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| **Jaguar Clubs Of North America, Inc**.**Newsletter Awards** **Criteria** |  | *jcna color logo in a box* |

**General Minimum Requirements For All Article Submissions**

1. Length at least a full page or minimum 250 words.
2. Must have appeared in a JCNA Club newsletter in the calendar year being judged.
3. List the Club, Publication, date and page number in the issue where the article appeared,
4. Identify the author/photographer of the article who must be a club member.
5. The article is well-written, grammatically correct, typo-free and in a consistent voice.
6. When applicable and effective, **Good Clear Pictures**. One Good Clear Picture is worth a thousand words. They should be captioned to reference the story.
7. Interesting catchy title.
8. Well-written, clear presentation, attractive, easy to follow.
9. The article is written in an informative and entertaining fashion.
10. Sentence structure, punctuation, does the newsletter’s appearance stimulate the reader’s interest?
11. Name the category in which the article is to be judged.
12. For award consideration, submit the newsletters, in electronic format, to Mike Cook at **MCook@JCNA.com** or **mlcooknj@msn.com**.
13. Be clear as to which article is being nominated for specifically which award.
14. Only one submission will be accepted for each award per Club.

**Photo Judging Criteria**

1. Photos can be color or black and white.
2. The photo should be entered exactly as it was presented in the club newsletter. If it was presented as a ¼ page, submit as such.
3. Normally, describe the location, content and include names of any people in the photo.
4. Photos will be judged on composition, creative activity, etc.
5. At this time, videos are not accepted.

**Technical Article Judging Criteria**

1. Applicability to the greatest number of members. How does the article fit the profile of Jaguar members?
2. Accuracy of information. To the best of my knowledge or the knowledge of people I can ask, is it accurate?
3. Documentation of sources of information referenced in the article. Did the article give traceable reference information about what they did?
4. Style and format of the article. Was the article written in a logical order or did it skip around or leave the reader thinking "What happened here?"
5. Was it interesting? Even if the article was about some arcane bit of Jaguar lore (and lord knows that Jaguar has many, many bits of arcane engineering), did the article leave you with the feeling it was worth while reading - even if it was about the correct yellow colour of the cadmium plating on a hidden banjo fitting on the fuel system of a 1938 2.5L coupe. Should the colour be "Goldenrod Yellow," "Sunrise Yellow," "Dijon Mustard Yellow," or some other shade of yellow.
6. Does the article clearly state the problem being solved?
7. Does the article list the estimated time and skill level for the technical task(s)?
8. Does the article list tools and any equipment needed for the task?
9. Does the article list any spare parts or materials needed for the task and sources for these?

**Heritage Article Judging Criteria**

1. A Heritage entry could be written about some aspect of the Jaguar Company or product history and development, significant past events and people or a personal event in the author’s life. For example: a review of Jaguars in racing, a biography of a personality like Chief Engineer Bill Heynes or commentary on the effect of Jaguar’s advanced designs in the car market of their period.
2. Is the content concise, informational, interesting, clear, lively and focused on achieving Heritage Award’s guidelines?

**Event Article Judging Criteria**

1. The article is about a single event. If travel is involved, it is strictly incidental to the event.
2. The event is something that would be of interest to many Club members.
3. The article explains the event and why it is important.
4. The article covers the event as well as the people involved in it.
5. There must be some Jaguar involvement in the event.

**Travel Article Judging Criteria**

1. Subject matter: account of solo or club group road trip or other travel related to Jaguars. Should describe a journey of more than one day or travel abroad.
2. Quality of writing: clear communication of information, story and/or ideas; creative and/or factual reporting style; humor & fun included where appropriate; entertaining/enjoyable, giving the “I want to read more of this” feeling.
3. Bonus characteristics: reference to background or history of area, cars or people; educational component; unexpected or unique things.

**Jaguar Life Article Judging Criteria**

1. The article highlights an aspect (or aspects) of life as a Jaguar owner.
2. The article celebrates the connection between people and the vehicle(s).
3. The article may be humorous.
4. The Jaguar Life Article Award spotlights an article that is outside the scope of the other stated award categories.