

9th Annual TWNA Communications Awards 1

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 shipped by no later than November 1, 2011.

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 June 1, 2010 and May 31, 2011.** Example: A June 2011 cover date is not eligible this year, even if the 'on sale' date was May 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.

One "tear" copy and one "digital file" copy (PDF file, JPG file, WMV/MPG file, MP3/WAV file, etc.) 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 the back of the "tear" copy of each entry you are making.** Entries that do not have a completed entry form attached (either in a sheet protector or stapled) will not be accepted.

Preparation of Entries

Magazine/Newspaper articles should be removed from the publication and original tearsheets submitted. 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 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. Submission must be suitable for looking at with either Firefox, 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 entry fees 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 in conjunction with the 2011 Mid America Trucking Show, at the Kentucky Fair & Expo Center in Louisville, KY. If no one is present to accept your award, it will be shipped to you via ground service as time permits. For expedited shipment, please provide your FedEx, UPS or Airborne account number and it will be given priority attention.

Entry Deadline: November 1, 2011

9th Annual TWNA Communications Awards

Entrant & Payment Details

Entry Deadline November 1, 2011

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Instructions:

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

Name and Address: Please fill out completely

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

Entries:

___ Entries at \$65.00 US each _____

For entries postmarked after November 1, 2011:

___ Late entries at add'l \$5.00 US ea. _____

Total enclosed or to be charged: _____

Contact Information:

Questions regarding entries, payment and forms: contact Elaine Haessner at ISVP: Voice 520-749-2260, E-mail - iama0@earthlink.net full address 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.

Payment by:

___ check ___ money order ___ Visa
___ MC ___ AMEX

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 ISVP for AMEX. Elaine C. Haessner, Executive Director of the ISVP, is a principal in both companies)

Charge to account # _____

Exp. Date _____

Numbers on back of credit card _____

Signature _____

Name on card: _____

___ Check here if you want a paper receipt for entry fee

SEND Entries and Payments to:

Truck Writers of North America
Attn: 2011 Comm Awards
4429 Back Creek Church Road
Charlotte, NC 28213 USA

TWNA Communications Awards

Best of 2011: Best overall entry for 2011, 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 November 1, 2011

Notice

The TWNA Communications Awards program is administered by The International Society for VEHICLE Preservation. (ISVP), #309-300, 8987 E. Tanque Verde Rd., Tucson, AZ 85749-9610. 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.

Entry Deadline Nov. 1, 2011

9th Annual TWNA Communications Awards Entry Form

Awards Presentation

Awards will be presented at the annual TWNA Banquet, held during the 2012 Mid America Trucking Show, at the Kentucky Fair & Expo Center in Louisville, Kentucky.

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:

Elaine C. Haessner
Executive Director
International Society for Vehicle Preservation (ISVP)
#309-300
8987 E. Tanque Verde Rd.
Tucson, AZ 85749-9610

Voice - 520-749-2260
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 Elaine 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.

Elaine Haessner/ISVP & Tom Kelley/TWNA

Instructions:

Print clearly or type this form. Provide all information that is relevant to your entry. Submit one tear copy and one digital copy per entry. Firmly attach this form to the tear copy. Please include submission fee of \$65.00 US per entry. Entries will not be refunded or returned.

Check one:

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

Fill in the following completely:

Submitted By _____

Daytime Phone _____

Affiliation (Agency/Firm/Publisher/etc.) _____

Address _____

City _____

State/Zip or Province/Postal Code & Country _____

Category Letter-Number: _____

Category Title _____

Release Date / / Cover Date / /

Title of Entry:

Name of Publication/Show/Client:

Creator(s) of Entry:

Author/Show Host/Performer _____

Photographer/Graphic Artist _____

Editor/Producer _____

Art Director/Designer _____

(Note: For other production credits, please attach additional sheet.)

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

Circulation/Print Run (if not confidential) _____

Series/Column Name _____

Section Title _____

Page Numbers of Entry _____

Length (pages or minutes) _____

Agency Name _____

Agency Contact _____

Client Name _____

Name of Campaign _____

Purpose _____

Awardee(s)

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

Please be sure to e-mail or include head-shot and brief bio of each entry's creator, plus photo and brief description of each entry; technical details are on page 5.

