

# 2nd Annual TWNA Communication Awards

## Entry Rules

### Purpose

To recognize members of the TWNA and other commercial vehicle related media deserving recognition for outstanding achievement.

### Professional or Public Service?

Be sure to mark whether your entry is: **Professional** for paid work, or **Public Service** for non-paid work.

### Submission Deadline:

All entries must be received at ISVP's offices in Tucson, Arizona, no later than Dec. 01, 2004.

### Eligibility

Entries may be submitted in English, French or Spanish. All entries must have some relationship to trucks or trucking. Material may be entered that has been published and has a cover or air date between Dec. 1, 2003 and Oct. 31, 2004. Example: A November 2004 cover date is not eligible this year, even if the 'on sale' date was Oct. 31st or earlier.

### Award Categories and Judging Criteria

Categories are organized within the following Divisions: Book, Newspaper, Magazine, Newsletter, Graphics, Best Single Issue, Public Relations, Video, Radio, Multimedia, and World Wide Web.

All print entries will be judged in a single category within writing or graphics. Newsletters and Best Single Issues will be judged only on writing, with consideration for readability/typography. Public relations entries will be judged on both writing and graphics.

Writing will be evaluated on accuracy of information, simplicity of presentation of technical information, style, quality of writing and editing.

Graphics will be evaluated on quality of design, typography, illustrations, reproduction, and overall effectiveness.

Video, CD/DVD and radio entries will be evaluated on pacing, music (where applicable), story development, photography, quality of research (technical or historical), and quality of editing. Additionally, WWW will be evaluated on timeliness, user friendliness and functionality.

### Submissions

Submit your best work. To speed the judging process there is a limit of two entries per person/author per category. An entrant (publisher, creator, etc) may make multiple submissions within the above parameters. If the judges decide that an entry does not fit the category entered, they may recategorize it. To submit a print (non-PR) work for judging in both a writing classification and a graphics classification, it must be submitted as two (2) separate entries.

Two copies of your work will be required for each entry.

Though you may enter as many categories as you like, with up to two entries per category, the same piece of work may not be entered in two separate categories, i.e., if an article is entered as writing under "truck show," it can not also be entered as writing under "column," or "feature article." **Note:** Only one entry per category per person will receive an award. Though you may make two entries in one category, only the highest point entry will receive an award. This does not affect the number of categories in which you may achieve an award.

Complete an entry form for each entry. Print clearly or type this form. Provide all information that is relevant to your entry. Firmly attach a copy of this form to each of the two identical entries you are making. Entries that do not have a completed entry form attached (either in a sheet protector or stapled) to the front of each piece will not be accepted.

### Preparation of Entries

Magazine and newspaper articles should be removed from the publication and original tearsheets submitted. One of the two copies may be a very good copy, if you cannot get two original sets. Do not submit articles that are still bound into the original publication. Tear sheets of all articles that were originally published within a magazine or newsletter should be submitted in clear sheet protector, one page per sheet protector so each page (front and back) can be read easily. Sheet protectors may be stapled on left edge; binders or folders are not required but will be accepted.

Newspaper tear sheets should be submitted in an appropriate manner to facilitate handling; in folders or protector sheets as size dictates.

Unprotected tear sheets are not acceptable for judging.

Photo entries should include a 5-inch by 7-inch or larger print of the original photo as well as publication copies showing the work as it appeared in print. Judges will consider both the original photo and the printed copy. Please submit in folder.

Graphic and design entries should be mounted on poster board, whenever practical, with identifying labels attached. Never include more than one entry on a board. Board size should not be less than 9-inches by 12-inches nor exceed 22-inches by 28-inches.

**NOTE:** Do not edit entries in the following Divisions in any way; submit entry as aired, complete for full time slot. If a segment, indicate both the beginning and the ending of the clock. Submit each video entry on a clearly labeled one-half-inch VHS video cassette with adequate leader, and ready to play, or on CD/DVD.

Submit each radio entry on clearly labeled standard audio cassette or CD/DVD with adequate leader, ready to play. Multiple spots can be provided for a single entry if they were developed for one series or campaign. In this case, provide five seconds of leader between each spot.

