



AHP

EQUINE MEDIA AWARDS

AMERICAN HORSE PUBLICATIONS

ANNUAL AWARDS COMPETITION

for material published in 2015

AWARDS BANQUET & PRESENTATIONS
June 18, 2016 ~ Orlando, Florida

MAY THE
HORSE
BE WITH
YOU
AHP 2016  ORLANDO



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PUBLISHING MEDIA DIVISION

EDITORIAL CONTENT

BREAKING-NEWS SINGLE ARTICLE

7 entries

1st

Daily Racing Form

American Legend Nerud Dead at 102

By Jay Hovdey

August 15, 2015

Comprehensive, well-sourced and thorough job of reporting. Sets a high standard for other breaking-news pieces.

2nd

The Chronicle of the Horse

Cambridge Dies at Devon Horse Show

By Mollie Bailey

May 25, 2015

Good detail.

NEWS REPORTING RELATED FEATURE SINGLE ARTICLE

13 entries

1st

Western Horseman

Rodeo Rift

By Kyle Partain

December 2015

This article is a model example of how to cover a controversial topic and provide perspective for the reader. The author uses quotes to illustrate the story and share insights that add value. This is an emotional issue (beyond the business of the issue) that the author covers extremely well. This article placed due to its well-crafted, balanced look at a very controversial topic.

2nd

Jennifer M. Keeler

Remarkable Rosie Does It Again at San Juan Capistrano

Published in The Chronicle of the Horse

April 20 & 27, 2015

The writer has painted a detailed portrait of Rosie and at the end the reader knows this animal as if they too were a rider, or owner. This article placed due to the quality of writing and the well-crafted use of quotes to share the story.

3rd

The Chronicle of the Horse

The Top Two Are 19 Years Young in the Longines FEI World Cup Speed Leg

By Molly Sorge

April 16, 2015

Event coverage is often a challenge, but here the writer has taken two 19 year olds and contrasted and compared them in a very competent manner. It also made reading about the rookie Phenom more interesting when compared to the veteran Flexi. This entry placed due to its clever juxtaposition of the young rider and the veteran horse.

INSTRUCTIONAL SINGLE ARTICLE CIRCULATION/AUV UNDER 20,000

8 entries

1st

New York Horse

Secrets from an Olympic Judge's Scorecard

By Janis Barth

Summer 2015

Strong lede wastes no time in involving the reader in the story. Information is doled out in lively quotes. It's almost like being at the clinic. Smooth transitions and useful quote sidebars. A lot of knowledge painlessly and economically dispensed.

2nd

Equine Journal

Mix It Up: Cavalletti Style

By Natalie DeFee Mendik

August 2015

A basic how-to, organized in progression from a simple start to more advanced movement. Well done and written with a nice light but instructive touch.

INSTRUCTIONAL SINGLE ARTICLE CIRCULATION/AUV 20,000 AND OVER

17 entries

1st

Practical Horseman

Pick the Perfect Pace for Your Horse

By Patrick Spanton and Kip Goldreyer

March 2015

This story is very strong providing the reader not only a solid look at the issue, but also very strong images that offer insight into building that perfect pace. This entry placed first because of the solid marriage between image and content that really shows the reader some complicated concepts.

EDITORIAL CONTENT

2nd Dressage Today

Position 101

By Shannon Peters with Kelly Sanchez
October 2015

This is a basic how-to piece that the writer has done a solid job of organizing for best reader use. After a reader goes through this their questions about use are answered. Entry earned its placing due to the organization of the information and the way the writer and designer worked closely together to convey key concepts.

3rd Kara Stewart *Pack Trip Prep*

Published in Horse Illustrated
October 2015

This is a very well-constructed article that offers the reader many useful tips. The reader likes the way it was laid out and how the information was parsed for use. This piece placed due to the strong content and helpful nature of the material.

Honorable Mention

Horse Illustrated *The Winter Grooming Challenge*

By Elizabeth Moyer and Holly Caccamise
November 2015

This is a solid look at a challenging issue for many owners. The authors provided a great number of helpful tips as well. The use of photos and bulleted points is strong. Article placed because of its strong use of graphics and well-packaged content.

The American Quarter Horse Journal *Borrow a Trainer*

By Casey Hinton with Larri Jo Starkey
October 2015

This is a very well-built piece that's organized well. When finished the reader can head to the ring and try out these ideas right away. This earns an honorable mention due to its usefulness to the reader and because the writer really takes a lot of valuable knowledge and conveys it succinctly.

INSTRUCTIONAL SERIES

8 entries

1st Western Horseman *Life Lessons*

By Susan Morrison
October and November 2015

I really enjoyed reading this excellent educational series. You did a great job of breaking things down sequentially in a step-by-step manner and really incorporating Cameron's voice into the piece.

2nd Dressage Today *Improve Your Seat, Parts 1 and 2*

By Isabelle von Neumann-Cosel
July and August 2015

This was a very cleanly written, informative piece. You did a great job providing a nice set of instructions and explanations for the reader. Overall, this was a very nice piece that I really enjoyed.

HORSE CARE SINGLE ARTICLE
CIRCULATION/AUV UNDER 20,000
13 entries

1st Mid-Atlantic Thoroughbred *Squeeze Play*

By Joe Clancy
June 2015

What a great service piece for your readers! The lead pulled me in from the beginning with a real-life scenario and the writer has an easy-to-digest style that kept me hooked through the explanation of how and why this technique works. I also appreciated the extra effort to include multiple sources and possible downsides or complications involved with dummy foals and the squeeze technique. This article is a superb example of telling the readers everything they NEED to know while resisting the temptation to tell them everything there IS to know.

2nd New York Horse *Needles & Pins*

By Jeanne Albanese
Summer 2015

In a very close second, this entry did a terrific job of explaining what acupuncture is, how it's used and why it works. I appreciated the multiple sources and the writer established a good flow while covering quite a bit of ground. The use of a sidebar for definitions was very useful as it helped me understand the nuances without bogging down the main article. This is a top-notch article.

3rd Paint Horse Journal *More Than Skin Deep*

By Allison Armstrong Rehnborg
June 2015

Another excellent article that I enjoyed reading - the goal of any magazine writer. You've done a great job of laying out the problem with multiple scenarios and solutions. I also liked that you included a sidebar on sunburn as your readers probably had questions about that as well.

EDITORIAL CONTENT

HORSE CARE SINGLE ARTICLE
CIRCULATION/AUV 20,000 AND OVER
21 entries

1st

Practical Horseman

TLC for the Senior Horse: 8 Essential Steps

By Elaine Pascoe

November 2015

A really nice article that keeps the reader focus throughout. Subheadings are short and snappy; they tell the reader exactly what is to follow. Good mixture of quotes from the source with information not quoted. Good use of active voice, call to action throughout. A winning entry.

2nd

Horse & Rider

Reading Feet

By Barb Crabbe, DVM

June 2015

Nice lead. Good from beginning to end. Clearly written. The 5 points with subheads work well for readers. Good information for all horse owners.

3rd

The American Quarter Horse Journal

Sole Mates

By Abigail Boatwright

September 2015

Good use of subheads, then subheads within those subheads. Readers know precisely where to find the specific information they seek. Very nicely done.

Honorable Mention

Abigail Boatwright

Healing Hands

Published in Barrel Horse News

June 2015

Easy to read and follow. Good active voice. Nice user-friendly information with techniques to try at home.

Barrel Horse News

Baby Boomers

By Abigail Boatwright

January 2015

Nice job of explaining a complicated science. Well-written and easy to follow for a complicated subject.

SERVICE TO THE CONSUMER SINGLE
ARTICLE CIRCULATION/AUV UNDER 20,000
23 entries

1st

Smart Choices for Horses

Road Trip! Make It the Legal Way

By Susan Quinn, Esq.

November/December 2015

Thoroughly reported and researched, this article not only explains exactly what readers can and should do but also spells out what's at stake from lofty fines to jail time. This is truly a service to the consumer.

2nd

Smart Choices for Horses

Five Critical Insurance Questions

By Susan Quinn, Esq.

August 2015

The writer does an excellent job explaining a very complex subject to readers and providing useful information and pointers that will help guide them. This is the sort of article people will clip out and stick in a desk drawer or under a magnet on the fridge.

3rd

Smart Choices for Horses

The Rise of the Rescue Culture

By Heather Bailey

November/December 2015

This article is timely and informative. It provides a lot of food for thought for anyone considering a rescue animal, laying out the potential pitfalls and perks in a straightforward, no-nonsense fashion.

Honorable Mention

American Farriers Journal

Is The Saddle The Problem?

By Steve Kraus, CJF

November 2015

The author does a great job explaining the importance of proper saddle placement and how to diagnose when there is a problem. The article provides wonderful advice for farriers and horse owners.

Morgan Nati

An Attractive Nuisance

Published in Quarter Horse News

June 15, 2015

Owning a horse can come with a lot of legal obligations and the author does a fine job detailing what horse owners can do to make sure they're on the right side of the law and being responsible horse and property owners.

EDITORIAL CONTENT

SERVICE TO THE CONSUMER SINGLE
ARTICLE CIRCULATION/AUV 20,000 AND
OVER
24 entries

**1st
EQUUS**

When Horse Theft is Not a "Crime"

By Debi Metcalfe

August 2015

Gripping read from start to finish, and peppered with useful information. What sets this entry apart is that its compelling narrative engages the reader to get informed. Top-notch.

2nd

Western Horseman

Breast Collar Basics

By Katie Frank

May 2015

Love how the information was presented, and the use of different writing styles for different types of information.

3rd

The Horse: Your Guide to Equine Health Care

Building a Horse Property from the Ground Up

By Michelle Anderson

Stephanie L. Church and Alexandra Beckstett, Editorial Team

April 2015

First-person narrative drives home the value of the information. Nice blend of facts with insight and information.

Honorable Mention

Katie Navarra

Back to the Roots

Published in Chrome

Fall 2015

Photos paired with information about the benefits of each herb was a nice touch. Like the blend of history with present and mix of quotes and information.

The American Quarter Horse Journal

Managing Mud

By Sara Gugelmeyer

March 2015

Yes, mud can be exciting, and Gugelmeyer proves it. Crisp writing defined by tight, short sentence structure compel the reader to move forward. Oh, and there's a ton to learn along the ride.

SERVICE TO THE HORSE INDUSTRY SINGLE
ARTICLE
14 entries

1st

The Chronicle of the Horse

The Cult of Calm

By Lisa Slade

September 14, 2015

What a great way to ease into a topic that might have otherwise been given a dry and info-dense lede. Lots of sources, good quotes, and the writer has a firm understanding of the grey area between what is legal and what is ethical to use. Well researched and clearly laid out.

2nd

Paint Horse Journal

Perfectly Framed

By Irene Stamatelakys

March 2015

Appealing lede into the best quote in your story: well done. What could be genetic gobbledegook is clearly explained. Writer's enthusiasm for the topic shows through.

