



2020

American Horse Publications  
Annual Awards Competition  
for material published in 2019





## *Awards Divisions*

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# PUBLISHING MEDIA DIVISION

## Editorial Content

### BREAKING-NEWS OR INVESTIGATIVE REPORTING SINGLE ARTICLE 4 entries

#### 1st BloodHorse

##### [Horseplayers Concerned About Kentucky Tax Change](#)

By Frank Angst

February 24, 2019

Tax stories are often dense and difficult for the layman to understand. This story is very clearly written with explanations that are easy to follow.

### NEWS REPORTING RELATED FEATURE SINGLE ARTICLE 12 entries

#### 1st New York Horse Mission Mustang

By Janis Barth

Blanket Weather 2019-2020

Mission Mustang is a fine example of feature writing about a program that connects veterans recovering from war with the training of wild mustangs. The writing is clear and has flourish. The writer connects the reader to the number of vets nationwide diagnosed with PTSD. She makes clear that the start of the program in 2018 in New York could be a model for others nationwide.

#### 2nd Horse Network

##### [SafeSport and Dangerous Games](#)

By Marina Callahan

June 16, 2019

This entry stood out because of the clear and concise paragraph that connects the event (Robert Gage's death by suicide) to the larger questions about SafeSport and the broad powers given to the nonprofit organization by federal law in the #metoo movement. The writer does a good job of using her own words to explain SafeSport and some of the potential shortcomings, rather than relying on technical jargon.

#### 3rd Mid-Atlantic Thoroughbred Starting Over

By Vinnie Perrone

October 2019

This story is built on a dramatic event – a fire that destroys a large barn. It is told from the perspective of a compelling character: the lead groom. Nicely done with the reference to lunch in the car in the beginning and the kicker at the end.

### INSTRUCTIONAL SINGLE ARTICLE 22 entries

#### 1st The American Quarter Horse Journal Keeping It S-I-M-P-L-E

By Tara Matsler

February 2019

The lede uses the metaphor of educating a student, and the writer carries this throughout the article. The sidebar and photos work well in illustrating and explaining the various "lesson plans."

#### 2nd Western Horseman Outside the Lines

By Susan Morrison

February 2019

Well-written, and full of common sense. Too many horse people make it all about drilling over and over in an arena. Out in the open the horse learns why it is important to pick up his feet, or pivot on a front or back leg to reverse direction. Plus, it is fun for both horse and rider to knock about the country a little.

#### 3rd Quarter Horse News Wild Rag Crash Course

By Lillian Kent

Kelsey Hruska, Editor

September 1, 2019

The article addresses an issue that will interest horse folks and fashionistas alike.

### Honorable Mention

#### Paint Horse Journal On-Line

By Rachel Griffin

March/April 2019

Quite useful. Many owners overlook the fine points of longe line work and this article explains how this can impact both the present performance of the yearling and future performance.

#### Allison Armstrong Rehnberg From the Ground Up

By Ryan Cottingham with Allison Armstrong Rehnberg

Published in Horse & Rider

Spring 2019

A valuable article. Too often riders skip some steps, like thorough grooming or warmup in favor of just jumping aboard and heading out.



# PUBLISHING MEDIA DIVISION

## Editorial Content

### HORSE CARE SINGLE ARTICLE CIRCULATION OR USERS UNDER 20,000 18 entries

#### 1st

#### **The American Quarter Horse Journal**

##### ***Barbed-Wire Danger***

*By Andrea Caudill*

*March 2019*

I cannot say enough about what a great job the writer did with this article. It was well organized, concise in writing style, conversational and easy to follow. The quotes were effective and used as a tool to draw the reader into the story by allowing them to hear directly from the source. Writer did a great job crafting effective side bars and more detailed explanations that really made the point clearly and concisely to the reader.

#### 2nd

#### **Paint Horse Journal**

##### ***Deworming Detailed***

*By Alana Harrison*

*Jessica Hein and Rachel Griffin, Editors*

*July/August 2019*

A thorough overview of deworming considerations. Article was well organized with a clear, easy to follow structure. Writer did a great job of incorporating quotes.

#### 3rd

#### **Hoof Beats**

##### ***The Power of Light***

*By Allison Armstrong Rehnberg*

*September 2019*

Writer does a fabulous job explaining a complex topic, and did so in a conversational and engaging way. I really appreciate your flow, your use of quotes and your crisp, concise style. This was a really nice piece with great information and explanations.

#### Honorable Mention

#### **American Farriers Journal**

##### ***No Limits Shoeing***

*By Jeff Cota*

*January/February 2019*

A great feature story with lots of good information and great quotes. Writer makes the reader feel like they were right there with you. Overall, this was a really interesting article.

### NRHA Reiner

#### ***Armed for Success***

*By Kaycie Timm*

*September 2019*

Great advice for not only reiners, but also for all horse owners. Writer had a well-thought out organizational structure that logically informed the reader. You did a nice job integrating quotes throughout the articles – which was great because those are the people your readers want to hear from. Overall, a super solid and impactful article.

### HORSE CARE SINGLE ARTICLE CIRCULATION OR USERS 20,000 AND OVER 14 entries

#### 1st

#### **EQUUS**

##### ***New Hope for Headshakers***

*By Anna Sochocky*

*Winter 2019*

Writing about technical or veterinary matters is tricky. The writer has to straddle the line between what the experts say and what the reader can understand. This article walks that line. It discusses the problems and potential solutions in a clear manner.

#### 2nd

#### **Practical Horseman**

##### ***Essential Facts About Blemishes***

*By Sushil Dulai Wenholz*

*Fall 2019*

Useful details in this article about blemishes, including leg injuries, and when to be concerned about them. Article gives descriptions of different types of leg injuries.

#### 3rd

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

##### ***Dose Like a Pro***

*By Nancy Loving, DVM*

*October 2019*

This article is a keeper. It is full of ideas on how to get a horse to take different types of medication. It has good advice and practical information that is not too technical.



# PUBLISHING MEDIA DIVISION

## Editorial Content

### SERVICE TO THE CONSUMER SINGLE ARTICLE CIRCULATION OR USERS UNDER 10,000 7 entries

1st

#### **Morgan Nati**

##### ***To Haul or Not to Haul?***

*Published in Quarter Horse News*

*October 15, 2019*

Thoroughly reported and professionally written, this article delves into a topic that appeals to a broad swath of the horse industry. It explains why haulers should know and care about the requirements and it does so in an easy to digest way – not a simple task when drilling into legal requirements. This is truly a service to readers.

2nd

#### **Paint Horse Journal**

##### ***Report It Right***

*By Megan Brincks*

*Jessica Hein and Rachel Griffin, Editors*

*July/August 2019*

The writer managed to make an article on paperwork appealing by explaining that it is not just paperwork. You did a great job explaining the nuts and bolts of a process many may take for granted. In doing so, you explained why it matters and why readers and riders should care.

### SERVICE TO THE CONSUMER SINGLE ARTICLE CIRCULATION OR USERS 10,000 AND OVER 32 entries

1st

#### **Katie Navarra**

##### ***Horses Helping Seniors***

*Published on HorseandRider.com*

*May 27, 2019*

Small picture (the personal) to big picture (the facts about Alzheimer's) BOOM! This is how it is done. Fine work getting other voices. Energy and care used from graf to graf. Facts woven in among personal stories. I can't love this work more. Flawless job.

2nd

#### **Western Horseman**

##### ***At the Root***

*By Christine Hamilton*

*May 2019*

Of the four saddle fit stories in this category, this is the only one that wins an award. Detailed incident opens into a larger topic, which is well organized and informative with two expert voices.

3rd

#### **Horse Illustrated**

##### ***Eco-Friendly Horsekeeping***

*By Cynthia McFarland*

*July 2019*

Good lede and a catchy kicker illustrates the thought put into your writing. Good early quote from your sources and practical advice.

### Honorable Mention

#### **EQUUS**

##### ***Strategies for Stopping Thieves***

*By Debi Metcalfe*

*Winter 2019*

Good advice and organization with practical sidebars.

#### **EQUUS**

##### ***The Rationale for Ration Balancers***

*By Heather Smith Thomas with Laurie Bonner*

*Spring 2019*

Good flow from the lede on. Writer did a lot of hard work in finding many expert voices. You did not rely on manufacturer's reps but found independent sources. Excellent sidebar on differing needs according to type of horse. Well organized.

### SERVICE TO THE HORSE INDUSTRY SINGLE ARTICLE 18 entries

1st

#### **Canadian Horse Journal**

##### ***Safer Landings: How to Minimize Risk of Injury from Falls***

*By Margaret Evans*

*Autumn 2019*

We have all been told that if we fall off a horse, we must get right back on. Well, easier said than done. And no one ever told [most of] us that we could actually be trained on how to do a fall the right way. This very thorough article covers that and more. It is well sourced on the training and the need for physical fitness. This article also includes interviews with riders who described what happened to them physically and mentally after coming off a horse. Most of us who have come off a horse can identify with their experience.



# PUBLISHING MEDIA DIVISION

## Editorial Content

### 2nd

#### Practical Horseman

##### **Fighting Fire with Knowledge**

By Nancy Jaffer

Fall 2019

Interesting information about efforts to train people how to rescue horses in an emergency, down to the details of making sure you know who might be hauling your horse away. Good tips on how to prepare your barn for a fire or other emergency.

### 3rd

#### Western Horseman

##### **Changing Ground**

By Christine Hamilton

December 2019

With an estimated 100,000 horses slaughtered each year, it is hopeful to read about efforts to give second chances to rescued horses. Article strongpoints include: has multiple sources; covers different programs; and addresses the challenges that competitors faced.

### Honorable Mention

#### Speedhorse

##### **Plants That Can Be Toxic to Horses**

By Heather Smith Thomas

July 2019

Of the two articles in this category about toxic plants, this one placed because it listed more plants, gave more information about their specifics, and told where the plants could be found. Article gives more details about the effects these plants have on horses.

#### The Team Roping Journal

##### **Mare Power**

By Chelsea Shaffer

March 2019

An easy read about mares who were champions at team roping. The anecdotes about each horse were touching; you can tell these humans had a deep appreciation for what the animals did. The article made clear how each horse was outstanding.

### PERSONALITY PROFILE SINGLE ARTICLE

#### CIRCULATION OR USERS UNDER 10,000 9 entries

### 1st

#### Mid-Atlantic Thoroughbred

##### **True to Form**

By Vinnie Perrone

September 2019

Wowzer! This is a great tribute to a colorful character. Writer wonderfully captured Woolley's voice with pithy writing, engaging anecdotes and detailed reporting. This profile does him justice.

