

Jaguar Clubs Of North America, Inc. Karen Miller Award Criteria



Karen Miller (1945-2003) was an active contributor to the growth of JCNA for more than 30 years. She chaired the original Concours Committee, co-wrote the first JCNA Rule Book, served on the Business Committee, maintained the JCNA roster and was a Regional Director. She conceived and developed the Andrew Whyte and Frederic Horner Sportsmanship Awards and originated the JCNA AGM Technical Seminars and Annual Newsletter Awards. Professionally, Karen was Associate Editor of Jaguar Journal from 1985 and the Jaguar Cars North American Archivist from 1990 to 2003. This award is presented annually to the JCNA affiliate newsletter editor who best represents Karen Miller's talents and ideals as a writer, editor, historian and ultimate Jaguar club volunteer. The recipient will qualify by producing, in one year, at least three newsletters to the highest standards of editorial content and production.

Why is this award important? Because a good newsletter is the lifeline for every local club. It contains news, the calendar of area events, technical advice and features of local interest. The editor who puts out a timely, well-produced publication packed with information is directly contributing to keeping the organization healthy and active.

Judging Criteria

1. Overall Design

- a. Cover eye catching
- b. Inside layout appealing, with some innovations evident
- c. Technical, production values

1. Neatness

- a. Variety, not clutter
- b. Organized, with standard features
- c. Typo-free

2. Clear Graphics

- a. Easy to read fonts/text

3. Good Headlines

- a. Interest-catching
- b. Creative use of English language

4. Good Content

- a. Photos
 - Quality, crisp photos
 - Quality vs. quantity of photos
 - Balance of text & photos
 - Balance of car photos & people photos
 - Captions on photos
 - Photos credited to photographer

- b. Looking for the following:
 - In this issue/contents listing
 - Messages from Editor, Club President & Officers
 - Mention of JCNA, JCNA events & events of JCNA clubs in region
 - Club contacts, membership information, welcome to new members
 - Minutes of meetings (optional, but a helpful addition)
 - Calendar of Club events & details of upcoming events
 - Reports and/or articles on past events
 - Notices or reports of other classic car events
 - Stories on members/members cars
 - Historical articles on Jaguar marque, models & Jaguar people
 - Technical articles
 - Live or static links to other relevant articles, resources
 - Credits sources pulled from internet

5. Quality of Writing

- a. Clear communication of information or ideas
- b. Creative as well as factual reporting style
- c. Humor & fun included where appropriate
- d. Entertaining – gives the “I want to read more of this” feeling

6. Length

- a. Number of pages
- b. Balance of ads to content
- c. Monthly or bimonthly

7. Interesting Perspectives

- a. Unexpected things
- b. Unique stuff not seen elsewhere

8. Nominations

For award consideration, submit 3 newsletters, in electronic format, to:

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

Club _____

Newsletter _____

Editor _____

Editions Submitted: _____,

_____, and _____.