

CHAPTER 7

NEWSLETTER ACHIEVEMENT AWARDS PROGRAM (NAAP)

Now that you have decided on the layout of your newsletter and the content, what is next? Being an editor is a fulfilling and time consuming job. And although your Region or Chapter appreciate your hard work, it is also nice to receive some outside recognition. The answer is to submit your publication to the AACA Publications Committee for enrollment and evaluation in the Newsletter Achievement Awards Program (NAAP).

2007 will be the first year for this program. It was adopted by the Publications Committee in 2006 at the suggestion of Mark Newbourne of Florida, Editor for the Naples-Marco Island Region. A 26-item form has been developed which provides varying amounts of points toward Merit, Distinction, Excellence and Master Editor Awards. There will be no more guessing as to what you need to do, and how well you have to do it, to achieve the desired award. What could be simpler or more fair than that? ***But remember what the lottery people say, "You've got to play to win."*** In other words when you receive your entry letter next year, make certain you return it to enter into the 2007 Awards Program. That is Step One.

7.1 ENROLLMENT

Every AACA region or chapter that publishes a newsletter is eligible to enroll in the **NAAP**, which is sponsored by the AACA Publications Committee.

NAAP registration forms are sent each year by national headquarters to the editor listed on the Officer Reporting Form. If you don't have a newsletter, and thus don't have an editor, the form will be mailed to your president. **NAAP** rules and judging criteria are included with the form.

A completed entry form must be returned to national headquarters and the Vice-President of Publications each year. Even if your newsletter was entered in previous years, it will not be entered in the current year unless the entry form is returned.

A copy of each issue of your newsletter must be mailed to national headquarters as well to several members of the Publications Committee. The name and address of these individuals are printed each year in the Rummage Box, on the AACA editor's discussion forum found on the AACA Website (<http://www.aaca.org>) and are also included in the **NAAP** registration package mailed to your club.

7.2 EVALUATION

The Publications Committee meets near the end of the year to select winners

in four categories: Award of Merit, Award of Distinction, Award of Excellence, and the highest award, the Master Editor award. There may be multiple winners in each of the four categories.

Each issue of your newsletter is evaluated on its value to your region, effort, originality, interest, timeliness, plan of presentation, and overall quality by comparing it to a standardized scoring sheet. The most heavily weighted criterion is your effort to serve the needs of your members.

The Publications Committee recognizes that small regions or chapters can't afford large expensive publications filled with photographs; they take that into account, to assure that the smaller publications have the opportunity to compete on an equal footing with the newsletters blessed with larger budgets.

The point system is used to further evaluate newsletters already judged to be in the Excellent category for the Master Editor award.

7.3 NAAP SCORE FORM

LAYOUT: PLUS 45 POINTS

<u>ITEM</u>	<u>VALUE (+)</u>
1. AACA Logo on the Cover _____	05
2. Cover Page Layout (01 to 10) _____	10 MAX
3. Color photos used somewhere in the newsletter _____	05
4. Layout in two/three columns versus one generally, except special layouts _	05
5. Photos present somewhere in the newsletter _____	10
6. Photo Quality overall (01 to 05) _____	05 MAX
7. Region or Chapter Logo used on <u>Cover</u> , plus <u>somewhere in the newsletter</u> contact information for the President and Editor (telephone number including area code, E-mail or both) _____	05

CONTENT: PLUS 155 POINTS

<u>ITEM</u>	<u>VALUE (+)</u>
8. Articles meant for reading interest to members (about almost anything)	
A. General car related article, i.e. history, technical, not member personal _____	15
B - Other items, i.e. recipes, birthdays, welcome members, scam alerts, etc. _____	02
9. Articles reprinted from other Region/Chapter newsletters that the editor feels are good _____	06

10. Calendar of Meetings and Events _____ 10+
- Bonus points to be added to initial score of 10 points if -**
- A - Calendar includes events of nearby Regions/Chapters _____ 05
- B - Calendar includes events of National AACA _____ 05
11. Large ads for upcoming Region/Chapter events to encourage attendance
(1/4 page or more - To include times, dates and directions) _____ 05
12. Member Story (about anything car related, including car, person,
memories, distant tour or show report, vacation experience, etc.) _____ 25+
- Bonus points of 10 max to be added to initial
score of 25 points if _____ 10 max**
- Either—A.** Original work, written by member with/without pictures (+10)
- OR –B.** Compiled or written by the Editor, without photos (+5)
if Editor adds pictures to story (+5)
13. Number of pages in the newsletter, not including the cover page ____ 10 MAX
- | | |
|------------------------------|---|
| A - Ten or more pages (10) | } |
| B - Eight or nine pages (08) | |
| C - Six or seven pages (06) | |
| D - Four or five pages (04) | |
| E - Two or three pages (02) | |
| F - Less than two pages (00) | |
14. Published Minutes of meetings _____ 05
15. Reports on past local events, including those of nearby Regions or Chapters 15
16. Reports on National AACA rules, judging, changes,
museum, library, Youth, etc. _____ 12
17. Reprints from the Rummage Box _____ 10
18. Something from the Editor _____ 10
19. Words from the President _____ 10