3rd

The Chronicle of the Horse

On The Hunt for a Couch to Call Their Own

By Erin Harty

November 23 & 30, 2015

Excellent lede, and you get to the point fairly quickly. Nice sidebars tracking the fates of some of the adopted hounds. History woven in seamlessly. Included some dissenting views on how to handle adoption/retirement. A good read.

PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION/AUV UNDER 10,000
14 entries

1st

Mid-Atlantic Thoroughbred

Hall of Fame Ride

By Vinnie Perrone

August 2015

Short lede should hook the reader. Car ride sets a relaxed atmosphere for interview. Leatherbury's age (82) is presented early. He is a colorful guy and writer captures his personality. Other sources provide great quotes about him. Ending is tied nicely to the lede. Long but an easy read, really captures Leatherbury.

EDITORIAL CONTENT

2nd

Mid-Atlantic Thoroughbred

Charles Town's Cowboy Trainer

By Vinnie Perrone

November 2015

Very descriptive lede works well. You used Butts' age (92) early in story so reader didn't have to guess. Some good quotes about Butts and good remembrances of his cowboy days in the Texas Panhandle. A very readable portrait of a colorful man.

3rd

Mid-Atlantic Thoroughbred

Boy Wonder

By Sean Clancy

August 2015

Good research to find and use Kilby's 1983 story. Good pacing, long and short sentences. Good quotes from Goree Smith. Some sentences a bit long but somehow it all works well. Compassionate but recognizing his failings.

PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION 10,000 TO 20,000 / AUV

10,000 TO 50,000

18 entries

1st

Marsha Hayes

All the World's His Stage

Published in Untacked

September/October 2015

The headline, blurb and first few paragraphs set the stage for an entertaining ride through a very well-written article. The subheads in the text tell the reader that something special is coming up next. The GPS imagery is masterful. Lots of information and angles well-arranged into a coherent whole. This article approaches the very high quality that has been a hallmark of National Magazine Award-winning profiles in Sports Illustrated magazine.

2nd

The Chronicle of the Horse

Living Legend: Michael Poulin

By Jennifer Calder

May 25 & June 1, 2015

The lead lets the reader know immediately that this article is about an unassuming person who is comfortable in his environment despite a really tough start in life. The narrative reveals the layers of the subject's personality so that, by the end, we know him.

3rd

Untacked

Undefeated

By Jennifer Calder

May/June 2015

Wonderful lead that presages the message woven throughout the article. It is an inspiring article that is sensitive without becoming maudlin. This writer has the gift of keen observation as well as a way with words.

Honorable Mention

The Chronicle of the Horse

Chester Weber: Overall Horseman of the Year

By Jennifer Calder

January 26 & February 2, 2015

Good use of quotes to impart gems of a winner's philosophy. Exceptional use of subheads in the text to shift mental gears.

Untacked

Rita Mae Brown: The Rabble-Rouser of Feminism and Foxhunting

By Jennifer Calder

November/December 2015

Excellent lead that grabs the reader's attention. Very good follow-on text that sets the tone for the profile. Good use of quotes. This article sings with common sense.

PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION OVER 20,000 / AUV OVER

50,000

24 entries

1st

Western Horse & Gun

Stetson Hats Striking Gold

By L.A. Pomeroy

August/September 2015

This story is brimming over with detail, color and rich history. The writer does a wonderful job weaving together the history of an iconic brand. Hats off the author.

2nd

Western Horseman

Living on the Edge

By Jennifer Denison

February 2015

The writer takes us on a journey deep into Yosemite and has us feeling like Knox is an old friend by the end. Wonderfully rich detail, anecdotes and great pacing set this story apart.

EDITORIAL CONTENT

3rd Western Horseman

The Pick-Up Man

By Ryan T. Bell

April 2015

This story has it all – action, drama, humor and cowboys galore. A nice portrait of the consummate pick-up man.

Honorable Mention

Daily Racing Form

Carl Nafzger and his Unbridled Moment

By Jay Privman

April 30, 2015

A nail-biter of an account of one of the sport's great unscripted moments and a great behind-the-scenes look at how it unfolded.

Western Horseman

The Artist

By Christine Hamilton

August 2015

Like the artist himself the writer has a keen eye for detail. What could have been a dry subject positively sings.

FEATURE SINGLE ARTICLE CIRCULATION/
AUV UNDER 10,000
12 entries

1st Paint Horse Journal

A Legend Among Horsemen

By Jessica Hein

August 2015

Love your lead – it captures my attention and makes me want to read more. Great quotes. You had to have had great interview questions to gain this type of information. You get to the reader's emotion.

2nd Mid-Atlantic Thoroughbred

Horses, and History, at The Meadow

By Cindy Deubler

October 2015

Love your story! I appreciate the voice you used throughout the story. You tell the story with vivid details and descriptions. You have an attention grabbing lead and final thought conclusion.

3rd New York Horse

Horses, Hounds & Country Ham: A Tribute to the Hunt Breakfast (with recipes)

By Janis Barth

Fall 2015

Your creativity in the story is great. I like how you incorporated recipes and your description. You take the reader there. You do a nice job with words, and you lead into your story well. Additionally, I appreciate how you closed your story.

FEATURE SINGLE ARTICLE CIRCULATION
10,000 TO 20,000 / AUV 10,000 TO 50,000
15 entries

1st Julie Kitzenberger

A Lady Rancher with the Right Stuff: Raising Arabians in the Early Space Age

Published in Modern Arabian Horse

October 2015

Scene-setting lede captures interest of the reader and works well with the fast-forward scene. Excellent description. Very interesting and fascinating read whether or not the reader is intensely interested in horses.

2nd Blood-Horse

At Last

By Steve Haskin

June 13, 2015

Lede captures importance and uniqueness of winning the Triple Crown. Good quotes from past Triple Crown winners and insight into the day's events. Lots of behind-the-scenes events revealed. Good combination of quotes, insight and observations. Excellent reporting, well-written.

3rd Keeneland Magazine

No Change Required

By Lenny Shulman

Jacqueline Duke, Editor

Spring 2015

Interesting lede, gives the reader a sense of the Mitchells' priorities. Good quote from Nancy Mitchell on her studies versus her education. Good quotes from lots of sources with a good finish. A nice look at Clarkland Farm and the Mitchells. Seems like a refreshing change; just some down-to-earth folks.

EDITORIAL CONTENT

FEATURE SINGLE ARTICLE CIRCULATION
OVER 20,000 / AUV OVER 50,000
24 entries

1st
Western Horseman
Unsettling Dust

By Katie Frank
September 2015

In reading the two dozen stories in this category, you look for one that stands out. This one does a great job of addressing how cattle farmers cope with the recent California drought, and gives historical perspective. It doesn't shy from the negative impact of the drought or the arguments over water usage. Yet it is upbeat because the subjects of the story are doing their best to find positives.

2nd
Western Horseman
Lines to the Past

By Katie Frank
December 2015

A very different and educational article about stagecoaches. I liked learning some history about them and also who is working on them now.

3rd
Western Horseman
Learning to Downshift

By Katie Frank
January 2015

This is a great story about retraining Thoroughbreds off the track. It shows that a horse can have value even if he doesn't win races. And it also shows how the subject of the story turned a negative into a positive. When life hands you lemons, rescue a horse. Very inspiring.

Honorable Mention

Chrome
Well-Oiled

By Jessica Hein
Winter 2015

Good article that covered a lot of bases on a business, from its creation, to its current standing, to weathering economic downturns.

L. A. Pomeroy
Dressed to Thrill

Published in USDF Connection
October 2015

Good to get comments from multiple sources, including a judge who makes the most important comment of all. This would be the kind of article to use as a reference when starting or adding to a dressage wardrobe.

PERSONAL SINGLE COLUMN
CIRCULATION/AUV UNDER 10,000
9 entries

1st
Mid-Atlantic Thoroughbred
A Rich Life

By Joe Clancy
February 2015

Every horse owner can relate to having – and eventually losing – that special horse. That's what makes this article so special and relatable: how you connect with and convey that experience with your readers.

2nd
Hoof Beats
The Elevator Pitch

By Mike Tanner
October 2015

I really enjoyed the conversational, personal tone of this column. Those personal experiences are what really made this piece. Overall a very nice piece you can be proud to call your own.

PERSONAL SINGLE COLUMN CIRCULATION
10,000 TO 20,000 / AUV 10,000 TO 50,000
10 entries

1st
Quarter Horse News
They Deserve Better

By Stacy Pigott
June 15, 2015

Interesting lede. Story makes some good points regarding horse slaughter and has a lot of human interest. Touches the heart. Well-balanced read, not too sob-sob weepy; contains some humorous remarks about buying sight-unseen as well as some hard truths about slaughter.

2nd
Equine Journal
Last Laugh - The Case of the Elusive Serpentine

By Ange Dickson Finn
July 2015

The writer pokes fun at herself and the reader can certainly sympathize. This is a nice tale with a good ending. Anyone who has showed in any event – dressage, cutting, whatever – can easily relate to the feelings the writer had.

EDITORIAL CONTENT

PERSONAL SINGLE COLUMN CIRCULATION
OVER 20,000 / AUV OVER 50,000

18 entries

1st

Daily Racing Form

Out-of-Competition Testing Would Eliminate Need for Bill

By Mark Simon

November 29, 2015

Thank you for a true column. Taking an issue, taking a stance, and providing facts about the issue. I appreciate your lead – you make the story relevant to your reader. Then, you close your story with a strong statement that provides your reader with a call to action.

2nd

Western Horseman

The Wind Blew at Night

By Ryan T. Bell

June 2015

Love this column. It captured the reader from the beginning and kept the reader until the end. I felt as if I was on the trail ride with you and felt your pain when Tom died.

3rd

Jennifer Bryant

Think Globally, Act Locally

Published in USDF Connection

December 2015/January 2016

You stuck with one topic and back it with examples and facts. I appreciate a succinct column that told the story and moved on.

Honorable Mention

Chrome

The Trail to Enlightenment

By Johi Kokjohn-Wagner

Spring 2015

The writer connected with the reader when describing the life of many. I liked her creativity and clear ability to bring the story to life.

Jennifer Bryant

Peeling the Other Onion

Published in USDF Connection

September 2015

I like how you made this column a personal column that your reader can connect with. You take personal stories and relate them to your readers.

EDITORIAL EVENT COVERAGE SINGLE
ARTICLE CIRCULATION/AUV UNDER 20,000

18 entries

1st

The Chronicle of the Horse

Smith Scores an Emotional Fair Hill CCI Win***

By Lindsay Berreth

November 2, 2015

Emotional hooks like this one are tricky to handle, as there is a fine balance between hitting a reader in the heart and being too maudlin. You nailed it. Well organized, descriptive. When a writer gets a subject like this, he or she has to make the most of it, and you did. It brought Smith to life for anyone who doesn't know her.