### 2nd

#### New York Horse

##### **God & the Backstretch**

By Janis Barth

Ride Outside 2019

This profile is simply divine from beginning to end – purposeful and poignant. Beautifully crafted, it captures the spirit of the subject and what moves him. In turn it moves the reader.

### PERSONALITY PROFILE SINGLE ARTICLE

#### CIRCULATION 10,000 TO 20,000 / USERS 10,000 TO 50,000 21 entries

### 1st

#### The American Quarter Horse Journal

##### **The King of Ranches**

By Richard Chamberlain

November 2019

This was a fabulous piece on the King Ranch. I really appreciated your writing style and use of quotes throughout. In addition to the easy flow of your writing, one of the things that really made this piece stand out was the organization. Too often writers fall back to organizing these pieces chronologically, but you did not fall into that trap and the results and effectiveness of that decision are clear: a well-written, engaging piece that continues to draw your readers in throughout the story. Excellent read.

### 2nd

#### The American Quarter Horse Journal

##### **Strong and Steady**

By Andrea Caudill

January 2019

What drives pieces to the top tier of the class are the ease and flow of writing, the way the writers build in and integrate their quotes, and basic organizational structure. This article hits all of those marks and easily makes its way into the top tier.





# PUBLISHING MEDIA DIVISION

## *Editorial Content*

### 3rd Untacked

#### ***The Unstoppable Rodolpho Riskalla***

By Ann Glavan

September/October 2019

Such an inspiring story to share. Writer did a great job telling this story in a clear and concise voice. I loved the way you integrated your quotes and allowed us to hear from the different key players.

### Honorable Mention

#### **The American Quarter Horse Journal**

##### ***Shorty's Hats***

By Jim Jennings

November 2019

I loved this look into the story behind Shorty's. Writer has such a masterful ease of writing style that shines in this story. This is a great piece.

### Untacked ***Anything But Ordinary***

By Ann Glavan

May/June 2019

This was a really interesting piece, and writer did a great job telling Nifty's story. I really appreciated the way you weaved your quotes throughout the story. Overall, a strong piece that placed in the top tier of a large, tough class.

### PERSONALITY PROFILE SINGLE ARTICLE CIRCULATION OVER 20,000/USERS OVER 50,000

20 entries

### 1st **Horse & Rider** **#NoFilter**

By Nichole Chirico

Fall 2019

I genuinely enjoyed the portrait of this new kind of person – a social media influencer – and I appreciated the writer's non-condescending approach. This was a very tough class to judge. Sometimes it comes down to how interesting the subject of the piece appears more than the skill of the writer.

### 2nd **Western Horseman**

#### ***In the Hands of Horsemen***

By Jennifer Denison

August 2019

This is an exceptionally good profile of an interesting craftsman (Bill Black) that does not rely on a single source and delves fairly deeply into the man's art. It is a very solid piece of journalism.

### 3rd **The Team Roping Journal** ***This is Living: The Cody Nessmith Story***

By Kaitlin Gustave

Chelsea Shaffer, Editor

December 14, 2019

Part of writing a great profile is having a great subject. This restrained portrait of an ill-starred cowboy is a solid piece.

### Honorable Mention

### **Keeneland Magazine** ***Ahead of Her Time***

By Rene Baer

Jacqueline Duke, Editor

Fall 2019

I love the story. Laura Freeman is a subject worthy of profiling – and that puts this piece ahead of many other professionally realized pieces in this competition.

### **Allison Armstrong Rehnborg** ***Tuned to Beauty***

Published in Chrome

Spring 2019

The writer is really pushing herself a little (like we used to push film in the pre-digital days). And, as we might expect, the photography is exquisite. It may not be the best written piece in this competition but it is the one where I could sense the writer's aspiration – the need to match the beauty of the photos.



# PUBLISHING MEDIA DIVISION

## Editorial Content

### FEATURE SINGLE ARTICLE CIRCULATION OR USERS UNDER 10,000 15 entries

1st

#### New York Horse

##### ***In Full Cry: Hunt Breakfasts, Beagle Teas & Whiskey Races***

By L.A. Sokolowski

Blanket Weather 2019-2020

For once we have a writer who is trying – good for her. It is a fine, competently realized bit of feature journalism.

2nd

#### Speedhorse

##### ***Relay Racing Renewed***

By Richard Chamberlain

May 2019

Pretty cool story – for once the lede is not obvious and the writer is taking some chances.

3rd

#### Speedhorse

##### ***Top Dog: Drug Sniffing at Ruidoso Downs***

By Jennifer K. Hancock

April 2019

No way Chini will ever take down Smokey Bear. But, that bit of hyperbole aside, I enjoyed this interesting if somewhat conventionally presented story. It belongs in the top tier of entries in this category.

### FEATURE SINGLE ARTICLE CIRCULATION

10,000 TO 20,000 / USERS 10,000 TO 50,000 26 entries

1st

#### Canadian Horse Journal

##### ***Lights! Camera! Action!***

By Margaret Evans

Winter 2019

This is a wonderful read that will benefit TV and movie fans as well as horse lovers. The writer does a deep dive into researching decades of feature films' use of horses – not just those in starring roles, but their doubles and backups. The information on how horses and other animals were abused on film sets is presented with straightforward accuracy, never descending into sentimentality. And the information provided by trainers, stars, stunt workers, and caretakers adds an unexpected depth. It is a superb story; I savored every word.

2nd

#### BloodHorse

##### ***First Drug Czar Targeted Illegal Narcotics in Racing***

By Milton C. Toby

November 27, 2019

An intensely researched and smartly composed example of

investigative journalism, this story digs deep into the history of illegal use of narcotics in horse racing (going back to the late 1800s) and highlighting the role of the United States' first drug czar in efforts to bring the practice to an end. Although the story is long, be sure to stay with it – the end, which cleverly loops back to the opening paragraph, is priceless.

3rd

#### BloodHorse

##### ***Master of the Saddle***

By Lenny Shulman

April 20, 2019

An excellent aptly titled biography of jockey Eddie Arcaro deeply researched and filled with details that lift his story out of a resume and into a thrilling story that is hard to put down. Well-chosen quotes and anecdotes are the sort that readers will find themselves repeating to others, written clearly and without jargon to appeal not only to horse aficionados but to others who enjoy reading about athletes who attain the status of superstars.

### Honorable Mention

#### Anna Sochocky

##### ***The Buffalo Soldiers: Little-Known Horsemen of History***

Published in *Untacked*

January/February 2019

History lessons can be fact-laden without being sluggish. That's evident from this smartly researched and competently written tale on a standoff between the Buffalo Soldiers – former slaves fighting for the Union Army in the Civil War – and the Chihenne Apaches. Details are efficiently integrated into the narrative about how the soldiers coped with wretched provisions, bad weather, sub-par gear, and attitudes of the sort of men attracted to the Wild West. The result is a vivid and evocative portrait of these soldiers, who can rightfully be described as heroes.

#### The American Quarter Horse Journal

##### ***When Horses Fly***

By Larri Jo Starkey

February 2019

What a pleasure to encounter such a delightful story that combines first-person anecdotal information with loads of detail about what is involved in turning horses into airline travelers. The writer has a confident, exuberant voice that seamlessly incorporates facts on the process with amiable observations and enthusiasm for the undertaking. I was so engaged in the adventure that I was sorry when it ended.





# PUBLISHING MEDIA DIVISION

## Editorial Content

**FEATURE SINGLE ARTICLE CIRCULATION**  
**OVER 20,000 / USERS OVER 50,000**  
 18 entries

### 1st Horse Network

#### [The Inevitability of Sexual Abuse in Horse Sport](#)

By Carley Sparks

December 11, 2019

An intelligently composed and well-reasoned comparison of the sex abuse scandal at Penn State with occurrences in the horse show world. Details on how to protect young riders, as determined by the Penn State investigation, are clearly spelled out, as is the necessity for everyone to acknowledge and bring an end to such abuse. An adept example of how to illustrate problems and solutions without lecturing readers.

### 2nd Western Horseman Music Masters

By Kate Bradley Byars

December 2019

A fascinating look at two horsemen's techniques, honed through years of experience, that address problem horses not only from where they are when the problems occur, but how they got there. Clarifying the responsibilities of the rider brings an important component into play. Excellent quotes, colorful details, sound advice shared without preaching, and the ability of the writer to project these trainers' personalities onto the printed page make this engaging and instructive.

### 3rd Western Horseman Millennial Cowboys

By Ross Hecox

July 2019

A mainstream-style reported story stands out when it is focused on a unique subject. That is what makes this piece impressive; it is about millennial (Generation Y) cowboys, and how they compare to the cliched image of millennials as hipster brats in modern society. Concentration on details and careful crafting of a balanced narrative allows readers to get acquainted with 20-somethings learning the ropes from an older generation of cowboys. The camaraderie and positivity exhibited by both groups makes reading the story rewarding.

### Honorable Mention

#### America's Horse *The Art of Fire & Steel*

By Larri Jo Starkey

August/September 2019

An amusing, self-deprecating first-person description of the writer's attempt to make a hoof pick under the tutelage of a master blacksmith. The writer expresses her ever-changing emotions, actions, and reactions clearly, and wisely includes little details that add realism to her experience. It is a fun and illuminating read.

#### USDF Connection

##### [A Day in the Life of a Dressage Photographer](#)

By John Borys

Published on [YourDressage.org](#)

August 16, 2019

An entertaining, often humorous presentation in the form of a time-tracked summary of the ups and downs of a long, long day spent at a horse show by a photographer chronicling the event. It is an invigorating change from lengthy narratives since the writer does not have to build bridges between one entry to the next.

### PERSONAL COLUMN SINGLE ARTICLE 22 entries

#### 1st Dressage Today *An Untalented Rider's Perspective: 16 Skills Anyone Can Master to Be a Better Horseperson*

By Lindsay Paulsen

April 1, 2019

This author does a really nice job connecting with readers. She writes with heart and honesty from her own perspective. This is a well-written piece, easy to follow, with good flow and informative. A pleasure to read.

#### 2nd Hoof Beats *Freeze Frame*

By Mike Tanner

November 2019

What an impact one man can have. What a gift he can provide with his voice. This piece definitely tugs at the heartstrings.

