

Instructions for Hosts of DMBLGIT

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Key Dates

Post announcement: 8th of the month

Deadline for submissions: 20th of the month

Post round-up of winners: last day of the month

Selection of Host

Potential hosts should [email Andrew](#) requesting to be a host with "DMBLGIT Host" as the subject. The email should include references to the three occasions that you have participated in the event. You will be allocated the next available month. If, nearer the time, you are unable to host please give plenty of notice so an alternative host can be allocated.

1. Set up a gallery, a folder for submissions, and an email group.

Lately, hosts have been using [Picasa](#) to show off the month's submissions.

You should set it up first so you have the link to the gallery to add to the announcement post, or you could just edit the post later with the link.

1. In Picasa, create a new Album (File|New Album).
2. Name the album.
Naming Convention: DMBLGIT MONTH YEAR Edition
Example: DMBLGIT September 2008 Edition
3. In the Description of the Album, include a link to your blog.
4. Upload the album to the Web (Tools|Upload|Upload to Web Albums).
Note the address of the gallery (to put in the announcement post).
5. Set up a folder on your desktop where you can drop all the submission photos you're sent.
6. If you want, create an email group of the DMBLGIT entries and add each blogger as they submit.
At the end of the event, you can email all of them to communicate that the results are in.

2. Write a post announcing this month's DMBLGIT (due the 8th of the month).

1. Cut and paste and then modify whatever you want from the previous host's announcement. Here's is the link to the [September 2008 announcement](#).
2. Key parts of the announcement post that need to be included each month:
 - A link to Andrew ([Spittoon](#) and/or [SpittoonExtra](#)) since he's the administrator of the event
 - [Optional] Who hosted last month (see [SpittoonExtra](#))
 - Month that the submission photo should be from
 - Deadline (the 20th of the month)
 - Your email address
 - Link to the gallery

- A note saying " By submitting a photo, entrants agree to their picture being redisplayed and altered in size on the host's page and on the [SpittoonExtra](#) DMBLGIT page."
 - A note saying "All pictures must be text free."
 - Your name {I once spent almost half-an-hour looking for the blog owner's name so that my submission email could be more personal.}
3. [Email Andrew](#) the link of your announcement so that he can get it posted on [IMBB](#).
 4. [Optional] Somewhere on your front page, include a link (in the sidebar, if you like) to the *announcement post* so that readers can find the information about this month's DMBLGIT quickly.
 5. [Optional] Somewhere on your front page, include a link (in the sidebar, if you like) to the *Gallery* so that readers can find the submissions for this month's DMBLGIT quickly.

3. [Optional] Promote this month's DMBLGIT.

I noticed that Helen from [Tartelette](#) did this when she hosted, and thought it was a great idea. Submit a picture of a group of badges to all the usual suspects announcing that you're hosting this month's DMBLGIT event: Tastepotting, Food Gawker, New Tastings, etc. Some posted it; others rejected it.



4. Manage submissions (deadline for submissions is the 20th of the month).

1. Download the photo to the folder on your desktop.

2. Use a consistent naming convention for the photo submissions:
Naming Convention: Title @ Blog_Name By Blog_Author
Example: Poires au vin rouge et blanc @ Whisk - a food blog by Shari
3. Check each submission to ensure it was one of last month's blog posts.
If it's not from the correct month, email the person who submitted it to inform them of the mistake.
4. Check each photo to ensure its width is no bigger than 500 pixels.
If it's larger, either ask the submitter to re-submit it as 500 pixels or do it yourself in your own photo editor.
5. Add the photo to Picasa.
6. Add the photo to the Picasa album you set up. (Select the photo, right-click and click Add to Album and then select the album.)
7. Upload the photo to the gallery or web album (Tools|Upload|Upload to Web Albums).
8. Select Public and click Upload.
9. Add a caption to the photo with the information requested for the submission.
Naming Convention: Photo_Title @ Link_To_Post_with_Photo By Blog_Author from Location with Camera_Type
Example: Poires au vin rouge et blanc @
<http://www.whiskblog.com/2008/03/poires-au-vin-rouge-pears-cooked-in-red.html> by Shari from Ottawa, Canada with a Nikon D80
10. Send a note to the submitter when the photo is in the gallery with a link to it.
Example:
"I just wanted to let you know that a) I've received your entry OK, and b) the gallery is now online for all entries. You can check out the gallery, which will be updated as entries are received, at this address: [address]"
11. [Optional] Add the submitter's email address to your group email.
12. Copy the caption from the gallery into the scoring table spreadsheet.