2nd

The Chronicle of the Horse

Dujardin Brings the Crowd to Its Feet in Vegas

By Kimberly Loushin

May 4, 2015

It was a good decision to use and lead right into some strong quotes. Organized, descriptive, thorough, good sidebars. Enthusiasm for your subjects maintained throughout.

3rd

The Saratoga Special

Frozen Out in Saratoga

By Sean Clancy

August 30, 2015

Repetition is tricky but this is a good example of how it can be used effectively. You didn't rush to the finish line, but let the drama build. The kicker brought your story back neatly to your lede. Nice pace, good flow, lots of voices.

Honorable Mention

Hoof Beats

Americans in Paris

By Kimberly Rinker

March 2015

"Oui" to this lede, which was appealing and seamlessly worked in the long history of the event. Energy maintained throughout, good quotes and sidebars.

Jennifer M. Keeler

Jenny Carol is Conquering the "Pony Problem"

Published in The Chronicle of the Horse

September 21, 2015

This article was really well handled and gave life to what could have been a dry topic.

EDITORIAL CONTENT

EDITORIAL EVENT COVERAGE SINGLE
ARTICLE CIRCULATION/AUV 20,000 AND
OVER
20 entries

1st

Western Horse & Gun

Rounding Up the NFR's Top Stock

By Gavin Ehringer

December 2015/January 2016

In a large category that is difficult to judge because of the inherent limitations to event coverage, this entry stood out as a natural winner. When it comes to stoking anticipation before the event, there are two ways to go: hit the highlights or saturate with detail. This entry takes the simple approach with short paragraphs about one stand-out animal in each event and a pull quote from one person that really emphasizes what makes each animal great. The background info is short and sweet, and altogether this makes an easy, fun read that helps readers anticipate the NFR.

2nd

Jennifer Bryant

Valegro Does Vegas

Published in USDF Connection

July/August 2015

What do you get when you mix the world's top dressage horse/ rider pairs with the glitz and glamour of Las Vegas? A sure winner in terms of event coverage. While it would have been hard to make this show stopping event sound boring, this writer did an excellent job of making the reader feel like she was sitting right beside her before and during the event, with play-by-play narrative and enough background on the participants to even draw in an outsider to the storylines. Even though the article ran a bit long, the conversational style and eye for detail of this author kept me hooked to the end.

3rd

Barrel Horse News

Running Down a Dream

By Danika Kent

April 2015

What makes this entry so great is the author's ability to get great quotes out of the participants. Whether that rapport comes from personal friendships or just an ability to draw it out of people, it's one of the qualities of the best writers in any genre. Author did a very good job with the structure of the story - providing enough details to understand how the event works yet not overwhelming us with every detail there is to know about it.

Honorable Mention

Kelly Sanchez

Changing Attitudes One Ride at a Time

Published in Dressage Today

July 2015

I appreciated the individual stories about each team member and the explanation of how the Special Olympics works for these equestrians. Good, tight writing and interesting quotes made for an enjoyable read.

USHJA In Stride

Liza Boyd & Brunello Prove Unbeatable

By Tricia Booker

September 2015

This was a good example of not dragging out coverage so much that readers lose interest halfway through. The author's pacing was good, with short but descriptive sentences and smooth transitions. Readers got a great overview of the event with emphasis on what was really important.

EQUINE-RELATED EDITORIAL SERIES

10 entries

1st

Paint Horse Journal

Built to Win

By Rachel Florman

September to December 2015

This series overflows with well-researched, practical information presented in a conversational, easy-to-understand way. Leads for the first three parts of the series are particularly well-written.

2nd

The Chronicle of the Horse

Columnist Jody Lynne Werner

By Jody Lynne Werner

January to December 2015

These articles are funny and insightful. Like good photographers, good writers see the world through different eyes...this is especially true for humor writers. I really enjoyed reading these.

EDITORIAL CONTENT

EQUINE-RELATED HUMAN-ANIMAL BOND ARTICLE

21 entries

1st

Western Horseman

Saddle Solace

By Ryan T. Bell

March 2015

Amazing all around. Strong interviews and quotes from people who are suffering, and wonderful blend of facts with emotion.

2nd

Sidelines Magazine

The Gift of a Pony's Love

By Dani Moritz-Long

March 2015

A powerful, touching piece. Terrific use of the first person to introduce a story about someone else.

3rd

Hoof Beats

Heart of a Lion

By Kimberly French

November 2015

Rich detail shows the depth of human emotion amidst a tragic circumstance, as well as the will and strength to overcome adversity - both from horse and human.

Honorable Mention

Chrome

Tales of Easter Past

By Sandra Mantooth

Fall 2015

Suspenseful, well-written narrative. Strong sentence structure and pacing keep this moving and the reader engaged.

Holistic Horse

A Mare Named Karma

By L. A. Pomeroy

October/November 2015

Nicely-told and well-written piece that demonstrates the writer's wise use of restraint in observation, sharing only the essential details that move the story forward.

EQUINE-RELATED MAINSTREAM JOURNALISM ARTICLE

2 entries

1st

Sidelines Magazine

Eventer Beth Perkins Still Has That "Get Up & Go"

By Lauren R. Giannini

October 2015

The author has a great subject for this profile piece and did a thorough job covering Beth's background in the sport. The reader can appreciate how horses helped in the healing process after she was diagnosed with cancer. The ending quote was especially strong and good advice for all of us. This entry was the strongest in terms of storytelling and the basics of feature writing.

STUDENT EQUINE-RELATED JOURNALISM

3 entries

1st

Kaitie Marolf

The End of a Tradition

Published in K-State Royal Purple Yearbook

April 2015

A thorough story done without the benefit of being able to talk to the students who were losing their equestrian college program. I got a good sense from this yearbook story how the program performed and easily understood why it was being dropped.

FREELANCE WRITER EQUINE-RELATED JOURNALISM

15 entries

1st

Kelly Sanchez

Urban Legends

Published in Untacked

November/December 2015

Best of show. Well-written, good reporting and nice use of significant detail and colorful quotes. And while it didn't factor in, I liked the headline, too.

2nd

Tania Evans

How Da Vinci's Brainchild Became the American Horse

Published in Untacked

January/February 2015

Professionally realized, polished and confident work.

3rd

Julie Kitzenberger

A Lady Rancher with the Right Stuff: Raising Arabians in the Early Space Age

Published in Modern Arabian Horse

Issue 5/2015

Wow. What an interesting story. The writer deserves credit for trying to tie everything together.

MULTIMEDIA

EQUINE-RELATED EDITORIAL MULTIMEDIA 10 entries

1st Blood-Horse

Welcome to Keeneland

Claire Novak, Online Features Editor

Kimberly Reeves, Designer

Anne M. Eberhardt, Visuals Director/Photographer

Scott Tracy, Multimedia Production

Kevin Thompson, Digital Assets Coordinator

Eric Mitchell, Copy Editor

Tom Hall, Copy Editor

October 12, 2015

What a great way to tell a story. Love the use of video intros to take users on a virtual tour of Keeneland. And the blend of text, photography, audio and video to tell the story of each part of this iconic racetrack and the people behind it is really well-done. Love that it works on mobile, too. Fantastic job. Blood-Horse truly "gets" multimedia.

2nd Dressage Today

2015 World Cup Coverage

Dressage Today Staff, Nancy Jaffer and Amy Dragoo, Authors

April 2015

This is, overall, pretty nice. The home page has lots of clear entry points for visitors to dive further into the coverage. Photos, audio, video, text and social were all clearly integrated into the coverage. The addition of an event-related contest is nice, too.

EQUINE-RELATED PUBLISHING MEDIA ENEWSLETTER

7 entries

1st Chrome

Chrome eNewsletter

Brock Springer, Designer

Fall and Winter 2015

This is really an attractive entry. I love the clean design, with just enough information about each article to make readers want to click through. I also like the attention to detail by changing the background photograph each month behind the magazine cover. Nicely done all the way around.

2nd Quarter Horse News *QHN Insider*

Stacy Pigott, Editor

Megan Thomas, Digital Content Manager

October 19 and November 16, 2015

I like this entry and I'll bet subscribers do too. News articles, show results, features – all offered with nice teasers. I really like the monthly headings – In The Blood, In The Know, etc.

EQUINE-RELATED PUBLISHING MEDIA BLOG

9 entries

1st Horse & Rider *The Thinking Rider*

Jennifer Forsberg Meyer, Author

The author's writing style is approachable, professional and engaging. I love the series of tips, strategies and examples many of the blogs feature – they provide multiple entry points and easy reading for online. I appreciate that the author and blog's mission is detailed at the top of the blog. The photo placements in the blog are great. They add to the content without distracting you from the great writing.

2nd EQUUS

The Jurga Report: Horse Health Headlines

Fran Jurga, Author

The variety of subject this blog covers is superb. From book recommendations to industry news to police horses, this blog has it all. The posts are professionally written in a conversational tone. I appreciate that the author screens news and releases for her readers and is transparent about her sources. The embedded links for more information are great. The photos, bullets and videos round out the blog to make it a nice multimedia experience. The author covers the horse industry with respect and love.

ONLINE EQUINE-RELATED LONG-FORM JOURNALISM

5 entries

1st The Horse: Your Guide to Equine Health Care *West Nile Virus in U.S. Horses*

Stacey Oke, DVM, MSc, Author

Kimberly Reeves, Designer

Michelle Anderson, Stephanie L. Church,

Alexandra Beckstett, Erica Larson, Editorial Team

March 17, 2015

Excellent history about West Nile Virus, from its immergence in this country to the availability of a vaccine. An article every horse owner should read, especially the newer generation owners who don't know this history. Thoroughly sourced and convincing of the argument that all horses should be vaccinated.

MULTIMEDIA

2nd

The Horse: Your Guide to Equine Health Care

A Tale of Two Donkeys

Erica Larson, Author

Kimberly Reeves, Designer

Michelle Anderson, Stephanie L. Church, Alexandra Beckstett, Editorial Team

March 26, 2015

A very good article about the plight of donkeys, both in care and abandonment issues. Makes me want to go adopt a couple. I know from this article that I also would need to learn a lot about how to feed them.

EQUINE-RELATED NEWSWORTHY VIDEO
6 entries

1st

Scott Trees

Little Light House, a Morning with Rock On

Scott Trees, Videographer/Editor

November 8, 2015

An exceptionally well crafted video. The music, the shot selection and the photography are all well blended and are appropriate and concise. The benefits of the equine visits to the children's facility is abundantly clear.

2nd

Hoof Beats

2015 Little Brown Jug - Wiggle It Jiggleit

Rich Johnston, USTA Videographer

September 2015

Well shot and edited, with a good selection of shots to support the reporter's narrative of the event. Interviews are well shot with clean audio and a logical order of presentation that also supports the reporter's narrative. Smooth transitions between the various highlights of the event.

