AMERICAN HORSE PUBLICATIONS

2013 Annual Awards Competition
for material published in and dated 2012

AWARDS BANQUET & PRESENTATIONS
COLORADO SPRINGS, COLORADO
JUNE 22, 2013
2013 AWARD DIVISIONS

EDITORIAL CONTENT .......................................................... 3

PHOTOGRAPHY & ILLUSTRATION ........................................ 12

ADVERTISING, COVER & EDITORIAL DESIGN .................. 14

DIGITAL MEDIA ................................................................... 18

SPECIALTY CLASSES .......................................................... 20

VALIANT HUMAN-ANIMAL BOND AWARD ...................... 20

GENERAL EXCELLENCE (PRINT) ...................................... 21

ALLTECH A+ EQUINE JOURNALISM AWARD ............... 22

OVERALL PUBLICATION AWARD ................................... 23

2013 JUDGES ..................................................................... 24
NEWS REPORTING SINGLE ARTICLE (PRINT)
13 entries

1st
The Chronicle of the Horse
“Lottery Funding Was Just the Start of British Success in London”
By Molly Sorge
September 10 and 17, 2012
A stunning performance in London is the start of this well-thought-out, in-depth look at how the UK did so well at the Olympics. The writer has provided the reader background, personality, and details on the program. The writing is crisp and the reader appreciates the way key facts are called out for easier understanding of this program and what it meant to those riders.

2nd
Pennsylvania Equestrian
“Unwanted Horse Population Set to Soar as EU Prepares to Close Door”
By Suzanne Bush
December 2012/January 2013
This is a crisply written piece that offers readers excellent background on animal identification and its ramifications for the horse market. There’s some excellent information in here that helps even a very knowledgeable reader better understand the broader implications.

3rd
Barrel Horse News
“And They’re Off!”
By Tanya Randall
February 2012
This story delves into an issue that few probably know about, and it explores this controversial topic in a very balanced way. The writing holds the reader’s interest, and the sidebars do a great job of explaining just what the heck is going on. Readers will understand how pari-mutuel betting could impact different racing classes, and more, from this piece.

INSTRUCTIONAL SINGLE CIRCULATION ARTICLE UNDER 20,000 (PRINT)
11 entries

1st
Paint Horse Journal
“Finding Excellence in Equitation”
By Laura Stevens
October 2012
The conversational style of this article and the way the character of the sources really shined through made this piece a winner. Crisp, succinct paragraphs enhanced the flow of the story and quotes were presented perfectly as their own paragraphs with attribution early on. This really set this article apart from many of the other entries.

2nd
Quarter Horse News
“Effortless and Exact”
By Erin Haynes
Ross Hecox, Photographer
April 15, 2012
A very well written article overall which easily fell into the top tier of articles in this class. This was an excellent story that did a great job explaining a topic that can stump many horsemen.

3rd
Western Horse UK Magazine
“Groundwork 101: Flexion”
By Jason Webb
November/December 2012
Author did a great job previewing the organizational structure of this article for the audience, and it was a very enjoyable piece to read. The steps used were simple and easy to follow, making this a great tool for the reader.

INSTRUCTIONAL SINGLE ARTICLE CIRCULATION 20,000 AND OVER (PRINT)
14 entries

1st
Dusty Perin
“Horses In Action”
May 2012
Published in Horse Illustrated
No telling who won the photo contest, however if everyone followed the advice in this article on how to shoot a photo, the entries would all have been good, maybe even great. The advice is that sound and that good. The points are as sharp and clear as the photos the writer, an experienced photographer, probably takes.

2nd
Western Horseman
“Grounded”
By Susan Morrison
Ross Hecox, Photographer
September 2012
This story is especially interesting because of the trainer’s efforts to understand the mind of a horse. The trainer, for example, tries to relate to the horse the way horses relate to each other.

