

20th

International Automotive Media Competition

ENTRY FORM

for the **IAMAs**

FOR WORKS PUBLISHED OR AIRED
January 1 - December 31, 2010

Books, Graphics, Internet, Magazines,
Multimedia, Newsletters, Newspapers,
Public Relations, Radio, Video

SUBMISSION DEADLINE:
March 2, 2011

Send entries to:

20th IAMC/ISVP
c/o Elaine C. Haessner, Admn.
8987 E. Tanque Verde, No. 309-300
Tucson, AZ 85749-9399

20th International Automotive Media Competition

Contents and Judges

Best of 2009

BEST of 2009

Michael Argetsinger for *Mark Donohue: Technical Excellence At Speed*
Best of Divisions, 2009

Best of Books

Michael Argetsinger for *Mark Donohue: Technical Excellence At Speed*,
 published by David Bull Publishers

Best of Newspapers

Tim Spell for "In Motion," published in *The Houston Chronicle*

Best of Magazines

Vintage Motorsport for "Historic Stock Cars: Vintage racing's friend or
 foe?," by D. Randy Riggs

Best of Graphics

Jean Constantine, photography, "W154: Back on the Track," in *The Star*,

Best of Newsletters

No Award

Best of Single Issues

Collectible Automobile, June 2009, John Biel, editor,

Best of Multimedia

No Award

Best of PR/Marketing

No Award

Best of Radio

Bob Long for "The Chevrolet Volt: a closer peek at GM's
 future," on *Motor Trend Radio*

Best of Video

No Award

Best of Internet

Lane Automotive for LaneAutomotive.com

IAMC 2010 Contents

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IAMC Judges

Without the volunteer services of the judges, there would be no IAMAs. Their unselfish, dedicated participation is invaluable to this program.

Judges—thank you.

Pete Biro, photojournalist, graphic designer
 Peter Brock, car designer, photojournalist
 Bill Brodrick, former motorsports PR, Unocal
 David Brownell, automobilia auctioneer; former editor of
Special Interest Autos.
 Michael L. Cook, editorial/PR services, author, former PR,
 Jaguar Cars, Inc.
 John Dinkel, writer, former editor *Road & Track*
 Rob Geiger, editor NHRA, author, journalist
 Carl Goodwin, journalist, former PR Hedge Communications
 Bill Groak, PR, former editor of SEMA magazine
 Deke Houlgate, PR specialist, newspaper reporter
 Tom Kelley, PR services, photojournalist, exec. director TWNA
 Howard Kenig, A/I/R Wheelscan radio
 Bill Maloney, PR, journalist, producer of Ohana Road television
 show in Hawaii
 Denise McCluggage, author, journalist, racer
 E. Thomas Monroe, author, book editor, automotive engineer,
 former professor at North Carolina junior college
 William A. Motta, artist, illustrator/graphic designer, former
 art director *Road & Track*

Louise Ann Noeth, photojournalist, PR services, author,
 land-speed specialist
 Bob Ohnstad, auto collector/restorer, former professor at
 Ferris State Univ.
 Jason Sakurai, photojournalist, PR services
 A.B. Schuman, publisher, author, former PR,
 Mercedes-Benz USA
 Thom Sherwood, graphic designer, journalist/designer/publisher
 national Pontiac club publications
 Dan Sorenson, former auto writer *Tucson Citizen*
 Bob Stockton, PR services
 Jim Taylor, editor, *Action Magazine*
 Dick Wells, author, consultant NHRA and SEMA, former
 VP of SEMA, magazine(s) editor Peterson Publishing

This is a list of those who serve or have served as judges. Some judge each year, some occasionally, as time permits.

What category each is asked to judge depends on the individual's area of expertise and whether or not that party is an entrant in a specific category, in order to avoid any potential for conflict of interest.

Volunteers, please!

20th International Automotive Media Competition

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 March 2, 2011.

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 January 1, 2010 and December 31, 2010.

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.