#### 3rd The Chronicle of the Horse [A Ghost-And Gift-Of Christmas Past](#)

By Beth Rasin

Published on [chronofhorse.com](#)

December 24, 2019

This piece hits home for many horse owners who would love a chance to see an old friend. I was captured to the end.



# PUBLISHING MEDIA DIVISION

## Editorial Content

### Honorable Mention

#### Jennifer Bryant

##### *All In*

*Published in USDF Connection*

*February 2019*

Beautifully written. I love the analogy of moving from dating to marriage. Readers can relate to this piece. Well done in a competitive class.

#### Mid-Atlantic Thoroughbred

##### *Aunt Joan, Delaware Park and Memories*

*By Joe Clancy*

*September 2019*

A fun piece of nostalgia. This judge has never been to Delaware Park, but I have a great mind's eye view of it now. This could only be done this effectively by someone with such history.

### EDITORIAL EVENT COVERAGE SINGLE ARTICLE

24 entries

#### 1st

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

##### *Colvin Gallops to Her Trifecta in the Derby Championship*

*By Tricia Booker*

*September 2019*

This story expertly details the USHJA International Hunter Derby, wisely drawing the reader's attention to the rare feat of rider Tori Colvin winning three years straight on three different horses. Writer Tricia Booker uses quotes well and paces the piece nicely. Then she smartly moves the mini profiles of Nick Haness and Didi Mackenzie to sidebars.

#### 2nd

##### **NRHA Reiner**

##### *2019 NRHA Derby*

*By Kaycie Timm, Nichole Chirico, and Jennifer Paulson*

*August 2019*

This collection of articles details the NRHA Derby in a precise and engaging way, taking the reader from one rider profile to another in solid prose. Overall, these are sharp and well-reported and exemplify efficient and comprehensive event coverage.

#### 3rd

##### **BloodHorse**

##### *Country House Getaway*

*By Frank Angst*

*May 11, 2019*

Frank Angst details the bizarre twists and turns of the 2019 Kentucky Derby in this piece, in which Maximum Security

was disqualified and second-place finisher Country House declared the winner. Frank's writing is clear and grammatically smooth, and the structure is there – start at the winner's circle, detail Country House's background, lead back up to race day.

### Honorable Mention

#### Horse Illustrated

##### *Equestrian Christmas Party*

*By Fran Jurga*

*December 2019*

Fran Jurga captures the pageantry of the London International Horse Show in this piece, which stands out for its unusual subject matter (long-running horse show turned Christmas festival in England) as well as Jurga's detailed accounting of it. She offers an engaging intro, backtracks to cover the history of the event, and explains the real competition going on under it.

#### The American Quarter Horse Journal

##### *You Had to Be There*

*By Larri Jo Starkey*

*January 2019*

This piece covering the 2018 AQHA World Championship Show comprehensively covers what sounds like an exciting affair. Larri Jo Starkey's writing is smooth. The quotes in the body of this piece were well-placed.

### EQUINE-RELATED EDITORIAL SERIES 22 entries

#### 1st

##### **Western Horseman**

##### *Bit Basics*

*By Ross Hecox*

*May, June, July, September, October, November, December 2019*

Great service to the reader series. The deck right under the headline each month grabs the writer right from the start. Articles are short enough to give great information without getting too technical. This series should clear up a lot of misconceptions and frustration.

#### 2nd

##### **Horse Illustrated**

##### *Out of the Wild*

*By Shelley Paulson*

*February and March 2019*

If a person is at all interested in adopting a mustang, this is the source for information you need. A well-done series; easy to read and step by step. I love the sidebar information. A really nice combination of trainer direct quotes and text written by the author.



# PUBLISHING MEDIA DIVISION

## Editorial Content

### 3rd USDF Connection

#### Why I Love the US Dressage Finals

By Jennifer M. Keeler

Published on YourDressage.org

June 26, 2019 to October 30, 2019

My favorite part of each of these articles is how the featured riders enjoy the finals for the people and for the excitement of riding into the Alltech Arena. I like the mixture of first-timers, professionals and those who have earned the trip multiple times. Each installment is well done and does a great job of showing the finals through eyes with a different perspective.

### Honorable Mention

### Barrel Horse News

#### **Horse Care Basics**

By Abigail Boatwright

May, July, September, November 2019

Good topics for readers. The first aid kit article includes a really good checklist. Each issue begins really well – outlining what to expect, why readers need it and who will provide it.

### Practical Horseman

#### **Rhythm and Tempo**

By Allison Brock and Elizabeth Illiff Prax

Fall and Winter 2019

I really like the tips and exercises to help readers not only evaluate themselves, but to improve. Tips that riders at any level can use. This is a helpful series, offering information that is often confusing.

### EQUINE-RELATED HUMAN-ANIMAL BOND ARTICLE

24 entries

### 1st New York Horse GallopNYC

By Janis Barth

Blanket Weather 2019-2020

Children's letters do the talking in the lede. Quick image of a pastoral mecca in a city setting. Specific use of Wilson's early experience with therapeutic riding's impact. Lots of voices. Strong closing quote. Story flows far more smoothly than traffic on the Van Wyck.

### 2nd Sidelines Magazine

#### **Alexa Lee - Saving an Angel and Learning to Fly**

By Britney Grover

November 2019

Clever wordplay in the lede. Loved the dog-horse bond.

### 3rd Mid-Atlantic Thoroughbred Horses for People

By Sandra McKee

September 2019

Perfect picture-painting lede. You know right away what type of person Dahn is and want to know more.

### Honorable Mention

### Keeneland Magazine Rescuing Yoder

By William Bowden

Jacqueline Duke, Editor

Spring 2019

Action-packed lede. Good transitions and flow into the public's reaction, an officer's relationship with his or her mount, and history of the unit. Nice sidebar and kicker. You could have easily made this a bland press release about Yoder winning an award, but instead produced a well-crafted piece.

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

#### Red, Green, and Gold: A Christmas (Horse) Story

By Christa Lesté-Lasserre

Published on TheHorse.com

December 19, 2019

Colorful lede, quite literally. Sweet story told in a relaxed style. At first, I thought this might need trimming but after I reread it there is not much I would change. The horse and the people all come alive in a few sentences, especially the writer as a teenaged girl.

### EQUINE-RELATED PUBLIC AWARENESS JOURNALISM ARTICLE 7 entries

### 1st Sidelines Magazine Muriel Forrest - Turning Hardship into Blessing Others

By Kathryn McMackin

Jan Westmark, Editor

December 2019

What I like about this story is the matter-of-fact way it describes its subject. Sometimes, writers, upon meeting an impressive person like Muriel Forrest, feel that they have to write over the top or else the reader won't understand just how exceptional the subject is. But the more elaborate the language, the harder the story can be to follow. This writer simply describes what has happened. The story uses multiple sources and it makes good use of quotes.



# PUBLISHING MEDIA DIVISION

## Editorial Content

**2nd**

### **Sidelines Magazine**

#### ***Cobra the Wild Mustang - Marsha Hartford-Sapp Trains an Unadoptable Horse***

*By Doris Degner-Foster*

*Jan Westmark, Editor*

*January 2019*

This is an inspiring story of how to make use of a mustang. Sometimes the best horse is not the one you paid a million dollars for.

### **FREELANCE WRITER EQUINE-RELATED JOURNALISM**

24 entries

**1st**

### **Tracy Gantz**

#### ***The Path Ahead***

*Published in BloodHorse*

*July 20, 2019*

What I liked about this article is that it was not a glowing profile of a new vet at Santa Anita. It was broader than that, written in an objective fashion, used lots of sources, and covered the breakdowns and search for solutions in a matter-of-fact way.

**2nd**

### **Julie J. Bryant**

#### ***A Life Above Parr***

*Published in The American Quarter Horse Journal*

*December 2019*

This story is as much a profile on the owner as it is the horse. The first thing that jumped out at me was that neither of them was perfect. All too often, the subject of a profile appears to have no flaws and easily overcomes challenges. This owner saw her horse showed some discomfort and did not act on it. In the end, he had to be euthanized. That – and her feelings about it – makes her human. I like the anecdotal start to the story, transitioning to the reason why this horse is so important, and then back to the beginning of the story.

**3rd**

### **Anna Sochocky**

#### ***New Hope for Headshakers***

*Published in EQUUS*

*Autumn 2019*

Writing about technical or veterinary matters is tricky. The writer has to straddle the line between what the experts say and what the reader can understand. This article walks that line. It discusses the problems and potential solutions in a clear manner.

### **Honorable Mention**

### **Patti Schofler**

#### ***Young at Heart***

*Published in USDF Connection*

*September/October 2019*

The article provides a lot of background, explaining who this person is, including getting into personal details that make her human and multiple sources. Easy to read, even for someone who is not a dressage expert. And the author, while admiring the subject, does not put her on a pedestal.

### **Kara L. Stewart**

#### ***Three Horses, One Rider: 11 Ideas to Keep Multiple Horses Fit While Juggling Real Life***

*Published in Horse Illustrated*

*August 2019*

The article presents good ideas for how to manage your horse time. In fact, these ideas could be applied to any hobby or job, especially those that could get out of hand if not managed. The article is easy to digest and makes getting control of a situation seem manageable.



# PUBLISHING MEDIA DIVISION

## Multimedia

### PUBLISHING MEDIA EQUINE-RELATED ENEWSLETTER 5 entries

#### 1st **BloodHorse**

##### ***BloodHorse: Week in Review***

*Christine Wittmer, Michelle Bensen, Production Editorial Staff*

[May 8, 2019](#) and [November 6, 2019](#)

Very well-designed newsletter that is specifically created for web reading. The links are uniformly designed and trending. This goes far beyond a traditional PDF-style newsletter in its layout and interactivity. Consistent typography and visual hierarchy make this very readable and easy to get around.

#### 2nd **EquiManagement**

##### ***EquiManagement Research Reports***

*Kimberly S. Brown, Publisher/Editor  
Anna Kennedy, Email Marketing Coordinator*

[August 27, 2019](#) and [October 22, 2019](#)

The articles are short and digestible. They are well-written and pertinent to your audience.

### PUBLISHING MEDIA EQUINE-RELATED BLOG 4 entries

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

##### ***The Thinking Rider***

*By Jennifer Forsberg Meyer*

This blog has it all – fun, creative, engaging content, an easy-to-use format and a great clean design. The resources along the top are appealing and everything is easy to find. I would say you could get lost in this blog, but it is too well organized.