3rd
The Trail Rider
“Your Guide to Hoof Boots”
By Fran Jurga
Rene E. Riley, Editor
July/August 2012
This thoughtful article should be clipped and pasted somewhere handy for anyone who thinks of putting hoof boots on a horse. It covers the whole topic that well. What is neat about this story is the effort the writer obviously made to gather so much information on the topic. This is a valuable service for readers.
INSTRUCTIONAL SERIES (PRINT)
7 entries

1st
USDF Connection
"Clinic: Get to Second Base"
By Beth Baumert
June through December 2012/January 2013
This writer tackled a daunting topic and made it look easy. Each story in the series is logically arranged, enlivened by subheads, self-checks and sidebars, and flows nicely. It is a series that serves its purpose. I can’t imagine a dressage rider who would not benefit from this series.

2nd
Western Horse UK Magazine
"Problem Horse Series"
By Clinton Anderson
May/June, July/August, September/October, November/December 2012
Every behavior issue in this series is economically explained and the training methods were easy to understand. The reasoning behind each lesson was explained. Each problem in the series was distinct and the series was consistent in its presentation.

HORSE CARE SINGLE ARTICLE CIRCULATION UNDER 20,000 (PRINT)
14 entries

1st
The Chronicle of the Horse
"Are We Returning to the Wild West of Veterinary Medicine?"
By Molly Sorge
March 26 and April 2, 2012
Snappy lead is clever without being too light to distract from a serious topic. A complex issue is mapped out for the reader and is important to horse owners. Good use of sidebars, excellent use of sources.

2nd
Warmbloods Today
"Are You My Mommy? Raising the Orphan Foal"
By Carolin Von Rosenberg, DVM
Liz Cornell, Editor and Writer
November/December 2012
Dramatic lead with just the right tone for the story. Good information for the breeder to know in case of an emergency. The sidebar that was used was a solid case study that illustrated how difficult it is to save an orphaned foal.

3rd
Trot Magazine
"The Prevention & Management of Equine Gastric Ulcers"
By Lindsay Day
February 2012
A solid story, two smart sidebars, and good use of experts make this an article of great use in trying to avoid this illness in his or her animals.

HORSE CARE SINGLE ARTICLE CIRCULATION 20,000 AND OVER (PRINT)
15 entries

1st
Practical Horseman
"Misadventures in Care"
By Kim F. Miller
December 2012
Very practical, well-written and well-organized article with good sound advice from four expert sources. The breakout box about the vets is excellent because it’s good to know whether a source is a classroom type or a boots-in-the-mud practicing vet.

2nd
Barrel Horse News
"Dashing Through the Snow"
By Danika Kent
January 2012
Lede sets the wintry scene in this very informative and well-written article. It is well-sourced with good quotes from three barrel racers, a vet and farrier. Good technique shown by letting the racers tell the story. Article includes lots of practical advice on feed, blanketing, and even on ventilation for horse when traveling in cold weather.

3rd
EQUUS
"Special Report: The Care Older Horses Need"
By Karen Elizabeth Baril
September 2012
Author combines first-person approach using her horse, Folly, with some practical advice plus expertise from two vets. Story is spot-on with lots of good information and sidebars that should be well received by owners of older horses.

SERVICE TO THE READER SINGLE ARTICLE CIRCULATION UNDER 20,000 (PRINT)
21 entries

1st
The Chronicle of the Horse
"Nightmare on the Side of the Road"
By Lisa Slade
September 24, 2012
Article provides solid information to be prepared for a worst-case scenario, and maybe how to prevent some damage. Lots of expert advice and a helpful sidebar with an intelligent checklist that could be of great use to a horse owner.
2nd
*The Chronicle of the Horse*
“Battling the Butterflies”
By Lisa Slade
December 3 and 10, 2012
The lead for the story is perfect, putting the reader right into the mind of a nervous competitor. Excellent sources provide mental tools and terrific quotes. The writer maintained energy and interest from start to finish.

3rd
*Paint Horse Journal*
“Clean Up Your Act”
By Laura Stevens
May 2012
The writer provides sensible and smart information to help prevent illnesses. Dividing segments on home, road, etc. was logical.