For additional information:
 Website: (TWNA) www.twna.org
 Phone: 520-749-2260
 e-mail: iama0@earthlink.net

9th Annual TWNA Communications 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-Internet

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
Q-Calendars/Collectible Prints

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 altered
 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: 17 pages or more
 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.

Copyright © 2011 ISVP



international society for vehicle preservation

#309-300, 8987 E. Tanque Verde Rd., Tucson, AZ 85749-9610 USA

Voice 520-749-2260

E-mail iama0@earthlink.net

Dear TWNA Members,

To enable your entry to be effectively described at the awards presentation and in other TWNA publicity materials, please provide the following support documentation with each entry:

- 1) A head shot of each entrant. This is not a lot of work – just e-mail a JPEG head shot to fill an area of 1 x 1-1/2 inches (for uniformity), at 300 dpi, preferably CMYK color and jpeg.
- 2) A short bio and work history of yourself--the usual who, what, when, where and how. Please make this a plain text file of no less than 20 words, up to a maximum of 35 words, and remember--include some of your work history.
- 3) A profile of your entry. Here we add “why” to the who, what, when, where and how--of what you might call a “bio” of your article, art, book, video, p.r. piece. Again, this should be a plain text file from 20 to 35 words.
- 4) A digital representation of your entry (PDF file, jpeg photo, etc.). For webpage entries, a screen-capture of the primary page is acceptable; for audio or video entries, a “splash screen” containing a logo, text and still image may be substituted. This entry image should be of sufficient resolution to display legibly on a video screen (approximately 3.5 x 2.5 inches @ 300 dpi or 1050 x 750 pixels).

NOTE - MULTIPLE ENTRIES - NOTE

Those submitting more than one entry should assign a sequential number to each entry, referencing the submitter’s name and that number in the filenames of the supporting documents, in addition to noting the number on the entry form.

Example

Head Shot - landline12-author.jpg (landline12-15-author.jpg for multiple from same author)

Author Bio - landline12-author.txt (landline12-15-author.txt for multiple from same author)

Entry Profile - landline12-entry.txt

Entry Image - landline12-entry.jpg

All of the above can be executed by e-mail. If you have any questions, please contact me at iama0@earthlink.net

And, not from your Board, but from me as your TWNA Communications Awards administrator:

Timing: You DO NOT have to wait until the deadline to submit entries. Entries are welcome as soon as you decide a specific work you have created should be entered.

Costs: For those entries postmarked after the deadline, there will be a \$5.00 per entry late fee (\$70.00). Why? Because as time gets shorter logistics require that we use more expensive modes of transportation to get entries to and from the judges in a timely manner.

Sincerely,

Elaine

Elaine C. Haessner, Administrator
TWNA Communications Awards

9th Annual TWNA Communications Awards Entry Checklist

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_____ *One “tear” copy of entry (See Note 1)*

_____ *One “digital file” copy of entry (See Note 2)*

_____ Legible copy of entry form attached to tear copy of entry

_____ Entry fee (check or credit card info)

_____ Author head shot - filename: _____

_____ Author bio - filename: _____

_____ Entry profile - filename: _____

_____ Entry image - filename: _____ (See Note 3)

Note 1 - The “tear” copy of your entry should be a copy from the original production run, as originally produced for the audience’s consumption. In the case of electronically distributed audio or video entries, the “tear” copy should be submitted on CD/DVD at the same resolution/quality as it was originally distributed.

For those who have entered previously, the only change here is that submitting two physical copies is no longer required.

The “tear” copies will be displayed at the awards banquet, so you may wish to consider mounting or other presentation methods within the limits of the entry rules.

Note 2 - The “digital file” copy of your entry is only new to print/design/photo entries, as audio, video and web entries are already submitted in a digital file format. This complete/full-length copy of your entry should be submitted in a format compatible with viewing/listening on a mac or pc computer (PDF file, JPG file, WMV/MPG file, MP3/WAV file, etc.). This copy may be used for judging purposes, so please ensure that the file is distribution friendly. If you have questions about the digital copy of your entry, please inquire.

Note 3 - Unlike the “digital file” copy of your entry described in note 2, this is strictly a screen resolution (maximum 450 pixels high x 600 pixels wide) image to represent your entry on-screen during the awards presentation. Examples include an image of the opening page or opening spread of an article, an image of the cover for book and best issue entries, a screen-capture for web entries, a still shot from a video entry, or a production team photo for audio entries.