Compact disc (CD/DVD) entries must be submitted on Macintosh or IBM-compatible platform; specify platform. Submission should be in plastic holder or paper envelope.

World Wide Web submissions are to be on Zip or CD/DVD, giving a sample of what they have, and their Web page addresses. Specify platform (IBM-compatible or Macintosh); submission must be suitable for looking at with either Netscape Navigator, Internet Explorer, or Safari. CD/DVD submission should be in plastic holder or paper envelope.

Pack your entry(s) very well. Some will be shipped several times before the judging is completed.

### Terms

The fee for each entry is \$60.00 US. Failure to submit payment will disqualify the entry. Make checks payable to ISVP, or fill in charge card information on the entry form. No entries will be refunded or returned.

Neither the TWNA, ISVP nor its sponsors or affiliates nor anyone working as an awards judge accepts responsibility for any work that is damaged, lost, or stolen.

All materials submitted remain with TWNA, and may be used in promoting the TWNA and future events. Copyright remains with owner. TWNA claims no reproduction or copyright interest in the above.

### Acknowledgments

For acknowledgment of receipt of entry, please enclose a self-addressed return envelope.

### Multiple Awards

Each winning entry will receive one award. If there are multiple contributors to the work, duplicate awards may be purchased.

### Awards Distribution

Awards will be presented at the annual TWNA Banquet, held during the Mid America Trucking Show, Mar. 31-Apr. 2, 2005 in Louisville, Ky., event location TBD. If no one is present to accept your award, it will be shipped to you via ground service as time permits. For air shipment of your award, please provide your FedEx, UPS or Airborne account number and it will be given priority attention.

**Entry Deadline:** Dec. 1, 2004

# 2nd Annual TWNA Communication Awards

## Entrant and Payment Details

### Instructions:

Fill in the items below which apply to you. Fill in this form once; fill in a separate entry form for each entry.

### Payment by:

check     money order     Visa  
 MC                     AMEX

### Name and Address: Please fill out completely

Name \_\_\_\_\_  
Occupation \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-Mail \_\_\_\_\_

*Please make checks and money orders payable to ISVP.*

*Checks must be in US funds drawn on a US bank.*

*(NOTE: Charge card statements will show **charges by AZTEX Corporation** for MC/Visa or **Restoration Products Inc** for AMEX. Walter R Haessner, Executive Director of the ISVP, is a principal in both companies)*

Charge to account # \_\_\_\_\_  
Exp. Date \_\_\_\_\_

Numbers on back of credit card \_\_\_\_\_

Signature \_\_\_\_\_

Print name as shown on credit card

Check here if you want a paper receipt for entry fee

### Entries:

Entries at \$60.00 US each  
 Total enclosed or to be charged:

### Contact Information:

#### Questions regarding entries, payment and forms: contact Walt

**Haessner at ISVP:** Voice 520-749-2260, E-mail - iama0@earthlink.net

full address, website, etc, details on page 3 Entry Form

#### Questions regarding TWNA, its banquet, awards ceremonies, etc.:

**contact Tom Kelley at TWNA:** E-Mail - admin@twna.org

full phone, address etc. details on page 3 Entry Form

### SEND Entries and Payments to:

W R Haessner, Exec. Dir.

ISVP

Attn: TWNA Awards

11725 E Thunderbird Trail

Tucson, AZ 85749 USA

## TWNA Communication Awards

**Best of 2004:** Best overall entry for 2004, to be selected from the Best of Division winners.

**Best of Division:** Best of Division winners are selected from the first level winners in each division having 98 points or better.

**Category Awards:** First, second and third level awards are presented in each category, as determined by the judges. As works are judged against a standard, and not against each other, it is possible to have two first level awards in a category, or no first level award in a category.

## Judging

Judging of entries is by peers. Entries must meet a minimum standard to qualify for awards. If no entry in a category meets the minimum standards no award will be made in that category. Entries will be judged by Category within their Division.

The maximum number of points to be earned is 100. Third level awards are given for entries achieving 85-91 points; second level for 92-96 points; and first level for 97-100 points.

This program is to recognize and encourage excellence in all forms of truck communications. Judges decisions are final.

