

# AHP

**EQUINE MEDIA AWARDS**

**American Horse Publications  
Annual Awards Competition  
for material published in 2016**



## **2017 AWARD DIVISIONS**

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# PUBLISHING MEDIA DIVISION

## EDITORIAL CONTENT

### BREAKING-NEWS OR INVESTIGATIVE REPORTING SINGLE ARTICLE

6 entries

#### 1st Quarter Horse News *Crickets*

By Katie Tims, Stacy Pigott, Editor  
August 15, 2016

This is a really strong entry. Crisp storytelling and effective organization make it a brisk read. Nice cadence to the writing and good work tying all the loose ends together, so the reader isn't left to wonder.

#### 2nd Pennsylvania Equestrian *Horse Beating Generates Calls for Stiffer Animal Cruelty Laws*

By Amy Worden  
September 2016

This entry shows the reporter's strong instincts. Going beyond a normal breaking news event to help the reader understand why the story is important and what it says about the times we live in is what separates distinctive reporting from the mundane.

### NEWS REPORTING RELATED FEATURE SINGLE ARTICLE

9 entries

#### 1st California Horsetrader *A Wish and a Star*

By Warren Wilson  
January 7, 2016

This story has everything you need in an award-winner: a touching topic and details that were comprehensive but did not overwhelm the reader. The sense of magic that was produced for the ailing girl was captured. A standout in this class.

#### 2nd Daily Racing Form *Storybook Ending for Champ Beholder*

By Jay Hovdey  
November 9, 2016

What could have been a race story gets a personal, behind-the-scenes touch. The pacing of the writing builds anticipation. Lots of voices, with details crisply woven in and never bogging down the read.

### INSTRUCTIONAL SINGLE ARTICLE

CIRCULATION/AUV UNDER 20,000  
15 entries

#### 1st Quarter Horse News *No Worries*

By Stacy Pigott  
July 15, 2016

An excellent read. The author clearly takes the reader through each of the steps in the article with a creative and relatable voice. A clear winner.

#### 2nd Paint Horse Journal *The Power of Position*

By Sara Simons with Alana Harrison  
June 2016

The author offers an enormous amount of specific information in this article, with clear section headers that helps the reader advance through the story. This is likely to be a piece that readers will refer back to often as they improve their riding position.

#### 3rd New York Horse *The Sweet Taste of Success*

By Janis Barth  
Winter 2016

This entry offers creative writing that brings the reader into the arena. The third page offers the instruction the reader needs to improve their actions.

### INSTRUCTIONAL SINGLE ARTICLE

CIRCULATION/AUV 20,000 AND OVER  
20 entries

#### 1st America's Horse *It's Vital*

By Holly Clanahan  
June 2016

This was a very clear, concise, and to the point article. Great content; great organization. I really appreciate your crisp, efficient writing style. Even though this is one of the briefer articles in this division, I really looked for something to criticize and I just couldn't find it.





# EDITORIAL CONTENT

**2nd****Practical Horseman**  
***Four Weeks to Showtime***

By Elizabeth Iliff Prax and Peter Lutz  
March 2016

This was a great article written in a nice, concise, clear style. You did a great job explaining your content and engaging your readers. I loved that you used personal examples and personal examples of things that needed corrected and how you corrected them.

**3rd****Western Horseman**  
***Making the Connection***

By Susan Morrison  
June 2016

I found this to be a great example of an engaging article. It drew me in right away and I was half-way through before I remembered that I was supposed to be critiquing the article. I liked that you could really "hear" from your source in his own voice; you did a great job of incorporating his quotes and have a very engaging writing style.

**Honorable Mention****Kate Bradley Byars**  
***Great at the Gate***

Published in Horse Illustrated  
July 2016

This was a very informative article. I really appreciated the integration of quotes throughout the article so that we could hear directly from the expert in her own words.

**Kara L. Stewart*****Achieving Symmetry***

Published in Horse Illustrated  
March 2016

I thought this was a super interesting article and loved that it was applicable across all disciplines. I liked that you had practical ways to determine if there was a problem and how to fix the problem.

**INSTRUCTIONAL SERIES**

4 entries

**1st****Practical Horseman**  
***Confident Cross-Country Water Jumps***

By Elizabeth Iliff Prax and Mike Huber  
April and May, 2016

This is an excellent two-part series that is clear and understandable and that I felt I could confidently employ in training (if I had access to the facility described and shown). The photos in this well-written series clearly illustrate the intent and add value for visual learners. Highly appropriate for the Amateur riders for which it was written.

**HORSE CARE SINGLE ARTICLE**

CIRCULATION/AUV UNDER 20,000  
17 entries

**1st****The Chronicle of the Horse**  
***No Rest for the Weary***

By Lisa Slade  
February 22 & 29, 2016

Lede sets the scene for the issue. Very informative on sleep deprivation. Good details on horses' sleep requirements and early signs of sleep deprivation. Four expert sources. It's good that they don't necessarily agree on everything. Interesting topic I've never seen covered before. Well-sourced, very thorough and informative.

**2nd****Quarter Horse News**  
***Light in the Dark***

By Alex Lynch  
July 1, 2016

The article effectively addresses the issue by telling the stories of two foals who survived – one via a nurse mare and the other via bottle-feeding. Four expert sources are used. A very informative and helpful article.

**3rd****Untacked**  
***Horse On Board***

By Kimberly Loushin  
July/August 2016

Fascinating topic. Very interesting and informative piece, tracing the history of horse travel.

**Honorable Mention****Paint Horse Journal**  
***Raised Right***

By Rachel Florman  
March 2016

Short, well-written and informative. A must-read for those who handle foals.

**Quarter Horse News**  
***Senior Stallions***

By Stacy Pigott  
January 15, 2016

Really nice lede; perfectly portrays a senior stallion. Good points about the importance of routine and familiarity. Good discussion of things to avoid. Lots of thing to like in this article.





# EDITORIAL CONTENT

## HORSE CARE SINGLE ARTICLE

CIRCULATION/AUV 20,000 AND OVER  
17 entries

**1st**  
**Jennifer M. Keeler**  
***A Pain in the Gut***

Published in Dressage Today  
November 2016

For a topic that brings up so much anxiety for readers, this story offers a full overview of colic health issues. The author did a good job of weaving information and sources throughout the article for an easy reading experience. Every component offered relevant and needed information for horse owners.

**2nd**  
**EQUUS**

***The Fight Against Equine Influenza***

By Heather Smith Thomas with Laurie Bonner  
June 2016

An impressive in-depth look at EIV. I appreciate the science background of this article, as well as the tactical information presented later in this story for readers to incorporate into their management plan. The sidebars were interesting and relevant.

**3rd**  
**Western Horseman**  
***Staying Afloat***

By Susan Morrison  
April 2016

I really appreciate the introduction into this article. The writing is creative while informative, and achieves cause and effect for each segment. Creative analogies help the reader connect with the material in a meaningful way.

### Honorable Mention

**Cowgirl Magazine**  
***Horse Chiropractic***

By Callan Kane  
December 2016

What an interesting first-hand experience. The author works to combine personal testimony with the other source in a very conversational look at this issue of horse health.

**EQUUS**  
***When to Worry About Coughs***

By Heather Smith Thomas  
October 2016

A lot of information was presented in this article, but the headers throughout helped identify lead-ins to the story for the reader. I found myself able to look away, comprehend and then pick up on the next point right away. Overall a solid piece of service journalism.

## SERVICE TO THE CONSUMER SINGLE ARTICLE

CIRCULATION/AUV UNDER 20,000  
10 entries

**1st**  
**Paint Horse Journal**  
***Destination: Europe***

By Irene Stamatelakys  
October 2016

The lede makes use of good statistics to make its point. The article was easily read. The numbered BFs give the reader signposts along the way and act almost like a checklist. Well done.

**2nd**  
**Paint Horse Journal**  
***Arming Yourself***

By Delores Kuhlwein  
January 2016

I love the innovative topic. The sidebar Handy Hacks was useful.

## SERVICE TO THE CONSUMER SINGLE ARTICLE

CIRCULATION/AUV 20,000 AND OVER  
28 entries

**1st**  
**The Horse: Your Guide to Equine Health Care**  
***Is It My Horse, or Is It Me?***

By Christa Lesté-Lasserre  
November 2016

This is a perfect example of taking a general assignment story and making it personal and intriguing. The use of several "voices" keeps the writing lively. Lots of work went into this and it shows but the writing looks effortless.

**2nd**  
**Horse Illustrated**  
***Face Your Fears***

By Patrice Bucciarelli  
June 2016

Perfect lede and conclusion, sandwiched around lots of input and suggestions from good sources. Useful sidebar. This story uses specific language and moves smoothly throughout.

**3rd**  
**EQUUS**  
***Improve Your Horse's Mealtime Manners***

By Jennifer Williams, PhD  
September 2016

Descriptive lede, and I like that the three behavior categories were linked to a specific (if composite) horse. Compassionate training techniques are suggested (with options) for each type. Sensible and smart ideas to help horses fed in barns or in fields.



# EDITORIAL CONTENT

## Honorable Mention

### Dusty Perin

#### ***15 Ways to Save Time and Money at the Barn***

Published in Horse Illustrated

April 2016

When someone writes a story on saving money and never mentions what things cost, it's annoying. You, thankfully, made sure to stress prices where possible and that made your info even more useful. Lots of unusual tips and the addition of personal experience were strengths.