### PUBLISHING MEDIA EQUINE-RELATED VIDEO 9 entries

#### 1st **The Team Roping Journal**

##### ***The G.O.A.T.: Jackyl***

*Summer Simpson, Editor  
Mariah Hammerschmidt, Producer*  
[October 7, 2019](#)

Tough story to tell about a dead horse but you did it. Editing, music and use of interviews made the video standout.

#### 2nd **Tenney Mudge**

##### ***Blueberry's Gift***

[October 4, 2019](#)

Great music, great voice and writing. Felt like I was watching the children's book and wanted to read it.

### PUBLISHING MEDIA EQUINE-RELATED PODCAST 9 entries

#### 1st **Lisa Wysocky**

##### ***The Horse Nutrition Podcast: Backstage with the Budweiser Clydesdales***

*Broadcast on Horse Radio Network*

[October 18, 2019](#)

What delightful guests are on this podcast. The sound quality and volume were fine.

#### 2nd **Practical Horseman**

##### ***The Practical Horseman Podcast: Shelley Campf***

*Sandra Oliynyk, Host  
Jocelyn Pierce, Producer*

[June 21, 2019](#)

This is an excellent podcast with very good sound quality. The information was interesting throughout. The references to working together made this podcast a winning combination.

### CLASS 25 PUBLISHING MEDIA EQUINE-RELATED WEBSITE 5 entries

#### 1st **Western Horseman**

##### ***westernhorseman.com***

*Katie Frank, Digital Editor  
Dani Licklider, Digital Content Manager*

This website was easy to read, easy to navigate, and the visuals were beautiful. I always knew exactly where I was on the site thanks to the category labels. And it is just as easy to use on mobile.

#### 2nd **BloodHorse**

##### ***BloodHorse.com***

*Editorial, Production and IT Staff*

Site design is very clean, well-organized, with just the right number of visuals. I had no problem finding what I was looking for. The marketplace block at the bottom of the home page was a nice touch.





# PUBLISHING MEDIA DIVISION

## Multimedia

### PUBLISHING MEDIA EQUINE-RELATED ELECTRONIC PUBLICATION 5 entries

#### 1st BloodHorse

##### **BloodHorse Daily**

*Claire Crosby, BloodHorse Daily Editor*

*Erin Morgan, Digital Designer*

*Mary Reeder, Assistant Editor*

*Christine Wittmer, Web Producer*

*Michelle Benson, Digital Content Coordinator*

*Editorial Staff*

[May 4, 2019](#) and [November 3, 2019](#)

What a comprehensive array of stories and photos in the May 4th issue. An incredible presentation setting up the day's Kentucky Derby. A lot of work went into this issue and it shows. So interesting, and in retrospect, this sets up a historic moment in Derby lore. Excellent resource for thoroughbred fans and industry. Great art for the landing page on November 3 issue. Your team is really going great guns. The advertising meshes well without being in the way. And the results in the back of the book are an important segment.

#### 2nd

#### **Thoroughbred Daily News**

##### **Thoroughbred Daily News**

*Sue Finley, Publisher*

[May 5, 2019](#) and [November 4, 2019](#)

Excellent landing page for the fateful day's news in the May 5 issue. The Today in the TDN is nice. Good wrap on the Derby, and nice mix of photos. Pedigree notes is an important part of the stories. "What They're Saying" segments were a great idea. Good hustle to get those. Good work on the commentary. Beyond the Derby, lots more great news, nicely and tightly written. November 4 issue is a real nuts-and-bolts production that no doubt serves as a valuable resource. Poignant aside on the late Ben Massam's writings. Good scene-setter on Keeneland sale. The wellspring of results and more really adds a lot of heft to the issue. Great coverage on Europe and beyond. Lots of hard work here.

## Visual Media

### EDITORIAL ACTION PHOTOGRAPH 12 entries

#### 1st Douglas Lees

##### **Mystic Strike and Mark Beecher Land Timber Stakes**

*Published in Mid-Atlantic Thoroughbred*

*June 2019*

Beautifully composed. A compelling angle – yikes! – makes you feel like you are right in the thick of it. Seeing the action from this view makes all the difference.

#### 2nd Western Horseman

##### **Cervi Rough Stock**

*Mallory Beinborn, Photographer*

*June 2019*

All the elements are here: great focus and perfect cropping. And talk about drama. You captured just the right moment, in just the right light.

#### 3rd

#### **Liz Callar**

##### **Huntsman and Hounds**

*Published in Covertside*

*Fall 2019*

Bold colors, a fun angle and that leap of faith make this photograph a winner. Well-balanced and perfectly composed. Beautiful!

### EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH

11 entries

#### 1st

#### **Shelley Paulson**

##### **Parting Shot**

*Published in Horse Illustrated*

*December 2019*

This is a particularly challenging photograph to capture. It requires the photographer to have enough light to stop the snowflakes and also have enough depth of field to get the horse's head and person in focus. The expressions on the horse and woman clearly meet the competition's goals.





# PUBLISHING MEDIA DIVISION

## Visual Media

2nd

**Douglas Lees**

***At the Den - Huntsman Blowing Gone to Ground***

*Published in Untacked*

*May/June 2019*

This photographer thought very quickly and captured a totally spontaneous image. Fortunately, his lighting was soft. Depth of field was excellent on the face and dog's head.

3rd

**BloodHorse**

***Quiet Reflection***

*Anne M. Eberhardt, Photographer*

*Published in BloodHorse Daily*

*September 25, 2019*

The horse-to-human bond is obviously strong. Lighting was beautiful.

**EDITORIAL PHOTOGRAPH** 22 entries

1st

**Suzanne Sylvester**

***Bigtime Speed***

*Published on WesternHorseman.com*

*October 22, 2019*

This photo has it all. The focus is tack-sharp despite the horse's movement revealed by the right leg. The depth of field is shallow enough to remove busy background distractions, and the lighting is perfect for bringing out the highlights in the eye. Plus, you triggered that shutter at the precise moment to capture the little girl's expression.

2nd

**American Farriers Journal**

***Developing an Eye for Detail Over a Lifetime***

*Jeremy McGovern, Photographer*

*July/August 2019*

Faultless focus brings out the many strong points of this photo – the shoer's work-worn hands, the smooth metal of the shoe, the fine hairs and highlights in the tail. And especially the look of concentration on the shoer's face.

3rd

**USDF Connection**

***Finding the Light***

*Terri Miller, Photographer*

*November/December 2019*

Shooting into the sun is always tricky. You had good control of your focus and metering so you could capture the tail in sharp detail. Your background is completely without detail, giving the entire photo a dreamy sort of feel.

**Honorable Mention**

**Mid-Atlantic Thoroughbred**

***Morning Glory***

*Scott Serio, Eclipse Sportswire, Photographer*

*December 2019*

Effective use of color to give this an intense feeling, as if it has a foggy sunrise and the horses are just coming off a hard workout, or perhaps going to one.

**Shelley Paulson**

***Tuned to Beauty - Heavenly***

*Published in Chrome*

*Spring 2019*

This is a fairly standard pose, shot about a zillion times at Monument Valley. What makes this one standout is the dramatic sky, the clouds and the sunbeams shining through.

**FREELANCE EDITORIAL PHOTOGRAPH** 14 entries

1st

**Anett Mindermann**

***Equine Massage Therapy. Beyond the Basics.***

*Published in Horse & Rider*

*Summer 2019*

This is a marvelous environmental image. All of the photographic technique used to create the final capture was handled with skill. The shallow depth-of-field creates a soft canvas that complements the cleanly focused subjects. The exposure is pristine, capturing the bright sunlit day in all its beautiful illumination without blowing out any part of the scene (not easy to do). The tenderness and concentration with which the therapist tends to her patient is apparent and the expression on the horse's face is so submissive and thankful it looks like the animal is melting under her touch. This is the perfect opening shot for this editorial on equine massage therapy.

2nd

**Douglas Lees**

***Winner's Circle***

*Published in Untacked*

*May/June 2019*

This Winner's Circle image is priceless. High contrast and grainy texture are the perfect foundation for this monochromatic presentation. Everything about the jockey, from his impish expression to his grip on the winner's cup, portrays the pure exhilaration of winning in an arena this significant. The way the jockey's arm under-frames his face creates a strong focal point and reveals the joy of the subject at a glance.



# PUBLISHING MEDIA DIVISION

## Visual Design

3rd

**Suzanne Sylvester**

***The Big House***

*Published in Quarter Horse News*

*July 15, 2019*

The image of this massive arena was expertly captured by the photographer. The immediate to long range sharp focus is impeccable, allowing the viewer to take in all the fine detail. Every moving horse and rider have not one ounce of motion blur at any distance, which is pretty amazing. Because of the use of skillful technique, the onlooker can appreciate the impressive structure of this colossal arena almost as if they were present at the event. Shooting this image while the spectator seats are vacant and the participants are milling around the floor of the arena allows the viewer the feeling of high expectation of what is to come.

**EDITORIAL ILLUSTRATION 7 entries**

1st

**Jean Abernethy**

***Ava and the No Good, Very Bad Oxer***

*Published in Young Rider*

*March/April 2019*

This illustration certainly captures the emotion. Few riders have not had a similar feeling at one time or another. The painting is technically correct and pretty realistic.

2nd

**Jean Abernethy**

***A Ribbon for Yancy***

*Published in Young Rider*

*July/August 2019*

As with the first placing entry, the painting is quite realistic and technically correct. The emotions of both parties are noticeably clear, basically telling the story even if you did not read it.

## Publishing Media Design

**PUBLICATION SINGLE ADVERTISEMENT 15 entries**

1st

**Shawna Simmons**

***SAS Photography***

*Published in Sidelines Magazine*

*November 2019*

The image sells the photography business and includes a link to where to find additional information. I really like how clean and crisp the ad is and moves to the top of this class because of how attractive and simple the ad is.

2nd

**Speedhorse**

***Power, Heritage, Integrity***

*Sherry Vanderstine, Production Assistant/Graphic Designer*

*Myriam Maynard, Advertising Sales*

*April 2019*

Good use of different shapes to portray the images and tell the story. It is different and more appealing than just squares and boxes. I like the image of the horse's face that diagonally cuts through the middle. Good use of lines.

3rd

**Shawna Simmons**

***SAS Photography (J'Adore)***

*Published in Sidelines Magazine*

*December 2019*

Great image placement with the horse's face being at the 2/3 line. I like how the image ran the full length of the ad. Good use of white space in the bottom.