5. Find judges.

DMBLGIT is a peer-judged contest. It's best to find judges who have also won the DMBLGIT award. 5 judges are required, so you must find 4 others who can help out.

It takes about 1 minute per submission (give or take) to mark each photo on a scale of 1-10 in the three categories: edibility, originality, and aesthetics. For about 100 submissions, that's less than 2 hours.

When you ask someone to judge, make sure you let them know that if you don't hear back within 48 hours, that you'll assume they can't judge this month.

6. Write a post featuring the judges.

Being a judge is a tough and important job. A post that highlights who they are and shows some of their work is a nice way to thank them.

7. [Optional] Write a post reminding bloggers that the deadline is approaching.

8. Badges



Shari will email the current badges (GIF files) to the host each month.

9. Judge (deadline for judging is before the last day of the month).

There is an Excel spreadsheet that everyone uses to score. Andrew will email this scoring spreadsheet to the host. Add the bloggers' information in the Blog Name column. {If you do this as you get entries, it's easier. I used the caption text from Picasa.}

The ratings are from 0 to 10, where 10 is excellent. (Don't publish the scores.) Here are some guidelines for the scoring:

- 10 - Outstanding composition, outstanding food styling, great lighting, correct focus
- 9 - Excellent
- 8 - Very good
- 7 - Good
- 6 - OK
- 5 - Average
- 4 - Not so good
- 3 - Below average, somewhat boring, little color
- 2 - Poor, doesn't hold attention, very little color or tonal range
- 1 - Bad composition, little or no food styling, poor lighting, out of focus, boring, no color or tonal range

You should end up with **six different pictures** for the winners. The top three scores get 1st, 2nd and 3rd. These are then removed from the category judging, which are the top score on each. (If you're using Excel, you can use the Filter feature to show the top scores.)

Beside the winners you pick, it would be nice to include a comment about why you like that photo.

You can award a host's award for anything you think particularly noteworthy that is not already placed. This is optional. It's a photo that didn't make the final six but struck the host as being distinctive.

10. Write a post announcing the round-up of winners (due the last day of the month).

Call it "DMBLGIT Month Year: The Winners".

Key parts of the post that need to be included:

- Number of entries
- Winners (For example: [Feuille d' automne](#) by Thip from [Bonbini!](#) from San Francisco, California with a Nikon D70)
- Link to the gallery of submissions to see all the entries

Optional parts of the post that can be included:

- Comments from the judges on the winning photos
- Host's awards, if any
- Who is hosting next month (see [SpittoonExtra](#))

Here's the format to use for the results part of the post:

Part 1 - Overall Winners: The overall winners have the highest scores in all three categories combined.

Overall First Place:

Overall Second Place:

Overall Third Place:

Part 2 - Edibility, Originality, and Aesthetics Category: Each picture was scored in three categories: edibility, originality, and aesthetics. The photo receiving the highest total score in each of those categories, excluding the three overall winners, is the specific category winner.

Winner Edibility Category:

Winner Originality Category:

Winner Aesthetics Category:

11. Email the badge to the winners.

Email the badge to the winners.

For example:

Congratulations!

You have won a DMBLGIT award. Come check it out at [link to your post].

Then, pick a color of badge to display on your blog.

12. [Optional] Send an email to the judges and those who submitted to DMBLGIT and let them know the results are posted.

For example:

Just wanted to let you know that I have just posted the winners for the DMBLGIT MONTH YEAR Edition: [link to post]

Thanks for participating this month!

13. Email Andrew.

Email [Andrew](#) with the url of the post that announces the round-up of winners and instructions to update the DMBLGIT page on [SpittoonExtra](#).

Thank you for hosting!

1st draft: Shari from [Whisk: a food blog](#) (September 2008)