### USDF Connection

#### ***Marketing Your Dressage Business***

By Jennifer M. Miller

September 2016

Sprightly lede followed by an organized approach even for those outside the dressage world. Lots of work done getting input from many experts.

## SERVICE TO THE HORSE INDUSTRY SINGLE ARTICLE

20 entries

### 1st

#### **The Chronicle of the Horse**

#### ***The Model of a Modern Major Medical Policy***

By Lisa Slade

September 19, 2016

The benefits of insuring an expensive horse are obvious. But many horse owners may not know the extensive and dizzying range of options available when it comes to coverage needed to protect their investments. This well-researched, documented, and intelligently written story clearly outlines the exhausting array of choices open to horse owners, with coherent practical advice on everything from types of policies, deductibles, rehabilitation expenses, the need for pre-purchase examinations, etc., from experts in the industry to help owners determine what is most suitable for their particular situations. A bullet-point page on tips and tricks of insurance is hugely helpful.

### 2nd

#### **The Chronicle of the Horse**

#### ***A Dishonest Deal: Price Padding, Hidden Commissions and Dual Agency***

By Molly Sorge

July 11 & 18, 2016

A compelling opening anecdote from a victim of horse over-pricing grabs the reader's attention right away. Readers quickly discover that the price of a horse is often not about the horse, but about the budget of the buyer. The writer describes in relevant detail the lack of transparency in horse sales where, unlike in real estate, there is no standard operating practice for paperwork in purchases that can rival the cost of a typical house. After chronicling the problem, possible solutions are presented by financial authorities that leave the reader hopeful for more balanced outcomes for buyers.

### 3rd

#### **Horse & Rider**

#### ***Genetic Testing: Black, White, or Shades of Gray?***

By Barb Crabbe, DVM

September 2016

A veterinarian explains the process of five-panel genetic testing and its ability to influence breeding decisions. Technical and scientific information that might cause some readers' heads to spin is presented in a refreshingly readable manner using easy-to-understand language and concrete examples. The piece is useful for managing a horse's health and making intelligent breeding choices. Philosophical as well as practical considerations are discussed with clarity.

## Honorable Mention

### Sarah Evers Conrad

#### ***Shared Science: Studying Diseases Across Species Can Benefit Horses as Well as People***

Published in The Horse: Your Guide to Equine Health Care

September 2016

A reasoned and competently written report on the similarities between horses and humans through the perspective of the One Health movement, defined as a collaborative effort of multiple disciplines working locally, nationally, and globally to attain optimal health for people, animals and the environment. Interviews with veterinarians are smartly edited and skillfully arranged to keep the narrative moving. These are combined with reports on relevant studies in order to present a fact-based, journalistically sound work that makes sense of an initiative that's being endorsed by hundreds of scientists, veterinarians and physicians.

### Katie Navarra

#### ***My Horse of Many Colors***

Published in InStride Edition

July 2016

The writer strives to make sense of the complicated process by which individual horses can be registered (and compete in) multiple categories such as Palomino Horse Breeders Association, American Quarter Horse Association, and American Buckskin Registry Association. Benefits for those who show such horses are discussed, and the future of the practice looks positive in furthering developments of breeds, according to comments from show judges, breeders and owners. Competently written, the piece sticks to the facts and comes to a forward-spin conclusion emphasizing how more opportunities for horse owners and trainers to participate in competitions will benefit the growth of the entire horse community.



# EDITORIAL CONTENT

## PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION/AUV UNDER 10,000  
21 entries

### 1st New York Horse *Zippy Chippy*

By Bill Flynn  
Fall 2016

What a wonderful profile. Writing about subjects who can't talk is difficult, but this author nailed it. The piece is lighthearted but has real wisdom to ponder. The sources quoted add depth to the piece. The writing is tight and clean. The author was able to provide a tender, humorous and complete picture of this consistent loser.

### 2nd Quarter Horse News *Cowboys, Culture & Cutting*

By Kelsey Pecsek  
February 15, 2016

This subject is quote machine. The author did a great job of capturing Dufurrena's personality through honest, open and telling quotes. The author did a nice job of showing – not telling – important details. I also appreciated that general statements about the subject were backed up by specific details.

### 3rd Mid-Atlantic Thoroughbred *The Cowboy Way*

By Joe Clancy  
October 2016

The intro for this profile is really strong. You get a sense of place and person. This piece gives complete picture of the subject. I like the blend of his personal and professional ambitions.

### Honorable Mention

### Mid-Atlantic Thoroughbred *Line of Duty*

By Sandra McKee  
April 2016

Joe Miller is an excellent choice for a profile. His job is unique and fascinating. The story really came alive to me and I quickly finished the piece.

### Ranch Horse Journal *Breeding Book*

By Richard Chamberlain  
Winter 2016

The intro to this profile is fantastic. It sets the scene and you quickly meet the subject. Throughout the piece you find little snippets of colorful language that keep the reader engaged. The subject also has a great way of saying things and the author knew when to let him speak.

## PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION 10,000 TO 20,000/AUV 10,000 TO 50,000  
29 entries

### 1st Untacked *Clea's Own*

By Jennifer B. Calder  
March/April 2016

Love this story. Love the idea. Love the presentation. Love the writing. You took me there. You made me feel as if I were part of the story. You varied your sentence length, and you told a great story.

### 2nd Thoroughbred Daily News *The Lady is a Champ*

By Christie DeBernardis  
August 2016

I like that you took your reader on a journey. Your quotes support your material, and they are nicely situated into the story to add depth and color and humanize the story. You have great lead that does just that—leads the reader into the story.

### 3rd Thoroughbred Daily News *The Fashionable Lines of Andrew Rosen*

By Lucas Marquardt  
June 2016

Your lead is descriptive and paints a picture. Your final quote really tells the complete story, and I like that. Nice use of quotes to tell your story.

### Honorable Mention

### BloodHorse *Passing the Test*

By Gary McMillen  
February 6, 2016

Story was well written and provided the reader a look into the life of Richard Eramia's life. It is short and to the point without unnecessary information. I enjoyed the story, and I can appreciate your storytelling skills.

### Modern Arabian Horse *Keeping the Dream Alive*

By Marsha Hayes  
September 2016

Nice story. It was short and to the point without unnecessary words. Beautifully written.





# EDITORIAL CONTENT

## PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION OVER 20,000/AUV OVER 50,000  
29 entries

### 1st American Cowboy *Headwaters*

By Jon Keller  
October/November 2016

This piece truly transports the reader to another world that is brought to life through rich details, seamless transitions, and timely use of dialogue and prose. More, please.

### 2nd Western Horseman *Don's Rules*

By Christine Hamilton  
November 2016

Wonderful imagery and quotes in this piece. Really nice reporting as well, interviewing multiple people to capture the essence of Don. Nice bookend with the lede as well.

### 3rd Western Horseman *Defying the Odds*

By Ross Hecox  
September 2016

The reporter has a great eye for detail and uses it well. The descriptions draw in readers and make this a compelling piece. Nice pacing to the story, with few extra words that might trip up readers.

### Honorable Mention

#### Kate Bradley Byars *Power Player*

Published in Chrome  
Fall 2016

Wonderful read. Love how the reporter did the legwork to interview multiple sources and truly capture the essence of Kopp. Strong lede, solid quote for the end.

#### The American Quarter Horse Journal *Their Way*

By Larri Jo Starkey  
July 2016

What a great lede. Playful and insightful. Crisp transitions blended with strong quotes and sharp prose bring the couple to life.

## FEATURE SINGLE ARTICLE

CIRCULATION/AUV UNDER 10,000  
15 entries

### 1st Mid-Atlantic Thoroughbred *Loving the View*

By Linda Dougherty  
January 2016

I really like this article. You did a nice job telling the

story and taking your reader on a journey. You pulled me in. Great job on the lead.

### 2nd Paint Horse Journal *Legendary*

By Jessica Hein  
October 2016

I really like this story. You use your quotes nicely, and you lead the reader through the story.

### 3rd Mid-Atlantic Thoroughbred *Hansel's Home and So Much More*

By Sandra McKee  
September 2016

Love the lead. I like that the personality profile was on an animal—I love stories like this.

## FEATURE SINGLE ARTICLE

CIRCULATION 10,000 TO 20,000/AUV 10,000 TO 50,000  
15 entries

### 1st Sidelines Magazine *Growing Up with Snowman*

By Doris Degner-Foster  
March 2016

Neat lede that backgrounds the horse's history, name and gets the reader right into the story. Very touching quote about Snowman's final walk. A great story.

### 2nd The Chronicle of the Horse *Foxfield is Home to Good Old-Fashioned Horsemanship*

By Kelly Sanchez  
July 4, 2016

A really neat story about twins and their riding school. The writer captures the personalities of the sisters and the place. Very well-written with plenty of sources.

### 3rd Equine Journal *The Weight Debate - Untangling the Truth About Pounds and Horses*

By Jane Carlton  
July 2016

Four good sources for an unusual and interesting topic. Good use of the eating-disorder problems in relation to equestrians. Points out some advantages to carrying a few extra pounds (for balance). Might surprise some readers. Well-written and concise.