**Entry Deadline Dec. 1, 2004**

## Notice

The TWNA Communication Awards program is administered by The International Society for VEHICLE Preservation. (ISVP), P.O. Box 50046, Tucson, Arizona USA 85703-1046. ISVP™ is a non-profit 501 (c) (3) educational organization.

The TWNA awards are the property of TWNA. All awards are final. All entries are made at the discretion of the entrant. Entering does not mean that you will be presented with an award or receive recognition for entering.

The use of an award for commercial purposes is permissible, write to TWNA for details as to how to present it.

Copyright © 2004, ISVP.

# Entry Deadline

## Dec. 1, 2004

# 2nd Annual TWNA Communication Awards

## Entry Form

### Awards Presentation

Awards will be presented at the Annual TWNA Banquet, held during the Mid America Trucking Show, Mar. 31-Apr. 2, 2005 in Louisville, Ky., event location TBD

### Contact Information

Questions regarding TWNA, its banquet, awards ceremonies, etc. contact TWNA:

Tom Kelley  
Executive Director  
Truck Writers of North America (TWNA)  
4429 Back Creek Church Road  
Charlotte, N.C. 28213-5257  
Voice - 704-599-0570  
Fax - 704-509-4932  
E-Mail - admin@twna.org  
Web - www.twna.org

Questions regarding entries, payment and forms, contact ISVP:

Walter R. Haessner  
Executive Director  
International Society for  
Vehicle Preservation (ISVP)  
11725 E Thunderbird Trail  
Tucson, Ariz. 85749  
Voice - 520-749-2260  
Fax - 520-749-3161  
Web - http://iama.aztexcorp.com  
E-mail - iama0@earthlink.net

The TWNA Communication Awards is based on the International Automotive Media Awards, a function of ISVP. It has been customized for TWNA.

Judges will be selected by TWNA. If you would like to serve as a Judge, please contact Tom Kelley.

If you have any suggestions regarding the awards program, categories, or other details, please send these to Walt Haessner.

ISVP is the administrator of this program at the request of TWNA. This is a TWNA activity—**your** awards program. We look forward to your participation.

Walt Haessner/ISVP & Tom Kelley/TWNA

### Instructions:

Print clearly or type this form. Provide all information that is relevant to your entry. Submit two identical copies per entry. Firmly attach a copy of this form to each. Pack your entries very well. Please include submission fee of \$60.00 US per entry. No entries will be refunded or returned.

### Check one:

- Professional (paid)  
 Public Service (non-paid)

### Fill in the following completely:

Category Letter-Number \_\_\_\_\_

Category Title \_\_\_\_\_

Submitted by \_\_\_\_\_

Daytime phone number \_\_\_\_\_

Affiliation (Agency/Firm/Publisher/etc.) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip or Province/Postal Code & Country \_\_\_\_\_

### Fill in the items below which are applicable to your submission:

Date of publication/airing/release date \_\_\_\_\_

Cover date \_\_\_\_\_

Circulation \_\_\_\_\_

Section title \_\_\_\_\_

Page numbers of entry \_\_\_\_\_

Title \_\_\_\_\_

Length (pages or minutes) \_\_\_\_\_

Series name \_\_\_\_\_

Print run (if not confidential) \_\_\_\_\_

Client name \_\_\_\_\_

Agency name \_\_\_\_\_

Name of campaign \_\_\_\_\_

Purpose \_\_\_\_\_

Art director \_\_\_\_\_

Designer \_\_\_\_\_

Photographer \_\_\_\_\_

Agency contact \_\_\_\_\_

Author \_\_\_\_\_

Editor \_\_\_\_\_

Screen writer \_\_\_\_\_

Typographer/page makeup \_\_\_\_\_

Production manager \_\_\_\_\_

Director/Producer \_\_\_\_\_

Script Author/Editor \_\_\_\_\_

### Equipment needed for judging

If any special equipment is necessary for judging your entry—computers, CD/DVD players, etc, use the lines below to advise us; be specific!

\_\_\_\_\_

### Platforms

For electronic submissions, we need to know what platform your entry is on.