EQUINE-RELATED BRAND MARKETING VIDEO
17 entries

1st

Manna Pro

Introducing New Force Fly Masks for Horses

Redline Production & Post, Videography

July 13, 2015

This New Force video was produced at high level of production and quality. The color was great and the content was easy to understand. The video overall was a winner because it contained all the elements of making a great video. Use of graphics was spot on. Great job using same branding as product box shows.

2nd

SmartPak

Stuff Riders Sayto Farriers

Sarah Mann, Director of Brand

Nels McLaughlin, Senior Video Producer

July 9, 2015

Your video is great! Why? It is thinking outside the box, using what others can relate to. Your audience gets it. You don't get 175,000 views because it did not work. You get the viewership because you understand others issues in the industry. Adding text at the bottom was a nice touch. The video moves fast but allows anyone to watch it with no volume.

3rd

Manna Pro

Stretching Exercises for Better Performance (Train With Trust)

AIM Studios, Videography

March 2015

Manna Pro did a great job of consistent branding with all their video submissions. The content was well written and graphics were professional. This video was at a high level and very engaging with the viewer. All of your videos were produced at a high level and the marketing behind the name was always enforced with the opening segment of each video.

Honorable Mention

Chrome

Chrome Winter Fashion Feature—Behind the Scenes

Lee Clowers, Videographer/Editor

Winter 2015

Video did an excellent job of behind the scenes of Chrome-Winter Fashion Feature. People love behind the scenes. It is never written in a script, but it seems that the audience loves to see this type of content, too. It is fun and exciting to capture events like this from another perspective. Beautiful shots.

Horseware Products

Made for Horses, by Horses

Equine Productions, Film Company, Production, Director
Emma Massingale, Horse Trainer

Emma Ferguson, Head of Marketing & Inspiration

September 29, 2015

Horseware did an amazing job of using a video with a news style approach and using horses to get the message across. You can never go wrong with that concept. People love news and animals. It was a very clever way to inform your viewer and keep them engaged in the story. It was well made and produced with a lot time put into it. It has over 42,000 views as of April 3, 2016, that speaks volumes. Loved the concept.

MULTIMEDIA

EQUINE-RELATED PUBLISHING MEDIA WEBSITE

9 entries

1st

Chrome

MyChromeLife.com

Brock Springer, Designer

Clean modern "blog" design style. Nice use of color photography in the header and black and white thumbnails that turn to color upon hovering. This does an effective job of directing attention to the areas of the site that you wish to emphasize. It also makes the site fun to use. Good use of comprehensive attention to font usage, maintaining a good brand message throughout the site.

2nd

EquiSearch

EquiSearch.com

Lindsay Porter, Content Manager/Designer

Expertly designed layout that does a good job of mixing new media with traditional, including video embeds within story articles in addition to great photography. Front page is well laid out and easy to navigate even with a wide and mixed array of media, advertising and news items.

EQUINE-RELATED FREELANCER WEBSITE

2 entries

1st

Melinda Brown

All Creatures Photography

Melinda Brown, Photographer

A superbly designed portfolio site for beautiful imagery. Site enhances the quality of the work on display while not getting in the way of the presentation.

EQUINE-RELATED PUBLISHING MEDIA DIGITAL EDITION

2 entries

1st

Chrome

Brock Springer, Web Designer

Chrome Staff, Content Authors, Designers, Photographers

This digital edition is really beautiful. It reads especially nicely on a tablet and keeps a traditional magazine feel. I like all the extra functionality – sharing, bookmarking, various settings so you can personalize the experience. The addition of video clips for advertisers was a great "extra." Overall, this digital edition is very pleasant to flip through and easy to read and use.

PHOTOGRAPHY & ILLUSTRATION

EDITORIAL ACTION PHOTOGRAPH 20 entries

1st Western Horseman

Casey Stone

Allen Russell, Photographer

June 2015

Timing really is everything. The photographer does an excellent job capturing a shot at just the right moment with sharp focus and a steely eye.

2nd Quarter Horse TRACK

Rain in Phoenix

Brad Rogers, Photographer

May 2015

Sometimes it's the quiet moments that are most filled with action. Wonderful job capturing the calm during the storm.

3rd Paint Horse Journal

Let the Dirt Fly

Jessica Hein, Photographer

December 2015

What a shot. I feel like the rider is just barely holding the horse on the page. Excellent job capturing just the right moment.

Honorable Mention

American Farriers Journal

View in a Pasture

Bettina Niedermayr, Photographer

November 2015

Great perspective and strong color make this a winning and illustrative photograph.

Western Horseman

Colter Snook

Walter Workman, Photographer

July 2015

An expressive photo that shows the determination and focus of its subject.

EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH

7 entries

1st Chrome

First Kiss

Jessica Hein, Photographer

Fall 2015

Nothing is as sweet as the breath of a horse, and this picture perfectly captures the joy of a little girl at feeling it. The photo

has many good characteristics: juxtaposing big, imposing dark horse against small, delicate, pale child. The focal point is in the right place. The gentleness of the horse is indicated by absence of halter or bridle.

2nd Eventing USA

Taking a Moment

Leslie Mintz, Photographer

May/June 2015

The relationship of stoic horse and grateful rider is captured in this photo. The position of the rider depicts great emotion, since she's hugging the horse instead of merely giving a slap on the neck.

EDITORIAL PHOTOGRAPH 20 entries

1st Mid-Atlantic Thoroughbred

Grumpy Old Men

Lydia A. Williams, Photographer

April 2015

This image is priceless. The expressions on these two horses and the position of their heads are narratively comical. The soft focus of the background is a delineating contrast to the sharp focus of the subject matter. The composition adheres to the rule of thirds and the exposure and lighting is just right. This is a great shot and a real winner.

2nd Western Horseman

Wade Collins

Jennifer Denison, Photographer

May 2015

This environmental portrait is wonderful. The expression on both the man's and dog's faces will make the viewer smile. The pose, and every prop in the composition, give us a glimpse into the man and his world, and make us want to know more. The tonal qualities in this monochromatic image are perfect because of how the lighting was expertly handled.

3rd American Farriers Journal

Footcare by Committee (Allen Brothers)

Jeremy McGovern, Executive Editor

December 2015

This is a wonderful environmental photograph. Because of the sharp focus throughout, the angle the photographer used, and the way he made use of available lighting, great perspective and depth were captured. The poses and props give us a glimpse into the work life of a farrier.

PHOTOGRAPHY & ILLUSTRATION

Honorable Mention

Western Horseman

Guiding Light (Winston Hansma)

Ross Hecox, Editor-in-Chief

March 2015

This dramatic, high contrast image is quite attractive. The composition holds the viewer's attention as the warm tones and direction of light draw the eye across the subject matter. It creates a serene feeling and implies that one is looking at greatness.

Western Horseman

Life Lessons (Craig Cameron)

Ross Hecox, Editor-in-Chief

November 2015

This very natural action shot is a breath of fresh air. The angle that the photographer used created powerful motion lines that give the viewer the feeling of a hard trudge through the water and then the tenderness of the colt being brought along behind. There is a lot of texture in the composition; the glassy flat reflection in the water, the smooth wet coat of the horse in contrast to the rough dry mane and coat on both animals and then the ripples of water in the background.

EDITORIAL INFOGRAPHIC

6 entries

1st

Modern Arabian Horse

The Arabian Horse in North America: A Timeline

Susan Bavaria, Author

Elizabeth Bilotta, Designer

September 2015

If this timeline was meant to be a major production it is definitely a success - in spades. It pulls out all stops, using old photographs, artwork, correspondence, newer photos and short paragraphs of copy to get its story across. Starting in the 1800s and continuing through 2015, every decade is color coded throughout its 4 two-page spreads.

2nd

Daily Racing Form

American Pharoah: Head to Tail

Nicole Russo, Author

Jenine Zimmers, Designer

June 6, 2015

This is a terrific infographic in every regard. The photograph is eye catching in its colors and the designer smartly let that be the focus of the graphic, rather than going color happy with the boxes surrounding the photo. She doesn't get fancy with the arrows, which can also be a great temptation with infographics.

EDITORIAL ILLUSTRATION

5 entries

1st

Spin to Win Rodeo

Walt

Trish Miller, Illustrator

June 2015

This illustration does a terrific job of establishing the mood of the article. It's beautifully drawn, and considering how difficult watercolor can be, this gets extra points. Add a few more points for getting the watercolors into the headline type.

2nd

The American Quarter Horse Journal

Mechanics of Lead Change

Jean Abernethy, Illustrator

March 2015

This is a good example of how a well-drawn set of drawings combine to illustrate the essence of the article. The horses are anatomically correct without being decorative or elaborate, which might otherwise detract from the point of the article.

FREELANCE EDITORIAL PHOTOGRAPH

15 entries

1st

Julie Kitzenberger

Dian and her Stallion Fad

Published in Modern Arabian Horse

October 2015

Good action shot of an old woman and her lively horse. Quite a contrast between the two subjects, yet it very much conveys that the little old lady is the boss.

2nd

Julie Kitzenberger

Andy with Sin Derella WP Taking a Break

Published in Arabian Horse World

November 2015

Really nice portrait of man with his horse. Framed well by trees. Man's face is not hidden by shadow of his hat. Good focus.

3rd

Douglas Lees

Like Old Times

Published in Mid-Atlantic Thoroughbred

June 2015

Nice action shot over the fences. Really gives you the perspective of how scary high those fences are and how fast those horses are moving. Everyone is sharp and you can see the details in their faces.

ADVERTISING

PUBLICATION STAFF SINGLE ADVERTISEMENT

23 entries

1st

America's Horse

Unspoken

David Brown, Designer

July 2015

Well-designed ad overall. Good choice of photograph, reinforces quietness of messaging. Pleasing color palette and use of color for emphasis. Copy is well written.

2nd

Paint Horse Journal

American Paint Horse Foundation Scholarships

Jody Johnson, Designer

November 2015

Well-composed ad layout. The blue color/sky background is refreshing and visually supports the horse photo. The detail works well to tie into the headline/ad messaging. Effective headline font choice: bold with some interest.

3rd

Modern Arabian Horse

See Green in Tulsa

Dana Bechtel, Designer/Copywriter

October 2015

Well-composed ad layout. Coloration is subtle and unexpected and plays off of the messaging.

Honorable Mention

Mid-Atlantic Thoroughbred

2014 Was a Very Good Year

Barrie Reightler, Designer

April 2015

Unique wine bottle imagery is attention-getting on this elegant ad. Limited use of green color on shamrock is a nice graphic touch.

Quarter Horse TRACK

Springtime at Cox Ranch

Mark Herron, Photographer

Staci Foix, Designer

April 2015

The double-page spread format is used very effectively. The original photography is refreshing and its rich color is inviting. Copy/ headline brevity allow the strength of the photograph to dominate this pleasing ad.