# EDITORIAL CONTENT

## FEATURE SINGLE ARTICLE

CIRCULATION OVER 20,000/AUV OVER 50,000  
33 entries

### 1st **American Cowboy** ***A Line in the Sand***

By Carson Vaughan  
February/March 2016

The winning entry takes what could have been a dry subject and infuses life into it with magnificent writing skills. In fact, the first page reads almost like a Larry McMurtry novel in the detailed, colorful descriptions of both the sources in the story and the special country they live in. You just simply want to keep reading about these characters. The writer has done a great job in covering a lot of territory in a complicated story without overwhelming the reader. The ending is also top-notch writing, as the writer resists the easy, sentimental way out of siding totally with the ranchers and instead gently illustrates a bit of irony in the situation. Bravo.

### 2nd **Daily Racing Form** ***The Edward P. Evans Dispersal: Five Years Later***

By Joe Nevills  
November 6, 2016

This judge appreciates the high level of finesse it takes to pack so much history and detail into one story while keeping the reader hooked all the way through. The reader comes away with a thorough understanding of the importance of Evan's life work and resulting impact of the operation's dispersal to the industry. The behind-the-scenes material leading up to the sales was fascinating. The writing is clean, crisp and void of any hyperbole. It's a great example of showing the reader instead of telling them.

### 3rd **America's Horse** ***Healing Heroes with Horses***

By Holly Clanahan  
May 2016

One thing that separates this article from the run of the mill is that the author didn't include just one or two interviews with wounded veterans. She gave us six different people's stories plus the director's insight into the program. The extra effort to include more sources really paid off in a deeper perspective into the myriad of ways the horsemanship program benefits these veterans and their families. Describing one man's mind as a tangled knot whose thoughts unfurl horseback is such a powerful hook and it encapsulates the whole point of the article. Hats off to this writer for a highly readable, impactful piece of work.

## Honorable Mention

### **Abigail Boatwright** ***Hearts of Gold***

Published in America's Horse  
March/April 2016

What a terrific story and story-telling ability featured in this entry. I loved that you started and ended it with examples of Kaptain being more than a horse to his rider – he's being a friend and helper. In fact, the image in my mind of him lowering his kind head into the lap of the frazzled rider at the end brought a tear to my eye. If that isn't good feature writing, I don't know what is. It's not just sentiment though, the author does a very good job of explaining the necessary qualities that make up a good therapy horse. I both learned something and I was moved.

### **EQUUS** ***Ponies of the Southern Sky***

By Colleen Rutherford Archer with Laurie Bonner  
January 2016

What a fascinating story you have dug up about these ponies and their contributions to the race to Antarctica. I'm sure this piece took a ton of work, researching all the historical details of those dangerous treks. Wonderful job and I enjoyed reading your work.

## PERSONAL COLUMN SINGLE ARTICLE

CIRCULATION UNDER 20,000/AUV 50,000  
7 entries

### 1st **Thoroughbred Daily News** ***Requiem for a Racetrack***

By T.D. Thornton  
September 20, 2016

It's clear that this is written by an experienced journalist, one whose passion for thoroughbred racing led him to dream jobs with Racing Times in New England, then on to working with the publicity staff of Suffolk Downs. Sincere and heartfelt without being sentimental, the writer chronicles the demise of his beloved Rockingham Park racetrack, where he spent the best parts of his youth in the company of his dad. The piece combines poignant memories with relevant facts, and comes to a succinct yet well-considered conclusion.

### 2nd **Mid-Atlantic Thoroughbred** ***Racing Must Make Progress on Medication***

By Joe Clancy  
August 2016

This is a competently reported editorial-style opinion piece. Fact-based, observant, and tightly written, the author states the problem and outlines possible solutions while keeping an emotional distance from the situation. It's sharply focused, a bit acerbic, convincing, and gets straight to the point.



# EDITORIAL CONTENT

## PERSONAL COLUMN SINGLE ARTICLE

CIRCULATION OVER 20,000/AUV OVER 50,000  
21 entries

**1st**

**Chrome**

***The Angel of Two-Mule Junction***

By Johi Kokjohn-Wagner

Spring 2016

What starts out like a dark dream – one bad turn after another – becomes a beautiful tale of enlightenment. The author recognizes the wisdom, kindness and generosity of a stranger and is all the better for it. So is the reader. "Sometimes the broken parts of life really do bring the greatest gifts," – indeed.

**2nd**

**Western Horseman**

***Lucky Rabbit's Foot***

By Ben Masters

July 2016

This column was exhausting – in a good way. The reader can't help but imagine how hard it is to keep up the intrepid and indefatigable (and mountain climbing, trail running, fly fishing) Seth. Lively writing, vivid descriptions and a bit of luck make this column a winner.

**3rd**

**Daily Racing Form**

***A Dream Dissolves into the Ultimate Darkness***

By Jay Hovdey

July 22, 2016

Touching and heartfelt. This article pulls at the heartstrings, but it does much more – making the reader contemplate an issue that's often shrouded in darkness.

**Honorable Mention**

**Chrome**

***Take Me Away***

By Kelly Allen with Jessica Hein

Winter 2016

The writer brings the reader along on a beautiful journey. The column is an ode to wanderlust and leaves us all a bit inspired, not to mention envious. Happy travels.

**Dressage Today**

***The Price of Progress***

By Lindsay Paulsen

July 2016

The writer handles the most delicate of topics – finances – with keen insight. The writing is relatable and the writer, instead of throwing a pity party, pulls herself up by her (pricey) bootstraps.

## EDITORIAL EVENT COVERAGE SINGLE ARTICLE

CIRCULATION/AUV UNDER 20,000  
11 entries

**1st**

**Mid-Atlantic Thoroughbred**

***Crazy No More***

By Joe Clancy

June 2016

Rich entry. Strong sentence structure and smooth transitions keep the action moving and the reader engaged.

**2nd**

**California Horsetrader**

***Taking the Tevis***

By Warren Wilson

August 4, 2016

Nice piece. Vivid details, interspersed with unique voices enable readers to feel like they are along for the ride.

**3rd**

**Paint Horse Journal**

***Game On***

By Rachel Florman

November 2016

Very crisp writing. The transitions are strong and carry the reader through without any effort, a sign of seamless prose. Good quote selection to mix things up helps the story keep moving forward.

## EDITORIAL EVENT COVERAGE SINGLE ARTICLE

CIRCULATION/AUV 20,000 AND OVER  
9 entries

**1st**

**Western Horse & Gun**

***Unfold the History of the National Finals Rodeo***

By Gavin Ehringer

December 2016

What a fun ride through history this was. The writer engages the reader with humorous anecdotes, long-forgotten episodes of history – that some may prefer stay buried – and personalities galore. The decades never went by so fast.

**2nd**

**The Horse: Your Guide to Equine Health Care**

***The Science Behind Horsemanship***

By Alexandra Beckstett, Stephanie Church, Editor-in-Chief

January 2016

Who said science was dull? The writer breathes life into statistics and studies making them engaging and relatable to readers thinking 'That's why my horse does that.' From horse's long faces, err crow's feet, to the meaning of nervous twitches, the writer has us hooked.





# EDITORIAL CONTENT

## EQUINE-RELATED EDITORIAL SERIES

9 entries

### 1st The American Quarter Horse Journal *What's the Score?*

By Megan Arszman  
March, April, July, September 2016  
This is a sure-fire, reader-friendly series. Interesting to read even for those who don't show in these disciplines.

### 2nd Off-Track Thoroughbred *Racehorse Life*

By Tracy Gantz  
Stephanie Church, Editor-in-Chief  
Alexandra Beckstett, Managing Editor  
Spring, Summer, Fall 2016  
This is a well-written and interesting series. Interesting topics and written at an understandable level. Each piece flows well and makes sense. Simple, yet enjoyable.

## EQUINE-RELATED HUMAN-ANIMAL BOND ARTICLE

20 entries

### 1st Western Horse & Gun *No More a Prisoner*

By L. A. Pomeroy  
December 2016  
Such a good lede. I must have read it two or three times right away to savor it. An exquisitely handled story on how horses and humans can save one another. An utterly compelling read.

### 2nd PATH Int'l. Strides *Rebuilding Trust Together*

By Laurie Sakaeda  
Spring 2016  
Excellent lede that gives the reader a mental picture of the scene and also sparks a "what happens next?" curiosity. Many voices used, sensitive handling of topic.

### 3rd Western Horseman *Passage Through Yellowstone*

By Ben Masters  
February 2016  
A timely, powerful and personal story, well researched and from the heart.

### Honorable Mention

### NRHA Reiner *My Reining Journey*

By Cullen Le Roy  
December 2016  
This heartfelt first-person story may have a slight word count but it absolutely nails the significance of the human-horse bond. Cullen talking about his failures before his success just makes you root for him and keep reading. A sweet read.

## The American Quarter Horse Journal *Resilience*

By Larri Jo Starkey  
September 2016  
Three emotional tales to tell. Some terrific quotes.

## EQUINE-RELATED MAINSTREAM JOURNALISM ARTICLE

8 entries

### 1st Kelly Sanchez *The Unsinkable Verity Smith*

Published in The Chronicle of the Horse  
June 6 & 13, 2016  
Pithy writing and rich detail set this article apart. The author captures Smith's spirit and determination. But she also explores the intricacies of what it means to be disabled.

### 2nd Chrome *Cracker Jack*

By Jessica Hein  
Winter 2016  
A well-crafted opening scene sets the stage for an engaging, well-sourced story. The author pays homage to the event's rich history while detailing why the event still resonates today.

