



## **Audie Rackley**

**1976-1977 AHP President**  
*The Quarter Horse Journal*

*By Jim Jennings, 1995-1996 AHP President*

Today, Audie Rackley is mostly concerned with when hunting season opens and where the best place to fish is, but his past involvement in the equine and livestock publishing industry is long and varied.

Audie was born and raised in Oklahoma and graduated from Oklahoma State University with a degree in animal science. In 1961, he went to work for *The Cattleman* magazine as a field representative, helping purebred breeders with their advertising and merchandising programs. In 1967 he took a similar position with the American Angus Association and the *Angus Journal*, a post he held until joining *The Quarter Horse Journal* in 1970 as advertising director. In 1972, Audie was promoted to Editor of the *Journal*.

Over the next several years, Audie saw unprecedented growth in the *Journal*, and in 1988, he oversaw the founding of still another AQHA publication, *The Quarter Racing Journal*. Audie retired as Executive Editor of the *Journal* and the *Racing Journal* in 1995. He was only the sixth person to serve as editor of the *Journal*, and he worked there longer than any editor before him.

Audie was a very early member of American Horse Publications and was a firm believer in the organization and its value to all equine publications. He served as AHP president and continued to work on various AHP committees until his retirement from AQHA.

Audie is also a past president of the Livestock Publications Council, and was the first person to be honored with the Livestock Publications Council distinguished service award.

Audie and his wife, Willie, still live near Amarillo, where they spend time with their daughters and their families – and, of course, hunting and fishing.

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*“What a surprise and what an honor. I always enjoyed my association with AHP and those that I had the pleasure of working with. It is satisfying to see the growth.”*