COVER & EDITORIAL DESIGN

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000

14 entries

1st Flying Changes Magazine *August 2015 Cover*

Lorna Lowrie, Designer
Gary Voth, Photographer

A beautiful composition of bold shapes, lines and angles. The warm red/brown of the horse fills the page, crisscrossed with thin brown leather reins. The veins in the horse's head echo the lines of leather. The cool blue stands out against the warm red of the horse.

2nd Paint Horse Journal *Frame of Mind*

Art Vasquez, Designer
Jennifer Watrous, Photographer
March 2015

The beauty of this cover is its simplicity. There is an abstract quality to the design. The triangular shapes of the horses' heads intersect the page. The line of the mare's neck curves into the picture and her ears lead into the masthead. There is a spiritual quality to the photo: the stark contrast of the white shapes interspersed with jagged shapes of black and russet, the pale blue eye, the protection of the mother over her baby. The greens of the background offer a beautiful complement to the red markings of the mare.

3rd Speedhorse *All American Futurity*

Mark Holley, Designer
Linda Earley, Photographer
October 2015

A beautifully, rich piece. My eye first goes to the rich, red color of the horse. It is set against the warm greens of the background. The horse looks out at the viewer. Our eye is led around the picture by the lines of leather. Set against all of this is the beautiful treatment of the masthead with its reflections and perfectly balanced color.

PUBLICATION COVER PAGE CIRCULATION 10,000 TO 20,000

12 entries

1st Quarter Horse News *The Gold Standard*

Patty Tiberg, Publisher
Stacy Pigott, Editor
April 1, 2015

This design is a great blend of action and readability, and those aren't easily combined in such action photos. The dark gradient

in the background was the best way you could have handled the considerable detail in that portion of the photograph. The knock-out of the horse and rider from that background gradient was beautifully handled. Everything on this page is readable and doesn't detract from the storytelling ability of the image itself. Everything looks balanced on the page.

2nd Modern Arabian Horse *"Wow" Factor at 2015 Youth Finals*

Elizabeth Bilotta, Designer
Suzanne Sturgill, Photographer
October 2015

A beautiful photograph with an overall yellow tone and backlit horse and rider. I appreciate the bottom section regarding a dedicated life and the other subheadings as your drop shadow helps make the white text visible against the background.

3rd Equine Journal *Annual Youth Issue*

Candice Madrid, Senior Graphic Designer
March 2015

This is a really cute photograph of a young girl on a pony and I appreciate the simplicity of the background of this image. The fact that you have a shallow depth of field really helps the entire impact of this cover.

PUBLICATION COVER PAGE CIRCULATION OVER 20,000

17 entries

1st Chrome *Pure Joy*

Art Vasquez, Designer
Jessica Hein, Photographer
Fall 2015

Not using cover lines is a risk, but this photograph is captivating and says so much on its own. The composition and crop is spot on and accentuates the relationship between child and horse. It's simply gorgeous with the metallic ink adding a little shine on the matte stock.

2nd The American Quarter Horse Journal *Road to the Horse Trainer Trevor Carter*

Justin Foster, Designer
Holly Clanahan, Photographer
September 2015

A beautiful photograph with interesting color and depth of field anchors this cover while conveying a sense of action. The balance of the 75 in the upper left hand corner and magazine name/logo on the right works well with centered sell lines in between.

COVER & EDITORIAL DESIGN

3rd The American Quarter Horse Journal *AQHA Past President Albert Mitchell*

Justin Foster, Designer
April 2015

Everything about this cover says history – from the black and white photograph to the 75th anniversary noted in the upper left hand corner. It begs a reader to get inside to find out more.

Honorable Mention

The Horse: Your Guide to Equine Health Care *Understanding Herd Dynamics*

Brian Turner, Designer
Susan Kordish, Photographer
Alexandra Beckstett, Managing Editor
Stephanie L. Church, Editor-in-Chief
January 2015

The attention to typography, color choice and balance bring sophistication to this cover. The shadowing on the sell lines ensures they are readable and add a little dimension. And the writing is compelling enough to make a reader turn inside.

Western Horseman *Indian Rodeo*

Ron Bonge, Art Director
June 2015

The photo grabs a reader's attention with a perfectly centered action shot that shows some emotion and competition. The variety of sell lines is a real bonus here – with an option above the nameplate, three blurbs on the right and rodeo survival stories in the yellow circle. The color palette is pleasing with the complimentary yellow and blue.

EDITORIAL DESIGN CIRCULATION UNDER
10,000
20 entries

1st Speedhorse *It's What She Does*

Leann Noguera, Designer
May 2015

This editorial design just smacks of nostalgia at the first glance. This is when you know the designer is feeling the story in her bones. The designer's skills are so intense that she took this mass of information and layered, and faded, and placed every element with such care that in the end she paid grand visual homage to the subject of the story and her life. This design is a true success.

2nd Driving Digest *Victorian Roses Ladies Riding Society*

Linda Yutzy, Designer
July/August 2015

Well, the creator of this editorial layout truly kicked things off with an abundance of design elements. Kudos for knowing how to use these elements correctly making this opening spread a delight to look at. It reeks of "Victorian" as intended, and that feeling flows through to the last page because of the way the designer handled each element.

3rd Paint Horse Journal *Fort Worth-y of Fun*

Kelly Wise, Designer
October 2015

This is an exciting editorial design that will really spark the reader into wanting to know about the subject at hand. The introductory photo depicts bold action as does the typography of the headline. Carrying the red headline font throughout the story's subheads creates continuity of design and extends the excitement of the first two pages throughout the rest of the layout. The faint marquis like borders, that define different sections throughout the story, just add to the flavor of this successful design.

Honorable Mention

Paint Horse Journal *Warm Up to Workout*

Kelly Wise, Designer
Jessica Hein, Photographer
November 2015

The introductory spread of this editorial layout is dynamic. The headline is dominant but well executed so it complements everything else on the spread. The action photo with its great dimension is perfect to lure in the reader and proclaim the theme of the story. The typography on every page was manipulated intelligently and the use of a choice color scheme throughout made this a very cohesive and successful design.

Speedhorse *Racing Revivalist*

Leann Noguera, Designer
September 2015

The design elements in this editorial layout are shabby cool and are very naturally blended into each other. The design fits the subject matter at hand to a tee. The opening headline area is powerful...in fact it visually shouts. The artistic work here makes this piece very cohesive and it is obvious that the designer has major skills in graphic manipulation.

COVER & EDITORIAL DESIGN

EDITORIAL DESIGN CIRCULATION 10,000
TO 20,000
11 entries

1st

Keeneland Magazine

Beyond Salsa and Chips

Katie Taylor, Art Director/Designer

Jacqueline Duke, Editor

Spring 2015

The double page spread is spectacular. There is an abstract quality to the design. The bright yellow arch curves into the cool blues and violets of the jellyfish and background. The acid green and orange type are a lovely balance, adding the word Salsa in script. The interior pages are restrained and balanced with beautiful touches of color in the captions and initial caps.

2nd

Keeneland Magazine

Heavy Metal

Katie Taylor, Art Director/Designer

Jacqueline Duke, Editor

Winter 2015

Strong, rich, restrained design. Perfectly balanced. The color is rich with warm colors and cool colors. The blocks of type are beautifully weighted against the shape of the photos. The choice of type is fine with nice touches of color in the captions.

3rd

Modern Arabian Horse

Independence Day - Set Up Your Weanling for Success

Elizabeth Bilotta, Designer

September 2015

A beautiful and sensitive design. The color adds so much to this work. The distribution of space is masterful, aligning blocks of photos and refined details.

EDITORIAL DESIGN CIRCULATION OVER
20,000

29 Entries

1st

Chrome

Going Down the Fence

Brian Rawlings, Designer

Winter 2015

A beautiful package from start to finish. A clean design and fantastic photographs set this design apart. Everything is right here.

2nd

Chrome

Crafting Spirits

Art Vasquez, Designer

Jessica Hein, Photographer

Fall 2015

A creative and compelling design that capitalizes on excellent photography and use of pull quotes. The wine stain design nicely ties everything together.

3rd

Western Horseman

Cowboy Crafted

Ron Bonge, Designer

August 2015

Excellent use of photographs, color and caption boxes help make this a compelling design.

Honorable Mention

Chrome

Warrior Spirit

Brian Rawlings, Designer

Diana Volk, Photographer

Spring 2015

The designer does an excellent job using color to balance negative space. Great use of photographs.

Practical Horseman

Learn to Let Go

Phillip Cooper, Designer

August 2015

This crisp and clean design benefits from an excellent use of a common wood element and color to make a cohesive and attractive package.

SPECIALTY CLASSES

PUBLISHING MEDIA EQUINE-RELATED
SPECIALTY OR CUSTOM PUBLICATION
(PRINT)
9 entries

1st
California Horsetrader
Horse Expo Sacramento

Lori Wilson, Associate Publisher
Evan Keeling, Designer
June 5, 2015

Elegant cover and photography...not your typical show guide look. Informative and enjoyable editor's column (Welcome!). Excellent and clear layout with great design elements, like the green bar running across the top. Easy to read and follow. Great guide.

2nd
Horse Illustrated
Your New Horse

From the Editors of Horse Illustrated
2015 Annual Edition

I love the targeted niche of this publication. What a great service to readers. The Savvy Horse Shopper was insightful and helpful read. Great use of photos throughout. From saddle buying tips to horse habitats, there is something for everyone in this publication. Overall success.

EQUINE-RELATED FICTION BOOK
2 entries

1st
Susan Count
Selah's Sweet Dream

Susan Count, Author
December 2015

As the mom of a tween-age girl, I always wonder and worry about the books that are available for her age level. As I warmed into Selah's story, I know this was a book with a great message that is something I would love for my own daughter to read, enjoy, and fall in love with. Can't wait to see what happens in the prequel.

EQUINE-RELATED NONFICTION BOOK
5 entries

1st
Western Horseman
The Western Horseman Recipe File

Fran Smith, Book Publishing Director
This is an excellent cookbook, made even better with good humor, the inclusion of perfectly executed and professionally styled food photos (not easy to achieve), comprehensible step-by-step cooking instructions, and fine photos of the many horsemen and horsewomen who contributed unique, uncomplicated and delicious recipes. I'd treasure this cookbook and give it as a gift to anybody with a kitchen, even those who don't know a thing about horses or horse people.

2nd
Bonnie Gruenberg
The Wild Horse Dilemma: Conflicts and Controversies of the Atlantic Coast Herds

Bonnie U. Gruenberg, Author/Photographer
Painstakingly researched and expertly compiled, this dense, detailed work would be considered a textbook were it not for the fascinating and sometimes touching details provided by experts and observers of the phenomena of American wild horses. The chapters on the ponies of Assateague and Chincoteague (known to every horse-loving kid who's ever read Misty of Chincoteague) are particularly impressive. Surprisingly candid photos of these beautiful animals illuminate the scholarly text.