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 protectors, 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 identi-

fying 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 CD/DVD, or on a one-half-inch VHS video cassette with adequate leader, and ready to play, SUBMIT EACH RADIO ENTRY on clearly labeled CD/DVD, or standard audio cassette 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.

INTERNET SUBMISSIONS require the URL to access site, and printed copy of the home page if entering full site. Specific site section or article submission requires full URL to that section or archived article, with printed copy of the first page of the section or article submitted.

Pack your entry(s) very well.

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 IAMC/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 IAMC/ISVP and may be used in promoting the IAMC and future events. Copyright remains with owner. IAMC claims no reproduction or copyright interest in the above.

Acknowledgments

Paid invoices will be emailed.

Multiple Awards

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

Awards Announcement and Distribution

Awards will be announced and presented in June 2011; details to be announced.

20th International Automotive Media Competition

Entry Deadline March 2, 2011

International Automotive Media Competition for the IAMAs

Best of 2010: Best overall entry for 2010, 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.

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.

Notice

The IAMC™ 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 International Automotive Media Awards (IAMAs) 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 IAMC/ISVP, 8987 E. Tanque Verde, No. 309-300, Tucson, Ariz. 85749-9399 for details as to how to present it.

Copyright © 2011, ISVP.

ENTRY FORM

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 _____

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 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. (if previously provided 2003-2010, check here)



20th International Automotive Media Competition

Divisions and 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/blog/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 subject

For additional information:

Website : <http://www.iamc-isvp.org>
(under construction—please visit)
Phone: 520-749-2260
e-mail: isvp@earthlink.net

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.*

Announcements: IAMC uses email to notify entrants of entry forms, results (for those who can not attend), and changes and updates.

The primary contact is your email address, (which is shared with no one). Please be sure to keep us informed as to your current email address. Thank you.

20th International Automotive Media Competition

Entrant Details 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. Entries must be received by March 2, 2011.

Name and Address: Please fill out completely.

Name _____

Occupation _____

Company _____

Address _____

City _____ State _____ Zip _____

Zip/Postal Code _____ Country _____

Phone _____ Fax _____

E-Mail _____

Contact Information:

Elaine C Haessner, Administrator
Voice 520-749-2260

E-mail isvp@earthlink.net

Website: <http://www.iamc-isvp.org>
(under construction—please visit—expect to be up before Feb. 1)

Lifetime Achievement Award

John H. Davis received the 2009 Lifetime Achievement award.

Previous recipients were Ken Gross, 2008; Karl E. Ludvigsen, 2007; Jim Dunne, 2006; Beverly Rae Kimes, 2005; Jerry Flint, 2004; 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 two of five 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.

The 2010 honoree of this prestigious award will be announced in June, 2011, as a featured presentation of the 20th IAMC.

Entries:

___ 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. Elaine C. Haessner, Executive Director of the ISVP, is a principal in AZTEX. AMEX will show ISVP.)*

Charge to account # _____

Exp. Date _____

Last 3 Numbers on back of MasterCard or Visa credit card

Signature _____

Print name as shown on credit card

Please enclose headshot if not previously sent

SEND Entries and Payments to:

20th IAMC/ISVP
c/o E.C. Haessner, Admn.
8987 E. Tanque Verde, No. 309-300
Tucson, AZ 85749-9399 USA

Awards Presentations

The 20th International Automotive Media Competition for the 2010 International Automotive Media Awards will be held in conjunction with the 2011 North American Concept Vehicle Awards.

The presentation of IAMAs and Concept Vehicle Awards are planned for the Detroit area in mid-June, 2011. The schedule of events and exact date will be announced later.

These two awards functions complement each other, offering the opportunity for an exciting, synergistic event.

You will be advised of program updates by email. Also, they will be posted on the website, www.iamc-isvp.org

Tom Kelley, administrator of the Concept Vehicle Awards, and I are working together closely to bring you a unique, entertaining program. We look forward to seeing you there.

Should you have questions at any time, please don't hesitate to contact me.

— Elaine