

American Horse Publications Equine Media Awards

for material published in 2017

PUBLISHING MEDIA DIVISION

EDITORIAL CONTENT

BREAKING-NEWS OR INVESTIGATIVE REPORTING SINGLE ARTICLE (PRINT OR ONLINE)

8 entries

1st

BloodHorse

Horsemen Report Equine Deaths in San Luis Rey Fire

By Jeremy Balan
December 7, 2017

So many voices, so many heartbreaking stories of chaos and courage. The story obviously moved as quickly as the fire and the reporting on this was extraordinary.

2nd

Western Horseman

Nurse Foals: The Throwaway Horses

By Ryan T. Bell
January 2017

The best lede in this class and a balanced look at an almost hidden aspect of the Thoroughbred breeding industry. Lots of voices and compelling quotes. Consideration given to several possible solutions. This story was a runaway winner.

NEWS REPORTING RELATED FEATURE SINGLE ARTICLE (PRINT OR ONLINE)

10 entries

1st

BloodHorse

San Luis Rey Horsemen Faced Brutal Challenges in Fire

By Jeremy Balan
December 13, 2017

This is a heart wrenching account of the challenges and choices made on a fateful December day and the consequences that still echo. The writer's vivid account of the confusion on the ground and the aftermath is harrowing. Top-notch reporting and writing make this article a standout.

2nd

Mid-Atlantic Thoroughbred

A Great Loss

By Joe Clancy
August 2017

The writer has a keen eye for details and an extraordinary way with words. He paints a beautiful picture of the strong bonds between horses and humans. And he shows what we all lose when a great one passes too soon.

INSTRUCTIONAL SINGLE ARTICLE CIRCULATION/AUV UNDER 20,000 / (PRINT OR ONLINE)

10 entries

1st

EquiManagement

Courageous Conversations

By Colleen Best, DVM, PhD
Kimberly Brown, Editor
January/February 2017

This article is well-written and applicable to so many situations. It was very smart to break the piece down into the six sections, as it really set the stage and drove home the message. Overall, fantastic job.

2nd

Performance Horse Journal

The Domino Effect

By Breanne Hill
December 2017/January 2018

Great job on this tactical piece. The photos really add to the piece, as they nicely illustrate the components of a sliding stop. The specific details about body positions elevates this article to be an insightful piece. The conclusion is strong.

INSTRUCTIONAL SINGLE ARTICLE
CIRCULATION/AUV 20,000 AND OVER
(PRINT OR ONLINE)

19 entries

1st

Practical Horseman

Sharpen Your Course-Riding Skills

By Traci and Carleton Brooks
with Elizabeth Iliff Prax
August 2017

Winner of a tough class. This piece is easy to understand; particularly like how the author tells the reader what to watch out for/to be aware of before beginning the exercises. The piece offers several variances within each exercise.

2nd

Heidi Melocco

Go with the Flow

By Heidi Melocco
Published in Young Rider
September/October 2017

Easy to follow, well written how-to piece for the audience age and for adults. Good job of telling the reader to troubleshoot if the horse tries to balk.

3rd

The American Quarter Horse Journal

Sheath Cleaning 101

By Dr. Amy Armentrout
with Abigail Boatwright
December 2017

Sensitive information, but important for gelding owners. The article does a nice job of breaking down the necessary steps and fully explaining what needs to be done. The article is written in active voice with few wasted words.

Honorable Mention

Heidi Melocco

Cue the Lope, Cut the Drama

By Heidi Melocco
Published in Young Rider
November/December 2017

Written so a teen can easily follow the steps, but so could that teen's novice parent.

Practical Horseman

The Right Canter for Every Situation

By Elizabeth Gingras
with Elizabeth Iliff Prax
October 2017

The writer breaks down each exercise with a complete explanation. The article is written clearly and concisely. The pull-out tips are a nice touch.

INSTRUCTIONAL SERIES (PRINT OR ONLINE)

3 entries

1st

Practical Horseman

Ride Your Hunter Round Like a Pro

By Tom Brennan
with Elizabeth Iliff Prax
February and March 2017

What sorted this article to the top was a polished writing style that read more like a narrative than a how-to. It flowed well, was easy to follow and understand and had a way of making the reader feel like they were riding alongside the author as he went through the turns and jumps. Keeping paragraphs short and good use of descriptive language made both pieces in the series highly readable and interesting.

HORSE CARE SINGLE ARTICLE

CIRCULATION/AUV UNDER 20,000

(PRINT OR ONLINE)

15 entries

1st

Paint Horse Journal

Untying the Knot

By Jessica Hein
July 2017

The story was very thorough in its discussion of the problem and the management. It also carried through to a good summary conclusion. This article could really make a difference to a horse and its owner.

2nd

The Chronicle of the Horse

Glanders Testing is a Slowly Evolving Process

By Lindsay Berreth
September 18, 2017

This article displays excellent writing on a topic that could be very important to a portion of readers.

3rd

Quarter Horse News

Blanketing Fact or Fiction?

By Kelsey Pecsek
March 1, 2017

This article has a real beginning and end and is easy to read in between.

**HORSE CARE SINGLE ARTICLE
CIRCULATION/AUV 20,000 AND OVER
(PRINT OR ONLINE)**

15 entries

1st

**America's Horse
*Deworming Without Dust***

By Lindsay Keller
May 2017

This article was a treat to read with a conversational tone throughout the article along with the personal examples. Combine that with the great use of direct quotes, experiences and inputs from your source and your crisp, clear writing style and you definitely end up with a top-notch piece.

2nd

**The Horse: Your Guide to Equine Health Care
*What's Your Colic Contingency Plan?***

By Christa Lesté-Lasserre, MA
Alexandra Beckstett, Managing Editor
Stephanie L. Church, Editor-in-Chief
December 2017

A great article with a lot of fabulous take home messages and points. Great job of including so many direct quotes throughout the piece, which really enhanced your readability and kept the reader engaged.

3rd

**America's Horse
*Count Your Eggs Before They Hatch***

By Lindsay Keller
May 2017

Writer has a crisp, clear and conversational writing style. Great job of keeping the piece upbeat and moving while incorporating a lot of relevant, interesting direct quotes throughout.

**SERVICE TO THE CONSUMER SINGLE ARTICLE
CIRCULATION/AUV UNDER 20,000
(PRINT OR ONLINE)**

18 entries

1st

**Barrel Horse News
*Seeking Shelter***

By Kailey Sullins
May 2017

Great scene-setter lede, really works to get reader right into story and ending with a nice tie to the lede. Excellent piece, should be of great general interest.

2nd

**Abigail Boatwright
*You're Hired!***

Published in Ranch Horse Journal
Winter 2017

A good look at pros and cons of cowboying and the hiring process. Six excellent sources give good advice. Different viewpoints and ideas presented.

3rd

**Performance Horse Journal
*Higher Ground***

By Julie Johnson Bryant
October/November 2017

Powerful, descriptive lede would entice the reader. This writer makes what could be a dull subject interesting with colorful writing, good details and perspectives from two expert sources.

Honorable Mention

**American Farriers Journal
*Heed the Warning Signs for Stress***

By Jeff Cota
November 2017

Short lede gets reader right into the article by personalizing the theme. Early quote from a shoer is effective in presenting the situation. Good insight into kinds of stress and causes.

Megan Arszman

Braided In Tradition

Published in Quarter Horse News
April 15, 2017

Nice lede, introduces subject in easy manner. Very informative piece with four good sources. Romals explained in great detail.

**SERVICE TO THE CONSUMER SINGLE ARTICLE
CIRCULATION/AUV 20,000 AND OVER
(PRINT OR ONLINE)**

22 entries

1st

EQUUS

How Not to Buy a Horse

By Dee McVicker
March 2017

The author immediately grabs readers' attention by opening with a distressing anecdote about how — despite researching, studying, talking to trainers, visiting auctions, meeting with sellers, and being absolutely sure she knew what she wanted — she ends up doing everything wrong in buying a horse. A list of red flags are clearly outlined. Excellent steps that can help a potential buyer, no matter how infatuated, figure out that a horse isn't the right one.

2nd

EQUUS

Rethinking the Box Stall

By Nancy Moffitt

July 2017

This useful and user-friendly piece outlines an experiment, begun out of necessity, with group housing for two ponies that results in a healthy, more comfortable environment for congenial herd animals. Along with the author's compelling description of firsthand experiences, the story presents research related to how confinement affects the well-being of horses as well as the benefits of communal living.

3rd

EQUUS

Test Your Knowledge of Poisonous Plants

By Laurie Bonner

June 2017

This smart, tidy and easy-to-absorb construction of 10 questions examines a reader's knowledge of potentially hazardous plants in a horse's environment. Advice is offered on how to recognize troublesome plants, the effects of consuming such plants, and what to do to minimize those effects. A fact-driven roundup of preventive measures to keep a horse away from dangerous growth goes a long way toward eliminating the potential for problems and can aid in keeping a horse safe.