GENERAL EXCELLENCE

GENERAL EXCELLENCE ASSOCIATION
PRINT PUBLICATION CIRCULATION UNDER
15,000
4 entries

Winner

Mid-Atlantic Thoroughbred

Joe Clancy, Editor
Barrie Reightler, Publisher/Art Director
March, May, June 2015

Professional and elegant, this publication stands out for its skillfully rendered graphics, finely wrought action photographs and decent writing. It's notable for standing features such as Pensioner on Parade (retired horses) and Names of the Month (often funny) as well as up-to-date pieces on racing, steeple-chasing, and medical procedures.

GENERAL EXCELLENCE ASSOCIATION
PRINT PUBLICATION CIRCULATION 15,000
AND OVER
5 entries

Winner

Chrome

Jessica Hein, Editor
American Paint Horse Association, Publisher
Art Vasquez, Art Director
Spring, Fall, Winter 2015

The aptly named Chrome is a flashy upmarket publication, produced by the American Paint Horse Association, which celebrates and promotes what it identifies as a Western equestrian lifestyle. It's a shiny one-stop destination for horse lovers who are interested in an incredible range of competently written stories on topics such as neck reining, how to throw a pony party, dog training, multi-page color fashion spreads (with trainers, riders and owners as models), home decor, Western gifts, info on a documentary about reined cow horses; you get the idea. Handsome and well-displayed photography and contemporary graphics add to the glitz and glamour.

Honorable Mention

America's Horse

Holly Clanahan, Editor
Carl Mullins, Publisher
Tim Archer, Art Director
January/February, March/April, May 2015

A benefit for members of the American Quarter Horse Association, America's Horse is a straightforward resource focused not only on horse health, training, and equipment, but also on the people involved with AQHA. It includes lots of first-person testimonials and puts a forward spin on its content, presented in a confident, upbeat and unadorned manner.

GENERAL EXCELLENCE SELF-SUPPORTED
PRINT PUBLICATION CIRCULATION UNDER
15,000
13 entries

Winner

Driving Digest

Ann L. Pringle, Editor
Pringle Publications, Publisher
Linda Yutzy, Art Director

January/February, May/June, July/August 2015
Strong cover, editor's letter, TOC, very well designed, mostly strong photos and features. This publication delivers the whole package with strong design, educational and entertaining stories, and mostly strong action photographs. Activities is nice element.

Honorable Mention

American Racehorse

Denis Blake, Editor/Publisher
Amie Rittler, Art Director
May/June, July/August, September/October 2015
Well designed and good information on tracks and association news. Achieves timely information to the industry. Photos are strong.

The Chronicle of the Horse

Beth Rasin, Editor
Mark Bellissimo, Publisher
Josh Walker, Art Director
July 13 & 20, September 14, November 23 & 30, 2015
Great photos, well-rounded and informative features. Good national, international coverage. Interesting and entertaining. Nice to have commentary.

GENERAL EXCELLENCE SELF-SUPPORTED
PRINT PUBLICATION CIRCULATION 15,000
AND OVER
11 entries

Winner

Western Horseman

Christine Hamilton, Editor
Ernie King, Publisher
Ron Bonge, Art Director
June, July, November 2015

This magazine is strong on so many levels. Excellent covers, well-designed, interesting and informative articles, good packaging of articles, strong service stories. Strong illustrations and photography. It may be the granddaddy of horse magazines, but it's stayed strong. It's well edited, and knows who its readers are and what they want and need.

GENERAL EXCELLENCE

Honorable Mention

EQUUS

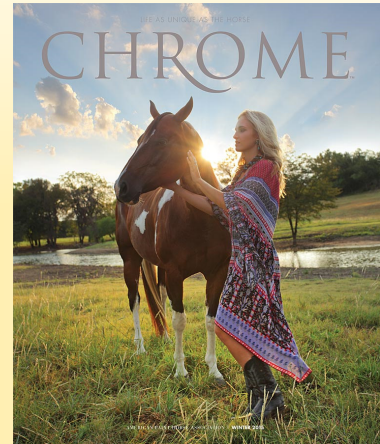
Laurie Prinz, Editor
Active Interest Media, Publisher
Celia Strain, Art Director
June, July, November 2015
Strong covers, very good, useful TOC, excellent entry points, strong departments. A very compelling package.

Horse Illustrated

Elizabeth Moyer, Editor
Pat Trowbridge, Publisher
Jerome Callens, Art Director
January, May, September 2015
Excellent redesign. Strong new logo. Great use of visuals, sidebars, visual packaging, and entry points. So strong in service.

OVERALL PUBLICATION WINNER

CHROME



Jessica Hein, Editor
American Paint Horse Association, Publisher
Art Vasquez, Art Director
Spring, Fall, Winter 2015

Oh, my goodness. What a delight to look at! What a joy to read! How could anyone see this publication and not pick it up and spend time with it? Members can have only one regret about their publication – it comes out only quarterly. But every editor should study how CHROME tells the stories of its members and other Paint Horse enthusiasts and celebrates the Western lifestyle. Pay particular attention to the care and clarity of the TOC. And look at those wonderful subheads and pullquotes. CHROME sets out to be “an engaging, informative and visually stunning product.” It is that and more.

BUSINESS DIVISION

BUSINESS EQUINE-RELATED SINGLE PRINT ADVERTISEMENT

22 entries

1st

Farnam

Horseshoer's Secret - Built Strong From the Ground Up

Susan Uhl, Vice President Client Services, Epsilon
Katie Stevenson, Marketing Manager, Farnam
September to December 2015

This advertisement is very successful in visually promoting the hoof support product. The photo on the top two-thirds of the ad creates a deep, dramatic background making the product itself really stand out as the focal point of the ad. The colorization of the text that is knocked out of the image and gradated brown to black background, is manipulated perfectly using different intensities of color to create priority of attention. For an advertisement, this is truly a work of art that supports its intention from every angle.

2nd

Manna Pro

While Some Masks Protect... There's One Proven To Repel

Geile/Leon Marketing Communications
June and July 2015

This is a powerful ad. The split image of the horse visually creates great incentive for a person in the market for an insect mask to choose the Opti-Force product at a glance. Besides being good copy, the headlines are visually narrative in their reverse and positive forms. This will also grab the reader. The rest of the ad is designed with the utmost thought and skill. This is a very successful advertisement.

3rd

Farnam

Strong Bonds are Built with Great Care

Christina Miller, Brand Manager, Farnam
Susan Uhl, Vice President Client Services, Epsilon
April 2015

It was a smart move by the designer to position the Farnam logo so that it is the focal point of this advertisement. The position of the logo and color that surrounds it grabs the eye first. Immediately people relate to a name that is respected in the horse industry. From there the focus naturally swoops across the well laid out advertisement spread that is all about horse care. Use of the Farnam blue and gold with black and white adheres to their brand and makes the total visual cohesive and definitely "Farnam". It is a pleasure to see coupons that are classically designed. The headline content is quite the hook because it spells out a sentiment that horse lovers can relate to everywhere.

Honorable Mention

Freedom Health LLC

Serious Horse People - Ted Robinson

Patrick Warczak Jr., Marketing Director, Creative Director
Ellen Flint, Flint Marketing Creative, Designer/Art Director
April 2015

This advertisement has a great hook to it "Serious people use SUCCEED". The fact that this sentiment is backed up by an image of a famous horseman really does something for the product's trust factor. The designer of this ad laid out everything a potential customer might want to know through tasteful placement of all the elements. It would be hard for the target audience to not be sparked about using these products.

Manna Pro

Performance You Can Feel. Nutrition You Can See

Geile/Leon Marketing Communication
August to October 2015

This advertisement is bold and exciting. The product and what it is all about hits the viewer straight on. The photo treatment is outstanding; the way the rider's hair cuts into the logo and the overlapping headline create visual cohesiveness. The warm reds draw the eye diagonally across the layout. This is a very successful advertisement.

BUSINESS EQUINE-RELATED PRINT AD CAMPAIGN

4 entries

1st

Schleese Saddlery Service Ltd.

Gold Frame Campaign: Ride in Harmony/Take Flight

Designer: Irina Pljusznyin
Published in Flying Changes Magazine
August and November 2015

This is a unique and intriguing ad campaign. The saddles being promoted are beautiful and placing them in a gilded frame while using a faded horse image for the canvas glorifies the product nicely. Duplication of the basic layout creates recognition at a glance. The ads support the Schleese brand. This ad campaign is elegant and successful.

BUSINESS DIVISION

BUSINESS EQUINE-RELATED SINGLE ONLINE ADVERTISEMENT

9 entries

1st

Manna Pro

The Protection You Want. The Force You Need

Geile/Leon Marketing Communications

May to July 2015

This internet advertisement is a real eye catcher. The surreal treatment of the bubble over the horse implies protection, a horse lovers' sentiment where the health of their animals are concerned. The triple product, highlighted and shadowed perfectly is striking. The headline and bottom copy is conspicuous and broadcasts the message of the ad amiably.

2nd

Manna Pro

It's What's Best for an Old Friend

Geile/Leon Marketing Communications

May to July 2015

This is the perfect headline and image combination to melt a horse lover's heart. This internet ad is wonderfully designed. The logo placed in the highlight of the sky brands the ad at first glance. The western flair headline treatment with the sight embellishment is fetching. The dimensional images of the product are just enough to give us a peek at the actual product and the coupon offer is emphasized by the highlighted introductory words.

BUSINESS EQUINE-RELATED BRAND MULTIMEDIA AD CAMPAIGN

6 entries

1st

Farnam

Horseshoer's Secret Campaign

Susan Uhl, Vice President Client Services, Epsilon

Katie Stevenson, Marketing Manager, Farnam

September to December 2015

This is beautiful design. I wouldn't change anything on your brochure/coupon. The full-page ad photo is truly a masterpiece with careful lighting and composition. Typography is excellent.

2nd

SmartPak

SmartGI Ultra

Sara Florin, Creative Director

Kerri Vuolo, Senior Marketing Manager, SmartSupplements

June 2015

Your medical illustration sells this concept, and your consistency across multiple media is admirable.

BUSINESS EQUINE-RELATED ENEWSLETTER

5 entries

1st

Kentucky Equine Research

Seasonal Spotlight

Mark Llewellyn, Content Manager

Erin Hsu, Digital Marketing Manager

This is a well-executed eNewsletter. The design is very simple, but that's a good thing. It's clean and easy on the eyes. And it's chock-full of useful information for the reader. I like the seasonal approach and how the content is organized into topical "buckets."

2nd

Farnam

Life with Horses

Martha Lefebvre, Senior Marketing Manager, Farnam

Susan Uhl, Vice President Client Services, Epsilon

This is a very successful marketing eNewsletter. It's clearly trying to promote Farnam's products, but there's a lot of very useful information in it for the reader. I like the addition of a contest or coupon in each issue to reward and engage the reader. And the design is sharp and eye-catching but still easy to read.

