



Truck Writers of North America

4429 Back Creek Church Road

Phone: (704) 779-9515

www.twna.org

Charlotte, North Carolina 28213

Fax (704) 509-4932

2009 Officers

FOR IMMEDIATE RELEASE

CONTACT: Tom Kelley

admin@twna.org

704-779-9515

Board Chairperson

Jami Jones
Land Line

Executive Director

Tom Kelley
The Deadline Factory

Press Directors

Canada/Europe
James Menzies
Truck News

Midwest
Paul Abelson
Land Line & Road King

Northeast
Tim Brady
Write Up The Road

Southeast
Lyndon Finney
The Trucker

West
Jami Jones
Land Line

Associate Directors

Agency PR
Susan Fall
LaunchIt PR

OEM PR
David Giroux
Peterbilt Motors

Organization/Other
David Kolman
Ol' Blue, USA

Supplier PR
Barbara Gould
Bendix

More Than 60 Entries Recognized In Sixth Annual TWNA Communication Awards

LOUISVILLE, Ky. – (March 19, 2009) – The Communication Awards are the centerpiece of the annual TWNA Industry Awards Banquet. Now in its sixth year, the Communication Award program generated nearly 100 entries ranging from newspaper and magazine articles, to covers and layouts, to press events. More than 60 of the top scoring entries received awards this year. Winners included magazines and publishing companies, public relations firms and individuals.

The competition recognizes excellence in trucking industry journalism in both the trade and the mainstream press, as well as excellence in communication with the industry by public relations professionals. These included TWNA members and non-members.

The Communication Awards include categories for writing, graphics, broadcast, websites, and internal communications, just to name a few. Virtually everything from feature articles, to press kits, to marketing brochures, to magazine redesigns, are all included in the scope of the program. Nearly everything except advertising is eligible for entry.

The award program is administered by Elaine Haessner, co-founder of the International Automotive Media Awards. The entries are peer-judged against a thoroughly refined and tested standard scale. TWNA membership, although encouraged, is not required to submit entries.

A listing of the winning entries is attached.

- MORE -

Public Relations - Infomercial - YouTube Campaign - Bendix Commercial Vehicle Systems - Bronze Award to Bendix Commercial Vehicle Systems and Marcus Thomas PR

Design - Cover - The Mad Fisherman - CareersinGear.com Magazine - Bronze Award to Christopher McDonough

Magazine Writing - Feature - Ice Road Rookie - CareersinGear.com Magazine - Bronze Award to Matthew Harrell

Magazine Writing - Technical: General - Unlucky 13 - Land Line Magazine - Bronze Award to Jeff Barker

Radio - Interview - The Speed Doctor - Land Line Now - Bronze Award to Mark Reddig and Barry Spillman

Radio - Personality Profile - The Goodyear Highway Heroes - Land Line Now - Bronze Award to Terry Scruton and Barry Spillman

Radio - Truck Show - A Day at Mid-America - Land Line Now - Bronze Award to Terry Scruton and Barry Spillman

Magazine Writing - Technical: How-To - Straight and True - Newcom Business Media - Bronze Award to Jim Park and Today's Trucking

Magazine Writing - News - Dispatches - Newcom Business Media - Bronze Award to Marco Beghetto and Today's Trucking

Magazine Writing - Environmental/Regulatory - Future Fuels - Newcom Business Media - Bronze Award to Rolf Lockwood and Today's Trucking

Magazine Writing - Driver's Lifestyle - Let's Get Personal - Newcom Business Media - Bronze Award to Steve MacLeod and Highway Star

Magazine Writing - Personality Profile - A Tale of Two Charlies - Old Time Trucks - Bronze Award to Ken Goudy

Magazine Writing - Collector Vehicle - Ted's International - Old Time Trucks - Bronze Award to Nertz Tarnasky

Magazine Writing - Driver's Lifestyle - Out of Touch - Old Time Trucks - Bronze Award to Russell A. Andraski

Newspaper Writing - Business - Bank, Charlie Daniels team up - Target Media Partners - Bronze Award to Dorothy Cox and The Trucker Newspaper

Newsletter Writing - Best Single Issue - WIT News - Women in Trucking - Bronze Award to Ellen Voie and Char Pingel

Magazine Writing - Environmental/Regulatory - California Nightmares - Business Information Group - Silver Award to James Menzies and Truck West/Truck News

Magazine Writing - Column - Voice of the Owner Operator - Business Information Group - Silver Award to Joanne Ritchie and Truck News

Magazine Writing - Feature - When does the truck start driving you? - Land Line Magazine - Silver Award to Charlie Morasch

Magazine Writing - Business - There are 50 ways to leave your toll roads - Land Line Magazine - Silver Award to David Tanner

Radio - Driver's Lifestyle - A chance for Chance - Land Line Now - Silver Award to Terry Scruton and Barry Spillman

Magazine Writing - Technical: General - Is it Time to Say So Long to S-Cam Brakes? - Newcom Business Media - Silver Award to Jim Park and Today's Trucking

Radio - Interview - Truck Talk: Small Fleet Trucking on a Big Scale - Newcom Business Media - Silver Award to Jim Park and Today's Trucking Online

Magazine Writing - Business - Loonie Tunes - Newcom Business Media - Silver Award to Marco Beghetto and Today's Trucking

Magazine Writing - Column - Last Word - Newcom Business Media - Silver Award to Rolf Lockwood and Highway Star

Magazine Writing - Technical: General - E-logs Jam Marketplace - Newcom Business Media - Silver Award to Steve MacLeod and Highway Star

Magazine Writing - Feature - Vocationnels ultimes - Newcom Media Quebec - Silver Award to Steve Bouchard and Transport Routier

