



AWARDS FOR EXCELLENCE 2020

Rules for entry

All entries should be sent to the Awards Organiser:

Jacquetta Megarry

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6, Old Church Lane

Edinburgh, EH15 3PX

Use only the 2020 entry form, which can be downloaded from the Guild's website.

See page 3 for details of how submissions should be made.

1. Entrant eligibility

All entrants must be Full Members of the Guild in good standing at the closing date. Under most categories, entrants should be responsible for 50% or more of the work. In the case of photography, the entrant should normally be 100% responsible, whilst in the case of the Digital Award category an element of collaboration is allowed. **In all cases where the entrant has collaborated, there must be an accompanying statement that clarifies the roles and their extent.**

2. Who can submit?

Entries may be submitted by the creator, editor, or publisher; the editor or publisher should obtain the creator's agreement before submitting an item.

3. Format and number of entries

Entries may be in any format, e.g. printed book, ebook, DVD or website URL. In the case of physical media, two copies must be supplied (for distribution to two judges). Members may submit one or two entries in each category.

4. Originality

All entries must be original. New editions of existing works are eligible but must contain not less than 50% of new material.

5. Publication date

Entries – except the Photography and Digital awards – must have been professionally published for the first time after 1 April 2019. Entries must not have been previously entered for these Awards other than as stipulated in 4 above. The date of publication is determined as follows: *Books*: (i) the information on the imprint page; (ii) the copyright date. *Digital media*: the stated copyright date. *Periodicals*: the cover date. Entrants submitting digital entries should state the month and year of first publication explicitly.

6. Minimum entries

Each category must attract a minimum of three eligible entries. The judges reserve the right to make no award if no eligible entry reaches a suitable standard.

7. The judges' decision is final

The decision of the judges is final, subject only to the Guild Executive: see also rule 9. No correspondence will be entered into.

8. Categories of entry

Guidebook: This category is for books, whether printed or ebook only, which offer guidance or instruction, e.g. trail guides, how to (on an outdoor theme) and walking/cycling guidebooks. Where extra features such as maps/design have been provided by the author this should be explained to the judges in a statement accompanying the entry form. However the focus of the award is on the author's words and, where appropriate, images. The publisher's contribution (e.g. design and formatting) carries little weight unless this was in the hands of the author.

Outdoor book: The primary intention of the outdoor book is to inspire, entertain and educate. It might contain some route description or instruction but this would be a minor part of the text: books with as much as 50% route description (and some with less than that) would be classed as guidebooks. Where extra features such as maps/design have been provided by the author, this should be explained to the judges in a statement accompanying the entry form. However the focus of the award is on the author's words and, where appropriate, images.

Outdoor/travel feature: This category covers one-off features, professionally published in print or non-print media, on any topic relating to the outdoors. The subject may therefore include nature, travel and topographic writing, environmental/green issues and outdoor activities. Features will often include the author's photography, which will be assessed in conjunction with the text. 'Travel' features should involve some travel experience with an outdoor theme, not review or feature articles about hotels or restaurants. There is no specific limit – minimum or maximum – as to word length, but entries should comprise a one-off feature. If the entry includes any illustrative material (e.g. maps, historical photographs) that is not the work of the entrant, this must be explained to the judges in a statement accompanying the entry form.

Technical feature: This category includes outdoor gear reviews, photographic and technical 'how to' articles (e.g. navigation, winter skills). It may include technical or instructional articles aimed at outdoor professionals (eg OWPG members) as well as the general public.

Digital: This category covers content with an outdoor theme published in any non-print medium and not covered elsewhere in the awards. Thus this category does not cover ebooks or feature articles published online: they are to be considered alongside their print equivalents under the 'books' and 'features' awards. Similarly, online photo galleries should not be submitted under Digital because they should compete alongside other photography entries.

Digital productions are often a team effort: to be eligible, the entrant should have had a leading role in creating the content. All entries will be judged not only on the quality of content (words, sounds and images) but also on how well they have exploited the medium or platform. For example, websites and blogs will be additionally judged on their usability, navigability and findability. Apps and multimedia

creations will be judged also on their design and technical quality. Entries that have previously been submitted for the Digital award will be eligible only if they show radical alterations to the platform or very substantial new content.

A statement must be attached to the entry form that explains to the judges the member's contribution (and, if appropriate, the level of novelty since any previous submission for the Award).

Photography: Each entry consists of a **portfolio of eight images** that represents a professional body of work on an identifiable subject or theme. The award aims to recognise consistent photographic skill as it might be applied to some specific commission. Entrants should include a **statement of the portfolio's theme** in up to 150 words, and also a **caption list**: see rule 10.

9. Category reassignment

Entries that in the view of the Awards Administrator have been submitted in the wrong category may be reassigned. Any conflict with other existing entries under Rule 3 will be resolved in consultation with the entrant. Disagreement over an entry's category, like any other disagreement over the conduct of the Awards, shall be referred to the Guild Executive whose decision shall be final.

10. Entries should be submitted as follows:

Books (Guidebook/Outdoor book): In the case of printed books, two copies. In the case of non-print media such as DVDs, two copies of the original publication. For ebooks, use any method that is both convenient and free of cost so that the Awards Organiser and two judges can access and evaluate the file.

Features (Outdoor/Travel and Technical): In the case of printed media, ideally send the work as a PDF, failing which send three photocopies or tear sheets. In the case of non-print media such as DVDs, send two copies of the original publication. In the case of internet writing, provide the URL of the relevant web page. If the page is no longer live, or is accessible only to paying subscribers, provide screenshots accompanied by a text document (digital or two printouts) of the original material as submitted.

Digital Award: Blogs, websites and social media posts can be accessed by a web URL. Apps should be in either iTunes or Android format and, if they are priced products, should be provided with a promotional code for two free downloads (or else the entrant should send advance payment to cover what the Guild would have to pay to download two copies of the app). Video clips should be sent via a YouTube or Vimeo link, or on two copies of a DVD.

Photography: Images should be supplied in .jpg format and should be at least A4 size at 300 dpi. Entries may be submitted online by web upload service such as WeTransfer or MailBigFile; otherwise send two copies of a CD or DVD containing a portfolio of eight images. **Submit also a caption list to identify each image by filename, combined with a statement of the theme or purpose of the portfolio**: see Rule 8.

11. Returnability and rights

No entries will be returned. Prizewinning entries will be on display (usually as a screen presentation) at the Awards ceremony. A representative image of the winning entry in each category will appear on the Guild's social media and website, at suitably low resolution. It is hoped that winning entries will also feature in *Outdoor Focus* magazine, but this is not a condition of entry. If you have any concerns about the Guild's use of your images, you must contact the Awards Organiser at the time you make your submission. The Guild does not assert any other rights of reproduction over material entered for its awards.