Jaguar Clubs Of North America, Inc.
Newsletter Awards Criteria

General and Minimum Requirements for All Article/Photograph Submissions

1. Article length to be at least a full page or a minimum 250 words.

2. Must have appeared in a JCNA Club newsletter in the calendar year being judged.

3. Complete the submission form on page 5 & 6 and submit.

4. The author/photographer of the article must be a JCNA and Local 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 article's appearance stimulate the reader's interest?

11. Only one submission will be accepted for each category per Club.

12. Submissions must be received by December 31 of the year under consideration.

13. For award consideration, submit the entry submission form in electronic format, to:

    Bob Matejek, JCNA Special Awards Chair   awca@jcna.com

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 your knowledge or the knowledge of people you 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.

Jaguar Journal Submission

1. This was established as a new category for 2017.

2. All contributions (articles or photographs) published in the Jaguar Journal will be considered.

3. Entries will be considered by the Jaguar Journal publication date, to be considered for the year's award contest.

4. The author or photographer must be a JCNA Member.

5. All submissions to the Jaguar Journal, that meet the criteria, will be considered. There is no need to submit entries for this category.

6. The Jaguar Journal Editor selects the finalists from the year's submissions and selects the winner.

<u>Newsletter Article Entry Submission</u>

<u>General Information</u>

     Club Name: _____

     Newsletter Name: _____

     Newsletter Editor/Submitter: _____

     Club Website address: _____

     Date of submission: _____

<u>Photo Submission</u>

     Newsletter Edition: _____

     Photographer's Name: _____

     Page Number in Newsletter: _____

     Website address for this newsletter: _____

<u>Technical Article Submission</u>

     Newsletter Edition: _____

     Author's Name: _____

     Page Number(s) in Newsletter: _____

     Website address for this newsletter: _____

<u>Heritage Article Submission</u>

     Newsletter Edition: _____

     Author's Name: _____

     Page Number(s) in Newsletter: _____

     Website address for this newsletter: _____

Event Article Submission

    Newsletter Edition: _____

    Author's Name: _____

    Page Number(s) in Newsletter: _____

    Website address for this newsletter: _____

Travel Article Submission

    Newsletter Edition: _____

    Author's Name: _____

    Page Number(s) in Newsletter: _____

    Website address for this newsletter: _____

Jaguar Life Article Submission

    Newsletter Edition: _____

    Author's Name: _____

    Page Number(s) in Newsletter: _____

    Website address for this newsletter: _____

Jaguar Journal Submission

    No need for any submissions.

Please submit an electronic copy of the newsletters if they are not available on a website with unrestricted viewing.