwater sportfishing equipment, has selected Home Port

Marine Marketing to provide product publicity and promotion services.

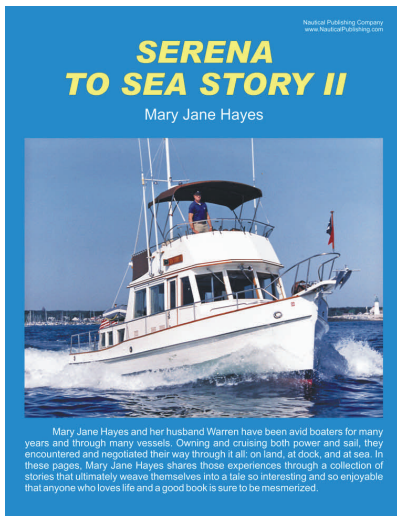
New products from Tigress include electronically or manually operated line riggers. Learn more at www.homeportmarine.com.

Kellum Joins Regal In Marketing

Marine industry marketing veteran Mark Kellum is joining Regal Marine as marketing manager.

His responsibilities include developing and deploying marketing strategies and tactics, as well as providing design and development expertise for marketing collateral, ad campaigns, public relations, and media relations.

Kellum served five years as vice president of creative for Kenton Smith Marketing and earlier owned a boutique advertising and marketing company.



Mary Jane Hayes and her husband Warren have been avid boaters for many years and through many vessels. Owning and cruising both power and sail, they encountered and negotiated their way through it all: on land, at dock, and at sea. In these pages, Mary Jane Hayes shares those experiences through a collection of stories that ultimately weave themselves into a tale so interesting and so enjoyable that anyone who loves life and a good book is sure to be mesmerized.



Hosts for media during the Fort Lauderdale Boat Show were the Haber & Quinn PR team (from left): Mary Suddasassi, Geri Haber, Andrea Morris, Barbara Ellis, and Emily Taffel-Schaper. Missing from picture is John Quinn.

Supporting Member News



U.S. Commerce Secretary Gary Locke (center) presents E Star to Dometic's Doug Whyte (left) and Ned Trigg.

Dometic Receives President's E Star

Dometic Marine, manufacturer of air conditioning, refrigeration, sanitation, and other marine accessory products, has been honored with the Presidential "E Star" Award for sustained excellence in exporting.

Only 21 companies nationwide received either the coveted E or E Star banner this year. Dometic was one of only four to receive the E Star award. Contact Doug Curtis, doug.curtis@dometicusa.com.

IGY In Middle East & North Africa

Island Global Yachting, developers and managers of marinas and yachting lifestyle destinations, has announced a strategic relationship with G-Marin of Malta.

G-Marin is forming a new company to oversee all marina development and operations in the Middle East and North Africa. The newly created entity, Mourjan Marinas-IGY, will be based in Dubai and is ac-

tively seeking new marina development, investment and management opportunities in the region.

Contact Chuck Smith, (561) 362-8704, chuck@kingstonsmith.com.

Trumpy Building 3 Tender Models

Trumpy, in collaboration with Ynot Yachts, has created three models of tenders called the Gentleman's Racer, Center Console, and the Capri.

The 20-foot tenders, offered as standard equipment on new Trumpys over 100 feet, are now available to all. Built by Vicem, their base price is \$135,000 with a Yanmar 160 diesel standard.

Contact jockwest@trumpyyachts.net

Everglades Reports Good Sales at FLIBS

Everglades, manufacturer of offshore and inshore boats, reports selling 14 boats during the Fort Lauderdale International Boat Show, outpacing retail sales from the previous year. In addition to

the retail sales, Everglades confirmed wholesale orders through the appointment of two new dealers.

Contact David Glenn, (386) 416-0434, dglenn@evergladesboats.com.

Coast Guard Adds KVH Satellite System

To expand its communications capacity and take advantage of emerging commercial satellite services, the U.S. Coast Guard is deploying the TracPhone V7 and mini-VSAT Broadband service from KVH Industries, Inc., on its 110-foot and 225-foot cutters.

