



— BROUGHT TO YOU BY —



These are the official guidelines for submissions to the *Born Digital Wine Awards*, brought to you by *Wine in Moderation* [BDWAbyWIM]. For further information or queries, please contact us (details included below).

This process will be carried out by the organisers, selected assessors for various languages and by the judges, as follows:

## JUDGING

- The closing date for entries is 18th July 2016, after which no entries will be considered;
- The rules may be varied by the organisers at any time without reference to any party;
- No verbal or written correspondence pertaining to the Awards is permitted between Judges and entrants;
- The winners will be chosen by the Judging Committee, based on their joint judgement;
- The Judging Committee's decision is final;
- The Chair of Judges is appointed by the BDWAbyWIM Advisory Committee, and that person shall lead the Judging Committee;
- Judges may be varied for any reason at any time by the BDWAbyWIM Advisory Committee without reference to anyone, and the Chair of Judges will be entitled to exclude a Judge, or any or all of their assessments, at any stage;
- Judges cannot enter their own work in the BDWAbyWIM;
- Conflicts of interest will be dealt with under the BDWAbyWIM terms listed below;
- The Judging Committee reserve the right *not to award winners in a category* if there are insufficient entries, or those entries are judged not to merit it;
- A shortlist will be published prior to the final presentations and the winners will be announced by the end of November 2016.

## SUBMITTING CONTENT

Submissions will open on 1st June 2016 and close on 18th July 2016 and no submissions received outside these dates will be considered.

All content (text, video, photo) must have been published, and be currently available, in digital form, and have been published on or between July 1, 2015 and June 30, 2016.

Authors are able to submit up to THREE different entries, each to the correct/relevant category. No further entries will be accepted.

Any individual article, video or photo can only be submitted once, and to one category. If it qualifies for more than one category of the awards, the author must decide which to submit it to.

To submit content, the author of the work should decide which category is most appropriate for their entry and must complete the appropriate form on the site at:

<http://borndigitalwineawards.com/submit/>

Only submissions received via the awards' website will be considered. There is no alternative means of entering the awards.

All those considering entering the BDWAbyWIM awards should read the section on **Awards Categories** below.

Only the author, or authors, of a work may submit content. If you are an editor or owner of a publication or website that publishes content by other authors, please notify your authors so that they may submit the content directly. All those submitting entries will be asked to confirm they are the owners of the work's copyright.

To conform to the BDWAbyWIM statement on Responsibility and Moderation, all those submitting content will also be asked to confirm that:

*"I support responsible communication. This entry does not encourage or condone excessive alcohol consumption or misuse of any kind."*

All entries that meet the criteria of the selected category, and have supplied all the relevant information, will be sent to Stage 2 for assessment.

If any of this information is missing or incorrect, the author will have 1 more chance to resubmit the content before it is rejected.

## ADDITIONAL PHOTO REQUIREMENTS

### **Size & Format**

Please submit images that are no larger than 5MB. If the image is selected for the shortlist, these entrants will be asked to supply a higher resolution image for the display of winning images.

All photographs should accurately reflect the subject matter and the scene as it appeared. No watermarks. Photos that have been digitally altered beyond basic optimization (removal of dust or noise, cropping, reasonable adjustments to exposure, color and contrast, etc.) will be disqualified.

Entries may originate in any format so long as they are submitted electronically in a .JPEG .jpg, or .png form. Multiple exposures that have been combined to produce a single "High Dynamic Range" (HDR) image are acceptable so long as they are not further altered (see above).

### **Criteria**

Photos will be judged on originality, technical excellence, composition, overall impact, artistic merit and relevance to the published category theme. Judging will be conducted by the Assessors and Judges of the BDWAbbyWIM as per the Judging Process.

Photos that contain sexually explicit, nude, obscene, violent or other objectionable or inappropriate content, or that do not conform to the Responsibility Guidelines as determined by BDWAbbyWIM in its sole discretion, are ineligible for all categories of this contest.