Macintosh  IBM-compatible

### Awardee

Award to be made in the name(s) of.  
Author(s)/Artist(s) and Company

### Photographs: Please be sure to include

Headshot—color or bw: 35mm chrome; print; via mail or .tiff or .jpeg via e-mail to iama0@earthlink.net for each submission's creator.

### Jacket Size(s) of Author(s)/Artist(s):

S\_\_ M\_\_ L\_\_ XL\_\_ XXL\_\_ Other \_\_\_\_\_

**For additional information:**  
**Websites: (TWNA) [www.twna.org](http://www.twna.org)**  
**(ISVP) <http://iama.aztexcorp.com>**  
**Phone: 520-749-2260**  
**Fax: 520-749-3161**  
**e-mail: [iama0@earthlink.net](mailto:iama0@earthlink.net)**

## 2nd Annual TWNA Communication Awards Categories

**Please be sure to indicate Division letter (e.g. A=Book Writing, C=Newspaper) and applicable number on your Entry Form. A full example is to mark "F-50" for a Magazine single photo color entry.**

### Writing:

- A-Book**
- C-Newspaper**
- E-Magazine**
- H-Newsletter**

### Writing/Graphics/Sound: (as applicable)

- K-Video for company in-house, instructional purposes**
- L-Video for Consumer/Public Event Purposes**
- M-Radio**
- N-Multimedia/CD**
- P-World Wide Web**

- 1 Autobiography
- 2 Biography
- 3 Pamphlet: 48 pages or less, plus cover
- 4 Fiction
- 5 History: Company, other than truck manufacturer
- 6 History: General
- 7 History: single marque or mfg.
- 8 Technical: how to do it, product applications, et al
- 9 Technical: reference
- 10 Technical: pictorial
- 11 Technical: general
- 12 Anthology (judged on quality of original writers' works and appropriateness of editor's selections)
- 13 Annual
- 14 Digest
- 15 News
- 16 Interviews
- 17 Truck show
- 18 Collector Vehicle(s)
- 19 Truck beauty competition

- 20 Commentary: opinion on truck subject
- 21 Editorial
- 22 Column/series: regularly published/scheduled piece/show (include series of three)
- 23 Motorsports
- 24 Driver's life/lifestyle
- 25 Personality profile
- 26 Company profile
- 27 Product applications
- 28 Business
- 29 Introduction of new model(s)
- 30 Environmental/regulatory
- 31 Investigative
- 32 Road Test
- 33 Reference
- 34 Public Service
- 35 Travel
- 36 Entertainment
- 37 Feature article/show, not applicable to any other category
- 38 Short: less than 5 minutes, not applicable to any other category

### Graphics:

- B-Book**
- D-Newspaper**
- F-Magazine**
- G-Newsletter**

### J-Public Relations/Marketing

- 39 Design: typographical
- 40 Design: pictorial
- 41 Design: jacket
- 42 Design: total publication
- 43 Design: cover
- 44 Design: cover (art only)
- 45 Design: article
- 46 Illustration: original art
- 47 Illustration: collected art
- 48 Illustration: photographs
- 49 Single photo: black & white
- 50 Single photo: color
- 51 Single photo: digitally manipulated
- 52 Single art: black & white

- 53 Single art: color
- 54 Cartoon

### Writing:

#### I-Best Single Issue

- 55 Newspaper: special section
- 56 Magazine/Event Publications: under 20,000 circulation
- 57 Magazine/Event Publications: 20,000 to 100,000 circulation
- 58 Magazine mass market: over 100,000 circulation
- 59 Newsletter: more than 16 pages
- 60 Newsletter: 16 pages or less

### Writing/Graphics/Sound: (as applicable)

#### J-Public Relations/Marketing

Any category, 1-38, may be entered under 'J' — as well as the following:

- 61 Total campaign
- 62 Single campaign element
- 63 Press kit
- 64 Adv/Media Kit
- 65 Annual Report
- 66 Catalog: must be bound
- 67 Infomercial

### Writing/Graphics/Sound: (as applicable)

#### O-Other

- 68 Print, not otherwise specified
- 69 Non-print, not otherwise specified

### Advertising materials are not eligible for submission.

The definition of advertising is anything that you have paid to have published in print media or aired on radio/tv/web.

*If in doubt, please query.*