Honorable Mention

Katie Navarra

The 'Creaky' Performance Horse

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

February 2017

Practical, humane advice from experts is offered here on how to prolong the careers of experienced performance horses. The author uses clear, jargon-free language and structure to address common problems that afflict aging equine athletes. Much of the information is probably familiar to many riders and trainers, but it's not always available in a single concise format, which is this story's strong point.

Western Horseman

Going Solo

By Christine Hamilton

February 2017

The romance of a rider and a horse embarking on a solitary backcountry adventure can quickly bog down into the practicalities of what to bring, where and when to go, what to know about good camping practices, how to carry a load, and best practices in operating and managing gear and camping equipment. This succinct, orderly story doesn't

have all the answers, but it asks all the right questions and helps temper a yearning for adventure with the nuts and bolts of how to do it properly.

SERVICE TO THE HORSE INDUSTRY SINGLE ARTICLE (PRINT OR ONLINE)

26 entries

1st

Western Horseman

Crisis on the Range

By Ben Masters

August 2017

This is a measured analysis of an emotionally charged issue, and is superbly crafted. Clear-eyed information is given from several angles, with a summary of survival options given equal weight. History is weaved in seamlessly. A standout piece.

2nd

USDF Connection

Distance Learning

By Catie Staszak

July/August 2017

Excellent lede – by far best in this class – illustrates how to set up a broader topic with one specific example to draw a reader in. Good sidebar, lots of voices, practical advice.

3rd

Natalie DeFee Mendik

When the Big One Hits

Published in *USDF Connection*

June 2017

Excellent reporting work to seek out multiple experts. Sensible advice that any horse owner can use to be prepared for an emergency evacuation.

Honorable Mention

Keeneland Magazine

Amazing Makeovers

By Liane Crossley

Fall 2017

Nice lede and the talking/listening theme carries into the start of the portraits. Writer covered different equestrian disciplines. Good flow, lots of voices, worthwhile sidebars.

Mid-Atlantic Thoroughbred

Head Game

By Sandra McKee

March 2017

This is a well done story citing multiple sources and incidents, including concussion protocols from other sports. The story flows well and wraps with a look to the future. A smart, informative read.

PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION/AUV UNDER 10,000
(PRINT OR ONLINE)

17 entries

1st

Patti Schofler

Krack C: The Ride of a Lifetime

Published in Warmbloods Today

September/October 2017

From the lede, this story held a reader's attention because it used a robust narrative arc, sharp quotes, and strong, clear writing. The writer clearly did her homework on the interview questions, gathering quotes that brought the story to life.

2nd

Washington Thoroughbred

Washington Racing Hall of Fame: Delicate Vine

By Susan van Dyke

Winter 2017

This article on Delicate Vine was well-researched and strongly written. The use of historical information and quotes from the people involved built a story that brought readers into a story that could have felt dry and remote.

3rd

Quarter Horse News

Back to His Roots

By Kristin Pitzer

Kelcey Pecsek, Editor

December 1, 2017

This story about cow horse trainer Jake Gorrell was engaging and readable. Pitzer's use of quotes and transitions were strong.

Honorable Mention

Quarter Horse News

Leaving No Cutter Behind

By Kelsey Pecsek

August 1, 2017

This story about expanding the reach of cutting was informative and engaging with clarity of language and strong use of quotes.

Ranch Horse Journal

Living in Utopia

By Andrea Caudill

Winter 2017

This was a story about raising different types of horses in Utopia, Texas. The story had a good hook and strong writing. Transitions were strong throughout the piece, and held the reader's interest.

PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION 10,000 TO 20,000 / AUV 10,000
TO 50,000 (PRINT OR ONLINE)

19 entries

1st

BloodHorse

A Brother's Love

By Frank Angst

April 1, 2017

Restrained, unsentimental treatment of a story that could have been played for pathos. Nicely reported and well written treatment of a great story.

2nd

The Chronicle of the Horse

Living Legend: Pam Baker

By Laura Lemon

May 1 & 8, 2017

Thoroughly enjoyed meeting Pam Baker. This piece is bright and conveys a little of Ms. Baker's vinegar.

3rd

Eliza McGraw

Belle Beach: Ahead of Her Time

Published in Untacked

January/February 2017

Fascinating and well-researched piece.

Honorable Mention

Sidelines Magazine

Rebekah Pizana - From Food and Fashion to a Polo Passion

By Britney Grover

September 2017

Bright and winning piece that's among the liveliest written here.

The Chronicle of the Horse

Living Legend: Michael Page

By Jennifer B. Calder

July 10 & 17, 2017

Interesting man and the story flows very well setting a pretty high standard for this category.

**PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION OVER 20,000 / AUV OVER
50,000 (PRINT OR ONLINE)**

31 entries

1st

Keeneland Magazine

Dean of Racing

By Cynthia Grisolia

Fall 2017

This story makes the reader want to pull up a chair and grab a pair of headphones in Erceel Ellis's Kentucky studio. From the first line to the last, the writer paints a masterful portrait of Erceel. By the time he finishes, the popular radio host feels like an old, dear friend – one you can't wait to visit again.

2nd

Chrome

Pushing Buttons

By Jessica Hein

Winter 2017

Buttons is a fantastic character, a man who has knocked down barriers while building up riders. The writer's profile is wonderful because it makes the reader feel like he knows Buttons, but doesn't stop there. The writer does a great job of putting Buttons into a larger context that explains the challenges judges face and the key role they play.

3rd

USHJA In Stride

Chrystine Tauber: An Incredible Journey with Horses

By Nancy Jaffer

January 2017

The story pulls the reader right in and doesn't let go. It is well-sourced with rich anecdotes from start to finish – beginning with a child and a wayward horse. The author highlights the distinguished career of an accomplished woman while giving the reader a sense of what drives her.

Honorable Mention

Daily Racing Form

Lifelong Pursuit of Horsepower Brings de Tomaso to Kentucky Derby

By Nicole Russo

May 3, 2017

De Tomaso is a delightful character. The writer deftly portrays her rich history and impact on the sport. The story is punchy and fun, chockful of history and insight and, yes, even a racecar or two.

The Team Roping Journal

Beating the Odds

By G.R. Schiavino

November 2017

Wesley Glover's strength just leaps off the page. The story is well-crafted with fine reporting and detailed anecdotes throughout. The writer does a wonderful job detailing the obstacles Wesley has overcome and showing what an inspiration he has been to others.

**FEATURE SINGLE ARTICLE CIRCULATION/AUV
UNDER 10,000 (PRINT OR ONLINE)**

18 entries

1st

Mid-Atlantic Thoroughbred

My Man o' War

By Maryanna Skowronski

August 2017

An essay that embraced the larger culture and served its readership better than some of the more pragmatic and practical pieces on this topic.

2nd

Paint Horse Journal

In the Cards

By Jessica Hein

February 2017

Solid reporting professionally realized.

3rd

Mid-Atlantic Thoroughbred

The Racing Capital

By Eliza McGraw

October 2017

Well-researched and fascinating.

Honorable Mention

American Racehorse

Centennial: The Santa Anita of the Rockies

By J. Keeler Johnson

Winter 2017

There's a lot of good stuff in this piece.

Mid-Atlantic Thoroughbred

Preakness Patrol

By Sandra McKee

May 2017

A well-crafted piece on a good subject and an easy read.

**FEATURE SINGLE ARTICLE CIRCULATION
10,000 TO 20,000 / AUV 10,000 TO 50,000
(PRINT OR ONLINE)**

19 entries

1st

Canadian Horse Journal
Ghosts of the Coal Mines: Pit Ponies and Horses

By Margaret Evans
January 2017

This is a gripping, fascinating and excruciating tale of a little-known exploitation of horses. The writer has taken an array of information and produced a startling report on a sad history. This well researched piece should give every horse lover pause. It conveys a story that not many people knew and thus deserves special notice.

2nd

The Chronicle of the Horse
There's No Course Map for Navigating Social Media

By Molly Sorge
August 21 & 28, 2017

This was an interesting feature with a behind-the-scenes look at modern riders and their modern way of connecting with their fans. The article employed a good mix of sources in an informative and thorough manner. The riders' comments helped bring the story to life, and the links and tips were valuable additions. This is a very professional piece of writing that deserves accolades.

3rd

Untacked
Hollywood Horses

By Ann Glavan
January/February 2017

Now, this is informative and compelling. Who knew that a family of three was responsible for bringing so many horses to the silver screen, or small screen? The writer packs a lot of action into this piece, with the help of the willing Naprous clan.

Honorable Mention

BloodHorse
A Firmer Footing for Retired Horses and Veterans

By Eric Mitchell
August 14, 2017

This is a great story about worthy research on a promising treatment for PTSD as well as a project that offers new meaning of life for cast-off horses. This is of interest and importance to the horse world and to veterans.