**PUBLICATION COVER PAGE CIRCULATION UNDER 10,000 22 entries**

1st

**Quarter Horse News**

***Queens of Consistency***

*Holly Tarquinio, Art Director*

*Kelsey Hruska, Editor*

*April 15, 2019*

An attention-grabber. Logo is bold and simple. The photo is stunning. Good headline to go with it. This cover evokes the quarter horse world in a single image. Good work in picking the photo and leading the reader inside. It is a winner.



# PUBLISHING MEDIA DIVISION

## *Publishing Media Design*

### 2nd

#### **Arabian Horse Times**

##### **Life in the Fatz Lane**

*Lara Ames, Author*

*Anthony Ferguson, Designer*

*Mike Ferrara, Photographer*

*September 2019*

A darkly beautiful AHT cover. This entry stands out for its pairing of stallion and mount. A stately image that projects well to the target audience.

### 3rd

#### **Hoofcare Publishing**

##### **Floating Equine Anatomy**

*Museum of Veterinary Anatomy, University of Sao Paolo, Brazil*

*Fran Jurga, Design and Concept*

*March 2019*

An amazing photo of the floating pelvis. It screams science and promises lots of information inside. The excellent logo stands out along with the stark presentation of the photo and the understated issue date and standing bloc at the bottom.

### Honorable Mention

#### **Mid-Atlantic Thoroughbred**

##### **Luv'n' It**

*Coady Photography*

*Barrie Reightler, Designer*

*June 2019*

A very striking photo dominates the cover. In this case it is not a bad idea to obscure much of the stately logo. The topline looks great in black and the red rules between them stand out. Cover lines at bottom are perfect.

#### **NRHA Reiner**

##### **Ann Fonck**

*Tom Hautmann, Photographer*

*Danielle Belau, Art Director*

*September 2019*

Reiner logo is nice. The photo screams action. Smart to crop left side and leave open space on the right to suggest movement.

### **PUBLICATION COVER PAGE CIRCULATION**

**10,000 AND OVER** 27 entries

### 1st

#### **BloodHorse**

##### **Star Bright**

*Catherine Nichols, Art Director*

*Wally Skali, Photographer*

*March 2, 2019*

This is a stunning cover design. Every creative technique the artist used was handled with perfection; from taking

advantage of the descending illumination in the photo to using just the right amount of shadow to create depth. The photo and typographic elements are so cohesive it seems as if the Jockey is really sitting amid the masthead and cover lines ... for real. Viewing this cover is an absolute pleasure from an artist's standpoint.

### 2nd

#### **Chrome**

##### **Send the Lady Roses**

*Jody Johnson, Creative Director*

*Rachel Florman, Photographer*

*Spring 2019*

Breathtaking is the best way I can describe this cover design. The artist handled the typographic treatments of the banner and cover lines with skillful simplicity and class. Her use of this uncomplicated technique allowed the magnificent cover image to emerge as the focal point and allure of the cover. This is a prime example of when less is more. The designer did an outstanding job.

### 3rd

#### **US Equestrian**

##### **Horse of the Year 2019**

*Candice McCown, Designer*

*Spring 2019*

The photo selection for this cover design is enticing, visually dramatic in contrast, yet charming in content. The designer did a stellar job of complementing the photo with clean, well-positioned typography and additional white on black contrast. This is truly an engaging magazine cover.

### Honorable Mention

#### **Sidelines Magazine**

##### **Natascha Gates**

*Mark Kerley, Designer*

*Kristie Nichols, Photographer*

*Jan Westmark, Editor*

*November 2019*

This cover design is sublime. The subjects of the designer's choice for the main image are bold yet delicate, strong yet graceful, with a love bond apparent. The clean black lines of the banner pull you in then allow your vision to drop down through the cover lines to the captivating image. This cover was skillfully designed with all of its artistic elements in sync.

#### **Western Horseman**

##### **Cowboys in Motion**

*Ron Bonge, Designer*

*Ross Hecox, Photographer*

*May 2019*

This is a truly masculine and robust cover design that is sure to engage western horseman enthusiasts. The mono-



# PUBLISHING MEDIA DIVISION

## *Publishing Media Design*

chromatic image of the cowboy in motion, with its grainy texture and strong pose is germane to the whole idea of this publication. The typographic treatments are defined and well positioned. The cut of the image into the masthead is clean and honest.

### **EDITORIAL DESIGN CIRCULATION UNDER 20,000** 25 entries

#### **1st**

#### **Sidelines Magazine**

**Nicki Wilcox - From Prairie Dogs to Pony Tales**

Mark Kerley, Designer

Kristie Nichols, Photographer

Jan Westmark, Editor

February 2019

A great opening page sets the scene for this well-laid out story. Compelling photos throughout with punchy pull quotes and color make this a fun read from start to finish.

#### **2nd**

#### **Arabian Horse Times**

**My Dad, My Hero**

Anthony Ferguson, Designer

Lara Ames, Author

April 2019

A stunning opening portrait sets the scene for this impressive design. A beautiful background technique, sepia tones, and captivating photos make this entry outstanding.

#### **3rd**

#### **The American Quarter Horse Journal**

**The King of Ranches**

Clint Swearingen, Designer

Bee Silva, Photographer

November 2019

An excellent opening scene, dramatic and colorful. The design benefits from great photos throughout.

#### **Honorable Mention**

#### **BloodHorse**

**Triumph & Tragedy**

Erin Morgan, Digital Designer

Michelle Benson, Digital Content Coordinator

Christine Wittmer, Web Producer

Bob Ehalt, Editorial Staff, Authors

Published in BloodHorse Daily

November 3, 2019

What an opening shot! Fun graphics, a cool motif and even cooler photos make this layout a winner. What a fun ride.

#### **Sidelines Magazine**

**Tracey Noonan - One Wicked Good Woman**

Mark Kerley, Designer

Shawna Simmons, Photographer

Jan Westmark, Editor

April 2019

Another fun story. The photos and purple pull color capture the personality of the story's subject and draw the reader in. Wicked good indeed!

### **EDITORIAL DESIGN CIRCULATION 20,000 AND OVER** 22 entries

#### **1st**

#### **Western Horseman**

**Horse of the Pampas**

Ron Bonge, Designer

October 2019

The introductory spread of this editorial design is outstanding. The main image is dramatically narrative of the story's theme. The designer did a superb job of positioning an ornate and colorful vertical band as well as a delicately designed headline and introductory text in the dense shadow of the image. As the heavy shadow ascends into warm illumination your eye is drawn from left to right across the spread to the very expressive subjects of the photo. The pages that follow are adorned with the same accent band from the opening spread creating visual flow throughout the entire piece.

#### **2nd**

#### **Keeneland Magazine**

**Spirits Moved Them**

Catherine Nichols, Art Director

Jacqueline Duke, Editor

Spring 2019

This is a marvelous editorial design. The introductory spread sets the visual tone for all of the well-constructed pages to follow. The extremely professional imagery is visually descriptive of its companion content. The main headline is simple but classic. A smaller version of that headline repeating on the spreads to follow, aid in the cohesiveness of the overall layout. The body of text is clean and easy to navigate.

#### **3rd**

#### **US Equestrian**

**Renaissance Man**

Kate Strom, Designer

Winter 2019

The look of the opening spread in this editorial design is warm and rich. The main photo with its softly focused background is a fine canvas for the pleasantly legible white headlines and text. The geometric hairlines methodically positioned within the composition add a little something





## PUBLISHING MEDIA DIVISION

### *Publishing Media Design*

extra to the design; and the continuation of that technique on the following pages gives cohesion and flow to the overall piece. The designer deserves kudos for such a simple and refreshing treatment of the body of copy in this layout and utilizing the perfect amount of white space throughout.

#### Honorable Mention

##### **Keeneland Magazine**

###### **Body of Work**

*Catherine Nichols, Art Director*

*Jacqueline Duke, Editor*

*Winter 2019*

The layout of this editorial highlighting Frank X Walker is an excellent example of design that is cohesive to the message of the story. The environmental images of the subject of the article and other related photos are narrative. The "Body of Work" icon at the top of most

pages and spreads create an identification and flow from page to page. The typography of the body of text is clean and easy to follow.

##### **Western Horseman**

###### ***In the Hands of Horsemen***

*Ron Bonge, Designer*

*August 2019*

The opening double page spread of this editorial is captivating by design. The subtle tones of the composition allow the horse's noseband and reins, with their handsome craftsmanship and intricate patterns, to become the focal point. This scenario is the perfect introduction to the theme of this story. The solo image of the hackamore framed by text on the second spread is distinct. The body of text throughout the layout is clean and easy to follow. The images detail the story they accompany.

## *Specialty Classes*

#### **PUBLISHING MEDIA EQUINE-RELATED CUSTOM PUBLICATION 9 entries**

##### **1st**

###### **New Bridge Polo**

###### ***New Bridge Polo & Country Club 2019-2020***

*Katie Roth, Editor/Publisher*

*Shelly Marshall Schmidt, Photographer/Creative Director*

*September 2019*

Simply beautiful. The publication is inviting, with engaging articles on a variety of subjects, vivid and varied photography, and an appealing layout. The colors are spot on and the overall design is creative, crisp and clean.

##### **2nd**

###### **Arabian Horse Times**

###### ***IntArah***

*Jenn Trickey, Designer*

*Lara Ames, Publisher*

*March 2019*

This is the whole package – and what a package it is. The design, writing, and even the material you used – a book with a vignette cover – are appealing and create a rich experience for the reader. You write of a dream unfolding and this embodies that vision.

#### **EQUINE-RELATED FICTION BOOK 4 entries**

##### **1st**

###### **Natalie Keller Reinert**

###### ***The Hidden Horses of New York: A Novel***

I really enjoyed this book and the journey your characters went on as they found themselves after college. I particularly appreciated the way you shared a look into the various parts of the horse world in a comfortable and effective way. Your realistic, masterful dialogue and storytelling is what really made this novel shine in this class and propelled this book head and shoulders above all others.

#### **EQUINE-RELATED NONFICTION BOOK 7 entries**

##### **1st**

###### **Julie I. Fershtman**

###### ***Equine Law and Horse Sense***

This is a very thorough, well-organized and easy to read guide to many aspects of the horse world. Any horse owner, and especially horse business, would be well served owning a copy as a starting point regarding legal matters.

##### **2nd**

###### **Tenney Mudge**

###### ***Blueberry's Gift***

This is a perfect little story about a young pony who grows up. It delivers great messages to young readers about resiliency, facing fears and finding your role in life.