DEDUCTIONS OR DISQUALIFICATIONS

<u>ITEM</u>	<u>VALUE (-)</u>
20. Cover Page Does Not List Region/Chapter Name _____	(-) 25
21. Cover Page Does Not Show a Month and Year _____	(-) 25
22. Pages mailed unattached by staples or some other method (loose in other words) _____	(-) 05
23. Over 25% of newsletter pages are commercial advertising _____	(-) 06
24. Newsletter contains foul language, sexual, and racial innuendo or comment, or copyright material without permission _____	Disqualified
25. Newsletter contains political comment, other than automobile-related Legislative Reports _____	Disqualified
26. Newsletter contains religious innuendo or comment (Except reporting on an event at a religious facility) _____	Disqualified

7.4 SCORES FOR AWARDS

The MAXIMUM SCORE IS 200. Nobody is actually expected to make 200, but it gives editors a point of reference so that they will be able to determine for themselves what the levels of achievement are that they might want to strive to attain.

Average score for the year 150 - up = MASTER EDITOR
Average score for the year 125 – 149 = Excellent
Average score for the year 085 – 124 = Distinction
Average score for the year 035 – 084 = Merit
Average score for the year LESS than 35 = No Award

To be considered for an award, an editor must publish and mail a minimum of 4 issues a year. Also, 75% of the number of newsletters listed by the editor on the **NAAP** entry form must be published and received by National headquarters.

7.5 eNEWSLETTERS (E-MAILED)

Newsletters that are mailed electronically via email to the Region/Chapter membership may be enrolled in the **NAAP**; HOWEVER, these newsletters *must* be printed out and mailed to the Publications Committee like all other entrants.

7.6 PRESENTATION OF AWARDS

The awards are presented each February at the AACA Annual Business Meeting in Philadelphia.

At the Annual Meeting's General Session, certificates bearing the name of the newsletter and the names of the region or chapter president and editor are awarded in the Merit, Distinction, and Excellence categories.

The Master Editor award, which is presented at the Annual Meeting's Awards Banquet, is an engraved plaque bearing a miniature brass typewriter.

Awards which are not picked up in Philadelphia are mailed to the region or chapter editor.

7.7 ANN S. EADY MEMORIAL AWARD

The Ann S. Eady Memorial Award is a special award presented each year to an editor whose service to region or chapter and to AACA as a whole best exemplifies the spirit of the late Ann Eady, whose work as editor of the Southeastern Region AACA's award-winning Peachtree Parade touched many individuals.

Judging for the Eady award is done by the Nation Publications Committee, and the winner is announced at the Annual Meeting's Awards Banquet.

The following is a list of Ann Eady award winners:

- 1983-Deborah Schrieber
- 1984-Elaine Draper
- 1985-Nancy Wright
- 1986-Bernard Schukraft
- 1987-Stephen Gambone
- 1988-James R. Nowak
- 1989-Ed Rouze
- 1990-Martha Phipps
- 1991-Madelyn G. Borkhuis
- 1992-Betty Fisher
- 1993-Doris Werndly
- 1994-Valerie L. Wynne
- 1995-Faith E. Williams, Cedar Rapids & Iowa Valley Regions
- 1996-Ferrell D. Moore, Gulf Coast Region
- 1997-Ruth A. Valentine, Genesee Valley Antique Car Society Region
- 1998-Phil Mendola, Wayne Drumlins Antique Auto Region
- 1999-R.L. Hayward, San Diego Region
- 2000-Tom Cresap, Antique Auto Musers of Alaska Region
- 2001-Jan L. & Vernon Kamholtz, Wisconsin Region
- 2002-Brooke Davis, Hornets Nest Region
- 2003-John N. Packard, Chesapeake Region
- 2004-R. Wayne Burgess, Northern Neck Region
- 2005-Judy Edwards, Brass-Nickel Touring Region
- 2006-2006-Donna and Bill Dirnberger, Minnesota Region
- 2007-Robert Haywood, San Diego Region



Ann S. Eady Memorial Award

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