EquiManagement

When Equine Veterinarians Become Parents

By Amy L. Grice, VMD, MBA
Kimberly Brown, Editor

July/August 2017

Using statistics and anecdotal evidence, the writer offers an eye-opening look at what many new mothers in the equine veterinarian work force must deal with. This is an interesting report and a public service story that reflects not just on veterinarians, but on America as a whole.

**FEATURE SINGLE ARTICLE CIRCULATION OVER
20,000/AUV OVER 50,000 (PRINT OR ONLINE)**

34 entries

1st

Western Horseman
Starting Small

By Susan Morrison and Kate Bradley Byars
July 2017

Love this story– the idea, content, and writing. Great story.

2nd

Western Horseman
Road Through Tejon

By Jennifer Denison
August 2017

Great story with an interesting lede that draws the reader in and makes you want to read it. Newsworthy information and journalistic style.

3rd

Western Horseman
Hitching Hands

By Jennifer Denison
December 2017

Great lede and a likeable story.

Honorable Mention

America's Horse
Mission Critical

By Lane S. Karney
March/April 2017

Good story that flowed well and told an easy-to-read story.

Western Horseman

Diamonds Out of the Rough

By Christine Hamilton
December 2017

Newsworthy story and lede.

PERSONAL COLUMN SINGLE ARTICLE
CIRCULATION/AUV UNDER 20,000
(PRINT OR ONLINE)

15 entries

1st

The Chronicle of the Horse
Finding the Strength to Step Back for Sobriety

By Bill Rube
October 23 & 30, 2017

Honest, painful and smart. Author didn't gloss over any embarrassing details. Incorporating his return to the world of horses as part of his recovery is a major focus of the story and is interwoven seamlessly. Congratulations on a story that must have been tough to write.

2nd

Mid-Atlantic Thoroughbred
Sundown at Pimlico

By John Scheinman
July 2017

Lyrical, evocative lede sets up an unusual take on a post-Preakness story. The personal is mixed with the historical, and the sadness over the twilight of a fabled racetrack is felt in every sentence. Good flow from present to past to present again, and perhaps the future.

3rd

The Chronicle of the Horse
Teaching Lilly Life's Lessons

By McLain Ward
July 3, 2017

Lessons learned from a lifetime with horses are plaited with Ward's hopes for the future of his young daughter. Nice examples from his own life in the sport, good flow to the story, and sidebar from his equestrian wife. A pleasurable read.

PERSONAL COLUMN SINGLE ARTICLE
CIRCULATION/AUV 20,000 AND OVER
(PRINT OR ONLINE)

14 entries

1st

Jennifer Bryant
Staying Out of the Gene Pool

Published in USDF Connection
December 2017/January 2018

The author did a fantastic job of sharing her personal views on a controversial topic. This is a perfect use of an editor's letter as it provides an authoritative and friendly viewpoint, which also ties to the cover story. Overall, the author successfully conquered a smart and timely topic.

2nd

The American Quarter Horse Journal
Fashion Forwarded

By Pamela Britton-Baer
April 2017

The author's fun and humorous take on this topic is perfect. Instead of using worn-out clichés, the author puts her own spin on describing unique details and thoughts. The final sentence is spot-on and leaves the reader with a smile.

3rd

Dressage Today
A Rider's Journey with Anxiety

By Lindsay Paulsen
January 2017

The author wrote a powerful and personal column about an internal and private topic. Good scene setting of the author going to her riding classes and how that affected her emotions. The best part was the end where she expresses how she has learned to cope with anxiety. The concluding paragraph was a perfect end.

EDITORIAL EVENT COVERAGE SINGLE ARTICLE
CIRCULATION/AUV UNDER 20,000
(PRINT OR ONLINE)

13 entries

1st

New York Horse
In the Beginning

By Janis Barth
Fall 2017

Witty, hilarious, and acutely well-observed, this engaging story resonates with colorful anecdotes and rhythms as it describes the chaotic goings-on at a beginner walk/jog western pleasure class at the Madison County Fair in New York. At the heart of the adventure is the writer's clever and skillful use of a ruckus-causing pony as a contrast to the sedate mounts piloted by young riders. A fun, wonderfully original entry.

2nd

BloodHorse
The Audacity of Greatness

By Alicia Wincze Hughes
April 1, 2017

An intriguing lede that frames a sharply written story of intense competition draws the reader into this tale of a battle to conquer the Dubai World Cup. Competently composed with well-edited quotes from experts and persons of interest, this piece helps readers visualize an exciting 1-1/4-mile race and the details of situations that precede and follow.

3rd

Barrel Horse News

Mary's World

By Bridget Kirkwood

February 2017

Heartfelt without being sentimental, Bridget Kirkwood's submission chronicles the relationship between Mary Burger, afflicted with a disease that hindered her ability to walk as a child, and various horses that taught her about the bond between animals and humans. It's an interesting history of a career that keeps Mary in the game at the age of 68 and inspires others.

**EDITORIAL EVENT COVERAGE SINGLE ARTICLE
CIRCULATION/AUV 20,000 AND OVER
(PRINT OR ONLINE)**

10 entries

1st

The American Quarter Horse Journal

Perseverance

By Larri Jo Starkey

October 2017

This well-written article illustrates that the best stories are not always about the winners. The writer captured the most interesting aspects of the event — neat little stories within the competition. Good interviews with eight sources, including family members.

2nd

Jennifer Bryant

On the Same Page

Published in USDF Connection

April 2017

Article includes good details and insight into judging techniques. Very thorough coverage.

**EQUINE-RELATED EDITORIAL SERIES
(PRINT OR ONLINE)**

10 entries

1st

The American Quarter Horse Journal

Equine ER

By Abigail Boatwright

January to December 2017

An extraordinary amount of work had to be done to track down 12 diverse and unusual cases from vets and clinics in different parts of the country. Each unique story was well organized and researched. Each one was a fascinating read and the year-long series hung together well.

2nd

Paint Horse Journal

Horsemastership

By Allison Armstrong Rehnborg

June, August, October, December 2017

A smart series aimed at young riders, the four articles are distinct and complementary.

Informational sidebars, several voices, even the "Quick Quiz" made this all a neat package that is nicely tailored to its target audience. Explains things clearly to junior readers without talking down to them.

**EQUINE-RELATED HUMAN-ANIMAL BOND
ARTICLE (PRINT OR ONLINE)**

22 entries

1st

The Chronicle of the Horse

Horse of a Lifetime: San Remo VDL

By Laura Lemon

December 11, 2017

What a great story. Loved the emotional connection you created to tell their story. Wonderful writing.

2nd

Paint Horse Journal

A Hurricane Hero

By Rachel Florman

November 2017

Goosebumps! What a great story and a great job writing it. Writer crafted the story and used such great quotes throughout.

3rd

Abigail Boatwright

Angel Horse

Published in America's Horse

January/February 2017

Such a beautiful, moving story of the connection between these three ladies and Shirley. Author did a great job of writing and including great direct quotes.

Honorable Mention

The American Quarter Horse Journal

My AQHA Story

By Andrea James

Larri Jo Starkey, Editor

July 2017

This is a great piece that is wonderfully crafted and clearly written. Great style, voice and wonderful way to convey your experience.

Western Horseman

Bob's Destiny

By Susan Morrison

May 2017

A great story of old rope horses and technically correct. The class, style, and precision of the writing made it impossible to not place this piece.

**EQUINE-RELATED PUBLIC AWARENESS
JOURNALISM ARTICLE (PRINT OR ONLINE)**

4 entries

1st

Sidelines Magazine

The Peeps Foundation: Big Dreams for Little Horses

By Britney Grover

March 2017

What a great way to bring a little horse's big backstory to life. Just like Peeps, this story has a big heart and a happy ending. The writer does an excellent job reporting what happened after the headlines we know too well – telling of a much-needed rescue – faded. The author also does a great job explaining why minis, while often misunderstood, are truly special.

**FREELANCE WRITER EQUINE-RELATED
JOURNALISM (PRINT OR ONLINE)**

25 entries

1st

Tracy Gantz

Trifecta Equine Staff Shines in Vital SLR Rescue Effort

Published on BloodHorse.com

December 12, 2017

Five days after the horrific fire at San Luis Rey, this author published a gripping story about two vets who took in more than 100 rescued horses. The story is told through descriptive quotes from the vets, with transition paragraphs weaving the story together. Fantastic job of getting good quotes and of getting this story done so soon after the fire. Anyone distressed about the havoc and death from the fire derived some comfort from this story.

2nd

L.A. Sokolowski

Three Eyes, One Heart

Published in Western Horse and Gun

December 2017/January 2018

Touching, made-for-Hollywood story about an abused animal who becomes a champion and the determined person who made it possible. From a journalistic standpoint, the story has many sources; this creates authenticity and lends variety. From a writing standpoint, the author allows the sources to tell the story and avoids superlatives. This story is

an inspiration to those who rescue animals and a lesson to those who would put them to death.