## FREELANCE WRITER EQUINE-RELATED JOURNALISM

11 entries

### 1st Kelly Sanchez *Foxfield is Home to Good Old-Fashioned Horsemanship*

Published in The Chronicle of the Horse  
July 4, 2016  
Who doesn't want to go to this farm after reading the scene-setter? I love that the writer puts us right in the saddle. Excellent work talking to many people who were students of the sisters. The ladies themselves are lively quotes. History is weaved in seamlessly.

### 2nd Megan Arszman *A Tootie Bland Production*

Published in Western Horse & Gun  
April/May 2016  
Normally it's a bad idea to lede with a quote, but it works here because it's an attention-grabber and assuredly sets the stage for a profile of a unique personality.

### 3rd Katie Navarra *Left Handed? Right Handed? Ambidextrous?*

Published in Performance Horse Journal  
October/November 2016  
This writer took what could have been a dry report on a study and immediately made it relatable in the lede. Instruction is delivered in a relaxed but concise manner.



## EQUINE-RELATED EDITORIAL MULTIMEDIA

3 entries

### 1st **The Chronicle of the Horse** **2016 Olympic Games**

Mollie Bailey and Lindsay Berreth, Authors  
July 29 to August 21, 2016

This is definitely a welcome page for Olympic enthusiasts. Once I clicked on one of the events the photos breathed life into the web experience. The photos and overall organization ranked this as the winning website.

## EQUINE-RELATED PUBLISHING MEDIA ENEWSLETTER

5 entries

### 1st **PleasureHorse.com** **Show Horse Today - In This Issue**

Joe Zeimentz, Publisher  
Robyn Duplisea, Director of Sales and Marketing  
April 15, 2016 and May 2, 2016

Your pieces were very attractive as well as effective at accomplishing your purpose of driving readers to your online magazine. I really liked the incorporation of the videos into the newsletter and online content. Layout was attractive and well designed to organize content and aid in comprehension. Super nice use of electronic format.

### 2nd **Thoroughbred Daily News** **TDN Thoroughbred Daily News**

Susan Finley, Publisher  
Barry Weisbord, Publisher  
May 8, 2016 and November 6, 2016  
You have a nice newsletter.

## EQUINE-RELATED PUBLISHING MEDIA BLOG

2 entries

### 1st **Horse & Rider** **Thinking Rider**

By Jennifer Forsberg Meyer  
January to November 2016

This blog does everything a good blog should do. The author does a great job at identifying topics that relate to any rider – English or Western, dedicated show-ring denizen or backyard hobbyist. She also keeps her posts to an easy reading length, and relies on links to push readers on to more content, often promoting other stories and blog entries on the website, which is a great use of a blog. Finally, the writing is very approachable, often combining riding tips with expert advice and personal experiences, without getting bogged down in training jargon.

## ONLINE EQUINE-RELATED LONG-FORM JOURNALISM

2 entries

### 1st **BloodHorse** **Taking Shergar**

By Milton C. Toby  
February 8, 2016

The author spins a fascinating mystery thriller about the 1983 theft of a highly valued horse in Ireland. There's very little horse-related jargon; instead we find snippets about people and places that only an insider would know about. Although readers learn early that no trace of the horse has ever been found, the intrigue of the story remains strong.

## EQUINE-RELATED NEWSWORTHY VIDEO

18 entries

### 1st **Purina Animal Nutrition** **Clydesdales Help Purina Deliver Surprise to Horse Shelter in Need**

Kristin Murray, Marketing Manager,  
Purina Animal Nutrition  
Matt Coddair, Videographer, AIM Studios  
Amy Margolin, Associate Marketing Manager,  
Purina Animal Nutrition  
November 20, 2016

Well told story, video was spot on with great shots. Nice use of shallow depth to feel shots. Great slider shots, too. Video was full of great information.

### 2nd **Scott Trees** **Alexa Nichols: Just Go Out and Live**

Scott Trees, Producer  
March 27, 2017  
Beautiful story, well told.

### 3rd **American Paint Horse Association** **Fresh Paint #80**

Lee Clowers, Videographer  
Cristin Conner, Script Writer  
August 4, 2016  
Overall a great video.

## Honorable Mention

### **Horse Lifestyle** **Irwin Insights: Horse Sense for the Modern World**

Vanessa Somers, CEO and Founder  
Igor Andreevski, Director of Production  
October 28, 2016  
Well done video, lots of great information packed into an hour.



### **National Reining Horse Association 2016 Million Dollar Rider Casey Deary**

Sandbur Productions/Jenifer Cook Reynolds, Producer  
Chris Cook, Co-Producer/Videographer  
December 2, 2016  
Video done well. Great use of video clips and using them in the appropriate places.

### **EQUINE-RELATED BRAND MARKETING VIDEO**

25 entries

#### **1st**

#### **Purina Animal Nutrition**

#### **Stories of Greatness: Michele McLeod, Barrel Racing**

Kristin Murray, Marketing Manager, Purina Animal Nutrition  
Matt Coddaira, Videographer, AIM Studios  
November 28, 2016  
Excellent production across the board. Solid editing, solid photography, well written with quality interviews.

#### **2nd**

#### **Purina Animal Nutrition**

#### **Stories of Greatness: Boyd Martin, Three-Day Eventer**

Kristin Murray, Marketing Manager, Purina Animal Nutrition  
Matt Coddaira, Videographer, AIM Studios  
August 24, 2016  
Excellent production across the board. Solid editing, solid photography, well written with quality interviews.

#### **3rd**

#### **American Cowboy**

#### **Little Blessings**

Zachery Baker, Videographer  
Bob Welch, Producer  
June 15, 2016  
Solid film. Well shot, well edited with an excellent audio mix. Tells the story very well visually and through the interviews.

#### **Honorable Mention**

#### **American Cowboy**

#### **Looking for a Better Life**

Zachery Baker, Videographer  
Bob Welch, Producer  
August 11, 2016  
Excellent production across the board. Solid editing, solid photography, well written with quality interviews.

#### **The American Quarter Horse Journal 2016 Zoetis AQHA Best Remuda Award Winner: Bartlett Ranch**

Doug McElreath, Videographer/Editor  
Tanner Willis, Videographer; Stacie Higgins, Script Writer; Jeff Justus, Voice Over  
November 2016  
Flashes of brilliance in the cinematography, especially in the aerial drone footage of the horses in the fields and of the ranch. Script is well written and informative.

### **EQUINE-RELATED PODCAST**

10 entries

#### **1st**

#### **Horse Radio Network**

#### **Horses in the Morning Episode 1362**

Glenn Hebert and Jamie Jennings, Hosts  
February 17, 2016  
Great production value. Energetic audio elements, good audio mix. Hosts sound excellent even though they are in different areas of the country and interact very well with each other with a lot of warmth and personality. Well edited and fun interaction with their guests.

#### **2nd**

#### **Monty Roberts JOIN UP International**

#### **Horseanship Radio Special Episode – Priscilla Presley on the Tennessee Walking Horse Situation**

Glenn Hebert, Producer  
Debbie Loucks, Podcast Host  
September 2, 2016  
Very well produced with high quality audio, production elements and an interesting and well known guest. Quality of phone-in guest is above average and easy to listen to. Question about Elvis Presley's relationship with his horses is a nice way to close out the episode.

### **EQUINE-RELATED PUBLISHING MEDIA WEBSITE**

8 entries

#### **1st**

#### **Equine Career Network**

#### **[www.equinecareernetwork.com](http://www.equinecareernetwork.com)**

Kaitlyn Zaleski and Kelsey Sullivan, Co-Founders  
I am impressed by the articles on this website, in that they directly relate to information that students or people interested in working within the equine industry would want. The entire website seems well organized and the advertising media kit will be welcomed by advertisers. These points brought the website up to first place.

#### **2nd**

#### **Thoroughbred Daily News**

#### **[www.thoroughbreddailynews.com](http://www.thoroughbreddailynews.com)**

Susan Finley, Publisher  
Barry Weisbord, Publisher  
This is a highly sophisticated website with a lot of nice features. The animation on the microphone is highly effective and nonintrusive. The video in the center of the hero series is eye-catching. There is a lot of news on this website, and yet white space is adequate, the visual hierarchy is strong, and the information appears both accessible and bountiful.





## MULTIMEDIA

### EQUINE-RELATED FREELANCER WEBSITE

2 entries

**1st**

**Bianca McCarty**

**[www.biancamccartyequinephoto.com](http://www.biancamccartyequinephoto.com)**

Your use of testimonials is very strong on this website and really sells your photographic services. The hero images on each page are simple but highly dramatic and can induce emotional engagement for your viewers. These strengths brought your website to the #1 position in the competition.

### EQUINE-RELATED PUBLISHING MEDIA DIGITAL EDITION

3 entries

**1st**

**BloodHorse**

***BloodHorse Tablet Edition***

Katie Taylor, Art Director  
Forrest Begley, Production Traffic & Billing Manager  
Kerry Howe, Associate Creative Services Manager  
Catherine Nichols, Art Director  
August 6 and November 12, 2016  
The digital editions are easy to navigate and have a strong layout. The visuals are strong and the font size is perfect for easy reading. Articles are easy to digest and have multiple entry points. The charts and graphs included are well-designed for tablet viewing.