# PUBLISHING MEDIA DIVISION

## *General Excellence*

### **GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION UNDER 15,000 (PRINT) 7 entries**

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

*Jessica Hein, Editor  
American Paint Horse Association, Publisher  
Jody Johnson, Art Director/Designer*

The content of the Paint Horse Journal is truly focused on the world of the Paint Horse and the enthusiasts who love them. The inner pages consist of informational, horse health, event, instructional and opinion stories, as well as features on Association members and prominent Paint Horses. This magazine is chock-full of ornate ads, charts, standings and other important information pertinent to the Association and its members. The overwhelming amount of content could have been a designer's nightmare but the artist did a stellar job under the circumstance. The saving grace is the excellent editorial design, incorporating wonderful photographs and enough white space to allow readers to breathe amidst the barrage of everything else. The Paint Horse Journal is true to its connection to its members by promoting the education of horsemen, equine management and strong bonds to the Paint Horse.

#### **Honorable Mention**

#### **Covertside**

*Emily Esterson, Editor  
E-Squared Editorial, Publisher  
Glenna Stocks, Art Director/Designer*

Covertside magazine looks and reads like the holy grail of the mounted foxhunting world. It is a benefit of an MFHA membership. From cover to cover the editorial content and advertising speak to no one but the mounted foxhunting devotees. The design of the publication is unwavering in its high-class presentation. The covers consist of splendid photographs with a distinguished, clean banner treatment. The inside pages contain a large number of editorial offerings that are skillfully designed and visually charged with professional photography. The advertisements also have that same air of class to them that would appeal to the foxhunting world. Their mission of "devotion to the sport and lifestyle of riding to hounds" and keeping the traditions of that world alive has been accomplished in this magazine.

### **GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION 15,000 AND OVER (PRINT) 4 entries**

#### **Winner Chrome**

*Jessica Hein, Editor  
American Paint Horse Association, Publisher  
Jody Johnson, Art Director/Designer*

Chrome is a polished coffee-table top magazine. Published by the American Paint Horse Association, it is distributed as part of their membership and also at the Fort Worth Stockyards. It promotes and celebrates both the Paint Horse and western culture and values. It is an eclectic magazine. Along with some really interesting feature stories, the content includes editorials that cover western fashion and style, horse health (body, mind and spirit), sightseeing, tips on travel and hauling and so much more. The design of the magazine is exemplary. The oversized format and posh cover stock feel like a million dollars in your hand. The cover designs, with their elegantly pronounced Chrome banner and impressive imagery invite any observer to take a second look. The quality of the interior design equals that of the cover, never letting the reader down. Each story is visually narrated with spectacular photos. The ingredients in this magazine are successfully aimed toward their targeted audience. Chrome magazine is a fine testament to its mission statement.

### **GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000 (PRINT) 11 entries**

#### **Winner New York Horse**

*Janis Barth, Editor  
Tremont8 Media, Publisher  
Darren Sanefski, Art Director/Designer*

This state-based magazine serves its readers in a diverse way, ranging from a calendar to places, people, history, practical help for horse owners, to art, equine gift ideas and hunt club recipes. I especially found the zip code article a good way to interest people from a number of different areas. The writing is more colorful and a cut above many in this class. Design took a nontraditional approach to the cover and it seems each feature is designed to meet its needs. Keep seeking out the unusual (with a nod to the well-known) and writing in an engaging manner.





# PUBLISHING MEDIA DIVISION

## *General Excellence*

### Honorable Mention

#### **Driving Digest**

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

The content illustrates how diverse driving is. A few articles, such as "Saving a Life," and the Chuckwagon article are standouts. Design is clean and uses a good variety of different photos. Much of the writing leaps into the topic and is very straightforward.

#### **Quarter Horse News**

*Kelsey Pecsek Hruska, Editor*  
*Patty Tiberg, Publisher*  
*Holly Tarquinio, Art Director/Designer*

Kudos to the editor for a well-done opinion page. This magazine carries a heavier than usual amount of practical, usable information for participants in the performance arena as well as the usual show horse focus. Several articles stood out, including the story of High Brow Cat and the Backbone of a Champion.

### **GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION 15,000 AND OVER (PRINT) 11 entries**

#### **Winner EQUUS**

*Laurie Prinz, Editor*  
*Dave Andrick, Publisher*  
*Phil Cooper, Art Director/Designer*

EQUUS is a really excellent publication. Tons of good information, good writing and fine photography are found throughout. The covers are eye-catching. The magazine is well organized and among the likely reports are surprising articles, like herbs for horses and spotted horses through the ages (an especially nice feature well-researched and documented). The depth of the perspective piece on the quarter horse in the old West and into the new West is a real winner for its exhaustive photo and graphic work. The King Ranch feature also typifies such efforts. All the little features like Freeze Frame keep the interest up. Much work goes into each issue. Barn dogs! Geese patrols! The health and feeding segments get new life in these pages. Good to see hard work that rises above the rest. Horse publications are many, and most are quite good. This one takes it all a step further.

### Honorable Mention

#### **Keeneland Magazine**

*Jacqueline Duke, Editor*  
*John Keitt, Jr., Publisher*  
*Catherine Nichols, Art Director/Designer*

Keeneland is a very elegant magazine. From the sublime covers that evoke the Keeneland experience to the interesting, informative briefs, articles, photos and retrospectives inside, it gives the reader a full menu that takes them to the heart of the modern Thoroughbred world. The features on stables add notes of familiarity about a rarified business. The writing throughout is excellent, especially the feature on the rise of the Keeneland auction, which made great use of old photos as well. That holds true for the history of the High House Water package, a fascinating story all around. The magazine does a great job of showing the connection to the community. The Book Benches stories are a nice surprise. So much culture to reveal in the area. All in all, the publication lives up to its mission.

#### **Practical Horseman**

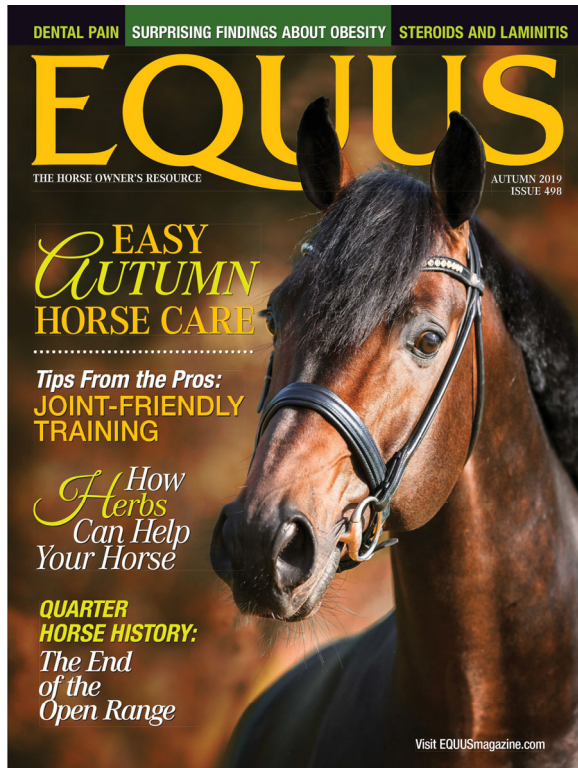
*Sandra Oliynyk, Editor*  
*Pat Trowbridge, Publisher*  
*Phil Cooper, Art Director/Designer*

Practical Horseman includes plenty of good content, such as the jumping clinic and illustrations on gait awareness. Many informative pieces delivered with panache. The Vet on call is well done. The piece on dealing with disasters is important and the illustration is gripping and sets the tone. Braiding tutorial is always a winner. The Summer 2019 cover is beautiful and stately. Good stuff for riders throughout. Good work overall.



## PUBLISHING MEDIA DIVISION

*Overall Publication Winner*



**Laurie Prinz, Editor**  
**Dave Andrick, Publisher**  
**Phil Cooper, Art Director/Designer**

Like the froth in a cup of cappuccino, EQUUS magazine floated to the top with its laser targeted content and design that resonates with its audience and subject matter. The magazine delivers on its promise of being “The Horse Owner’s Resource” through captivating storytelling and sophisticated, yet simple, art of show and tell. The writing style combined with the choice of photography delivers a package that is sure to grab, keep and demand a repeat from an audience looking for such access to information that is relevant, necessary and sufficient.



## BUSINESS DIVISION

### BUSINESS EQUINE-RELATED SINGLE PRINT ADVERTISEMENT 22 entries

1st

#### **Signal Theory**

##### ***Magic Cushion***

*W. F. Young, Client*

*Shaun Crockett, Associate Creative Director*

*Staci Meyer, Creative Director*

Everything blends together seamlessly to make a beautiful ad. The photo is captivating, the text well-proportioned and the color use spot on.

2nd

#### **Straight Arrow Products, Inc.**

##### ***Dear Mom...Please Send More Mane 'n Tail***

*Ashyn Flanagan, Designer*

*Sharon Stine, Designer*

*Racing Post Photos: Patrick McCann, Photographer*

This ad immediately grabs the reader. A messy, funny photo and simple graphics are all you need here. Perfect.

3rd

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

##### ***Farnam Grand Champion***

*Martha Lefebvre, Senior Marketing Manager*

*Dobromir Hristov, Account Supervisor*

A clean design with well-balanced color and appealing visuals. The graphics are catchy and creative.

### Honorable Mention

#### **SmartPak**

##### ***Easier for You, Better for Your Horse***

*Amanda Kelley, Creative Director*

*Emily Joyce, Marketing Director;*

*Brand & Customer Experience*

*Mandy Reisman, Head of SmartPaks*

This ad pulls the reader right in. The product photo is compelling and the text is well-balanced. Great use of color, too.

#### **Straight Arrow Products, Inc.**

##### ***Cowboy Magic with Boyd Martin***

*Shannon Brinkman, Photographer*

*Kailei Picciotti, Designer*

A great combo at play here: A funny photo, great color and a flawless design. The creative border between the photo and background helps pull everything together and create a striking ad.