3rd

Katie Navarra

Where the Pavement Ends

Published in Western Horseman

July 2017

This is a fascinating read; well-researched and well-sourced that describes the history of the place and the region, going back to the 1940s. You get a sense of sadness thinking how easily things disappear when they change hands.

Honorable Mention

Abigail Boatwright

Riding On

Published in Chrome

Fall 2017

It's good to have articles like this about organizations that use horses for some type of therapy and include a list showing the websites for all the groups.

Kate Bradley Byars

Native Ground

Published in Western Horseman

November 2017

More than a story about a rodeo cowboy, this article gives insight into a culture that most Americans know little about. Reading about his life back home helps flesh out the subject, instead of painting a one-dimensional picture.

MULTIMEDIA

**PUBLISHING MEDIA EQUINE-RELATED
ENEWSLETTER**

3 entries

1st

Thoroughbred Daily News

Thoroughbred Daily News

Sue Finley, Publisher

May 7, 2017 and November 28, 2017

This eNewsletter was packed with useful information and different points of view. It was presented in a professional and grammatical way so readers could easily digest sometimes-technical information. The writing was clear and newsy, and the quotes were sharp without running on too long.

PUBLISHING MEDIA EQUINE-RELATED BLOG

9 entries

1st

Abigail Boatwright

The Freelance Remuda

An enjoyable blog on a personal and professional level that included a mix of personality profiles. The mix of posts including Q&A, photos, and audio/podcast did a great job pulling the reader in and using diverse ways to tell a story.

2nd

The Chronicle of the Horse

Behind The Stall Door

Molly Sorge, Web Editor

Beth Rasin, Executive Editor

All readers like to read personality profiles – but this blog puts the focus on the horses. It drives a passion for the reader. This writer goes the extra step in including videos, lots of photos and bullet points to share each story.

ONLINE EQUINE-RELATED LONG-FORM JOURNALISM

3 entries

1st

BloodHorse

Silent Tom's Atomizer

By Milton C. Toby

May 25, 2017

Nailed it! The story was well-researched, the characters came alive on the page and the impact and significance of the events being written about was clear.

PUBLISHING MEDIA EQUINE-RELATED VIDEO

11 entries

1st

AIM Equine Network

Fire in the Heartland

Bob Welch, Producer

AIM Studios, Editor

May 16, 2017

The quality of this video was top notch. The story was so telling that the viewer could feel the heartfelt feelings of the individual and want to see more. This is an unscripted documentary, which is sometimes the hardest to pull off, but you did it. The video keeps the audience engaged, constantly moving and the background music was well played as the scene or story changed.

2nd

XBTV

Debating the Pegasus

January 27, 2017

This simple pick opening was fantastic. The graphics used, edits, and well written content script make this piece a top contender. This video is as overall professional as it gets.

3rd

BloodHorse

Fasig-Tipton November Sale Preview

Anne Eberhardt Keogh, Executive Producer

Claire Novak, Editorial Lead and Talent

Jonathan Palmer, Director of Photography and Editor

David Stephenson, Videography

November 2, 2017

Fantastic piece. Color and audio level are on point; content was strong; shots were excellent. Audio was in sync with image of content – a very important aspect of good editing and will keep your audience engaged.

EQUINE-RELATED PODCAST

11 entries

1st

Paulick Report

Around the Track Podcast: Voices and Stories From 2017

Scott Jagow, Editor-in-Chief, Around the Track Host

December 29, 2017

Very good production value. Audio is super clean and the host has a very professional and engaging voice and style. Editing of the clips in this episode sets this podcast apart from all the other entries. The quality of the interviews is excellent.

2nd

Horse Radio Network

Dressage Radio #447 – 2017 Annual All Hosts Holiday Roundup

Glenn Hebert and Jamie Jennings, Hosts

December 27, 2017

Audio is very good throughout the episode, especially considering the technical aspect of interacting with hosts from so many places. The conversation is light and fun and does a great job of showing off the hosts of the network.

3rd

American Farriers Journal

An Interview with Danvers Child

Jeremy McGovern, Host

January 12, 2017

Nice music to introduce the show. Host does a good job of setting up the history of the guest and how the guest is relevant to the industry. Audio is very good for a remotely recorded conversation. Guest is well spoken and interesting.

PUBLISHING MEDIA EQUINE-RELATED WEBSITE

7 entries

1st

The Chronicle of the Horse

www.chronofhorse.com

Molly Sorge, Web Editor

Beth Rasin, Executive Editor

This site manages to showcase a ton of content without feeling heavy or burdensome. It's also very easy to navigate. Both the desktop and mobile versions offer a pleasant experience.

2nd

Thoroughbred Daily News

ThoroughbredDailyNews.com

Sue Finley, Publisher

I'm normally not a fan of carousels on websites, but using one to highlight different pieces of content in "today's edition" was pretty smart. The user can access quite a bit of information with just a scroll or two of the home page. Well-organized, easy to read.

PUBLISHING MEDIA EQUINE-RELATED DIGITAL EDITION

5 entries

1st

BloodHorse

BloodHorse Tablet Edition

Creative Services

Editorial Department

May 20, 2017 and August 5, 2017

This entry offers the greatest combination of many factors to reach the top placing: interesting human interest features, technical updates and racing results. The digital presentation was seamless and more intuitive to reading on a tablet than other digital editions. The writing was on point – professional, descriptive without being too flowery, and still accomplished an interesting narrative.

2nd

US Equestrian

Candice McCown, Creative Director

Glenye Cain Oakford, Editor-in-Chief

Summer and Fall 2017

Digital edition has a clean, fresh appearance. Each article offers a plethora of white space which is refreshing to the eye. Longer features included multiple images that worked to tell the full story. A good mix of technical and human-interest articles.

PHOTOGRAPHY & ILLUSTRATION

EDITORIAL ACTION PHOTOGRAPH (PRINT OR ONLINE)

11 entries

1st

American Racehorse

Perils of the Profession

Heather Grevelis, Photographer

Fall 2017

What a shot! Talk about being in the right place at the right time – unless you're the jockey. Everything is right with this shot.

2nd

Speedhorse

Ima China Rush & Larry Payne

Bee Silva, Photographer

April 2017

Expressive and colorful, this photo defines an action shot. The image is vibrant and seems to leap off the page.

3rd

Mid-Atlantic Thoroughbred

Muddy Black-Eyed Susan

Rick Buckley, Photographer

July 2017

Talk about getting down and dirty. This photo's perspective, depth of field help to make this action shot so appealing.

**EDITORIAL HUMAN-ANIMAL BOND
PHOTOGRAPH (PRINT OR ONLINE)**

16 entries

1st

**New Bridge Polo & Country Club Magazine
*A Destination of Compassion***

Shelly Marshall Schmidt, Photographer
October 2017

The image demonstrates the bond between human and horse – disappointment and sadness are evident. The skin color of the human is similar to the horse coloring so they blend well together. With both of their eyes shut, it makes a powerful impact on the viewer. In addition, the image is framed perfectly.

2nd

**Shelley Paulson
*Seniors Rule***

Published in Horse Illustrated
October 2017

In addition to showing the loving bond between human and horse, this photo is breathtaking in its entirety. The lovely out-of-focus Black Eyed Susans add just enough color to offset the similar palette of the human and horse. The off-white blouse and brown hair blend beautifully with the horse colors to further connect them.

3rd

**Bianca McCarty
*What Does a Free Horse Cost?***

Published in The Horse: Your Guide to Equine Health Care
September 2017

Bright eyed enthusiasm and warm affection explodes in this entry. A lovely moment is captured by the photographer.

Honorable Mention

**Mid-Atlantic Thoroughbred
*Ben and Fern***

Lydia A. Williams, Photographer
August 2017

Exceptional moment to capture as the horse is truly being consoled by the human. Photo is nicely composed including the rider that is the additional third element in this photo. Everything works well together.

NRHA Reiner

One More Look: Ann Fonck and Ebony Spook

Andrea Bonaga, Photographer
March 2017

The emotion of this photo captures the viewer and holds them there. The tight composition almost makes the horse and rider appear as one. The limited palette of colors gives the appearance of a sepia tone photo, yet it is four color. All in all, a very inviting image.

EDITORIAL PHOTOGRAPH (PRINT OR ONLINE)

19 entries

1st

**Mid-Atlantic Thoroughbred
*Joys of Spring***

JoAnn Hayden, Photographer
June 2017

The misty morning scenario is the perfect canvas for the clearly focused subjects of the image that conveys the serene and often gleeful “Joys of Spring”. The photographer did a marvelous job with exposure and patience, which allowed her to capture this magical moment in all its simultaneous calm and excitement.