### **Rights**

You retain your rights to your photograph; however, by entering your image, you grant BDWAbbyWIM, including the Awards Sponsor and the Sponsor of the category, the royalty-free, non-exclusive right to reproduce it for any purpose at any time in any media with attribution. For example, we may use your images for:

- Online articles on [www.borndigitalwineawards.com](http://www.borndigitalwineawards.com) or [www.wineinmoderation.eu](http://www.wineinmoderation.eu)
- Printed newsletters and articles in connection with the awards;
- Posts on social media platforms in association with the awards, including Twitter, Facebook, and Pinterest, where these may be also shared by others
- Use the photograph in the BDWAbbyWIM's external communications including but not limited to web sites and web publications, fact sheets, trade publications, advertising, presentations and annual reports



Any photograph reproduced will include a photographer credit wherever this is feasible. The BDWAbYWIM Awards will not be required to pay any additional consideration or seek any additional approval in connection with such uses.

In addition, the winners consent to the use of their image, name and/or photograph in any publicity carried out by Vrazon or Wine in Moderation ... in association with the awards, without further compensation.

### **Model Release Forms**

If your submission includes images of people or others' artistic creations, you are responsible for obtaining the necessary releases from the individuals depicted or copyright owners, and must be able to provide copies of those releases to BDWAbYWIM upon request.

## JUDGING PROCESS

Each submission will undergo 3 levels of judging:

**Stage 1:** The BDWAbYWIM organisers will check for adherence to submission criteria

**Dates:** From 1.6.2016 to 18.7.2016

- All entrants will be notified within 1 week if their content has been accepted or rejected.
- All accepted content will pass to stage 2
- All rejected content will be given one chance to be resubmitted

**Stage 2:** Assessors will review all qualifying content then submit qualifying entries to the main Judging Committee

**Dates:** From 18.7.2016 to 31.7.2016

- The goal is to identify those entries that best demonstrate a high overall degree of quality and originality of communications without assessing the specific content
- The quality assessment criteria will include:
  - Clarity of Communications / Message
  - Relevance to the Category and to Wine
  - Good example of Digital Communications practice
- For photos, the assessment criteria will include:
  - Composition
  - Technical ability
  - Content
- Successful entries will be translated (if required), and all will be forwarded to the Judging Committee as Finalists for each category

**Stage 3:** The finalists in each category will be received by the Judges for each Category

**Dates:** From August 2016 to October 2016

- Judges will rate entries according to different quality criteria for each category, with different weightings applied to specific criteria according to each category
- Judges' votes will be tallied and the top entries for each Category will be shortlisted for the Award in the Category
- Shortlisted candidates will be notified at this stage
- The Shortlist will be resubmitted to the Judging Committee so they can agree collectively on the top 3 and which will be awarded the prizes

## LANGUAGE

- These awards will be judged in English, but the content can be submitted in any of the Awards' approved languages
- Approved languages in this edition of the BDWAbyWIM will be:
  - o English
  - o French
  - o German
  - o Italian
  - o Spanish
  - o Portuguese
- In the case of video, a transcript or subtitles must be made available for translation to English
- Stage 2 Assessments will be conducted in the language of original submission (where possible). Only those entries going forward to Stage 3 Judging will be translated
- Each person submitting a story or content in something other than English will be encouraged to submit a translation at the same time
- For those who are not able, cannot afford to, or choose not to, BDWAbyWIM will pay for a professional translation of the submission if required
  - o The BDWAbyWIM will contract translators for each language, with guidelines for effective translation
  - o Authors will NOT be able to review, correct or approve the translated material
  - o Authors WILL have the right to use the translated materials for a fixed €25 fee and will then be able to republish this English content after the judging process is complete
- All content that qualifies for Stage 3 will have both English and the original language presented to the Judges

## LIST OF JUDGES

- Richard Siddle - Chair of Judges
- Others will be announced in due course; please refer to the Awards website for the latest news

## PRIZES

Each category will be judged separately, and nominations will be vetted before judging to ensure they are relevant. The intention is to showcase the very best in wine content online, and rewarding those who invest their time to create this content. This is not just a pat on the shoulder, it is an incentive, and material funding, to keep up the good work!