## PHOTOGRAPHY & ILLUSTRATION

### EDITORIAL ACTION PHOTOGRAPH

12 entries

**1st**

**Cheri Prill**

***Sandstorm***

Published in Horse Illustrated  
October 2016

This photograph is absolutely breathtaking. The power and action of the horse coming straight toward the reader out of a canvas of crazy, swirling billows of sand evokes excitement. The subject is perfectly exposed with high-lights delineating the horse's powerful muscular form. The extreme shutter speed holds even the strands of mane and tail in suspended animation. This image is extremely tactile and beautiful ... a true winner.

**2nd**

**Hoof Beats**

***Here They Come, Jason Bartlett***

Mark Hall, Photographer  
September 2016

This vibrant image is a real testimonial to the hard work and peril that goes on in the stretch drive of a race. The photographer caught the expression of the driver and the horse to his right with pristine focus. The exposure that stopped this action also held up the textile colors and intricate tones of the horses' coats. This composition is priceless.

**3rd**

**Mid-Atlantic Thoroughbred**

***Crazy No More***

Douglas Lees, Photographer  
June 2016

The photographer captured this scene with great skill. Perfect focus and exposure gave the subject matter pristine clarity allowing the viewer to appreciate the really hard work going on here, right down to rippling veins. This is a wonderful composition with expert technical execution.

### EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH

6 entries

**1st**

**Western Horseman**

***Ray Knell***

Michael Ciaglo, Photographer  
February 2016

Excellent moment, very touching. Great depth of field and color elevate this photo. There's so much going on here but the photo feels intimate not busy.

**2nd**

**The American Quarter Horse Journal**

***A Heart for Horses***

Cailin Caldwell, Photographer  
July 2016

The photo is nicely cropped and wonderfully lit. These elements illustrate a touching moment between rider and horse.



# PHOTOGRAPHY & ILLUSTRATION

## EDITORIAL PHOTOGRAPH

21 entries

### 1st Mid-Atlantic Thoroughbred *Dawn Patrol*

Kathee Rengert, Photographer  
February 2016

Everything is spot on here – the lighting, the exposure and that soft and vivid color of a sunrise. The photograph is well balanced and brings the reader right along on the morning ride.

### 2nd Western Horseman *Always Faithful*

Matt Brockman, Photographer  
August 2016

This captivating and colorful portrait complements the story well. The rider is expressive and the photo is poignant.

### 3rd Melinda Brown *Starting the Conversation*

Published on allcreaturesphotography.gallery  
March 1, 2016

Fantastic lighting and color set this photo apart. The horse is so expressive. That combined with the composition make what could have been a simple portrait really stand out.

## Honorable Mention

### Mid-Atlantic Thoroughbred *Mother's Day*

Lydia A. Williams, Photographer  
March 2016

Great angle, great lighting and a great moment make this photo memorable.

### Western Horseman *Holly*

Ross Hecox, Photographer  
May 2016

A well-lit portrait. Very classic and well-executed shot. What could have been a stagnant photo sings.

## EDITORIAL INFOGRAPHIC

4 entries

### 1st The Horse: Your Guide to Equine Health Care *Sunburn and Horses*

Claudia Summers, Artist  
Michelle Anderson, Digital Managing Editor  
Alexandra Beckstett, Managing Editor  
Stephanie Church, Editor-in-Chief

Sunburn and Horses is an excellent example of what an infographic should look like. The graphics do a great job of defining sunburn, how to spot it, cures, etc., with the

treatment of type and artwork. In other words, it uses creative graphics to best communicate the subject matter.

## EDITORIAL ILLUSTRATION

6 entries

### 1st Chrome *The Venerable Veteran*

Dave Clowers, Illustrator  
Spring 2016

The illustrator used for the Venerable Veteran has a whimsical style perfectly suited for this article. The well-executed drawings hit the mark both in the body language and expressions of the horses. These drawings enhance the message of the article, which is the primary goal of good illustration.

### 2nd Western Horseman *The Best Gift*

Ron Bonge, Illustrator  
December 2016

This cover illustration is not only a very good example of a drawing enhancing an article, but also an illustration that is, from a technical standpoint, excellently drawn. The artist obviously drew it to the specs of the art director so that the headlines work perfectly around the artwork. This ability comes with experience and is often taken for granted.

## FREELANCE EDITORIAL PHOTOGRAPH

9 entries

### 1st Cheri Prill *Reflection*

Published in Paso Fino Horse World  
February 2016

The photographer worked the light masterfully in this beautiful equine portrait. The position of the horse creates a curve that brings the viewer's eye from the left bottom corner of the composition to the horse's sun lit face with grace. The muted background is just enough to make a perfect canvas that in no way detracts from the subject. The composition, exposure and focus in this image are stellar.

### 2nd Bianca McCarty *An Iberian Treasure - Horse Bars*

Published in Untacked  
November/December 2016

This image is beautifully dramatic. Contrasts are prevalent throughout the composition; the dark and light, the homespun and the pristine, the smooth and the textured. The shallow depth of field and proper use of the golden mean bring this scene to life in such a successful way that an onlooker would have a tough time not getting lost in this imagery.

# ADVERTISING, COVER & EDITORIAL DESIGN

## PUBLICATION STAFF SINGLE ADVERTISEMENT

8 entries

### 1st Modern Arabian Horse *Adelita*

DeEtta Houts-Schey, Designer  
December 2016

The composition is dynamic, with slashing angles. The angle of the flag is countered with the rider. The horse's head angles inward. The red ribbon of the horse creates an angle downward. A yellow ribbon peeks out and takes the eye across the page. The choice of the type for the title is perfect.

### 2nd The American Quarter Horse Journal *You Hold My Heart*

Lucy Jimenez, Designer  
March 2016

What I like most about this piece is its spirit. Its mood. The gesture of the woman caressing the horse's head, catches your eye. The softness of the colors and the choice of informal script for the headline reinforces it. Compositionally, the shape of the horse's neck reaches across the page contained by the curling lines of the title. The horizontal shape of the mountains in the background adds weight.

## PUBLICATION COVER PAGE

CIRCULATION UNDER 10,000  
19 entries

### 1st NRHA Reiner *Ann Fonck and Roosters Attitude*

Bucky Harris, Designer  
Andrea Bonaga, Photographer  
July 2016

This is a gorgeous cover design. The lines, motion and depth in this composition make the page come to life. Every design element is handled expertly; from the color pallet, to fonts that complement each other, to the perfect amount of outlines and shadows that embellish the type, to the balanced positioning of text.

### 2nd Speedhorse *The Year in Review*

Mark Holley, Designer  
January 2016

This is a spectacular cover design. The artist used lots of creative technique, yet it was done so skillfully it never stepped over the line into chaos. The masthead at the top, beveled in satin teal, is striking. The faded collage in the background is an excellent, non-competitive canvas. The compilation of memorable photos in the digits of the year is executed perfectly. One can get lost in all that is going on in this very successful design.

### 3rd Speedhorse *Worth Doing*

Bee Silva, Photographer  
December 2016

This is a commanding, colorfully designed cover. The graphic manipulation of the masthead with its rough texture creates an alluring contrast to the smooth silky elements of the photograph. The photo has such wonderful power and motion and the typographic treatments only enhance it by taking their bold, well positioned place on the page.

## Honorable Mention

### Mid-Atlantic Thoroughbred *Mother's Day*

Lydia A. Williams, Photographer  
Barrie Reightler, Designer  
March 2016

The charming photo chosen for this layout makes the cover quite captivating. After the viewer's eye sets on the classically designed, pure white masthead running across the top of the page, it drops to the second focal point of the composition ... the beautiful little foal framed between his Mom's leg and jaw. This is the perfect design to match the theme of the main story and to grab readers' interest.

### The Florida Horse *Classic Mr. Jordan*

John D. Filer, Art Director/Designer  
Brock Sheridan, Editor-in-Chief  
December 2016

This cover is a good example of the use of design elements to complement the whole composition making the cover a pleasure to look at. The photo inserted into the masthead is executed with skill and the typographical treatments and color pallet endorse the beautiful action photograph.

## PUBLICATION COVER PAGE

CIRCULATION 10,000 TO 20,000  
16 entries

### 1st Equine Journal *Brave New World*

Candice Madrid, Senior Graphic Designer  
January 2016

What a wonderful winter scene. The blue text and white snow contrast perfectly. The photo is captivating and well used. Everything fits together perfectly here.

### 2nd Untacked *Shades of Gray - Camargue*

Josh Walker, Art Director  
November/December 2016

This is just really pleasing to the eye. The well-composed photo is perfectly balanced with the text and the font is simple to read and doesn't compete with the other elements on the page. The black and white scheme is executed to perfection.





## ADVERTISING, COVER & EDITORIAL DESIGN

**3rd**

**The Chronicle of the Horse**  
***Olympic Analysis Issue***

Josh Walker, Art Director  
September 26 & October 3, 2016

This cover has a wonderfully fun old-timey feel. The photo is well lit and eye-catching and plays well with the rest of the design. All the elements come together to make this a great design.

**Honorable Mention**

**Modern Arabian Horse**  
***Issue 4 Arabian Stallion***

Emma Maxwell, Photographer  
Elizabeth Bilotta, Designer  
September 2016

A compelling photo and backdrop make this simple, clean design noteworthy.