2nd

**Melinda Brown
*Who Your Next Photographer Should Be***

Published on
Blog.AllCreaturesPhotography.gallery
October 15, 2017

This is a magnificent portrait that brings this animal to life in all its captivating glory. The lines created by the twist of the neck, guide the viewer’s eye to the shy and yet strong expression of the horse. The quality of this portrait is absolutely intensified by the photographer’s skillful control of light. The exposure and depth of field are perfect, enhancing the subject and making this photo a true winner.

3rd

**Ranch Horse Journal
*Neither Snow nor Rain***

Chris Dickinson, Photographer
Winter 2017

The monochromatic scheme befits the dramatic setting as the lone cowboy and his dog roam across the barren tundra. The composition adheres to the rule of thirds. The photographer positioned his subjects off to the right allowing the depth and vastness of the landscape to tell its part of the story. This is an emotionally provocative image that leaves the particulars of that sentiment to the audience.

Honorable Mention

American Farriers Journal
Making His Mark as a Cutting Horse Shoer
Jeff Cota, Photographer
May/June 2017

The subject of the editorial, in work mode, is nicely framed by the front legs of a strolling horse. This was a great way to make an environmental photograph more interesting. Shooting from a very low angle, the photographer played with proportion making the image quite unique in composition. The back lighting of the legs puts a glow on the background scene, giving it more prominence. This is a very engaging and successful photograph.

American Farriers Journal
November Cover
Jeremy McGovern, Photographer
November 2017

The subject of the scene created a perfect introduction to the magazine content. The execution of the silhouette is superb. The exposure is ideal, upholding just the right amount of foreground tones, and as the scene moves out to the highly illuminated yard, it doesn't blowout. All of this excellent light control frames and enhances the subjects of the photo.

EDITORIAL INFOGRAPHIC (PRINT OR ONLINE)
3 entries

1st
Monty Roberts Join-Up International
New to Podcasts?
Debbie Loucks, Design
Ginelle Acosta, Graphics
October 2017

This graphic presents a simple clear-cut method to access podcasts for those familiar and/or unfamiliar with the medium. In 5 steps it takes the mystery out of this term that many people would otherwise like to utilize but are intimidated by. The copy is short and the art is basic. No busy distractions, just the necessities to get the message across. Excellent job by all involved.

EDITORIAL ILLUSTRATION (PRINT OR ONLINE)
5 entries

1st
The American Quarter Horse Journal
Saying Goodbye
Jean Abernethy, Illustrator
March 2017

A sensitive piece. The emotion is expressed in the figures and the sensitive handling of the medium. The drawing of the horse is beautiful.

2nd
Washington Thoroughbred
Blind Faith

Erica Nordean, Artist
Fall 2017

A bright and modern piece. I love the colorful washes and the drips. Forms cross to create interest, but trap the eye where there is a convergence of lines.

FREELANCE EDITORIAL PHOTOGRAPH (PRINT OR ONLINE)
12 entries

1st
Douglas Lees
Rainy Winner
Published in The Chronicle of the Horse
May 29, 2017
The photographer did a wonderful job of capturing horse and rider at just the right moment. The photo is expressive, colorful and bursting with energy.

2nd
Bianca McCarty
Sunset at Deeride Farms
Published on RulingSports.com
February 9, 2017
Wonderful use of silhouetting and dramatic lighting make what could be mundane downright magical.

3rd
Kate Bradley Byars
Derrick Begay
Published in Western Horseman
November 2017
A beautiful portrait that uses lighting to great effect. Great composition and focus. Just lovely.

ADVERTISING, COVER & EDITORIAL DESIGN

PUBLICATION STAFF SINGLE ADVERTISEMENT (PRINT OR DIGITAL EDITION)

15 entries

1st

Arabian Horse Life *Coltrane*

DeEtta Houts-Schey, Designer
November 2017

Particularly noted are the engaging photograph and the technically skillful addition of the color background and smoke/dust. The sophisticated composition and use of negative space lets the photograph be the focus. Subtle colorization and graphics unify the left and right sides of the spread.

2nd

The American Quarter Horse Journal *American Quarter Horse Hall of Fame and Museum*

David Brown, Graphic Designer
November 2017

Interesting graphic composition and use of white space allows this ad to stand out from the majority of full color/full bleed ads. Contemporary typography is easy to read. Design shows restraint and sophistication.

3rd

USDF Connection *USDF Sport Horse Seminar*

Sydney Manning, Illustrator
Karl Lawrence, Designer
May 2017

This simple composition is easy for the viewer to understand the ad's objective. The limited color palette is pleasing and stands out. Illustration style relates well to the subject matter. Subtle shadowing under the horizontal bands is a nice detail.

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000 (PRINT OR DIGITAL EDITION)

25 entries

1st

Speedhorse *Champion Issue*

Mark Holley, Art Director, Senior Designer
Linda Manion, Artist
February 2017

The cover design is superbly novel and inviting. The designer utilized the perfect amount of graphic technique, allowing each design element to

complement the others. The smooth surface of the narrative painting, shadowed against the gritty texture of the brick wall, adds dimension and contrast. The pen light dropped over the masthead carries the viewer's eye downward as the diffusion of the light creates a defined focal point. The trophies and sub-text on either side are well balanced. This publication cover design is outstanding.

2nd

NRHA Reiner *Gina Schumacher & Gotta Nifty Gun*

Andrea Bonaga, Photographer
Chiara Milani, Contributing Graphic Designer
October 2017

This cover sports a dramatic cover design. The action-packed photo with the horse and rider in sharp focus and the blurred, engaged crowd in the background is very narrative and impactful. The red of the masthead derived from the flecks of red in the rider's shirt create a rhythm that draws the eye down and across the page. This is an exciting cover design that gives insight and support to the magazine content.

3rd

Ranch Horse Journal *The Real Deal*

Andrea Caudill, Photographer
Winter 2017

The cover design is a prime example of the utilization of contrast to forge an enticing design. The environmental photograph of the cowboy and horse in the blowing snow is the stout-hearted, alluring focal point of this cover. The typographic treatments, tastefully positioned, employ a color pallet that handsomely adds to the clean and contradictory dark-to-light design technique.

Honorable Mention

Paint Horse Journal *Decked Out*

Kirstie Marie, Photographer
Art Vasquez, Designer
May 2017

The cover photo is a visual testimony to the wonderfully stylized tack that is on the market today. The position of the ornately carved leather noseband, with its small silver studs and debossed turquoise star, emphasize the horse's precious expression which all lends to stopping the audience in their tracks to take a second look. The color of the masthead that corresponds to the color of the star brings the viewers eye from top to bottom. This is a sweetly successful design in both communication of content and visual appeal.

PATH International Strides

The Equine-Facilitated Psychotherapy Issue

Elyse Greenberg, Photographer

Sddita Fradette Blackburn, Designer

Spring 2017

Captivatingly charming describes this cover photo. The designer had quite a bit of copy to layout and not interfere with the image that captures the audience's attention originally, and she did that very nicely. The little girl and horse are framed within the text and design elements. The color treatment of the masthead caused it to take a backseat to the subjects of the image. This is a successful cover; it attracts and then informs the audience about the specific content inside.

**PUBLICATION COVER PAGE CIRCULATION
10,000 TO 20,000 (PRINT OR DIGITAL EDITION)**

10 entries

1st

BloodHorse

Man o' War: 100 Years

Catherine Nichols, Art Director

Keeneland-Thayer, Photograph Rights Owner

March 25, 2017

Memorable – that's what sets this cover apart from the rest. The decision to juxtapose the black/white groom with the colorized horse just works so well. Take out all the words and you understand just from the photo that this is a horse of historical significance. Add the simple headline and you know exactly what you'll read inside the pages of this magazine. A short subhead down at the bottom right adds emphasis but keeping the text to a minimum keeps your focus on the striking photo and implores a reader to turn to the story at once. Excellent cover and one the readership will remember.

2nd

Equine Journal

Change of Pace

Candice Madrid, Art Director

June 2017

This cover does a really good job of telling you, both by photo and text, exactly what you'll find inside the magazine. The main headline and other subheads are nicely spread out to keep your eyes moving across the page but without being too busy. What placed this cover is a good balance between design and utility. The overall page is aesthetically pleasing to the eye yet still tells the reader everything you need to know without being text heavy.

**PUBLICATION COVER PAGE CIRCULATION
OVER 20,000 (PRINT OR DIGITAL EDITION)**

18 entries

1st

Chrome

Pat Ommert

Brian Rawlings, Designer

Art Vasquez, Designer

Spring 2017

This cover does everything right. It's well-balanced, creative and fun. It makes good use of a fun old-timey photo and uses colors that stand out without competing with the image.

2nd

Western Horseman

Big Bucks

Ron Bonge, Art Director

June 2017

A colorful, fun design that makes me want to roll up the magazine and put it in my Wranglers. Great color and an action-filled illustration make this a winner.