BUSINESS BRAND EQUINE-RELATED BLOG

5 entries

1st

Farnam

Stable Talk

Martha Lefebvre, Senior Marketing Manager, Farnam

Cynthia McFarland, Freelance Writer for Farnam

The writing tone of this blog is spot-on. Each post is filled with helpful information, expert sources and eye-catching images. The author has a professional writing style that's approachable and informative. This blog is an actionable and focused information source for horse owners. The blog format is readable and engaging.

2nd

Manna Pro

Stable Thinking

Geile/Leon Marketing Communications

This blog does a nice job of blending tips and information with product details. The writing is catchy and the titles are intriguing, while still being informative. The bold and bulleted lists make for easy reading online and present the information in a digestible and scannable way. I like how the blogs feature a short author bio and the article's sources are easily tracked. The reader comments and interaction on some posts shows a strong engagement level.

BUSINESS DIVISION

BUSINESS BRAND CONTENT MARKETING
SINGLE ARTICLE
7 entries

1st
SmartPak

Do You Have the Winning Combination?

Dr. Lydia Gray, Staff Veterinarian/Medical Director
Kelcie Griffith, Marketing Assistant
Published in NRHA Reiner

May 2015

Nicely done. Well-written and easy to follow. Does a good job of explaining product.

2nd
Kentucky Equine Research

Feeding Air Ferns: Real-World Nutrition Advice for Overweight Horses

Mark Llewellyn, Content Manager
Erin Hsu, Digital Marketing Manager
Published on EquineNews.com

August 14, 2015

Article gets to the five important points quickly.

BUSINESS BRAND EQUINE-RELATED
WEBSITE
7 entries

1st
Boehringer Ingelheim Vetmedica
IDPPID.com

Pam Mariutto, Vice President, Executive Creative Director
Ryan Krumwiede, Vice President, Account Director
You have done an excellent job at understanding and planning for two separate audiences: your horse owners and your veterinarians. The storytelling video is professionally produced and captures the emotions of viewers. The testimonials are great. Navigation is intuitive and simple to use. The simplicity of the color scheme works well. Your veterinary page is separate from the pages meant for horse owners, which will decrease confusion for everyone.

2nd
Washington International Horse Show
WIHS.org

Nara de Sa Guimaraes, WIHS Director of Marketing & Communications

Linda Macklin, WIHS Director of Digital Media & Publications

Pedro Sostre (WebLift), CEO

I think you are serving your vendors well by having a special

page with links to their websites. Your navigation was easy throughout the website, and your typography and visual design were strong. Your responsive design maintains good visual continuity.

BUSINESS BRAND EQUINE-RELATED
CUSTOM PUBLICATION
9 entries

1st
Farnam

Ultimate Horse Care Guide 2015

Martha Lefebvre, Senior Marketing Manager, Farnam
Susan Uhl, Vice President Client Services, Epsilon

This Farnam product guide is a very comprehensive publication. It starts out with a well worded introductory page stating who Farnam is, the type of products they provide, and why their customers can count on them. The rest of the guide elaborates on that statement with specific descriptions of their products, photos that are apropos to each product section and money saving coupons. The color pallet they use throughout the pages along with the typestyles and product treatments boast Farnam's brand. From cover to cover this publication is a real winner.

2nd
Washington International Horse Show
2015 Washington International Horse Show Prize List
Linda Macklin, Director of Digital Media and Publications
Nara de Sa Guimaraes, Director of Marketing and Communications

The Washington International Show Prize List booklet is commendable in its content and design. Every element from advertisements to informational copy supports the theme of the publication. The first attraction, the cover, is exciting with its patriotic flare and excellent action rendering. The welcome page sets the tone for the design of the multiple text pages to come, with a weighty banner at the top and clean sans serif typography. The advertisements are attractive and colorful in contrast to the many pages of academic black and white text. I give kudos to the designer who kept the mass of informational material so clean and easy to follow on the text pages.

2016 JUDGES

GREG BENENATI has worked as a commercial photographer, photojournalist, photo retoucher, and graphic artist. He has a bachelor's degree in photojournalism from the Rochester Institute of Technology in New York. He and his wife are originally from Maryland, but have lived on both coasts and between.

KATHERINE BENENATI worked as a journalist, serving as a reporter and editor, for more than a decade at newspapers in Maryland, California, and Arkansas before moving into a career in public affairs. She holds a bachelor's degree from Towson University with a major in history and minor in mass communication.

JEANNE BERNICK is a consultant with KCoe Isom, a national food and ag consulting company. In this role, Bernick works with marketing and business development to match the needs of large commercial ag producers with KCoe Isom's resources in farm financial management. She also spearheads firm-sponsored events that bring business tools and resources to young farmers, women in ag, and large producers. Normally, Bernick spent 20+ years as an editor in the agriculture industry, having seen producers through industry volatility, land price escalation, and multi-generational business succession. During her career at Farm Journal Media, Bernick developed long-standing relationships with large commercial ag producers and their families. Traveling throughout the country and the world, she developed authoritative industry content and wrote thousands of stories that covered every aspect of agriculture. Bernick resides in Eastern Iowa where she enjoys travel and is an avid horse racing enthusiast.

TOM CURL of Brookfield, Wisconsin, enjoyed a 33-year career that included serving as editor of Progressive Farmer and Country magazines, as managing editor of Southern Living, as the founding editor of Birds & Blooms magazine, and CEO of Reiman Publications. He was president of the American Agricultural Editors Association and also a director of the Magazine Publishers of America.

DAVID S. DAWSON is a 21 year veteran of the entertainment industry with expertise in all aspects of video and sound production and theatrical/concert lighting. Dawson also has extensive experience in web, mobile app and graphic design. He is a three time Pacific/Southwest Regional Emmy Nominee and his work has been featured in numerous film festivals and has won several awards for excellence in production. Most recently David won BEST DIRECTOR for his short film THINGS HAPPEN in the 2016 San Diego Film Awards. His production group intelXual entertainment was nominated for 13 awards in total, nabbing five including the aforementioned and BEST FILM for LEFTY. For much of the past decade he has run a successful multi-media and mobile/web development company in San Diego, CA. David's production company can be found online at www.ixе.us. He is also the

founder/host of the The IntelleXual Podcast, where he discusses life, art and the business of show business with creative individuals from the entertainment industry in San Diego, Hollywood and beyond.

MARIE GARAFANO grew up in Philadelphia and now lives in Florida. She received her BFA from The Philadelphia College of Art, (now The University of the Arts), where she taught for many years. She was a successful illustrator and has illustrated several books, including Ginger Goes on a Diet for Houghton Mifflin, a story about a foster child and her cat. She has taught watercolor and children's book illustration for several years. She has participated in many juried shows; The Philadelphia Sketch Club, Works on Paper, and Small Oils and Woodmere Art Museum, among others. She won the Edith Emerson prize for portrait at Woodmere in 2003. Since moving to Florida, she has participated in several shows and recently gained Signature status in The Florida Suncoast Watercolor Society, and has won several awards. Her work may be seen at The Artist Guild Gallery in Anna Maria Island. Her work is owned by many private collectors.

ALYSON HOGE has worked for the Arkansas Democrat-Gazette since 1979, and currently oversees the political, wire and copy desks. She has been horse crazy since birth and has had horses off and on since age 15. Her herd includes a rescued paint gelding and a mustang gelding adopted from the Bureau of Land Management. She and her husband David Hoge live near Little Rock and have a son, Michael.

DAVID HOGE is a former newspaper photographer with a bachelor's degree in fine arts photography from Louisiana Tech University. David works for a printing company in Little Rock but continues taking photos on the side. He has been published in several magazines and has had exhibits of his work at several galleries and museums across Arkansas. He is married to Alyson Hoge and has a son, Michael.

JANE HOUIN is a communication consultant and writer located in Ohio's idyllic Amish Country. Prior to pursuing a career as a freelance communicator, she served as the public relations coordinator for the Ohio Agricultural Research and Development Center— the research arm of Ohio State University's College of Food, Agricultural and Environmental Sciences. She has also worked in college admissions on communication pieces, as a radio commentator, as a publications editor, and as a college instructor in various communications and literature courses. Houin received her bachelor's degree in agricultural communications from Purdue University where she also did her master's work in mass communication. Jane lives on her family farm, which is home to nearly 50 Quarter and Paint horses and enjoys riding and competing in rodeos with her three children.

2016 JUDGES

SHARLA ISHMAEL, who lives in Benbrook, Texas, is the managing editor of The Show Circuit magazine, a leader in livestock production and sale information. She has 19 years of experience in the livestock publication world and writes for a variety of national and regional magazines about agriculture and related issues. She grew up on purebred cattle ranches in New Mexico and Texas.

HOLLI LEGGETTE is an assistant professor in the Department of Agricultural Leadership, Education, and Communications at Texas A&M University. She teaches agricultural media writing courses and conducts research using her conceptual model to augment critical thinking and create knowledge through writing in the social sciences of agriculture. Before moving to Texas to complete her Ph.D., Leggette worked as the marketing and communications director at Western Technology Center in western Oklahoma and volunteered for the Oklahoma Highway Patrol Cadet Lawman Academy and the Burns Flat Educational Foundation. Leggette earned a B.S. in agricultural business from Oklahoma Panhandle State University in 2005, a master's degree in agricultural communications from Oklahoma State University in 2007, and a doctorate in agricultural leadership, education, and communications from Texas A&M University in 2013. In her spare time, she enjoys reading, traveling, spending time with her husband on his east Texas ranch, and visiting her mom and dad in Kansas. Leggette and her husband are expecting their first child in October.

KAREN MARTIN, associate editor of the Perspective (editorial) section of the Arkansas Democrat-Gazette, blames her passion and fascination for horses on a childhood spent reading and re-reading all of Walter Farley's The Black Stallion books. She lives in Little Rock, Ar., with her husband Philip and three exuberant rescued terriers.

PHILIP MARTIN is the chief film critic, MovieStyle editor and a columnist for the Arkansas Democrat Gazette. In 22 years at the Democrat-Gazette, he has won a number of national and regional prizes for his criticism and columns, including two Green Eyeshade Awards and four Great Plains Journalism Awards. Currently serving as the president of the Southeastern Film Critics' Association; he's also the author of two books of essays, The Shortstop's Son and The Artificial Southerner and the monkey in the nose cone of the Blood, Dirt & Angels (www.blooddirtangels.com) blog. In his journalistic career, Martin has been a sportswriter, a criminal investigator (along with Dallas-based Hugh Aynesworth he wrote some of the first stories casting doubt on serial killer Henry Lee Lucas's claims to have murdered more than 400 people), a political columnist, a sports editor, the executive editor of an alternative weekly and a newspaper executive in charge of a small chain. Martin is also a songwriter (who appeared on the Merv Griffin Show in the '80s), the world's worst rhythm guitarist and a finalist for the 2012 James Hearst Poetry Prize. He lives in the Hillcrest neighborhood of Little Rock with his wife Karen and three rescued terriers, Paris, Dublin and Audi.