KVH reports selling more than 150,000 mobile satellite antennas for vessels, vehicles, and aircraft. Contact Chris Watson, (401) 845-8138, cwatson@kvh.com.

POD is Joint Project of ZF, Two Builders

ZF's POD 4000 propulsion system, suitable for large yachts powered by engines up to 1,200 horsepower, is a joint development of ZF Marine, Lazzara Yachts, and Azimut-Benetti Group.

Compared to traditional propulsion systems and based on initial testing, ZF says, cruising speed is increased up to 15 percent with the same power accompanied by up to 20 percent reduction in fuel consumption.

For additional information, contact Martin Meissner, martin.meissner@zf.com.

MMA's Neptune Marketing Awards

BWI OFFICERS

President

Kim Kavin ('09)

kim@kimkavin.com

1st Vice President

Zuzana Prochazka ('09)

totemgroup@msn.com

2nd Vice President

Lisa Hoogerwerf Knapp ('09)

lisaKnappwrites@aol.com

BWI DIRECTORS

Michael Sciulla ('09)

msciulla@gmail.com

Alan Wendt ('10)

awendt@wendtproductions.com

Glen Justice ('10)

glenjustice@madmariner.com

Lindsey Johnson ('11)

me@iamlindseyjohnson.com

Marilyn Mower ('11)

southernocean1@mac.com

Roger Marshall

BWI Past President

rmarshall26@cox.net

Greg Proteau

Executive Director

info@bwi.org

Marine Marketers of America hosted its second annual national marketing awards luncheon during the Fort Lauderdale International Boat Show to announce six Neptune Awards.

Sailboat builder and BWI Supporting member Beneteau USA captured the Neptune Award for the "Best E-Mail Blast" category, introduced this year. Judges were impressed by the strong, seven-part e-blast campaign series that effectively built upon each subsequent message. The campaign connected the product to an enticing lifestyle story through the use of stunning photography and clean, easy-reading copy. In addition, judges applauded the prominent call-to-action critical to successful e-blast promotions, as well as the subtle, yet highly effective branding applications that helped to set this

series in a class all its own. This campaign was designed and produced for Beneteau by LCM Design, LLC of Myrtle Beach, South Carolina.

"We were very pleased once again by the quality of submissions, and the fact that the competition was heated, especially considering the recent downturn when so many companies have reduced their marketing investment," said Sally Helme, MMA national awards chairperson. "This competition proved once again that marine marketers produce outstanding work;

our association was very encouraged by the solid participation represented by virtually all segments of the marine industry."

For winning entries, visit www.marinemarketersofamerica.com.

Make new friends.

"The weekend certainly surpassed expectations, and made us feel at home and part of the Beneteau family even if we are small and old (the boat of course!)"
Beneteau owner - Don and Val S

"Here I had a wonderful time on the weekend and will be back next year for sure! Thank you again for welcoming us into your Beneteau family, they're a great bunch of fun-loving people."
Beneteau owner - Shelley R

This is the fourth in a series of seven reasons about why sailing and owning a Beneteau are so meaningful. NOW is the greatest time to buy a Beneteau and your local dealer will be happy to talk with you to customize an offer of the finest values afloat along with some very special incentives **ESPECIALLY FOR YOU.**

RSVP now to schedule your own personal showing.

Those that mention this email and visit a dealer between now and June 1st, 2009 to view a model and receive an official purchase order, will be sent a Beneteau "attaché." For those that actually order a new Beneteau through this campaign before June 1st, 2009, we will treat you a \$500 Beneteau boutique gift certificate so so that you can outfit your crew or vessel in style!

*Offer is limited availability. Dealer participation not required for this offer.

BENETEAU
www.beneteau.com

Beneteau USA - 1313 W. Highway 76 - Marion, SC 29571 - 843 629 5300

BWI Welcomes New Members

Apply at the "Join" tab at www.bwi.org or email info@bwi.org. Membership lasts one year and can be renewed continuously.

Active Member

Ed Kukla, Writer and filmmaker, St. Clair Shores, Michigan

Supporting Member

National Marine Electronics Association., David Hayden, President, Severna Park, Maryland

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.