### BUSINESS EQUINE-RELATED PRINT AD CAMPAIGN 3 entries

1st

#### **ASPCA, The American Society for Prevention of Cruelty to Animals**

##### ***Lovable, Capable, Adoptable***

*Dr. Emily Weiss, Vice President of ASPCA Equine Welfare*

*Christie Schulte Kappert, Program Director, The Right Horse Initiative, ASPCA*

*Christy Counts, Founder, The Right Horse Initiative*

*Caitlin Caldwell, Manager of Equine Welfare, ASPCA*

*Austin Mayden, Creative Services Manager, Arnall Family Foundation*

*Mickey Smith, Graphic Designer, Arnall Family Foundation*

Great job on the design of these ads. The images were well-suited to target the audiences of Western Horseman, Young Rider and Horse Illustrated. The color scheme and brand guide were also attractive. This is the top series because of the consistency within the brand.

### BUSINESS EQUINE-RELATED MULTIMEDIA AD CAMPAIGN 7 entries

1st

#### **Signal Theory**

##### ***UltraShield***

*W. F. Young, Client*

*Shaun Crockett, Associate Creative Director*

*Staci Meyer, Creative Director*

Great job using a consistent brand and message throughout all of the entries. I really appreciated your unique approach to advertising with the end cap display, feed aisle sign, aisle sign, print ad, floor clings, spinning aisle ad, and web banners. This was the strongest multimedia ad campaign because of the creativity and clean advertising.

2nd

#### **National Reining Horse Association**

##### ***2019 NRHA Futurity***

*Catapult Creative Lab, Designer*

Very visual design. Great job creating a dominant element within the entries and keeping a consistent brand throughout the different mediums. The ads match the audience of NRHA members, Futurity exhibitors, and NRHA fans.



# BUSINESS DIVISION

## BUSINESS EQUINE-RELATED ADVERTISING/ MARKETING SOCIAL MEDIA CAMPAIGN 11 entries

1st

### **Purina Animal Nutrition**

#### ***Strategy Feed Greatness Challenge***

*Tina Ilstrup, Manager,  
Integrated Marketing Communications  
Megan Reichmann, Specialist,  
Integrated Marketing Communications*

This campaign is a great example of what doing your homework means. It was clear they knew just who they wanted to target and what their KPIs were, and based on their results, were highly successful. Message stayed on-target throughout and nice use of audience targeting.

2nd

### **National Reining Horse Association**

#### ***2019 NRHA Futurity Behind the Slide***

*Lindsay King, Author/Designer*

What a refreshing way to promote an event! Loved all the stories of the folks behind the scenes, with great photos, too.

3rd

### **US Equestrian Federation**

#### ***USEF Network 2019 Instagram Façade***

*Andrea Evans, Director of Digital and Social Media Strategy  
Taylor Pence, Social Media Manager  
Kate Strom, Graphic Designer  
Candice McCown, Creative Director*

This is pretty cool, and based on the engagement numbers and video views, highly successful. Your hard work paid off.

## BUSINESS EQUINE-RELATED SHORT VIDEO 12 entries

1st

### **Straight Arrow Products, Inc.**

#### ***Mane 'n Tail Ultimate Gloss Shampoo & Conditioner Hampton Classic Jumbotron Commercial***

*Seth Chandler, Videographer  
Marian Hammerschmidt, Equine Network Video Producer  
Georgina Bloomberg, Talent and Voice Over  
Emma Hakim, Talent*  
September 1, 2019

This is a solid video with great shot selections and a good edit. Music is contemplative and pleasant which matches well with the narrator. Script does a good job of making the product feel like a lifelong partner in the narrator's journey.

2nd

### **US Equestrian Federation**

#### ***USEF CCI5\* Eventing National Champions - Boyd Martin & Tsetserleg***

*Genna Fogelberg, Producer*  
August 29, 2019

Beautiful cinematography throughout. Wonderful use of slo-motion and perfect shot selections throughout the edit. Editor does a great job of using audio from announcers to create the storyline. Music is exciting and matches well with the action on screen.

3rd

### **Harness Horse Youth Foundation**

#### ***What If I Told You***

*PM Advertising, Producer*  
May 2019

Video is very well done. The mixture of relevant B-Roll with high impact text graphics conveys the message clearly and in an exciting way. Good choice of music to keep the mood light and engaging while complementing the lovely voice talent's work.

## BUSINESS EQUINE-RELATED LONG VIDEO 9 entries

1st

### **AIM Equine Network**

#### ***A Home for Every Horse and Purina Surprise DreamCatcher Horse Rescue***

*Marian Hammerschmidt, Executive Producer  
Amanda Bodkin, Producer*  
December 23, 2019

This video captured it all. It proves that content and real-life video shooting can be used in a powerful way. Its content was on point. It is a full circle of emotions and storytelling from the opening shot to the final shot. Loved this story.

2nd

### **SmartPak**

#### ***Then. Now. Always. SmartPak Loves Senior Horses***

*Nels McLaughlin, Digital Production Manager  
Amanda Kelley, Creative Director*  
May 2, 2019

This video was well thought out and created a true feeling of love between the horse and rider. The use of audio and overlaying tracks to the next person was creative and unique. Loved the ending of how that was used.





# BUSINESS DIVISION

## CLASS 50 BUSINESS EQUINE-RELATED ENEWSLETTER 7 entries

### 1st Kentucky Equine Research *Equineews*

Erin Hsu, Marketing Director  
Shawna White, Digital Specialist  
Mark Llewellyn, Technical Writer

[August 17, 2019](#) and [November 27, 2019](#)

Sometimes, simple is best. This is a no-nonsense format that looks good and is easy to use across devices while fulfilling its mission statement quite well. Great content, good design.

### 2nd Central Garden & Pet *Horsemen's Report*

Alyssa Barngrover, Marketing Manager  
Anna Brunetti, Digital Marketing Manager

[February 4, 2019](#) and [March 22, 2019](#)

This is a nice blend of content and product placement, as well as a good mix of informative and fun content. Scales nicely on mobile, too.

## BUSINESS CONTENT MARKETING SINGLE ARTICLE 7 entries

### 1st Kentucky Equine Research *Omeprazole and Calcium Digestibility: What Horse Owners Should Know*

Erin Hsu, Marketing Director  
Mark Llewellyn, Technical Writer  
Published in *ker.com*

July 15, 2019

Great job connecting the material to what the readers want and need to consume. The ending of the article is the best part; great job tying the elements together for how horse owners can supplement calcium-deficient diets through alfalfa and Triacton. Good call to action at the end, as well. This article moves to the top because of the consistent story and strong ending.

### 2nd SmartPak *Three Common Health Problems That Can Ruin Your Ride*

Dr. Lydia Gray, Medical Director and Staff Veterinarian  
Kecie Griffith, Marketing Manager  
Published in *Eventing USA*

May/June 2019

Valuable and useful information. I really enjoyed the "Smart Tips for Healthy Joints" section with the bullet points for the readers. I think they will gravitate toward that section even if they skim the article.

## BUSINESS EQUINE-RELATED WEBSITE 6 entries

### 1st Kentucky Equine Research *ker.com*

Erin Hsu, Marketing Director  
Shawna White, Digital Specialist

This is a well-designed, responsive, informational website that takes its mission statement seriously. Everything works well and videos are well done.

### 2nd ASPCA, The American Society for the Prevention of Cruelty to Animals

[MyRightHorse.org](#)

Dr. Emily Weiss, Vice President of ASPCA Equine Welfare  
Christie Schulte Kappert, Program Director, The Right Horse Initiative, ASPCA

Christy Counts, Founder, The Right Horse Initiative  
Caitlin Caldwell, Manager of Equine Welfare, ASPCA  
Austin Mayden, Creative Services Manager, Arnall Family Foundation

Rebecca Klein, Director of Engineering, Radial Development Group  
Marshal Smith, Senior Developer, Radial Development Group  
Geoffrey Thompson, Lead Developer, Radial Development Group  
Alfred Sturges, Software Developer, Radial Development Group  
Stephanie Ogburn, Lead Developer, Radial Development Group  
Natasha Osborne, Lead Developer, Radial Development Group  
Ben West, Managing Developer, Radial Development Group  
Dan Rice, Lead Developer, Radial Development Group

I applaud this group for its work and success. The website works well, is responsive as described in the entry form, and gives detailed information about the horses.

## BUSINESS EQUINE-RELATED MARKETING PROMOTION 5 entries

### 1st ASPCA, The American Society for the Prevention of Cruelty to Animals *The Right Horse Roadshow*

Dr. Emily Weiss, Vice President of ASPCA Equine Welfare  
Christie Schulte Kappert, Program Director, The Right Horse Initiative, ASPCA

Christy Counts, Founder, The Right Horse Initiative  
Caitlin Caldwell, Manager of Equine Welfare, ASPCA  
Austin Mayden, Creative Services Manager, Arnall Family Foundation

Mickey Smith, Graphic Designer, Arnall Family Foundation  
Jenessa Cutler, Grants Manager, Arnall Family Foundation

A beautiful blend of color harmony and design. This is an appealing coordination of warm and cool colors in soft tones. The photos are sensitive with strong design. The type design is bold and reverses out of the pale background with a perfect weight.



## BUSINESS DIVISION

**2nd**

### **Kentucky Equine Research**

#### ***World Leaders in Equine Nutrition***

*Erin Hsu, Marketing Manager*

*Stewart & Associates, Designer*

A rich and bold design. Nice alignment of light on a dark blue background of the cover. Well balanced shape and color in the design of the brochure interior. Neon color notes accent the darks, so they pop. Photos of the horses are warm and lively.

### **BUSINESS EQUINE-RELATED CUSTOM PUBLICATION (PRINT) 4 entries**

**1st**

### **Central Garden & Pet**

#### ***Farnam Ultimate Horse Care Guide***

*Julie Hoefling, Brand Manager*

*Dobromir Hristov, Account Manager*

A very impressive guide. The format is simple, easy and very handy. Fits well in a glove box or a stable office drawer. From a tasteful cover to a coupon-laden back page, it gets the job done in great fashion. Succinct, clear text wedded to relevant photos and product shots are fantastic. The layout keeps what should be a mundane list of products interesting and appealing. Especially clever was the horse-at-the-trough photo on the electrolytes page. But that is just typical of the thought and work that went into this guide, like, for instance, the burly steed promoting weight-builder products. So much gets accomplished in so few pages, and yet it is not jammed up; it is a slow canter. The rodent products page is direct and yet somehow understated.

