

**1984 IAMC**, held as  
**Automotive Journalism Conference**  
at the Imperial Palace Hotel & Casino, Las Vegas, Nevada

A-5 Pamphlet, Ease the Squeeze, by Robert Sikorsky, Imperial Palace MOTO Award

A-7 History/cultural, Fords Forever, by Lorin Sorensen, Imperial Palace MOTO Award

Book A. Writing I Book B. Graphics I Newspaper C. Writing I Newspaper D. Graphics I Magazine E. Writing I Magazine F. Graphics I Magazine G. Design I Newsletter H. Writing I Best Single Issue (Print) I. Writing I Public Relations & Marketing J. Writing/Graphics I Video/Radio K. Industrial/Promotional I Video/Radio L. Home Video/Television I Advertising (1984 only) I Masters of the Art (1984 only) I

A-7 History/cultural, The Forest Domain of the Pierce-Arrow, John C. Meyer III, Imperial Palace MOTO Award

A-8 History/generic, Harrah's Automobile Collection, by Dean Batchelor, Imperial Palace MOTO Award

A-9 History/single marque (1983), The Newest Corvette, by Michael Lamm, Imperial Palace MOTO Award

#### **AWARDS 1984**

A-9 History/single marque, Pierce-Arrow: The Golden Age, by Marc Ralston, Imperial Palace MOTO Award

#### **Books A-Writing**

A-1 Catalogs (1983), Standard Catalog of American Cars, John Gunnell, Editor, Krause Publications, Imperial Palace MOTO Award

A-10 Technical/how to do it, Metal Fabricator's Handbook, by Ron Fournier, Imperial Palace MOTO Award

A-2 Autobiography (1983), My Two Lives: Race Driver to Restaurateur, by Rene Dreyfus with Beverly Rae Kimes, Imperial Palace MOTO Award

A-11 Technical/reference, Street Supercharging, by Pat Ganahl, Imperial Palace MOTO Award

A-2 Autobiography, Iacocca, An Autobiography, by Lee Iacocca with William Novak, Imperial Palace MOTO Award

#### **Books B-Graphics**

A-3 Biography, E. L. Cord, by Griffith Borgeson, Imperial Palace MOTO Award

#### **Newspaper C-Writing**

A-4 Commentary, The Decline and Fall of the American Automobile Industry, by Brock Yates, Imperial Palace MOTO Award

C-1 Feature (1983), Cleveland Plain Dealer, Christopher Jensen, Imperial Palace MOTO Award

C-2 News (1983), Cleveland Plain Dealer, Christopher Jensen, Imperial Palace

## MOTO Award

C-4 Column, "Along Auto Row," Oakland Tribune, Christopher Fewell, Imperial Palace MOTO Award

## Newspaper D-Graphics

D-7 Cover (1983), Old Cars Weekly, May 19th, John Gunnell, Imperial Palace MOTO Award

## Magazine E-Writing

E-1 Feature (article-1983), Car and Driver, David Fisher, Imperial Palace MOTO Award

E-1 Feature (commentary-1983), Car Collector, June, Tom Murray, Imperial Palace MOTO Award

E-1 Feature (news-1983), Car and Driver, July, Pat Bedard, Imperial Palace MOTO Award

E-1 Feature (investigative-1983), Four Wheeler, December, Louise Ann Noeth, Imperial Palace MOTO Award

E-6 Editorial (1983), Car and Driver, April, Don Sherman, Imperial Palace MOTO Award

E-6 Editorial, Car and Driver, May, David E. Davis, Jr., Imperial Palace MOTO Award

E-7 Column, Car and Driver, September, Brock Yates, Imperial Palace MOTO Award

E-1 Feature, Car and Driver, March, P. J. O'Rourke, Imperial Palace MOTO Award

## Magazine F-Graphics

F-4 Single best photo color (1983), Car and Driver, October, Aaron Kiley, Imperial Palace MOTO Award

F-4 Single best photo color, "The Great TC Trek," Road & Track, Peter Egan, Imperial Palace MOTO Award

F-6 Cover (1983), Car Craft, May, Jon Asher, Imperial Palace MOTO Award

F-6 Cover, Hot Rod Magazine, June, Imperial Palace MOTO Award

F-7 Illustration (1983), Cleveland Plain Dealer Magazine, September 18th, Ed Freska, Imperial Palace MOTO Award

F-7 Illustration, Road & Track, July, Ken Dallison, Imperial Palace MOTO Award

## Magazine G-Design

G-1 Layout, "Ferrari GTO," Car and Driver, August, Imperial Palace MOTO Award

## Newsletter H

none

## Single Issue I

I-1 Newspaper, Cycle News, October 24th, Imperial Palace MOTO Award

I-2 Magazine under 50,000, Vintage Racer, Vol. 12, Imperial Palace MOTO Award

I-3 Magazine over 50,000, Car and Driver, January, Imperial Palace MOTO Award

I-5 Best Newsletter, less than 4-color, Cannonball Express, Brock Yates, Imperial Palace MOTO Award

## **Public Relations J**

J-1 Total Campaign, Rick Mears Racing, Pennzoil, Deke Houlgate, Imperial Palace MOTO Award

J-4 Press Kit, Odyssey '84, Vista Group, Imperial Palace MOTO Award

## **Video Industrial/Promotional K**

K-4 Entertainment, "The Great Drivers," Diamond P Sports, Imperial Palace MOTO Award

K-4 Entertainment, "Performance Plus," Argus Publishing Co., Imperial Palace MOTO Award

K-5 Feature, "30 Years of Chevy Thunder," Vista Group, Imperial Palace MOTO Award

## **Video Home Video/Television L**

L-2 Historical, "Decade of Thrills: Ultimate Drag Racing Experience," Diamond P Sports, Imperial Palace MOTO Award

L-2 Historical, "Championship Year: Mike Hawthorne Story," Vintage TV, Imperial Palace MOTO Award

L-4 Race event/car show/concours, "NHRA Championship Drag Racing," Diamond P Sports, Imperial Palace MOTO Award

L-4 Race event/car show/concours, "American Sports Cavalcade: Road

America 200," Diamond P Sports, Imperial Palace MOTO Award

L-5 Topical, "Motorsports," International Motorsports Productions, Imperial Palace MOTO Award

L-7 How to under 60 minutes, "Car Care Central," Diamond P Sports, Imperial Palace MOTO Award

## **Advertising (1984 only)**

Print (magazine), "BMW," Motor Trend, June, Imperial Palace MOTO Award

Print (brochure), Performance Plus (TV), Argus Publishing Co., Imperial Palace MOTO Award

Electronic (TV), "Pontiac Firebird," McManus, Detroit, Imperial Palace MOTO Award

Illustration, "The Last Drag Race," Kenny Youngblood, Imperial Palace MOTO Award

Logo, "ZZ Top," Kenny Youngblood, Imperial Palace MOTO Award

Master of the Art (1984 only)

Griff Borgeson

Dean Batchelor

Peter Helck

## **Sponsor**

Fully sponsored by the Imperial Palace Hotel & Casino, including the trademarked

"Imperial Palace MOTO Award."

### **Judging**

Judging was by peers.

### **Awards**

The Imperial Palace MOTO Award was presented to the entry judged "Best" in each category. Only one award was issued for each category.