3rd

The Team Roping Journal

A New Era

Chelsea Shaffer, Photographer/Editor

Eva Young, Art Director

September 2017

A beautiful photo makes this color appealing. Add in the well balanced text and pull color and it's a gem.

Honorable Mention

Keeneland Magazine

Winter Issue

Catherine Nichols, Art Director

Quang Ho, Artist

Winter 2017

The design is nice and clean and makes use of a compelling, eye-catching image.

The American Quarter Horse Journal

Consistent Cowgirl

Lucy Jimenez, Graphic Designer

Nicole Poyo, Photographer

November 2017

A soft, pleasing palette and pretty image pulls the reader right in. The photo and text are well balanced.

**EDITORIAL DESIGN CIRCULATION UNDER
10,000 (PRINT OR DIGITAL EDITION)**

29 entries

1st

Paint Horse Journal
Seasonal Solutions

Kelly Wise, Designer
December 2017

The winning entry is simple, elegant and perfectly illustrates the concept of effectively conveying an article's content. The topic lends itself beautifully to this category, but the choice (and luxury) to devote one whole page to each season makes the design extremely effective. The graphics used and repeat of categories and subheads in each season also really clarifies the topic. Bravo for showing simplicity can be brilliant, not boring.

2nd

Ranch Horse Journal
Is That Legal?

Lucy Jimenez, Graphic Designer
Fall 2017

A clean, streamlined design that makes great use of space – getting a lot on a page but with plenty of breathing room. The use of a white background was a wise choice and illustrates for your readers exactly what gear is legal versus not (and why). Congratulations on a superbly executed design that makes it so easy for the reader to take in the content.

3rd

Speedhorse

James G Markum: A Respectable Legacy

Leann Noguera, Production Manager
September 2017

One of the most eye-appealing designs in the whole category. The travel case with "stickers" from where he has been and the hat on the first page gives the reader a feel for the subject's personality. The photos chosen of particularly important horses as well as a couple of choice pull quotes gives further insight before you read the article.

Honorable Mention

American Racehorse

Horse of the Century - Celebrating the Greatest of Them All: Man o' War

Julie Kennedy, Designer
Fall 2017

A subtle touch with this design kept the emphasis on the historical nature of the article's subject. The parchment-look background, "torn edges" of the old black and white photos, and headline fonts all were true to the theme. A reader could flip through the pages, looking at the photos and cut lines and get a

good sense of the overall story, although they would certainly miss the fascinating details. Overall an excellent job of telegraphing the subject.

Paint Horse Journal
Color Me Paint

Art Vasquez, Designer
May 2017

The seemingly handwritten marks in the text, drawing attention to the most important points, is very effective while not overused. The photos and the illustrations were very effective in getting the point across even without reading the entire article. This is a very good editorial design.

**EDITORIAL DESIGN CIRCULATION 10,000 TO
20,000 (PRINT OR DIGITAL EDITION)**

9 entries

1st

BloodHorse

Man o' War: 100 Years

Catherine Nichols, Designer
Evan Hammonds, Editor
March 25, 2017

So many historic photos to work with, and yet a nice job of sequential presentation of them, well integrated into the narrative. A lot of elements had to be brought together, and doing so with minimal but elegant presentation really worked. Sidebars were seamlessly added to the mix, and it was a great idea to have the memorabilia feature at the end, as a kind of coda. It must have been a labor of love to bring it all together, and it deserves recognition.

2nd

Arabian Horse Life

AHA Youth Nationals, A Retrospective of the Ring of Dreams

Elizabeth Bilotta, Designer
May 2017

This was a swell idea to present such a lot of information, dates and photo insets. The timeline motif isn't easy but this really works despite the need to include so many elements. It is a good way to give young riders an idea of what awaits, and what has happened before. The curved cut lines in the circular photos were a neat touch. Your painstaking work on this project is a cut above the regular layout work.

**EDITORIAL DESIGN CIRCULATION OVER
20,000 (PRINT OR DIGITAL EDITION)**

31 entries

1st

Chrome

Water Horse

Art Vasquez, Designer

Spring 2017

Everything about this entry is first rate. A perfect illustration to depict water on the opener. Tasteful and appropriate typography on the headline with repetitive, subtle wave graphics adjacent to callouts. Moving the "wave" to the bottom of the pages is a clever way to hold the article together yet allow room for the copy and images above it.

2nd

Chrome

It's a Wonderful Life

Brian Rawlings, Designer

Spring 2017

Every spread is unique yet the designer uses the similar watercolor pattern in different ways. A creative use of watercolor in the headline holds the first spread together beautifully. The art director knew that too much of a good thing is less effective so he sprinkled that look throughout the other pages without doing it on every single photo. Also using a swath of watercolor behind a callout is a clever way to keep the look without getting monotonous.

3rd

Chrome

Me and the Sky

Brian Rawlings, Designer

Fall 2017

Using the faded girl silhouette with tons of white space is a creative solution to depict the headline. The art director used fun clouds and airplanes, circles and pink and blue to add interest to the somewhat ordinary photos. Great art direction to make something out of nothing.

Honorable Mention

Chrome

Everlasting

Fall 2017

Jody Johnson, Designer

Displaying small elements as big, bold images provide maximum impact. Nice, balanced mix of silhouetted photos and square photos adds interest. Great idea to use the texture of the turquoise in the headline. Good pacing of article.

Thoroughbred Daily News

Zuzanna Lupa's Art

Justin Fowler, Designer

Sue Finley, Publisher

May 2017

Handsome typography on the opener to complement the beautiful photography throughout the article. Nice placement of body copy in all spreads. The art director had the luxury of keeping the photos big and keeping as much negative space as possible spread after spread.

SPECIALTY CLASSES

**PUBLISHING MEDIA EQUINE-RELATED CUSTOM
PUBLICATION (PRINT OR DIGITAL EDITION)**

6 entries

1st

American Farriers Journal

***Getting Started In Hoof Care: A Career Guide
for the New Farrier***

Jeff Cota, Editor/Author

2017

If someone asked me to put together a guide for newbies to a profession, I'd use this issue as a model. Articles are easy to understand. They answer all the questions you have. Its points are relatable to many professions. The creators deserve bonus points for the cover photo, which is of one woman training another in this male-dominated profession. This issue was put together in a practical way and had appropriate design elements that called attention to key points.

2nd

Western Horseman

Western Lifestyle Retailer

Christine Hamilton, Editor

Ernie King, General Manager

Spring 2017

A lot of plusses here: thoughtful design that gives individualized treatment to different articles. Good range of things to read, such as how to set up displays, merchandise trends, technology, suppliers contact info, calendar of shows, etc.

EQUINE-RELATED FICTION BOOK (PRINT OR ELECTRONIC)

3 entries

1st

Lisa Wysocky

The Mane Equation: A Cat Enright Equestrian Mystery

December 2017

The casual and confident way this book is infused with horse knowledge and know-how, makes it entertaining and educational to both horse owners and horse lovers alike. The plot has a great twist and human interest component that drives this book to the top of this class.

EQUINE-RELATED NONFICTION BOOK (PRINT OR ELECTRONIC)

4 entries

1st

Jessie Haas

The Horse Lover's Encyclopedia 2nd Edition, an A-Z Guide to All Things Equine

March 2017

Impressively comprehensive, this book is something any horse enthusiast could learn from and enjoy paging through. Definitions are clear and simple. The breadth of coverage is noteworthy: equine ailments, breeds, disciplines, uses. Photos and drawings enhance the explanations. Lots of interesting tidbits that show the writer did her research.

GENERAL EXCELLENCE

GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION UNDER 15,000

7 entries

Winner

Ranch Horse Journal

Becky Newell, Editor

Carl Mullins, Publisher

Tim Archer, Art Director

Summer, Fall, Winter 2017

Ranch Horse Journal is an impressive publication with quality monthly features. The writing is well done; layout and design are top notch. Each issue offers a good variety of ranch-related articles so that all readers can find something to like and help their own program.

Honorable Mention

Off-Track Thoroughbred Magazine

Stephanie L. Church, Editor

Marla Bickel, Publisher

Brian Turner, Art Director

Spring, Summer, Fall 2017

Off-Track Thoroughbred Magazine takes pride in the versatility of Thoroughbreds after their racing careers end. There is a good variety of articles to please all readers. Photography is nice. Layouts simple, not overdone. The headings along the tops of the pages of each feature article or segment are a nice touch.

GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION 15,000 AND OVER

6 entries

Winner

The American Quarter Horse Journal

Becky Newell, Editor

Carl Mullins, Publisher

Tim Archer, Art Director

May, October, November 2017

Beginning with a well-crafted Table of Contents page, The American Quarter Horse Journal has many things to like. The articles are well written and easy to read, with quality photography and offer a nice variety to readers. Each issue offers at least one article to inspire you and one to help you improve. "In the News" is a super monthly feature with snappy layout and news to use.