It is the intention of the BDWAbYWIM that each award should have an individual sponsor who may also supply further prizes to the winners in that category.

### General Prizes

#### **1<sup>st</sup> Prize**

- €500 cash prize
- additional prizes may be determined by the category sponsor

#### **2<sup>nd</sup> Prize**

- €250
- additional prizes may be determined by the category sponsor

#### **3<sup>rd</sup> Prize**

- €100
- additional prizes may be determined by the category sponsor

### Prizes

All winners are responsible for paying any duties, taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by the Sponsor, in its sole discretion. A prize may not be transferred and must be accepted as awarded. A winner may not request cash or a substitute prize; however, the Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason, as determined by Sponsor, in its sole discretion.

## CONFLICTS OF INTEREST

A conflict of interest is considered to be in existence where a judge has an ongoing personal or professional relationship with a person such that it throws into question their ability to fairly and independently judge their entry. It is not considered to include judging the work of entrants from their own media organization or with whom they have had some past professional relationship.

At the start of the judging process, all members of the judging panels should review the list of entrants they will be judging. The onus for declaring a conflict falls to individual judges. Others may report any perceived conflict of interest to the BDWAbbyWIM Advisory Committee for consideration by contacting the organisers or the Chair of Judges via email.

When a possible conflict of interest is raised, the relevant judges will be contacted by the BDWAbbyWIM Advisory Committee and the Chair of Judges to discuss and address the potential conflict to decide whether this will have any influence over the judging of the entry, or entries, in question. Possible outcomes will be:

- That the person should not be part of the panel judging entries for a specific category
- That the person should be excluded from judging the entry concerned, in which case it will fall to the remaining judges to consider its merits
- That a further judge should be invited to join the panel to fill any gaps left by judges excluding themselves from judging any entries
- That entries already judged will be reviewed by nominated judges as appropriate

A unanimous decision by the organisers and the Chair of Judges will be required to deal with the issue. Where a unanimous decision is not, or cannot be, reached the matter will be referred to an independent arbiter appointed by the BDWAbbyWIM for final decision.

Should the matter relate to the Chair of Judges, the BDWAbbyWIM Advisory Committee will ask the Chair to step aside and will then appoint a new Chair of Judges to continue the process.



## AWARDS CATEGORIES

### **Best Investigative / Journalistic Wine Story:**

For a distinguished example of trade journalism, investigative or traditional journalistic reporting

Format: text

- 1500 words or fewer
- Should explore a specific subject dealing with some aspect of wine including production, distribution, marketing, sales, or consumption
- Should include references to sources
- Should try to be fair reporting striving for accuracy, fairness, and disclosure of all essential facts without undue or undisclosed bias
- Value will be given to the BDWAbyWIM “Quality Criteria” with an emphasis on Research

#### ***In summary:***

This category should demonstrate the use of the online medium to explore interesting developments in the wine business, to expand readers’ knowledge of the world of wine, the activities of companies and individuals, and the developments occurring around the world. It includes content intended to inform readers about wine, wine makers and the business of selling wine.

Entries in this category are about developments and knowledge in the world of wine to keep readers informed of the changing events, issues, and characters in order to empower the informed.

Investigative and educational pieces should go beyond merely restating known facts in order to spread wine education, but research and share new information, to go beyond textbooks and press releases to understand what is really happening. It will often, though not exclusively, take the form of “objective reporting” and may be technical information, business analysis, people profiles or trend analysis. This should be about a combination of primary research, analysis and original thinking.

In general, much of the content in this category will be aimed at the wine business and those with some commercial connection to the business of wine.

## **Best Editorial / Opinion Wine Writing:**

For outstanding examples of wine writing, giving prime consideration to literary quality and originality

Format: text

- 1500 words or fewer
- Exploring any aspect of the wine industry from a personal point of view
- May include personal opinions
- Value will be given to the BDWAbyWIM “Quality Criteria” with an emphasis on Clarity of Message and Originality

### ***In summary:***

This covers any written piece about wine that expresses the writer’s point of view (or at least does not require objective reporting).

