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More Than 40 Entries Recognized In Seventh Annual TWNA Communication Awards

LOUISVILLE, Ky. – (March 25, 2010) – The Communication Awards are the centerpiece of the annual TWNA Industry Awards Banquet. Now in its seventh year, the Communication Award program generated nearly 70 entries ranging from newspaper and magazine articles, to covers and layouts, to press events. More than 40 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.

Bronze Awards

Book - Fiction - Hoot N Holler - Bronze Award to Tom Claffey

Internet - Environmental - Sterling LNG Trucks Go Primetime - The Deadline Factory
- Bronze Award to Tom Kelley & Beverage World's Digital Edition

Newspaper - Column - Lighter Load - The Trucker - Bronze Award to Barb Kampbell

Book - Technical: How-To - Crushing Cones - Women In Trucking - Bronze Award to
Ellen Voie & Char Pingel

Magazine Writing - Investigative - Grand Theft Cargo - Land Line Magazine - Bronze
Award to Charlie Morasch

Magazine Writing - Feature - Deadly Consequences - Land Line Magazine - Bronze
Award to Clarissa Kell-Holland

Magazine Writing - Feature - Jump seat Journal - Land Line Magazine - Bronze
Award to David Tanner

Magazine Writing - Editorial - Ontario's Way - Land Line Magazine - Bronze Award
to David Tanner

Radio - Interview - Aaron Tippin & Arrow Back on the Road - Land Line Now - Bronze
Award to Terry Scruton & Barry Spillman

Magazine Writing - Road Test - Making The Grade - Parthenon Publishing - Bronze
Award to Paul Abelson & Road King

Magazine Graphics - Typography - The Big Time - Parthenon Publishing - Bronze
Award to Michael Nott & Road King

Newsletter - Commentary - Is LaHood A Good Choice? - Randall Reilly Publishing -
Bronze Award to Brad Bentley, Richie Crew & Owner Operator

Public Relations - Single Campaign Element - Truckin' Round Up Invitation - Randall
Reilly Publishing - Bronze Award to Alice Anne Heath

Multi-Media - Truck Show - Transportation Matters - Fergus Truck Show 2008 - Truck
News - Bronze Award to Adam Ledlow

Magazine Writing - Fiction - Mark Dalton - Special Delivery - Truck News - Bronze
Award to Edo van Belkam

Magazine Writing - Series - Tax Talk - Truck News - Bronze Award to Scott Taylor

Silver Awards

Public Relations - Press Kit - Huntington Media Event - Bendix CVS - Silver Award to Bendix Commercial Vehicle Systems & Marcus Thomas

Magazine Writing - Technical: General - Truckin' Along - SAE International - Silver Award to Ryan Gehm & Automotive Engineering

Internet - Column - Fleet Of The Month - The Deadline Factory - Silver Award to Tom Kelley & Beverage World's Digital Edition

Magazine Writing - Entertainment - Cracked Carols - Land Line Magazine - Silver Award to Bill Hudgins

Magazine Writing - Truck Show - A Class Act - Land Line Magazine - Silver Award to Suzanne Stempinski

Magazine Writing - Environmental - American Idle - Land Line Magazine - Silver Award to Jami Jones & Land Line's Staff

Radio - Environmental - Going Green: A Concern Over Regulation In California - Land Line Now - Silver Award to Mark Reddig & Barry Spillman

Radio - Truck Show - The Sounds Of Mid-America - Land Line Now - Silver Award to Reed Black & Barry Spillman

Radio - Driver Lifestyle - Prom Dress Hero - Land Line Now - Silver Award to Terry Scruton & Barry Spillman

Magazine Writing - Technical: General - Inside Moves - Parthenon Publishing - Silver Award to Paul Abelson & Road King

Magazine Writing - Best Single Issue - November/December 2008 Issue - Parthenon Publishing - Silver Award to Nancy Henderson & Road King's Staff

Magazine Graphics - Total Publication - November/December 2008 Issue - Parthenon Publishing - Silver Award to Michael Nott & Road King

Magazine Writing - Technical: General - Traction In A Winter Wonderland - Truck News - Silver Award to James Menzies

Magazine Writing - Product Application - Spec'ing Shunt Trucks - Truck News - Silver Award to James Menzies

Gold Awards

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

Internet - Technical: General - Solid Footing - The Deadline Factory - Gold Award to Tom Kelley & Beverage World's Digital Edition

Magazine Writing - Regulatory - Holding Tight - Truck Parts & Service - Gold Award to John G. Smith

Magazine Writing - Column - Dashboard Confidential - Land Line Magazine - Gold Award to David Sweetman

Magazine Writing - Public Service - The Power of One - Land Line Magazine - Gold Award to Keith Goble

Magazine Writing - Feature - The Future Of Spec'ing - Land Line Magazine - Gold Award to Paul Abelson

Magazine Writing - Best Single Issue - May 2009 Issue - Land Line Magazine - Gold Award to The Land Line Staff

Radio - Technical: General - Technology Helps Recover Stolen Truck - Land Line Now - Gold Award to Reed Black & Barry Spillman

Radio - Public Service - The Trucker's For Troops Telethon - Land Line Now - Gold Award to Land Line Now's Staff

Magazine Writing - Entertainment - The Real World - Parthenon Publishing - Gold Award to Chris Neal & Road King

Magazine Writing - Feature - Notable Achievement - Parthenon Publishing - Gold Award to James Proffitt & Road King

Magazine Graphics - Cover Design - January/February 2009 Cover - Parthenon Publishing - Gold Award to Michael Nott & Road King

Newspaper - Investigative - Truck Stop Prostitution Series - The Trucker - Gold Award to Dorothy L. Cox

Newspaper - Best Single Issue - May 15, 2009 Edition - The Trucker - Gold Award to Jerry Breeden, Dorothy Cox, Lyndon Finney, Kevin Jones & Barb Kampbell

Multi-Media - Series - Transportation Matters - TMTV - The Series - Truck News - Gold Award to Adam Ledlow & Brad Ling

Gold Awards - Continued

Magazine Writing - Series - Voice of the Owner Operator - Truck News - Gold Award to Joanne Ritchie

Multi-Media - Business - Transportation Matters - Mascot Tour - Truck News - Gold Award to James Menzies

Magazine Writing - News - Too Restrictive? - Truck News - Gold Award to James Menzies

Best of Division Awards

Public Relations - Fall 2008 Issue - World's Best Magazine - Best of PR/Marketing to Kenworth Truck Company

Magazine Writing - The Power of One - Land Line Magazine - Best of Magazine Writing to Keith Goble

Magazine Graphics - January/February 2009 Cover - Parthenon Publishing - Best of Magazine Graphics to Michael Nott & Road King

Multi-Media - Transportation Matters TV - The Series - Truck News - Best of Multimedia to Adam Ledlow - Brad Ling

Radio - Technology Helps Recover Stolen Truck - Land Line Now - Best of Radio to Reed Black - Barry Spillman

Single Issues - May 15, 2009 Edition - The Trucker - Best of Single Issues to Jerry Breeden - Dorothy Cox - Lyndon Finney - Kevin Jones - Barb Kampbell

Best of 2009 Award

Magazine Writing - The Power of One - Land Line Magazine - Best of 2009 to Keith Goble

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