**Honorable Mention
America's Horse**

Becky Newell, Editor
Carl Mullins, Publisher
Tim Archer, Art Director
June, October, December 2017
America's Horse is so pleasing to the eye. Vibrant colors, inventive and varying layouts and a variety of topics greet readers each issue. Magazine offers a great balance of articles to serve a large readership.

**GENERAL EXCELLENCE SELF-SUPPORTED
PUBLICATION CIRCULATION UNDER 15,000**

11 entries

**Winner
Untacked**

Lisa Slade, Editor
Katherine Bellissimo, Publisher
Josh Walker, Art Director
January/February, July/August,
September/October 2017
Untacked takes you inside the homes of famous equestrians, to faraway places, and surprises and delights the reader. Table of Contents is bold and compelling. The writing is engaging. Everything an equine lifestyle magazine should be.

Honorable Mention

Driving Digest

Ann L. Pringle, Editor
Pringle Publications, Publisher
Linda Yutzy, Art Director
January/February, May/June, September/October 2017
Covers of Driving Digest are clearly from the same publication, yet offer variety. Very clean and eye-catching. Table of Contents is exceptionally good; easily navigated and tempting. Topics cover all aspects of the sport.

New York Horse

Janis Barth, Editor
Tremont8 Media, Publisher
Darren Sanefski, Art Director
Summer, Fall, Winter 2017
This state-specific publication does a great job of meeting its mission. It's "guide" to places to ride and its calendar are two examples of providing readers with useful information. The photos are outstanding, as is the writing.

**GENERAL EXCELLENCE SELF-SUPPORTED
PUBLICATION CIRCULATION 15,000 AND
OVER (PRINT)**

11 entries

**Winner
Western Horseman**

Christine Hamilton, Editor
Ernie King, Publisher
Ron Bonge, Art Director
January, April, July 2017
The name "Western Horseman" singles out this magazine's audience succinctly. It contains beautiful imagery that is the visual counterpart to some great editorials that spotlight people in the industry, instruct folks about riding, training and owning horses, illuminate the western lifestyle, inform their readership about the health and wellbeing of the horse and so much more. Amidst the serious editorial offerings there are spots of humor which makes you smile and informative articles on the latest in tack and ranching equipment. The covers are captivating with eclectic imagery, utilizing paintings and posed or environmental photography. The layout and design of the interior of this magazine is cohesive and professional. This publication is a physical declaration of "The Western Horseman's" mission statement.

Honorable Mention

Barrel Horse News

Bonnie Wheatley, Editor
Patty Tiberg, Publisher
Susan Sampson, Art Director
February, May, December 2017
Barrel Horse News is dedicated to keeping its readership current on information pertaining to the barrel horse world. The editorial content is current to today's barrel horse industry and way of life, with articles and stories that keep the professionals, competitors, schedules of events and more in the limelight. The images on the covers of these magazines are wonderful environmental shots, with champion horses and riders as the main subjects. These action photos and the skewed, bold masthead create a lot of exciting motion and will surely appeal to barrel horse enthusiasts. The layout of the interior of this magazine is very neat and professional with good flow and cohesiveness. Kudos on the use of typography that is complementary in every way throughout the designs of the editorials.

EQUUS

Laurie Prinz, Editor

Active Interest Media, Publisher

Celia Strain, Art Director

May, July, October 2017

EQUUS Magazine offers a wide variety of horse and farm related editorials that inform, instruct and entertain its readers; but it is most apparent, from the large numbers of horse-health related articles and images, that the spotlight of this magazine is the physical wellbeing of the horse. Kudos to the writers who have kept the language of the stories on a level that is audience friendly, even when narrating complicated veterinary scenarios. The covers display beautiful horse portraits that are complemented by skillfully executed and placed typography, creating a very inviting introduction to the magazines content. The interior layout has a pleasant flow to it considering the large amounts of copy. Clean typographic treatment and parallel design elements create cohesiveness. EQUUS is a magazine that holds fast to its mission statement.

OVERALL PUBLICATION

Winner

Western Horseman

Christine Hamilton, Editor

Ernie King, Publisher

Ron Bonge, Art Director

January, April, July 2017

The qualities that made Western Horseman stand out as the Overall publication included: clean, non-cluttered cover design, easy navigation between departments in the magazine, engaging feature stories, a fun back-page column, and consistent design. While the other publications had some of these elements, Western Horseman was more of a “total package.”

BUSINESS DIVISION

BUSINESS EQUINE-RELATED SINGLE PRINT ADVERTISEMENT

22 entries

1st

Road to the Horse

Road to the Horse 2018 Mardi Gras Celebration Promotion

Tootie Bland, RTTH Owner/Producer

Tammy Sronce, Photographer

August to October 2017

Fabulous color and layout. Classic and traditional.

Well done ad with a strong layout.

2nd

National Reining Horse Association

NRHA Invitational Freestyle Reining

Jana Thomason, Designer and Photographer

Hayley Eberle, Marketing Manager

October 2017

The photography in the ad carries you in with great impact. The negative space was well used for the copy placement.

3rd

National Reining Horse Association

Connect with Reining

Jana Thomason, Designer and Photographer

Hayley Eberle, Marketing Manager

Simone Diale, NRHA Consultant Editor

March 2017

Strong consistent layout and the placement of copy is great.

Honorable Mention

Central Garden & Pet

Farnam Laser Sheen Family

Stash Easton, Marketing Director, Farnam

Dobromir Hristov, Account Manager, Epsilon

June 2017

The layout is strong and the message is clear.

National Reining Horse Association

NRHA Has a Place for You

Jana Thomason, Designer and Photographer

Hayley Eberle, Marketing Manager

December 2017

The images on the right side of the layout tell a great story and your special recognition is organized and pleasant to the eye.

BUSINESS EQUINE-RELATED PRINT AD CAMPAIGN

6 entries

1st

Road to the Horse

Road to the Horse 2018 Mardi Gras Celebration Promotion

Tootie Bland, RTTH Owner/Producer

August to November 2017

The design of this ad campaign is unique, dramatic and alluring. Advertisements are intended to capture a targeted audience, but this one could actually expand the audience merely from intrigue. On each individual campaign ad is a portrait of one of the stars of the World Championship of Colt Starting. The portraits cleverly morph into Mardi Gras masks. All of the ornate design elements smack of Mardi Gras. The ads appear in four consecutive issues leading up to the event which makes the advertising campaign more powerful. Reminding the audience of an upcoming event, repeatedly, over a period of time is pure advertising savvy.

2nd

Freedom Health, LLC

SUCCEED FBT: Ask Your Veterinarian to Test Your Horse

Patrick Warczak, Jr., Writer, Creative Director

Ellen Flint, Flint Marketing & Creative, Art

Director/Designer

May to July 2017

The ad campaign is obviously intended to promote the product SUCCEED FBT and the creators of these ads have truly fulfilled their intention. The way the ads are laid out, the readers' eye goes directly to the headline which is a power statement to anyone who owns a horse. Now the advertiser is in the reader's head. The beautiful photo in back of the headline becomes a bit of a surrealistic experience as one notices the digestive system is sublimely visible. If the audience wasn't relating to the fragility of a horse's digestive system before, they are now. The placement of the SUCCEED brand is the perfect signature to wrap up these highly successful ads in this outstanding ad campaign.

**BUSINESS EQUINE-RELATED SINGLE ONLINE
ADVERTISEMENT (ANIMATED OR STATIC)**

12 entries

1st

MannaPro
Corona Hoof Care

Carolyn Adams, Senior Brand Manager
McCord Design Group, Designer
October 2017

This online ad was the winner because the product shows up so well on each photo. The colors are saturated. The contrast between text and background is very good. The information at the top of each ad builds trust with the viewers, and then you mention they can get a coupon. Trust plus savings: a good combination.

2nd

MannaPro
Healthy Treats Never Tasted So Good

Carolyn Adams, Senior Brand Manager
Geile/Leon, Designer
November, December 2017

This is an effective ad. You see everything you need to see, the text is easily readable, and your button for the coupons is prominent on the page.

3rd

MannaPro
Lexol - Clean Like a Pro

Gabby Gufler, Brand Manager
McCord Design Group, Designer
April 2017

This ad says everything you need it to say. I understand why there is a photo of Andrea Fappani, and it gives a clear dollar value for the coupons. The message is cohesive.

**BUSINESS EQUINE-RELATED MULTIMEDIA AD
CAMPAIGN**

8 entries

1st

Purina Animal Nutrition
Outlast Launch Campaign

Purina Animal Nutrition
The Martin Agency and Filament
June to December 2017

Smart and quick-wit ads make this entry the most memorable campaign. Each ad is consistent and the brand/product is easily identified. The social media posts take the same humor as in the print ads and URL in the post is catchy.