The goal is to highlight the more original, entertaining, thought-provoking, and generally interesting writing whilst avoiding travelogues or plain reporting. It should be original content or commentary, demonstrating a clear grasp of the subject matter, but also the needs of different audiences. This content should generally help to make sense of the wide world of wine, and give new ways to inform and entertain wine consumers everywhere. It should encourage readers to engage with the wine world in new ways.

This content can take the form of essays such as blog posts, but could also include other text forms (such as poetry, haiku, etc.).

In general audience for this content will be wine consumers, whether they have a commercial relationship with the wine business or not.

## **Best Tourism Content with a Focus on Wine:**

This is a broad category for content encouraging readers to learn about, visit and explore, specific geographical locations, where that content relates to that region's link to wine. This can cover travel, history or the local music, food, art and other cultural context

Format: written text or video

- 1500 words or fewer, 10 minutes or less if video
- Exploring any aspect of tourism where this is linked to wine
- May include personal opinions
- Value will be given to the BDWAbyWIM “Quality Criteria” with an emphasis on the Quality of Presentation

### ***In summary:***

The entries in this category will not be judged so much on the format, but on their ability to communicate in an original, engaging and entertaining way about a location and its relationship with wine, thus hopefully motivating an audience to visit this location in future.

Generally speaking this will be about the quality of the message, the presentation of materials to bring the location to life via the web, and the use of the potential multi-media opportunities of the web. Judges will also be looking for the best ways to build a broader culture of wine by bringing together stories about travel, history, culture and geography with a wine theme, not just focusing on wine alone.

## **Best Wine Themed Video:**

Video content that educates, demonstrates, entertains or builds awareness for wine

Format: video

- 10 minutes or less
- Exploring any aspect of the wine industry in video format
- May include personal opinions
- Value will be given to the BDWAbbyWIM “Quality Criteria” with an emphasis on the Quality of Presentation

### ***In summary:***

Video is a creative medium. It is not enough just to create content using moving images, but to use the potential of video to bring a wine story to life in a new way. This category aims to highlight the best use of video to deliver a message or story about wine, whether this is technical information and education, or entertainment and opinion.

The category is very broad, covering everything from documentary formats, to interactive experiences, animation, comedy, drama or simply video recordings of an event, however the judges will give most value to entries that present wine related stories in an original way and where the quality of the presentation, and therefore the clarity of the message, is high and there is a unique benefit to using video to deliver this particular message or story.

## Best Wine Photo

For the best photo expressing the theme of 'Celebrating Wine Culture'

Format: Photo

- Any subject or setting will be considered as long as this relates in some way to the theme of the category
- Can submit up to 3 photos
- Value will be given to the originality, technical excellence, composition, overall impact, artistic merit and relevance to the category theme

### ***In summary:***

If a picture is truly worth a thousand words, then this photo should eloquently convey a message to the viewer on the topic of the category theme (which will vary between editions). Many wine sites use images, but how many go beyond the simple representation of the objects to make a point?

There are many ways to interpret the concepts, and to convey the message behind them, but the judges will also be looking for visually attractive images that display photographic skill and artistry that underline the unique importance of quality photography in the wine communications mix.

## Responsibility Award

A prize for the entry in ANY category of the 2016 BDWAbbyWIM that best promotes the Culture of Wine and demonstrates the message of Responsibility & Moderation to its target audience

Format: n/a

### ***In summary:***

The message of Responsibility is at the core of the Born Digital Wine Awards. We believe that communicators who create content are ambassadors for the world of wine with consumers, and play an important role in supporting a healthy wine culture and a sustainable business in the long term.

All BDWAbbyWIM entries are judged according to criteria of their contribution to the Culture of Wine, and to Responsible communication. This award takes all this information across all categories to identify the entry that best demonstrates the principles we are striving for.

This award is presented by Wine in Moderation - Art de Vivre

## **BORN DIGITAL WINE AWARDS ORGANIZERS**

The organisers of the BDWAbbyWIM are listed below. These organisers will not be submitting content for the awards and will not be influencing decisions on winners beyond participating in the assessment of eligibility in Stage 1, and to mediate potential issues with the awards processes.

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