

15TH INTERNATIONAL AUTOMOTIVE MEDIA AWARDS

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ENTRY RULES

Purpose

To recognize members of the automotive 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 Aug. 24, 2005.

Eligibility

Entries submitted in a language other than English must be accompanied by an English translation. All entries must have some relationship to the automotive industry. Material may be entered that has been published and has a cover or air date between August 1, 2004 and July 31, 2005.

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 Internet.

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, Internet 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. A single submission can not be entered simultaneously in both writing and graphics classifications. If an entry is to be judged in both classifications two (2) submissions are required.

Two copies of your work are 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 "road test," 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.

Single Photo or Art entries must include a 5-inch by 7-inch or larger print of the original photo/art as well as publication copies showing the work as it appeared in print. Judges will consider both the original 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.

Internet 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 \$65.00 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 IAMA/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 IAMA/ISVP and may be used in promoting the IAMA and future events. Copyright remains with owner. IAMA 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 IAMA Breakfast and Luncheon in conjunction with the monthly meeting of the Madison Avenue Sports Car Driving and Chowder Society, Nov. 15, 2005, at Sardi's, New York, New York.

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 DHL account number.

15TH INTERNATIONAL AUTOMOTIVE MEDIA AWARDS ENTRY, REGISTRATION AND PAYMENT

Instructions:

Fill in the items below which apply to you. Fill in this form once; fill in a separate entry form for each entry. Registration with entries must be received by August 24, 2005; registration with no entries may be made until Nov. 3, 2005. Chowder Club members please indicate attendance but do not pay ISVP for lunch (pay Chowder directly).

Foundation Awards (Bronze, Silver and Gold Medallions) will be presented at Breakfast Nov. 15, 2005.

Best of Divisions, Best of 2005, and Recognition of Lifetime Achievement awards will be presented at Lunch, Nov. 15, 2005.

All activities take place at Sardi's, 234 W 44th St, NYC.

Name and Address: Please fill out completely. If you are registering additional people please copy this form and fill out full name, address and business information for each person, and attach to this form.

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

Contact Information:

Walter R Haessner, Administrator
Elaine C Jordan, Coordinator
Voice 520-749-2260
Fax: 520-749-3161
E-mail -isvp@earthlink.net
Website: <http://iama.aztexcorp.com>

International Automotive Media Awards (IAMA)

Best of 2005: Best overall entry for 2005, 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.

Foundation 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.

Registration and Entries:

___ Breakfast/awards at \$25.00 ea. _____
___ Chowder luncheon/awards at \$40.00 ea _____
___ Include in Handbook (non-entrant) \$20.00 ea _____
___ Entries at \$65.00 US each _____
Total enclosed or to be charged: _____

Payment by:

___ check ___ money order ___ Visa
___ MC ___ AMEX

Please make checks and money orders payable to ISVP.

*(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 _____

Last 3 Numbers on back of credit card _____

Signature _____

Print name as shown on credit card

Be sure headshot is enclosed

SEND Entries, Registration and Payments to:

W R Haessner, Exec. Dir.
ISVP
Attn: 2005 IAMA
11725 E Thunderbird Trail
Tucson, AZ 85749 USA

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 automotive media. Judges decisions are final.

Entry Deadline Aug. 24, 2005

Notice

The IAMA™ program is administered, produced by and is the property of The International Society for VEHICLE Preservation (ISVP). ISVP™ is a non-profit 501 (c) (3) educational organization.

The IAMA™ awards are the property of ISVP™. 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; please write to the above address for details as to how to present it.

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Entry Deadline

Aug. 24, 2005

15TH IAMA ENTRY FORM

Schedule of Events

Tuesday, November 15, 2005

9:00-11:00 am, Breakfast & IAMA Foundation
(Gold, Silver and Bronze) awards

11:30-Noon, sign-in

Noon-12:20 pm, cocktails

12:20-12:45 pm, line up for buffet luncheon

12:45 pm, Welcome, Bruce Wennerstrom and
Walter R Haessner

12:45-2:30 pm, Sardi's famous buffet
luncheon and "IAMA Best of"
presentations and Recognition of
Lifetime Achievement

Lifetime Achievement

Jerry Flint received the 2004 Lifetime Achievement award. Previous recipients were John Lamm, 2003; Brock Yates, 2002; Chris Economaki, 2001; Denise McCluggage, 2000; and Leon Mandel, 1999. The first annual Recognition of Lifetime Achievement was presented to David E Davis, Jr. in 1998. This award is given to an individual who has, in the eyes of his or her peers, made a substantial contribution to the craft over a period of twenty-five or more years.

These awards are determined by a committee of thirty members of the automotive media voting for three of ten names submitted by the Selection Committee. Both committees change each year. The continual varying of selectors and voters ensures a broad cross-section of input in determining each year's recipient.

This prestigious award will be presented to the 2005 recipient on November 15th during the Chowder Luncheon at Sardi's, 234 W 44th St, New York, NY 10036.

Thank You—MASCDCS

We sincerely thank the Madison Avenue Sports Car Driving and Chowder Society and Bruce and Genia Wennerstrom, its co-directors, for providing such an appropriate venue for the 2005 International Automotive Media Awards.

For the fourth year, we join MASCDCS, popularly known as the Chowder Club, which has met at Sardi's for over 40 years. It was founded to offer an opportunity for sports car enthusiasts in the advertising, media and public relations fields to meet and network at a time when most people didn't know what a "sports car" was. Over the years, the interest area has expanded to incorporate all things automotive.

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 \$65.00 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 of.
(Company or Individual)

Headshots—A "Must". Please be sure to include a Headshot—color or bw: 35mm chrome; print; via mail or .tiff or .jpeg via e-mail to isvp@earthlink.net for each submission's creator.

For additional information:
Website : <http://iama.aztexp.com>
Phone: 520-749-2260
Fax: 520-749-3161
e-mail: isvp@earthlink.net

15TH INTERNATIONAL AUTOMOTIVE MEDIA 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-48" for a Magazine single photo color entry.

Writing

- A-Book
- C-Newspaper
- E-Magazine
- H-Newsletter
- I-Best Single Issue

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-Internet

- 1 Autobiography
- 2 Biography
- 3 Pamphlet: 48 pages or less, plus cover
- 4 Fiction
- 5 History: Motorsports
- 6 History: General
- 7 History: single marque or mfg.
- 8 Technical: how to do it,
- 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 Car show
- 18 Collector Vehicle(s)
- 19 Concours
- 20 Commentary: opinion on automotive

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

Graphics

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

J-Public Relations/Marketing

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

Writing

I-Best Single Issue

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

Writing/Graphics/Sound

(as applicable)

J-Public Relations/Marketing

Any category, 1-36, may be entered under 'J' — as well as the following:

- 59 Total campaign
- 60 Single campaign element
- 61 Press kit
- 62 Adv/Media Kit
- 63 Annual Report
- 64 Catalog: must be bound

Writing/Graphics/Sound

(as applicable)

O-Other

- 65 Print, not otherwise specified
- 66 Non-print, not otherwise specified

Advertising materials are not eligible for submission.

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

If in doubt, please query.

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