**Sidelines Magazine**  
***2016 Hot Horsemen***

The Book LLC, Photographer  
December 2016

Good use of color on an otherwise monochromatic scheme make this design pop.

**PUBLICATION COVER PAGE**

CIRCULATION OVER 20,000  
16 entries

**1st**

**America's Horse**  
***Explore America's Beauty Horseback***

Justin Foster, Designer  
Vreni Arbes, Photographer  
October 2016

This is a gorgeous cover design. It has depth that draws the reader in and a color pallet that weaves its way through the photograph with class. The typographical manipulations are executed masterfully creating emphasis without screaming at the viewer. This cover sports a beautiful photo and then embellishes it with well thought out graphic design to accomplish an outstanding finished product.

**2nd**

**Chrome**  
***Roper's Choice***

Matt Cohen, Photographer  
Art Vasquez, Designer  
Spring 2016

This is a classically designed and extremely effective cover. The angled position of the horse and rider frozen in motion holds the reader's eye to the page. The hazy background is the perfect canvas to support the subjects of the photo and the tastefully positioned understated typographic treatments.

**3rd**

**America's Horse**  
***Healing Heroes***

Justin Foster, Designer  
Holly Clanahan, Photographer  
May 2016

This is an engaging cover. It is simple in its typographic design and strong in imagery. This is an agreeable combination. It invites the reader to take a moment and discover what this issue has to offer. This is a successful, eye-catching introduction to this publication.

**Honorable Mention**

**Horse Illustrated**  
***Shake It Off***

Liliana Estep, Design Director  
Wiebke Haas, Photographer  
September 2016

This cover design is crazy good. The photograph is priceless and the way the designer complemented it with purposeful typographic design and element manipulation makes the total layout quite successful. The anniversary banner fading into the masthead is a nice touch.

**Western Horseman**  
***Range Tested***

Ron Bonge, Art Director  
January 2016

This is a splendidly designed cover. In the chosen photograph, the warm tones from the sun's light illuminate the horse and rider perfectly, the viewer even has clear sight of the rider's face which is rare when the cowboy's hat is sporting such a considerable brim. The harmonious color pallet keeps that warm glow intact throughout the composition.

**EDITORIAL DESIGN**

CIRCULATION UNDER 10,000  
23 entries

**1st**

**Quarter Horse News**  
***These Boots are Made for Walkin'***

Holly Tarquinio, Designer  
August 15, 2016

Standout design. Super-size, refined serif type against white space. Headline creates steps to support meaning. Rectangular insert of boots adds color and style. Diagonal slash offsets horizontal push. Inside pages show interplay of blocks of color interplayed with type, line and blank space.

# ADVERTISING COVER & EDITORIAL DESIGN

2nd

## Driving Digest

### *Putting the Cart Before the Car*

Linda Yutzy, Designer  
September/October 2016

Beautiful design. Interesting use of color. Monochromatic tone of historical photos are contrasted with rich brown and clear blue. Well organized, with dynamic use of photography.

3rd

## Mid-Atlantic Thoroughbred

### *Crazy No More*

Barrie Reightler, Designer  
Douglas Lees, Photographer  
June 2016

Dynamic photo of horses dominates the double page spread. Dark, warm browns of the horses provide calligraphic shapes against the lime green background – small dots of color intersperse. A bold headline and slender subtitle are reversed out from the background. Subsequent spreads display organized blocks of photos that contain and organize dynamic elements. The choice of type is perfect in font and weight.

## Honorable Mention

### American Racehorse

#### *The Glory Days of King Ranch*

Julie Kennedy, Designer  
July/August 2016

Lovely, vintage presentation illustrates historical piece. Warm, antique tones alternate across the spreads. Good balance of shape, color and use of typography.

### Ranch Horse Journal

#### *Ranching Heritage on Display*

David Brown, Designer  
Fall 2016

Excellent design. Sweeping use of photography on double page spread. Bold headline reverses out of nocturnal photo that silhouettes the riders. I love the photo design on subsequent spreads. The viewer's eye swirls across the spread. Diagonals lead the eye. Verticals add a pause. A line of figures lead across the page to complete the composition.

CLASS 47

## EDITORIAL DESIGN CIRCULATION 10,000 TO 20,000

7 entries

1st

## Equine Journal

### *From Cubicle to Saddle - Saddle-Worthy Fitness in the Office*

Candice Madrid, Senior Graphic Designer  
December 2016

The winning entry does the best job of helping to tell the story clearly, using simple graphics, clean design and little tricks like the dotted lines connecting photos to the correct copy so as not to confuse the reader. Obviously, this type of article lends itself well to this category, but this was so well done. From the green striping and circles behind each exercise to the great balance in white space, it is top-notch editorial design.

2nd

## Modern Arabian Horse

### *A Hairy Situation: Tips for Spring Shedding*

Elizabeth Bilotta, Designer  
March 2016

There is no doubt what this article is about and the layout enhances the article in a big way. The photos used are clear and good quality and you managed to fit quite a lot into four pages yet still keep a clean, airy feel in your design. There are other designs in this category that are more beautiful, but this does a much better job of helping to tell the story, which is the whole point of editorial design.

CLASS 48

## EDITORIAL DESIGN CIRCULATION OVER 20,000

25 entries

1st

## Chrome

### *Buckle Up*

Art Vasquez, Designer  
Spring 2016

"Epic" is the one word that describes this editorial design. From the introductory double truck to the closing spread, this is a masterfully thought out composition. The preliminary headline and text are set in massive white space that creates a classic feel, allowing the viewer to breathe and appreciate what is to come. The typographic treatments on the following pages follow suit with perfectly executed runarounds amidst just the right amount of white space. The excellent photos set into oval shapes with their consistently wispy backgrounds are amazing. The circular black and white elements that hold the captions are so skillfully done that it makes me smile. This design is a masterwork of cohesiveness.

2nd

## Western Horseman

### *Waggoner Unfiltered*

Ron Bonge, Art Director  
March 2016

The introductory spread to this editorial design is absolutely arresting. The photograph is so flawlessly exposed and illuminated that the reader will feel like they are part of the scene. The headline contains a simply perfect touch of manipulation and is positioned expertly, enhancing the composition. The following pages are also commanding with excellent flow in design elements and photo quality.

3rd

## Chrome

### *No Limits*

Brian Rawlings, Designer  
Spring 2016

This is an extraordinary editorial design. The headline containing the serene sunset and mountainous landscape that gradually fades into the sunless ground within the subhead is a perfect partner to the full bled image on the right page. The following pages with their bold, forest green headlines and captions amidst classically positioned body copy and vibrantly colorful photos makes this editorial design an real winner.



## ADVERTISING, COVER & EDITORIAL DESIGN

### Honorable Mention

**Practical Horseman**  
***Fueling the Sporthorse***  
 Philip Cooper, Designer  
 January 2016

The opening spread of this editorial is clever and strong in design. The dark background photos sporting just a taste of imagery are a great backdrop. The sharply defined, perfectly angled and imaginatively identified fuel spouts are emphatic. The graphic treatments of the headline are executed succinctly. In the following pages there is a nice connection to the introduction with the repetitive use of the fuel spouts causing cohesiveness in the layout.

**Western Horseman**  
***Buckaroos and Cowpunchers***  
 Ron Bonge, Art Director  
 May 2016

This editorial design is a visual enlightenment about the contrasting cowboy cultures described in the story. The two saddles and gear setups facing opposite directions, in the same proportion, is a skillful way to display the dissimilarities referred to in the text of the story. The photos in the following pages are laid out in a like manner, giving the readers a very visual point of reference. The typographic treatments are complementary to the pictorial design. Over all this is a well-constructed, comprehensive layout.



## SPECIALTY CLASSES

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

3 entries

**1st**  
**Paint Horse Journal**  
***Flash***  
 Jessica Hein, Editor  
 Art Vasquez, Creative Director  
 March 2016

A well-done publication from the front cover to the back. The use of quality cover stock was a positive first impression, and I was impressed with the number of articles inside. I liked the organization of feature stories and tactical stories in the separate section near the back. Each page made good use of the space and offered quality photography to complement the content.

### EQUINE-RELATED BOOK (PRINT OR ELECTRONIC)

6 entries

**1st**  
**Merri Melde**  
***Tevis Cup Magic: Taking on the World's Toughest 100 Mile Endurance Ride***  
 Copyright 2016

I was completely unsure what to expect from this book, but you had me hooked from the first paragraph. You have a fabulous, engaging writing style that grabbed my attention and kept me engaged throughout the book. Your writing is very conversational, down to earth, and really makes your audience connect with you. I love that

you have embraced digital publishing as well. Thanks for the great read. I ended up placing this book first in the class, because it was the one book I kept thinking about the most after I had finished it.

**2nd**  
**Certified Horsemanship Association**  
***The Equine Professional Manual: The Art of Teaching Riding***  
 Terry Williams, Editor-in-Chief  
 Sarah Evers Conrad, Editor  
 Copyright 2016

What a great how-to manual. Very well organized and comprehensive in its approach. Does a great job of covering such a vast scope of topics. Very well done and a great reference book for riding instructors. Truly answers every question I personally had and even more that I would not have thought of on my own. This book would be an invaluable resource to be reached for time and time again as a reference book on any riding instructor's bookshelf.





