

The Kim Scott Walwyn Prize

Recognising the Professional Achievements of Women in Publishing

Prize Committee Terms of Entry and Guidelines

1. Terms of Entry

- This prize is open to any woman who has worked in publishing in the UK for up to seven years. Publishing encompasses working in an established publishing house, agenting, or working for a literary organization (see section two for examples)
- Applicants nominate themselves, supported by two referees (see section three)
- Shortlisted candidates and the winner must be able to attend the awards ceremony at their own cost on 5 May 2011 in central London
- Shortlisted candidates and the winner must be available for any media opportunities from April to June 2011
- No Booktrust staff member or SYP committee member will be eligible for entry

2. What are the judges looking for?

The judges are particularly looking for the qualities that marked Kim's own career and the careers of those she encouraged: intellectual rigour, excellence in any area of book or journal publishing (commissioning, editing, design, production, marketing and PR, sales and rights, agenting, digital, entrepreneurial) and the ability to form and lead creative and innovative publishing teams. The judges are looking for women who show both outstanding potential and previous achievements in their careers.

Some examples are given below of achievements and aspects of a woman's career which the judges are looking for. These are however only examples and applicants can nominate themselves for other achievements.

Achievements

- Commissioning
Launching and/or development of new publishing genres, new series
Pioneering work in developing new types of books for established or new markets
- Editing
Recognising new writing potential
Developing an author's work
- Design
Creative and fresh presentation which makes a new visual impact
Innovative use of illustrative material
Designing to make material more accessible or enjoyable for readers
- Production
Use of innovative techniques in pre-press or manufacture
Opening up new channels of supply
- Marketing and PR
Launching or developing a brand, author, or genre

Innovative use of new techniques or media to reach readers and buyers, such as viral marketing campaigns and social networking

- Sales and Rights
Developing or opening new sales channels or territories for a publisher or author
Developing new sales techniques or materials
- Agenting
Talent spotting
Guiding and encouraging authors
- Entrepreneurial
Demonstrating entrepreneurial flair e.g. launching a start up website, event, or company
- Digital
Development of new media for delivery e.g. e-books, websites, apps, or enhanced editions
Working with new media in an innovative way across all of the above sections

Aspects of a career

An award may not be made for a specific achievement, but rather for a combination of qualities and skills that mark a career as outstandingly promising. Examples would be:

- Editorial skills that demonstrate that the applicant has provided exceptional encouragement of and guidance to their authors over a period of time
- Exceptional 'talent spotting'
- Working with the media to gain consistent and high-profile coverage for a list
- Working in a sales territory with key accounts to provide a consistent and excellent service to retailers

3. How to apply

Applications must be received by 5pm 21 March 2011. The judges encourage applications by email. Email applications should be sent to Bella Whittington at Booktrust at bella.whittington@booktrust.org.uk and postal applications sent to Bella Whittington at Booktrust, Book House, 45 East Hill, London SW18 2QZ. For any eligibility queries please contact Bella Whittington on 0208 875 4582.

All applications must contain the following information, in this order:

- **Name of applicant**
- **Contact details** including email, postal address, daytime telephone number
- **Short CV** of not more than 300 words, including details of current employment
- **Statement of achievement** of not more than 1500 words
- **Two referee statements** of up to 300 words apiece supporting the application. One of the referees must work in publishing and the other referee may be a professional associate or colleague. Name, postal address, email address, and telephone numbers of the two referees must be supplied.

Please note

- All elements of the application must be received together; incomplete applications will not be considered
- Material supporting the statement can be included (in electronic format only) if the candidate wishes

4. Key dates

- 21 March 2011: Deadline for entries
- 11-13 April 2011: Shortlist announcement at London Book Fair
- 5 May 2011: Awards Ceremony in central London