### **BUSINESS EQUINE-RELATED MULTI-ISSUE PUBLICATION (PRINT) 4 entries**

**1st**

### **National Ranching Heritage Center**

#### ***Ranch Record***

*Jim Bret Campbell, Publisher*

*Sue Hancock Jones, Editor*

Fall and Spring 2019

Ranch Record is the official publication of the Ranching Heritage Association and is targeted toward an audience of North American ranchers and historians. This magazine has real honest warmth to it in content and design and it surely aligns with its mission statement. The design of the publication is excellent. The oversized format and satin smooth stock used on the cover is real quality. The cover photo or painting is complemented by the handsomely designed banner. The interior layouts are well thought out and strong with some great photos accompanying them. The contents begin with Association driven editorials, notes from the director, board member profiles, current news and staff updates. Then a few brief spotlights precede some amazing feature stories covering topics like

individual ranches, ranch owners, famous celebrities and artists. The back pages conclude with a listing of financial supporters and some "final thoughts" that are quite clever.

### **BUSINESS EQUINE-RELATED PODCAST 8 entries**

**1st**

### **Monty Roberts Join-Up International**

#### ***#128 By Omega Fields Marty Irby, Monty Roberts & Jamie Jennings***

*Jennifer Hebert, Producer*

*Debbie Roberts Loucks, Host*

*Broadcast on Horse Radio Network*

January 31, 2019

Excellent production value. Hosts are pleasant, friendly and knowledgeable. Quality of the audio as recorded is very good, even the remote interviewees. Exceptionally good interviews.

**2nd**

### **AIM Equine Network**

#### ***#AskAnnie - Episode 12: Absorbine Horse Care Products***

*Annie Kennedy, Host and Producer*

*Broadcast on HorseandRider.com*

June 18, 2019

Excellent audio quality. Nice music choice and mix with dialogue. Host has a nice presence and pleasant demeanor. Reviews are thorough and informative,





## 2020 JUDGES

**TERRY L. AUSTIN** is Sunday Editor and Night Design Director for the statewide daily Arkansas-Democrat Gazette in Little Rock, Ark. He has won numerous design awards for front pages over a career spanning more than three decades and has helped his newspaper gain repeated recognition for general excellence in Associated Press, American Newspaper Publishers Association and Society of Professional Journalists competitions.

**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 Salem, 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 works in communications for the state of Oregon and lives in Salem with her husband Greg.

**DAVID S. DAWSON** is a 21 year veteran of the entertainment industry with expertise in all aspects of video and sound production and theatrical/concert lighting. Dawson also has extensive experience in web, mobile app and graphic design. He is a three time Pacific/Southwest Regional Emmy Nominee and his work has been featured in numerous film festivals and has won several awards for excellence in production. Most recently David won BEST DIRECTOR for his short film THINGS HAPPEN in the 2016 San Diego Film Awards. His production group intelXual entertainment was nominated for 13 awards in total, nabbing five including the aforementioned and BEST FILM for LEFTY. For much of the past decade he has run a successful multi-media and mobile/web development company in San Diego, CA. David's production company can be found online at [www.ixel.us](http://www.ixel.us). He is also the founder/host of the The IntelXual 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** is a Philadelphia native, now living on the west coast of Florida. Her earlier career was as a freelance illustrator and graphic designer. Clients included corporate, healthcare and editorial companies. She illustrated an early reader for Houghton Mifflin publishers called Ginger Goes on a Diet, a story about a foster child

and her cat. That led to workshops and teaching jobs in residencies and Art Institutions. Once in Florida, she pursued her love of painting en Plein air and that is her passion.

**ALYSON HOGE** has worked since 1979 at the Arkansas Democrat-Gazette. She supervises politics, health and government reporters. Hoge has been horse crazy since birth. Her herd includes a rescued paint gelding and a mustang gelding adopted from the Bureau of Land Management. She and her husband David Hoge live near Little Rock and have a son, Michael.

**JANE HOUIN** currently serves as the program administrator for Ohio's Ashland Soil and Water Conservation District. Located in Ohio's idyllic Amish Country, Houin also enjoys being a freelance communication consultant and writer. Previously, 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 for 17 years. 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 with distinction in agricultural communications from Purdue University where she also did her master's work in mass communication specializing in risk communication. She lives on her family farm, where her family owns and operates Buckeye Rodeo Company, a rodeo stock contracting company that produces professional rodeos throughout the region. The farm is home to nearly 50 Quarter and Paint horses. She enjoys riding and competing in rodeos with her three children.

**SAMIR "MR. MAGAZINE™" HUSNI, PH.D.** is the founder and director of the Magazine Innovation Center at the University of Mississippi's School of Journalism and New Media. He is also Professor and Hederman Lecturer at the School of Journalism. As Mr. Magazine™ he engages in media consulting and research for the magazine media and publishing industry. He is the President and CEO of Magazine Consulting & Research, a firm specializing in new magazine media launches, repositioning of established magazines and magazine media, and packaging content for better sales and presentations. In this capacity Dr. Husni consults with a host of magazine and magazine media companies in the United States of America and abroad. Dr. Husni holds a doctorate in journalism from the University of Missouri-Columbia and a master's degree in journalism from the University of North Texas. When he is not in his office reading magazines, Dr. Husni is at the newsstands buying magazines.



## 2020 JUDGES

**KAREN MARTIN**, senior editor and columnist at the *Arkansas Democrat-Gazette* newspaper (the state's largest daily), learned to ride and take care of horses at a day camp near her childhood home in Cleveland, Ohio, and read every horse book she could get her hands on, focusing mostly on *The Black Stallion* and anything else by Walter Farley. She lives in North Little Rock, Ark., with her husband Philip (a columnist and film critic) and three lively little terriers who don't have much use for horses.

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

**CATHY MARTINDALE** was the executive editor of the Amarillo (TX) *Globe-News* for 13 years, and corporate editor of Morris Communications for five years. She had previously worked for newspapers in Wichita, Kansas; Jacksonville, Fla.; and Dayton, Ohio, holding positions including reporter, copy editor, city editor and copy desk chief. She was an adjunct instructor in journalism at Central State University and Wright State University in Ohio, and a guest lecturer at the Poynter Institute. While at the Amarillo *Globe-News* she was on the boards of the Panhandle Press Association and the Freedom of Information Foundation of Texas, and served terms as president of both organizations. She is a member of the Panhandle Press Hall of Fame. After graduating from Ohio University, her first priority (other than getting a job) was to get her first horse, a grade mare she rode on the trails of a local park. Since then she has shown in AQHA shows and competed in the National Cutting Horse Association.

**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.

**SCOTT MOORE** learned to act fast and move quick as a Photojournalist in TV news. After 10 years in TV news, Moore had become a visual storyteller. He could recognize characters, understood pacing, and knew how to edit well. Moore became Broadcast Branch Manager at the Kentucky Department of Fish & Wildlife where for 11 and a half years he shot, edited and produced hunting, fishing and conservation stories for America's longest-running outdoor TV program, "Kentucky Afield TV." After 25 years and over 40 awards in broadcasting, Moore is now his own boss. Today, you'll find him doing the same thing as always, telling someone else's story.

**SHANNON NORRIS** is a lifetime agriculturist who loves studying effective messaging within scientific fields. She grew up on a beef cattle ranch in Cliff, New Mexico, and has been a horse enthusiast since a child. She was active in 4-H and FFA where her journey allowed her to serve as a National FFA Officer in 2010-2011. She received her B.S. from New Mexico State University in Agricultural and Extension Education and her M.S. from Oklahoma State University in Agricultural Communications. Shannon worked in academic programs in the College of Agricultural, Consumer and Environmental Sciences at NMSU prior to moving to College Station to begin a doctorate degree in Agricultural Leadership, Education, and Communications from Texas A&M University. Norris is currently developing an agricultural assessment framework for the U.S. Army Special Operations Command to use in conflict zones for her dissertation. She is set to graduate in August 2020 and looks forward to continuing her career within the agricultural industry.

**ERIN RICHARDS** is a national correspondent for USA TODAY who writes about K-12 schools and education. She's also a lifelong horsewoman who grew up riding and training hunters and jumpers, then finished her equine science degree in England while pursuing dressage and eventing. Over the years, Richards has won numerous national awards for her articles in both equine and mainstream media. She and her horse live in Milwaukee, Wisconsin.



## 2020 JUDGES

**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 he decided to return to school and directing his passion for the camera to use behind the lens. Roaten'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 Roaten'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 also for 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 Roaten 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 for 10 seasons. 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 stints as a sportswriter, she worked for the New York Daily News and the Bergen (N.J.) Record, among other publications, where her assignments included many Triple Crown races and Breeders' Cup events. 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, leading the development and implementation of online and mobile products across the company. Previously, she was managing editor of AgWeb.com, FJ'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.

**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** taught full-time for 20 years; 9 years teaching Photography/Photoshop/Graphic Design at Nicolet College in Rhinelander, WI and 11 years teaching Computer Graphics and web strategic planning in the Human Technology Interaction/Web Development major at the University of Wisconsin-Stevens Point. Stern's Bachelor's Degree in Psychology, Master's Degree in 2D Design and Computer Graphics, and Master of Fine Arts degree in Graphics were ideal preparation for evaluating human-technology interactions. Since retiring as Emeritus Professor, she has been a full-time instructional designer for Sentry in Stevens Point, Wisconsin. She produces multimedia storytelling materials for online learning, including video, podcasts, and written learning aids.

**JOAN TANTILLO** has a 40 year long career as a commercial artist which encompasses graphic design for print publishing and advertising, illustration, website creation and photography. In her younger years she engaged in private studies in fine arts and photography. Her love of all things creative and the need to earn a paycheck, prompted her to pursue a career in commercial arts. Tantillo was a student of the School of Visual Arts in New York City and The Art Institute of Pittsburgh. She has her Associate of Science in Digital Photography. Tantillo worked her way up through the ranks from production artist, to designer, to art director and then business owner. If you ask her where she learned her most valuable lessons, she will tell you it was working alongside publishers, editors and artists who were in the business. They were the ones who truly inspired and schooled her. She has great admiration and gratitude to these folks and in turn has passed along her skills to aspiring artists and photographers whenever possible.

With events and would-be engagements cancelled, the workload has been pushed off to a date to be determined. In the meantime, she is helping a few eager entrepreneurs, who have lost their livelihoods to the pandemic, begin putting together a visual plan for online businesses that will be COVID-proof and hopefully sustain them financially in the future. She says that these pro-bono endeavors are as exciting as they are rewarding. She is practicing photography daily to keep her chops up and mastering computer-illustration on the iPad Pro. She will be ready when the world opens up again to lend her creativity wherever she can.



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# CELEBRATING 50 YEARS OF EXCELLENCE IN EQUINE MEDIA