### **GENERAL EXCELLENCE ASSOCIATION PUBLICATION**

CIRCULATION UNDER 15,000 (PRINT)  
9 entries

#### **Winner**

##### **NRHA Reiner**

Simone Diale, Editor  
NRHA, Publisher

Bucky Harris, Art Director

January, August, November 2016

Inside layouts are where the artists shine. Nice packaging for the big show. Awesome writing. Very engaging. Really gives you a flavor of the people.

#### **Honorable Mention**

##### **Paint Horse Journal**

Jessica Hein, Editor

American Paint Horse Association, Publisher

Art Vasquez, Art Director

March, October, December 2016

The covers reflect the versatility of Paints and it is refreshing to see a touching mother-foal photo. The sweet back-page photos are a rare touch. While all the magazines talk about the warm and fuzzy side of our connection with horses, few regularly show it in photos. Some downright memorable writing.

### **GENERAL EXCELLENCE ASSOCIATION PUBLICATION**

CIRCULATION 15,000 AND OVER (PRINT)  
5 entries

#### **Winner**

##### **USDF Connection**

Jennifer O. Bryant, Editor

United States Dressage Federation, Publisher

Emily Koenig and Karl Lawrence, Art Directors

May, September, November 2016

A horse magazine without a horse on the cover is not what one comes to expect. The Table of Contents is beautifully navigable. In each case the feature articles reveal the person.

#### **Honorable Mention**

##### **USHJA In Stride**

Tricia Booker, Editor

USHJA, Publisher

Heidi Scheing, Art Director

March, July, September 2016

Nifty covers – love the banner, top right. The use of different shaped pictures on Table of Contents adds interest. Several articles captured the personal, behind the scenes drama and helped the reader see more than the competition or the result.

### **GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION**

CIRCULATION UNDER 15,000 (PRINT)  
11 entries

#### **Winner**

##### **Quarter Horse News**

Stacy Pigott, Editor

Patty Tiberg, Publisher

Holly Tarquinio, Art Director

February 15, June 1, August 15, 2016

Layouts are pleasant; the editorial is high quality. There is a balance between event results and feature articles. Well done, quality entry.

#### **Honorable Mention**

##### **BloodHorse**

E. Hammond, E. Mitchell, L. Shulman, Editors

John Keitt, Jr., Publisher

Katie Taylor, Art Director

August 6, October 8, November 12, 2016

Well-written articles and quality race photos throughout. The interaction with readers is nice. The issue to celebrate 100 years is well done. A quality publication all around.

##### **Equine Journal**

Elisabeth Gilbride, Editor

Patty Tiberg, Publisher

Candice Madrid, Art Director

January, June, November 2016

An attractive magazine that covers a lot of ground for many disciplines. The articles are well written and layouts offer variety that make sense. Readers are given a good opportunity to interact with staff.

### **GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION**

CIRCULATION 15,000 AND OVER (PRINT)  
10 entries

#### **Winner**

##### **Western Horseman**

Christine Hamilton, Editor

Ernie King, Publisher

Ron Bonge, Art Director

February, May, July 2016

An outstanding publication. A nice balance of article type to suit so many different readers. Layout is consistently clean and crisp with a pleasant variety of layout and design elements. Great photography. Overall, a winning entry publication.

#### **Honorable Mention**

##### **Barrel Horse News**

Bonnie Wheatley, Editor

Savannah Magoteaux, Publisher

Susan Sampson, Art Director

January, February, December 2016

A very nice publication with clean layouts, well-written articles, good photos. Each issue offered something for competitors at all levels. Barrel racing enthusiasts should enjoy seeing this in their mailbox.

# OVERALL PUBLICATION WINNER

## WESTERN HORSEMAN



**Christine Hamilton, Editor**

**Ernie King, Publisher**

**Ron Bonge, Art Director**

Western Horseman, which struck me as a highly professional, very handsome publication that not only fulfilled its stated mission to provide readers with “up-to-date, educational and entertaining information pertaining to stock horses,” but might also captivate the general, non-horsey reader who just happens to pick up a copy. I found the three issues I perused lively, interesting and well-designed, obviously professionally edited, and filled with writing that ran from clear and bright to warmly captivating (Baxter Black is a treasure.) I appreciated the range of stories — features on cowboy poetry to tips on hoof care and cow horse training — and the consistent quality with which they were delivered. Plus the photography was great. In short, Western Horseman is a fine magazine by any measure — it’s well designed and beautifully realized.



## BUSINESS EQUINE-RELATED SINGLE PRINT ADVERTISEMENT

33 entries

### 1st

#### **Manna Pro Products**

##### **Max-E-Glo: The Power of Natural**

Libby Wilson, Senior Brand Manager, Manna Pro Geile/Leon Marketing Communications, Marketing Communications Firm

September, October 2016

This ad really pops, starting with an amazing photo, strong headline and copywriting, and strong font and color choices. Small details, such as using plus signs instead of bullet points, add good flavor.

### 2nd

#### **SmartPak**

##### **Fastest Shipping in the West**

Sara Florin, Vice President, Creative

Sarah Mann, Vice President, Equine Health and Brand

May through October 2016

This is a really fun idea that has been beautifully executed. Great image and obviously love the fun twist on the "shootout" concept. Copy is sharp and pairs well with the image. Good use of weighting all the copy appropriately through use of all caps, type size, etc.

### 3rd

#### **Central Garden & Pet**

##### **Farnam Apple Elite**

Christina Miller, Marketing Manager, Farnam

Susan Uhl, Vice President Client Services, Epsilon

July 2016

Kudos on capturing an image that was unexpected but amazing. Your audience will be compelled to read more. Product benefits are clearly spelled out with good, clean copywriting. Headline is fine. Nice job closing with a clear call to action. This is an ad your readers will remember.

### Honorable Mention

#### **Central Garden & Pet**

##### **Vita Flex Equinyl**

Katie Stevenson, Marketing Manager, Central Garden & Pet

Autumn Hurd, Designer

August 2016

Great use of photography. I love the blend of using both an up-close portrait plus a longer action shot. The headline works well with a design element to reinforce it. The call to action at the bottom is also crisply designed.

### Road to the Horse

#### **Road to the Horse 2017 - Nadine**

Tootie Bland, Owner/Producer

Tammy Sronce, Photographer

September 2016

Fantastic photo. Great sense of color and lighting. Such a beautiful portrait to anchor this ad. Overall, great job – readers will definitely stop and give this one a closer look.

## BUSINESS EQUINE-RELATED PRINT AD CAMPAIGN

6 entries

### 1st

#### **Central Garden & Pet**

##### **Farnam Strong Bonds Campaign**

Christina Miller, Marketing Manager, Farnam

Susan Uhl, Vice President Client Services, Epsilon

January, April, July, November 2016

Bold design and fresh color mark this piece. Dynamic photos are contrasted with strong geometry of the products. Excellent use of typography, highlighted by the fine weight of the headline reversed out of the background.

### 2nd

#### **Ohio Quarter Horse Association**

##### **50th All American Quarter Horse Congress**

Danielle Stephenson, Marketing Communications Director and Designer

March, July, August, September 2016

Very bold design. Strong, gold lines slash across the page, against a black background. The straight lines contrast the curved shape of the 5 and 0. The red, white and blue logo peeks out from the 0. The text of the events sits boldly on a white background. The photos offer a colorful counterpoint to the large shapes. Small shapes and touches of color balance the design.

## BUSINESS EQUINE-RELATED SINGLE ONLINE

### ADVERTISEMENT (ANIMATED OR STATIC)

8 entries

### 1st

#### **Manna Pro Products**

##### **Manna Pro Inspiring Moments Photo Contest**

Carolyn Adams/Gabby Gufler, Brand Managers, Manna Pro

McCord Design Group, Designer

December 2016

Eye catching and elegant. This ad draws you in right away with the placement of the title reversed out on the page and off set. Photo is beautiful and draws you in.

### 2nd

#### **Manna Pro Products**

##### **Rewarding Moments with Manna Pro Horse Treats**

Carolyn Adams/Gabby Gufler, Brand Managers, Manna Pro

McCord Design Group, Designer

November 2016

The ad has rich colors that bring the eye to the focal point of the message. It is well balanced and the message is clear.





## **BUSINESS EQUINE-RELATED BRAND MULTIMEDIA AD CAMPAIGN**

11 entries

### **1st**

#### **Boehringer Ingelheim Vetmedica *Champions of the Cause Campaign***

Broadhead, Designer  
April to December 2016

Your use of a different medium set this ad off from the rest. Well done. Simplistic and eye catching.

### **2nd**

#### **Horseware Products, Ltd. *Making a Champion: Mary Walker***

Emma Ferguson/Val Kennedy, Designer  
Emma McCabe/Jessie Smith, Publisher  
September, November 2016

Your campaign is current in design and sets itself apart with an elegance and clean look.

### **3rd**

#### **Central Garden & Pet *Farnam PuriShield Campaign***

Alyssa Barngrover, Marketing Manager, Horse Health Products  
Heather Records, Creative Director, Central Garden & Pet  
December 2016

A consistent look throughout your pieces drew me in. Layouts were strong and the message is clear. I really like the wood tone in the background complementing your overall gold color.

## **BUSINESS EQUINE-RELATED ENEWSLETTER**

9 entries

### **1st**

#### **Central Garden & Pet *Horse Health Products "Horseman's Report"***

Alyssa Barngrover, Marketing Manager, Horse Health Products

Elissa Glick, Digital Marketing Manager  
I love the tagline at the top of the eNewsletter (Tick's Bite) to quickly communicate its mission. The lead images are striking and well-placed. I like the clean layout of the eNewsletter (Equine Eye Care). The amount of content is appealing. The author's content is digestible and well written, with actionable information.

