

1985 IAMC, held as
Automotive Journalism Conference
at the Imperial Palace Hotel & Casino, Las Vegas, Nevada

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

AWARDS 1985

Books A-Writing

A-1 Catalogs: Standard Catalog
of American Cars, 1805-1942, by Beverly
Rae Kimes & Henry Austin Clark, Jr.,
Krause Publications, Imperial Palace
MOTO Award

A-2 Biography: BOSS: The Bill Stroppe
Story, by Tom Madigan, Darwin Publica-
tions. Imperial Palace MOTO Award

A-5 Pamphlet: The Official Mustang Black
Book, Jerry Heasley, Editor, Mustang
Publications Co., Inc., Imperial Palace
MOTO Award

A-7 History/Cultural: Auto Racing/USA,
Leslie Ann Taylor, Editor, Anlon Press,
Imperial Palace MOTO Award

A-8 History/Generic: VW Treasures by
Karmann, Jan P. Norbye, Motorbooks
International, Imperial Palace MOTO Award

A-9 History/Single Marque: Jaguars for the
Road, Henry Rasmussen, Motorbooks
International, Imperial Palace MOTO Award

A-10 Technical/How-to-do-it: Turbo
Hydra-Matic 350 Handbook, Ron Sessions,
HP Books, Imperial Palace MOTO Award

A-11 Technical/Reference: Buick Power
Source, John Thawley, Buick Motor
Division Imperial Palace MOTO Award

Books B-Graphics

A-12 Technical/Pictorial: Pontiac GTO
Restoration Guide 1964-1970, Paul
Zazarine & Chuck Roberts, Motorbooks
International, Imperial Palace MOTO Award

Newspaper C-Writing

C-1 Feature: "Wizard at Restoring Cars
Practices the Old Ways," by Jack Doo,
Modesto Bee, December 14, 1984, Imperial
Palace MOTO Award

C-2 News: "What Do Businesses See In
Tennessee?" by Delinda Karle &
Christopher Jensen, Cleveland Plain
Dealer, August 4, 1985, Imperial Palace
MOTO Award

C-3 Editorial: "Risk," by John Ulrich, Cycle
News, April 24, 1985, Imperial Palace
MOTO Award

C-4 Column: "Drinking & Driving," by
Clifford Fewel, Oakland Tribune, December
28, 1984, Imperial Palace MOTO Award

Newspaper D-Graphics

D-1 Illustration: "Cheating the Wind," by Del Coates, West, May 26, 1985, Imperial Palace MOTO Award

D-5 Photograph: "Bruce Allen: Mr. Gasket Pro Stock Challenge Winner," National Dragster, September 20, 1985, Imperial Palace MOTO Award

D-7 Cover Design: Cycle News, no credit, John Ulrich, July 3, 1985, Imperial Palace MOTO Award

D-9 Article Design: "Women in Drag Racing," by John Joduaga, Illustrator, Leslie Lovitt, Photographer, no other credit given, National Dragster, August 23, 1985, Imperial Palace MOTO Award

Magazine E-Writing

E-1 Feature: "Far From Eden," by Brock Yates, Car and Driver, October 1984, Imperial Palace MOTO Award

E-6 Editorial: "55: The Second Decade," by John Tomerlin, Road & Track, June 1985, Imperial Palace MOTO Award

E-7 Column: "A Nation of Outlaws," by Brock Yates, Car and Driver, September 1985, Imperial Palace MOTO Award

E-10 News: "Lead Busters," by Ron Sessions, Four Wheeler, February 1985, Imperial Palace MOTO Award

Magazine F-Graphics

F-1 Illustration: Untitled, pages 160-161, William A. Motta, Road & Track, January 1985, Imperial Palace MOTO Award

F-4 Photograph: "Rebuilding One Barrel Holleys," by Tom Wilkinson, Motor, February 1985, Imperial Palace MOTO Award

F-6 Cover Design: Motor, July 1985, Harold Perry, Art Director, Imperial Palace MOTO Award

Magazine G-Design

G-1 Layout: "Seven E Rallye Paris de Car," by William A. Motta, Road & Track, January 1985, Imperial Palace MOTO Award

Newsletter H

H-1 Feature: "Champion Returns," no credit, David F. Dodds, Executive Editor, Greater Gotham Auto Sport Press, August-September 1985, Imperial Palace MOTO Award

H-2 News: Untitled article on the Gray Market, by John R. Olson, SL Market Letter, January 15, 1985, Imperial Palace MOTO Award

H-3 Editorial: "Get the Lead Out: EPA's Theological Crusade," by Walter R. Haessner, Restoration News Bulletin, May 1985, Imperial Palace MOTO Award

Single Issue I

I-1 Newspaper: Cycle News, John Ulrich, Editor, Sharon Clayton, Publisher, January 9, 1985, Imperial Palace MOTO Award

I-3 Magazine: Motor, Frank P. Camastro, Publisher, September 1985, Imperial Palace MOTO Award

I-5 Newsletter: The Flea Marketeer, August 1985, Robert Lichty, Marketing Public Relations Manager, Imperial Palace MOTO Award

Public Relations J

J-1 Total Campaign: "Pennzoil's 1984 Indy Car Season," Deke Houlgate, Deke Houlgate Enterprises, Imperial Palace MOTO Award

J-4 Press Kit: "Natural History Museum of Los Angeles County," Eric Dahlquist, President, Vista Group, Imperial Palace MOTO Award

J-6 Corporate/Internal Use: Inside Buick, Lawrence R. Gustin, Editor, Buick Public Relations, Buick Motor Division, Imperial Palace MOTO Award

Video Industrial/Promotional K

K-5 Series Entertainment/Info: "Hawaiian Punch, NHRA Safety Safari-Pontiac," Bill Lloyd, Vice President of Advertising, Argus Publishers, Imperial Palace MOTO Award

Video Home Video/Television L

L-3 Personality: "Garlits!" Diamond P Sports, Inc., Harvey M. Palash, Executive Producer, John B. Mullin, Supervising Producer, Sidney J. Lazarus and John W. Coleman, Producers, Marc S. Magram, Editor, Steve Evans, Host, Imperial Palace MOTO Award

L-4 Race event/car show/concours: "1984 Schaefer 200-American Sports Cavalcade," Diamond P Sports, Harvey M. Palash, Ex-

ecutive Producer, John B. Mullin, Director, Geneva M. Brignolo, Associate Producer, Ed Bruce, Steve Evans and Brock Yates, Hosts, Imperial Palace MOTO Award

L-4 Race event/car show/concours: "International Race of Champions," Bill Lloyd, Vice President of Advertising, Argus Publishers, Imperial Palace MOTO Award

L-4 Race event/car show/ concours: "1985 WINTERNATIONALS NHRA Championship Drag Racing," Diamond P Sports, Inc., Harvey M. Palash, Executive Producer, John B. Mullin, Director, Geneva Brignolo, Associate Producer, Steve Evans and Dave McClelland, Hosts, Imperial Palace MOTO Award

L-5 Topical (less than 60 min.): "Car Care Central," Diamond P Sports, Inc., Harvey M. Palash, Executive Producer, John B. Mullin, Director, Peter Brown, Steve Evans and Kelly Garrett, Hosts, Imperial Palace MOTO Award

L-5 Topical (less than 60 min.): "The 1986 Home Auto Show & Buying Guide," Bill Maloney, Motorsport Productions, Imperial Palace MOTO Award

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.