CHRISTI MILLER is a former Editor and Field Editor for The Quarter Horse Journal. Miller currently serves as manager of the AgriMissouri program for the Missouri Department of Agriculture. She and her family raise beef cattle on their farm near Olean, Missouri. Miller's two children are active showing livestock through 4-H and playing sports.

DON RANLY, PH.D., is professor emeritus of journalism and former head of the magazine program at the Missouri School of Journalism where he taught for 33 years and headed the magazine program for 28 years. He has an M.A. in journalism and an M.A. in speech from Marquette University, a certificate in film, radio and television from New York University and a doctorate in journalism from the University of Missouri. An author of articles and books on writing and editing, Ranly has conducted more than 1,000 seminars including four appearances as a guest speaker at AHP seminars in 1997, 2003, 2004 and 2007. Internationally sought as a writing, editing and publication expert, he has prepared critiques for dozens of publications. Ranly currently serves as Executive Director Emeritus and Board Member of the Missouri Association of Publications, which he founded in 2004. You can find him at www.ranly.com.

BRANDON ROATEN is the co-founder of MVP STUDIOS based in Nashville, TN and a second location opening in Sacramento, CA summer 2016. His passion for film began over thirty-three years ago in Memphis, TN where he performed in front of the camera for local promotions on NBC affiliate WMC-TV. It was several years later that Brandon decided to return to school and directing his passion for the camera to use behind the lens. Brandon's journey in film production has been an interesting one. In 2011, he produced a commercial spot in a national video contest for country star Keith Urban's new cologne fragrance "PHOENIX". His entry was chosen by People.com editors as a TOP TEN commercial finalist and he donated the prize package to Make-A-Wish of Middle Tennessee, catching the attention of a local Nashville news station who covered Brandon's act of "Paying it Forward" during a Thanksgiving newscast. That act of kindness propelled MVP Studios into becoming one of the sought after video production houses. MVP Studios is not only known for their high quality productions, but capturing the hearts of audiences with their unique story-telling ability. Their pure creativity coupled with the use of the latest technology allows MVP Studios to be a leader within the industry. Today, MVP Studios serves television production companies, public relations firms, celebrity clients from NFL stars to music stars, healthcare, Forbes 500 and internationally recognized charitable organizations. MVP works with high profile clients that have allowed Brandon to expand his horizon's both personally and professionally, which has been extremely rewarding.

2016 JUDGES

SHERRY ROSS is the radio color analyst for the New Jersey Devils on WFAN 660AM. On Nov. 25, 2009, she made history as the first woman to provide radio play-by-play for a National Hockey League broadcast. In her prior stints as a sportswriter, she worked for the New York Daily News and the Bergen (N.J.) Record, among other publications, where her writing assignments included the summer meet at Saratoga Springs, New York, as well as many Triple Crown races and Breeders' Cup events. She continues to work as a freelance writer. A graduate of Rutgers University-Newark, she was inducted into the inaugural Randolph (N.J.) High School Hall of Fame. Among her prized possessions are photos taken of her with the great racehorses Secretariat and Zenyatta.

JENNIFER ROWE, associate professor at the Missouri School of Journalism, chairs the magazine faculty and teaches classes on magazine writing and editing. For a dozen years, she served as editorial director of *Vox*, an award-winning weekly city magazine for Columbia. In 2004 she received the Provost's Outstanding Junior Faculty Teaching Award and in 2009 MU's William T. Kemper Fellowship for Teaching Excellence. Rowe has written freelance articles for *Runner's World*, *Elle*, *Real Simple*, *Westways* and *St. Louis* magazines. A speaker at conferences across the country, she has presented at the FOLIO: show in New York City and Chicago, the United States Olympic Committee Communications Workshop and many more.

JEN RUSSELL is a digital product manager for Farm Journal Media, leading the development and implementation of online and mobile products across the company. Previously, she was managing editor of AgWeb.com, FJM's premier website, and worked as an editor and reporter for numerous print newspapers. She holds a master's from the Missouri School of Journalism. A lifelong horse-lover, she spent her youth riding and showing in Western events. She currently lives on her family's farm in Pennsylvania, and loves taking her Fox Trotter, Rosie, out on the trail.

SARA SCHAFER is an award-winning journalist and the editor of Top Producer magazine and spends her time writing, hosting events and producing content for the country's largest and most successful farmers. Since joining Farm Journal Media in 2008, she has played several key roles with the transformative relaunch of AgWeb.com, spearheaded the Farm Journal Legacy Project expansion in 2014 and served as the architect for the Tomorrow's Top Producer event, a program for young farmers. As a May 2007 graduate from the University of Missouri-Columbia, she majored in agricultural journalism with a minor in agricultural economics. She was previously employed by Boone Electric Cooperative. Sara grew up on a diversified crop and livestock farm in central Missouri. She and her husband reside in Columbia, Mo.

DAVID B. SIMON has more than 14 years of experience in editing and writing. He is currently Communications Manager at the Maryland Hospital Association. Simon has been a reporter and editor at newspapers in Baltimore, Md., Frederick, Md., Westminster, Md. and Queens, N.Y., and has taught undergraduate journalism at American University and Hood College. Prior to joining the hospital association, he was managing editor at *The Daily Record*, a business and legal newspaper and served as managing editor for news and opinion for the Montgomery County editions of *The Gazette*, a weekly newspaper in Maryland with a circulation of roughly 265,000. Simon holds a master's degree in journalism from Columbia University and has won multiple regional and national awards, including two National Headliner Awards. He was a finalist in 2009 for the Dart Award for Excellence in Coverage of Trauma.

KATIE STERN, MFA, Professor, teaches in the Web and Digital Media Development major in the Computing and New Media Technologies Department at the University of Wisconsin-Stevens Point. She taught university-level graphic design courses for ten years before joining UW-Stevens Point. Stern holds an Individualized Master of Arts degree from Antioch University McGregor and a Master of Fine Arts Degree from UW-Madison. She is also an Adobe Certified Expert for Photoshop CC. Stern's textbook, *Photo 1: An Introduction to the Art of Photography* was published by Delmar Cengage Learning in 2012.

JONI TANTILLO, or "Judge Joni" as she likes to call herself around this time of year, was blessed to be born with a calling. Creativity was in her blood, and so she traveled the path of fine arts in her youth. Once she realized supporting herself with her art in the "grown up" years was the only option she was interested in, she became a student of the School of Visual Arts in New York City. She studied graphic design while she apprenticed as a designer in a corporate public relations firm in NY. Years and much experience later, after moving to the Boston area, she went on to become an art director. Finally, in 1995 she laid down roots with her own commercial design studio, D & J Associates that she still operates today. During those years, Tantillo kept on studying and expanded her creative repertoire to include illustration, film photography and minor copy writing. Today, after first revisiting college to learn Web design, she is wrapping up her degree in digital photography. Her business is truly "full service" commercial art now. Tantillo loves to do anything that calls upon her creative side and she feels blessed that she has always had the strength to follow her passion. Her philosophy on life that she loves to share with everyone is encapsulated in this quote from Reverend Howard Thurman "Don't ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive." Here she would say ... "Can I get an AMEN?"

2016 JUDGES

JOE TENERELLI is a graphic designer and illustrator with over 30 years of experience. He has art directed several magazines, including Farm Journal, The Philadelphia Lawyer, and Successful Meetings, among others. He redesigned all three of those publications, and has won awards for magazine and marketing publications. He is the recipient of the 2004 First Place Gold Ozzie for magazine redesign in the B-to-B category, magazine cover design from the Art Directors Club of Philadelphia, and several editorial and marketing design awards from the American Agricultural Editors Association. His freelance clients have included Wharton, CIGNA, Demos Medical Publishing, Temple University and others. He has done editorial illustrations for many years, as well as a contributing Op-Ed illustrator for the Philadelphia Inquirer. Tenerelli is currently self-employed, working from his home in Springfield, PA. He is a graduate of Temple University, where he majored in journalism.

WILLIE VOGT is the Executive Director, Content and User Engagement at Penton Agriculture. He has been covering agriculture for more than 35 years from his early days at a weekly farm paper to his current position at Penton Agriculture where he oversees an editorial business that includes 21 content brands and 27 websites that support the division's brands. Vogt graduated from Iowa State University in 1980 and eventually ended up in Minnesota. He joined Farm Progress full time in 1996 as technology editor and became Editorial Director in 2004. He was named to his current position in 2013 after Farm Progress was acquired by Penton.

BETTY WALKE is a summa cum laude graduate of Maryland Institute, College of Art with a BFA in Illustration/Graphic Design. As a senior art director and creative account manager at Marriner Marketing Communications in Columbia, MD, Walke developed branding and advertising campaigns for a diverse range of regional and international corporations. She founded her own successful creative communications company, WalkeWorks, in 2001. WalkeWorks' clients include consumer and b2b businesses in manufacturing, foodservice, technology, healthcare and non-profit. For ten years, she was an adjunct instructor at Community College of Baltimore County in the Visual Graphics department, teaching design, illustration and typography.

DAVE WOHLFARTH is a former mass communications instructor at West Texas A&M University. He taught at WTAMU for 17 years before retiring in 2008. For 12 years at the school, he also served as the adviser for WTAMU's award-winning newspaper, the Prairie. He has served as a judge for many publications and contests, including the Associated Collegiate Press Association. Before becoming a teacher, Wohlfarth spent 27 years in daily newspapers, including stops in Dayton, Ohio (as a sports writer, copy editor and news editor) and Lincoln, Nebraska (executive sports editor). Wohlfarth earned a B.A. in journalism from the University of Nebraska in 1964 and a master's in mass communications from Texas Tech University in 1992. After he retired as a teacher, Wohlfarth worked a year as an assistant manager for quality control in the Amarillo office for the 2010 Census. Currently, he helps teach kids tennis. He is an avid tennis player; his wife, Cathy, an avid horse person who has competed in cutting. They own three horses.

DANITA ALLEN WOOD is the co-owner and editor-in-chief of Missouri Life magazine, which she and her husband purchased and revived in 1999. Missouri Life was named Magazine of the Year by the International Regional Magazine Association in 2008, 2013, and 2015. Missouri Life Inc. also publishes Missouri Business, a magazine for the Missouri Chamber of Commerce and Industry, as well as books and other custom projects. Danita learned the magazine business at Meredith Corporation, which publishes Better Homes & Gardens, Ladies Home Journal, Midwest Living, Successful Farming, and many other magazines. While there, she became the founding editor-in-chief of Country America, which grew to one million paid circulation, making it Number 76 of the Top 100 magazines by circulation, while she was editor. That magazine was listed on the 10 Hottest Magazines list three times in the early 1990s and named one of the 5 Best Magazines of 1991 by national industry publications while she was editor. She returned to her home state of Missouri in 1995 to teach at the Missouri School of Journalism, holding the Meredith Chair until 2005. While teaching, she was evaluated as one of the top ten magazine professors in the country. She stopped teaching in 2005 to devote full time to Missouri Life.



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