### **2nd**

#### **Central Garden & Pet *Farnam "Life with Horses"***

July 2016 and November 2016  
Martha Lefebvre, Christina Miller, Marketing Managers, Farnam

Susan Uhl, Vice President Client Services, Epsilon  
I like the sleek and simple design of the July eNewsletter. The header image is striking and cohesive between the two issues. The headlines and teaser text is on-point and attention-grabbing. The amount of content in this

eNewsletter is perfect, as you want to click on each item and don't get overwhelmed by a long list of links. The content of the November issue directly reflects the eNewsletter's purpose. I like the treatment for the contest section. The resource/social links at the bottom are a perfect footer.

## **BUSINESS BRAND EQUINE-RELATED BLOG**

5 entries

### **1st**

#### **Manna Pro Products *Stable Thinking***

Carolyn Adams/Gabby Gufler, Brand Managers, Manna Pro  
Geile/Leon Marketing Communications, Designer  
January to December 2016

I love that there are multiple ways to follow the blog, including email sign-ups, and it's easy to search the blog posts by topic. The posts themselves cover a variety of horse health topics while maintaining a friendly, easy-to-read tone. They offer good takeaway tips to the reader while still managing to promote the brand's products.

### **2nd**

#### **SmartPak *SmartPak Blog***

Sarah Mann, Vice President, Equine Health and Brand  
Lexi Keller, Copywriter & Marketing Coordinator  
January to December 2016

Overall, this blog has some great information on it, and I love that they're using video as well as written articles. The combination of branding and information is great.

## **BUSINESS BRAND CONTENT MARKETING SINGLE ARTICLE**

12 entries

### **1st**

#### **American Paint Horse Association *Marked for Greatness***

Rachel Florman, Writer  
Published in Chrome  
Winter 2016

With a drop-dead gorgeous design and a strong lead, you've immediately got your readers hooked. You provide strong writing with rich descriptions throughout. This truly is a piece in which to take pride for a job well done.

### **2nd**

#### **Pinto Horse Association of America *Shooting to Success***

Rachael Doner, PTHA Publications Editor  
Published in Pinto Horse Online  
Fall 2016

Great layout, photography and use of typeface. You immediately engage the reader with this design. The lead is also fun and full of action. Overall, this is a fun, interesting story your audience will enjoy.



# BUSINESS DIVISION

**3rd**

**SmartPak**

***Smart Nutrition for Healthy Horses***

Lexi Keller, Copywriter and Marketing Coordinator  
Kelcie Griffith, Marketing Coordinator  
Publishing in Eventing USA  
September/October 2016

There's a lot of impressively specific and informative content here. The layout is great, too. Nice clean read with a really fun spin on the food pyramid as an image.

**BUSINESS BRAND EQUINE-RELATED WEBSITE**

8 entries

**1st**

**Manna Pro Products**

**[www.mannapro.com](http://www.mannapro.com)**

Beth Rogers, VP of Marketing, Manna Pro  
Geile/Leon Marketing Communications, Designer  
Sometimes, simple and streamlined are best, because they just works. I really enjoyed browsing this site. It has all of the information I would need as a customer, showcased front-and-center. Where to buy, promotions, a product list searchable by topic. The blogs and resource center are nice extras. And it looks just as good on mobile and loaded really fast on a rural internet connection, which makes it even better.

**2nd**

**Central Garden & Pet**

**[www.farnam.com](http://www.farnam.com)**

Martha Lefebvre, Jamie Resheske, Elissa Glick, Marketing Managers, Farnam  
Audy Baack, Vice President  
Jessica Hornberger, Senior Manager Digital Marketing  
The strength of this site is its ability to help customers quickly find the exact product for their needs. I love the multiple ways to search for products based on problem, benefits, etc., and the Care Guide is a fantastic interactive feature. Overall this site is really, really well done and very user-friendly.

**BUSINESS BRAND EQUINE-RELATED CUSTOM**

**PUBLICATION (PRINT)**

10 entries

**1st**

**Road to the Horse**

***Road to the Horse 2016 Official Program***

Tootie Bland, Owner/Producer  
Tammy Sronce, Writer  
March 23, 2016

A beautiful cover for this program. I liked the conversational tone throughout with touches for all ages. The Q&As were interesting, as were the inclusion of a profile on the event's founder.

**2nd**

**PM Advertising**

***Constellation Fall/Winter 2016***

Jon Siegel, Creative Director  
Michael Compton, Editor; Laura Lacy, Production Manager  
Kirin Knapp, Graphic Designer

This issue stood out for the variety of articles that offered both human interest and technical information as well as interesting profile stories. The entire issue was presented in a quality manner.



**KATHLEEN BARCZAK**, owner and designer of her freelance business, Kathleen Barczak Design creates artwork for residential and commercial clients. Kathleen designs identities for small businesses, marketing collateral and helps execute projects for her clients. She designs invitations, cards, signage, brochures, banners and more. Working from her home studio, Kathleen also paint acrylic artwork specific to client's requests and sells her pieces in boutiques in Milwaukee.

**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 Katherine are originally from Maryland and currently reside in Eugene, Oregon.

**KATHERINE BENENATI** worked 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 in Maryland with a major in history and a minor in mass communication. She lives in Eugene, Oregon with her husband Greg.

**SARA BROWN** is the Livestock and Production Editor at Farm Journal. She covers the livestock beat and copy edits articles for Farm Journal and Beef Today magazines. She also proofreads articles in Dairy Today and Implement & Tractor. Growing up on a Missouri diversified crop and livestock farm, Sara knew she was meant for a job in the agricultural field. A 2004 University of Missouri Ag Journalism graduate, Sara previously worked for The Cattleman's Advocate, a regional beef publication in northeast Missouri. In college, she worked for the University of Missouri Ag Extension News Service and interned with the American Agricultural Editors Association and Osborn & Barr in St. Louis. Sara lives in Mexico, Mo., only 15 minutes from her hometown of Centralia, Mo. She keeps busy with the Centralia FFA Alumni and helping on the family farm.

**DAVID S. DAWSON** is a 22 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. David won BEST DIRECTOR for his short film THINGS HAPPEN in the 2016 San Diego Film Awards. His production group intellexual 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.ix.e.us](http://www.ix.e.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. She now works in oil as a plein air painter. Her work may be seen at The Artist Guild Gallery in Anna Maria Island. Her work is owned by many private collectors.

**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.

**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 welcomed their first child, Pendleton, 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.

**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.

**BEN POTTER** is Social Media and Innovation Editor for AgWeb, where he writes about the many new on-farm technologies that make farmers better, faster, more efficient and more profitable. He has more than 9 years of experience writing for a cotton publication and an advertising agency serving agribusiness clients. This helped him build a strong foundation of agronomic and crop-protection knowledge for corn, soybeans, wheat, cotton, rice, peanuts and a variety of specialty crops. Ben attended both the University of Missouri (journalism) and the University of Memphis (technical writing). Ben's grandparents were corn and soybean farmers, and his father was a soil scientist with the USDA. He has also been a judge for a Canadian ag journalism contest for the past 3 years. Away from work, Ben keeps busy with a broad range of activities, whether it's long-distance running, growing habanero peppers or spending quality time with his wife and two daughters.

**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.

**SHERRY ROSS** was the radio color analyst for the New Jersey Devils on WFAN 660AM from 2007-2017. 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.

**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 17 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.

**LINDA H. SMITH** has been a writer and editor for more than 30 years, mainly for agricultural magazines, newsletters and websites. Currently employed by Farm Credit Services of America, she writes for the financial co-op's website and is responsible for marketing materials for several business units. Linda also has a long history with horses and dog agility, obedience and rally.

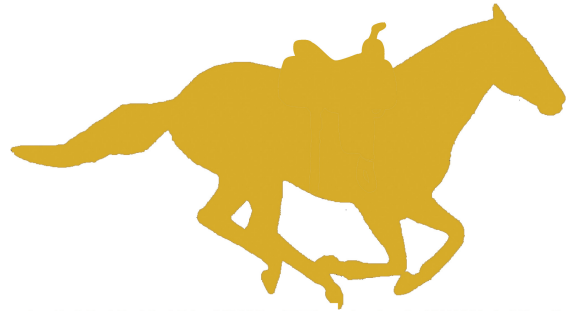
**KATIE STERN**, has been a professor for 19 years; 9 years teaching Photography/Photoshop and Graphic Design in Rhinelander, WI and 10 years teaching Computer Graphics and web strategic planning in the Human Technology Interaction/Web and Digital Media Development major at the University of Wisconsin-Stevens Point. The Human-Technology Interaction major emphasizes the needs of the customer during the strategic planning, testing, and development of websites. Katie's Bachelor's Degree in Psychology, Master's Degree in 2D Design and Computer Graphics, and Master of Fine Arts degree in Graphics have been ideal preparation for evaluating human-technology interactions. Katie has furthered her training in Human-Technology Interaction under Dr. Susan Weinschenk, founder of The Team W.

**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?"

**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.

**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 two horses.



**SADDLE UP for SCOTTSDALE**

**AHP ♦ 2017**

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