2nd

Central Garden & Pet
Fly Free Campaign

Martha Lefebvre, Senior Marketing Manager
Elissa Glick, Digital Marketing Manager
Sherri Pike, Marketing Coordinator
Dobromir Hristov, Account Manager, Epsilon
July to September 2017

This message was a standout entry in this category. The tagline and imagery worked well together, showing both action and creativity. The multiple reach categories, from print to online and coupons, were beneficial to the effort. The campaign progressed but maintained consistent message and imagery.

**BUSINESS EQUINE-RELATED
ADVERTISING/MARKETING SOCIAL MEDIA
CAMPAIGN**

12 entries

1st

Grand Slam Social
War Dancer, America's Most Eligible Stud

Taylor Adams, Ashley Cline, Molly McGill, and Shona Rosenblum
January to May 2017

Really cohesive social media campaign with a clear goal that was successfully achieved. The "America's Most Eligible Stud" idea allowed the campaign to be fun and full of personality while still getting War Dancer's photo out for the world to see. And the campaign was nicely distributed across four major social media platforms.

2nd

Central Garden & Pet
Horse Health Winter Hay Giveaway Social Campaign

Alyssa Barngrover, Marketing
Elissa Glick, Associate Digital Marketing Manager
July to September 2017

A fairly straightforward campaign that got a lot of engagement. Using a smaller giveaway campaign to get people to like, comment or tag a friend was a smart way to bolster the larger hay giveaway campaign. The use of memes was a good move, too, as those ramp up the number of shares a post gets. Great job getting eyeballs on your campaign.

3rd

Freedom Health, LLC

#SeriousHorsePeople Get Social!

Patrick Warczak, Jr., VP of Marketing

Jackie Baker, Digital Marketing Strategist and Writer

Jason Brueckner, Manager of Social Engagement

May to December 2017

Interesting rewards program and campaign to get users to share Succeed Equine's content. The posts are really consistent and are clearly all part of one campaign.

BUSINESS EQUINE-RELATED VIDEO

25 entries

1st

Downunder Horsemanship

Shana and Marty at Liberty

Clinton Anderson, Producer

Josh Trejo, Editor

March 10, 2017

The video excels "in the field." The shots of Shana and Marty working together in the field are stunningly good. Introduction is beautifully shot and edited. Lighting and framing of the interview are very well done. There are some very interesting uses of drones to acquire interesting footage.

2nd

UK Ag Equine Programs

Philanthropy Thank You

Holly Wiemers, Script

Brian Volland, Video

March 13, 2017

Excellent use of time-lapse and drone footage. Audio is clean and clear even in the stable. Video looks like a million dollars.

3rd

Purina Animal Nutrition

Seconds

Purina Animal Nutrition

The Martin Agency

December 7, 2017

Very good cinematography with an interesting choice to present the piece in black and white. Editing is first rate with an interesting choice to reverse footage to convey the story.

Honorable Mention

Boehringer Ingelheim

***Older Horses Compete with Top Joint Care—
Horse Owners & Trainers Credit LEGEND®
(hyaluronate sodium)***

Sullivan Higdon & Sink for Boehringer Ingelheim
Scenic Road

March 20, 2017

Action footage as well as the interview segments are well composed and the camera work is excellent. Shot selections in the edit do a good job of moving the story along and building the interest as the piece progresses.

UK Ag Equine Programs

***Gluck Equine Research Center 30th
Anniversary***

Holly Wiemers, Brian Holland, Danielle Jostes,
Video and Script

Gluck Equine Research Foundation Board

Well edited film. Use of combined materials, video and photos, does a good job of telling the history of the organization.

BUSINESS EQUINE-RELATED ENEWSLETTER

7 entries

1st

UK Ag Equine Programs

Bluegrass Equine Digest

Jenny Evans and Holly Wiemers, Managing
Editors, UK Ag Equine Programs

Erica Larson, Managing Editor, The Horse

Brian Turner, Layout and Design, The Horse
May 2017 and September 2017

The Bluegrass Equine Digest is a very readable newsletter packed with clear information that could be used by a diverse group of people. Readers appreciated how much science there was, yet it was still presented in an easy, digestible manner.

Covering everything from disease to economics in a clear way is a great thing.

2nd

SmartPak

SmartPak eNewsletter

Carey Kegel, Director, Email and Mobile Marketing
Katrina Clark, Marketing Project Manager

August 2017 and December 2017

The SmartPak Enewsletter is filled with relevant topics for horse owners, from health to attire and how to help a barn change seasons. The stories were very easy to read. The newsletter placed because of the usefulness and breadth of the reporting and ideas in the newsletter.

BUSINESS EQUINE-RELATED BLOG

3 entries

1st

SmartPak

SmartPak Blog

Sarah Mann, Vice President, Brand and Customer Experience

Lexi Keller, Copywriter and Marketing Coordinator

This is one extensive blog. There is enough educational material for horse owners that this blog was easily selected as the #1 entry in this competition.

BUSINESS CONTENT MARKETING SINGLE ARTICLE (PRINT OR ONLINE)

9 entries

1st

Freedom Health, LLC

The Double-Edged Sword: Challenges of Performance and Digestive Health in Horses

Patrick Warczak Jr., VP of Marketing

Jackie Baker, Digital Marketing Strategist and Writer

Chris Auman, Creative Design

Published on Succeed-Equine.com

September 6, 2017

This very frank – and thorough – article presented some rather shocking statistics regarding the health of performance horses' digestive systems. It included an assessment tool so readers can estimate how their horses are affected. It is a compelling advocacy for the horse.

2nd

SmartPak

The Scoop on Supplements

Lexi Keller, Copywriter and Marketing Coordinator

Kelcie Griffith, Marketing Coordinator

Published in Eventing USA

May/June 2017

This article has an effective beginning and end. It is beautifully organized by the target anatomy.

BUSINESS EQUINE-RELATED WEBSITE

4 entries

1st

SmartPak

SmartPakEquine.com

Kent Phillips, Vice President, Ecommerce

Dina Lyons, Senior UX Designer

Savvy engagement with viewers is the hallmark of this website. There are constant invitations to engage viewers in contests, stories, and challenges. Everything is easily readable, and navigation is simple.

BUSINESS EQUINE-RELATED CUSTOM PUBLICATION (PRINT)

8 entries

1st

National Sporting Library and Museum

The Horse in Ancient Greek Art

Nicole Stribling, Editor and Author

2017

The book on ancient Greek art has detailed, well-researched essays on how these ancients used horses and depicted them in art. Those essays are followed by photos of artifacts in the exhibit that inspired the book. Even though it was created for the exhibit, this book has lasting value. You would re-read it periodically in your study of the long relationship between horse and human. You would use it to help you imagine life long ago. The book is written and designed well.

2nd

E-Squared Magazine Media

The Event at Rebecca Farm

Emily Esterson, Editor

Glenna Stocks, Art Director

July 19, 2017

Of the three show programs in the class, this was the best. The program had a thorough table of contents; an easy-to-follow schedule; a map of the grounds; and plenty of relevant articles, including guides to officials and things you need to know about the show, like classes and terminology. Overall, good design, good articles, good job.

BUSINESS EQUINE-RELATED MULTI-ISSUE PUBLICATION (PRINT)

6 entries

1st

PM Advertising

Constellation

Jon Siegel, Creative Director

Michael Compton, Editor

Kirin Knapp and Wendy Tulenko, Graphic Designers

Spring/Summer, Fall/Winter 2017

These multi issue publications are proud depictions of the world of WinStar in both design and content. They celebrate the horses and people at WinStar Farm who keep the bar of breeding and training high for all to aspire to. The designer has made a superb choice of cover and interior page stock...it is silky to the touch and adds to the overall dignified feel of the magazine. The inside content consists of beautifully designed pages and professional photographs that are laid out with artistic care. These are very successful publications in content, design and obedience to the WinStar mission statement.

2nd

Downunder Horsemanship

No Worries Journal

Clinton Anderson, Publisher

Elaine Baker, Design

Darrell Dodds, Photography

Rachelle Wilhelm, Writer/Editor

Spring 2017 and Fall 2017

This multi-issue publication is an exclusive benefit to the members of the No Worries Club. All of the editorial pages of these journals promote and illustrate the Clinton Method of instruction, training, teaching and attitude. Their readership would be quite excited to receive this fine quality publication each quarter. These magazines are abundantly successful in both design and content. They portray the mission of the Clinton Anderson Down Under Horsemanship with steadfast integrity.

BUSINESS EQUINE-RELATED

ADVERTISING/MARKETING PHOTOGRAPH

4 entries

1st

Central Garden & Pet

Strong Bonds are Built with Great Care

Shelley Paulson, Photographer

Martha Lefebvre, Senior Marketing Manager

April 2017

A lovely photo that shows the bond between a woman and her horse. The clean, crisp image perfectly illustrates the topic.