Magazine Writing - Technical: General - Jupes et autres atours - Newcom Media Quebec - Silver Award to Steve Bouchard and Transport Routier

Magazine Writing - Technical: General - 1977 Dodge D-200 Conversion - Old Time Trucks - Silver Award to Dan Resh

Design - Total Publication - February/March 2008 Issue - Old Time Trucks - Silver Award to Shirley Sponholtz

Magazine Writing - Column - Tech Tips - Old Time Trucks - Silver Award to Stan Augustine

Magazine Writing - Driver's Lifestyle - Beyond the CB - Parthenon Publishing - Silver Award to Katie Dodd and Nancy Henderson and Road King

Magazine Writing - Feature - Scaling the Wall - Parthenon Publishing - Silver Award to Katie Dodd and Road King

Design - Article - This Old Truck - Parthenon Publishing - Silver Award to Michael Nott and Road King

Design - Cover - 18 Wheel Salute - Parthenon Publishing - Silver Award to Michael Nott and Road King

Design - Total Publication - March/April 2008 Issue - Parthenon Publishing - Silver Award to Michael Nott and Road King

Magazine Writing - Driver's Lifestyle - Soldiering On - Parthenon Publishing - Silver Award to Paul Abelson and Road King

Newspaper Writing - Feature - Uncle Darrel' helps students 'see' - Target Media Partners - Silver Award to Jerry Breeden and The Trucker Newspaper

Newspaper Writing - News - Truckers park rigs to protest high fuel prices - Target Media Partners - Silver Award to Kevin Jones and The Trucker Newspaper

Newspaper Writing - Editorial - Sometimes it's just OK to cheer... - Target Media Partners - Silver Award to Lyndon Finney and The Trucker Newspaper

Public Relations - Total Campaign - OnGuard Launch + Ride & Drive - ArvinMeritor - Gold Award to Mike Pennington

Public Relations - Total Campaign - Support for H.R. 3820 - Bendix CVS - Gold Award to Bendix Commercial Vehicle Systems and Marcus Thomas

Magazine Writing - News - Ontario Introduces Speed Limiter Legislation - Business Information Group - Gold Award to James Menzies and Truck News

Magazine Writing - Best Single Issue - March/April 2008 Issue - Land Line Magazine - Gold Award to Land Line Staff

Radio - Public Service - The Truckers for Troops Telethon - Land Line Now - Gold Award to Land Line Now Staff and Barry Spillman and James Fetzer

Radio - Driver's Lifestyle - The Run for the Wall - Land Line Now - Gold Award to Reed Black and Barry Spillman

Magazine Writing - News - Which path in 2010? - Light & Medium Truck - Gold Award to Phil Romba

Magazine Writing - Feature - Ups & Downs, and Downs, and Downs... - Newcom Business Media - Gold Award to Jim Park and Highway Star

Magazine Writing - Road Test - DD15 is Dyn-o-mite! - Newcom Business Media - Gold Award to Jim Park and Highway Star

Magazine Writing - Column - Rear View - Newcom Business Media - Gold Award to Peter Carter and Today's Trucking

Magazine Writing - Product Application - Transition Ahead - Newcom Business Media - Gold Award to Rolf Lockwood and Today's Trucking

Magazine Writing - Editorial - Identité volée - Newcom Media Quebec - Gold Award to Steve Bouchard and Transport Routier

Magazine Writing - New Model Introduction - Hors des sentiers battus - Newcom Media Quebec - Gold Award to Steve Bouchard and Transport Routier

Design - Single Color Photo - February/March 2008 Cover - Old Time Trucks - Gold Award to John Sponholtz

Magazine Writing - Feature - Belyea Moves the 'Giant Eye' - Old Time Trucks - Gold Award to Pat MacPhail

Magazine Writing - Best Single Issue - February/March 2008 Issue - Old Time Trucks - Gold Award to Shirley Sponholtz

Magazine Writing - Column - Driving with Dave - Parthenon Publishing - Gold Award to David A. Kolman and Road King

Design - Single Color Photo - Hard Work, Big Dreams - Parthenon Publishing - Gold Award to Michael Nott and Road King

Magazine Writing - Best Single Issue - March/April 2008 Issue - Parthenon Publishing - Gold Award to Nancy Henderson and Road King

Magazine Writing - Technical: General - Blazing Trails - Parthenon Publishing - Gold Award to Paul Abelson and Road King

Newspaper Writing - News - It's about supply and demand... - Target Media Partners - Gold Award to Barb Kampbell and The Trucker Newspaper

Newspaper Writing - Product Application - Trailers, rail cars, bridges with a brain? - Target Media Partners - Gold Award to Dorothy Cox and The Trucker Newspaper

Public Relations - Best Single Issue - Spring 2008 Issue - World's Best Magazine - Gold Award to Kenworth Truck Company

Best of Magazine Graphics

Michael Nott & Road King Magazine
Parthenon Publishing
Hard Work, Big Dreams

Best of Magazine Writing

Pat MacPhail
Old Time Trucks
Belyea Moves the "Giant Eye"

Best of Public Relations

Bendix Commercial vehicle Systems & Marcus Thomas PR
Support for H.R. 3820

Best of Single Issues

Land Line Staff
Land Line Magazine
March/April 2008 Issue

Best of Radio

Reed Black & Barry Spillman
Land Line Now
The Run for the Wall

Best of Newspaper Writing

Dorothy Cox & The Trucker Newspaper
Target Media Partners
Trailers, rail cars, bridges with a brain?

Best of 2008

Pat MacPhail
Old Time Trucks
Belyea Moves the "Giant Eye"