Honorable Mention
LA Pomeroy
“Weddings and Horses: The Ultimate Romance”
January, 2012
Published in *Equinista*
Lovely lead into a romantic subject led to lots of stories from people who had equestrian-themed weddings.

Western Horse UK Magazine
“In Training”
By Jane Carley
March/April 2012
The case studies were diverse and showed the work that went into this story. It was important that writer included estimated costs for anyone considering a trainer.

PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION UNDER 10,000 (PRINT)
23 entries

1st
*Steeplechase Times*
“Live One”
By Joe Clancy
December 14, 2012
Great writing and vivid details help bring the reader right into the thick of the story. The writer also shows an intuitive sense of cadence in his language. A compelling piece.

2nd
*The Canadian Sportsman*
“Mr. MacDonald Has The Floor”
By Lauren Lee
July 19, 2012
Exceptional piece that weaves politics and passion, providing amazing insight into the mind of a motivated man. The pacing of the language is spot-on.

3rd
*SureBet Racing News*
“Jockey Tad Leggett”
By Martha Claussen
Laura Flynn, Publisher
September 2012
Great piece that truly invites you into the world of the subject. Nice balance between observation and interviews and tight writing make this a winner.
Honorable Mention

NRHA Reiner
"Crisis? What Crisis?"
By Annie Woodhouse
July 2012
Great, great stories that transport the reader to life-changing days for several people. Terrific storytelling.

Quarter Horse News
"Champion's Profile Perspective"
By Erin Haynes
February 1, 2012
Terrific writing here and a nice mix of quotes, observations and anecdotes. A well-painted picture of a complex profile subject.

PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION 10,000 TO 20,000 (PRINT)
19 entries

1st
Trot Magazine
"Charlie"
By Keith McCalmont
June 2012
The very best personality profiles offer a close up of a fascinating person’s life, painted with description and details by a talented wordsmith. This entry meets all those qualifications and then some. The author’s introduction to this highly colorful and quotable subject drew me in immediately and set high expectations for a good story to follow. This is the kind of writing that sets an example for the rest of us to follow.

2nd
The Chronicle of the Horse
"J. Michael Plumb Believes His Legend is Still in the Making"
By Nicole White
July 23 and 30, 2012
The writer chose a terrific subject who was very open with his life choices and mistakes, but not all of us can draw out that sort of candor. A tip of the hat to the writer’s interviewing skills. Author also did a good job of presenting his troubles in a straight-forward manner that was appealing. Overall, a very good job in a highly competitive category.

3rd
The Chronicle of the Horse
"Simply Put, Kenny Wheeler Knows a Good Horse"
By Molly Sorge
November 5, 2012
This is a really good profile written by an obviously talented writer who has a clean, conversational style and a knack for descriptive phrasing. Author did a great job of telling this man’s love story with horses and his wife.

Honorable Mention

The Chronicle of the Horse
"Beyond the Legend of George H. Morris"
By Molly Sorge
July 9, 2012
This entry is very deserving of being in the top tier with a great introduction and ending to an impressive profile. Really good use of sidebars that gave readers interesting tidbits to help flesh out the personality part of the story that might have been lost in the main story.

The Chronicle of the Horse
"Boyd Martin: Overall and Eventing Horseman of the Year"
By Kat Netzler
January 30, 2012
The writer’s gift in storytelling makes for enjoyable reading. The narrative about the fire is compelling and author did a very nice job of pacing.

PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION OVER 20,000 (PRINT)
18 entries

1st
Horse & Rider
"I Shouldn’t be Alive!"
By Cynthia Cantleberry
Sue M. Copeland, Contributing Editor
March 2012
The story hooks the reader quickly and keeps moving. The excellent focus and tight writing makes it a great read and that includes just enough detail without bogging down.

2nd
Western Horseman
"If Horses Had Heroes"
By Darrell D. Dodds
March 2012
This well-written article is well-focused on how Miller gained his perspective and what he did with it. By focusing just on the reason for the award, the author did an excellent job.

3rd
Dressage Today
"Secrets to World-Class Success"
By Hilary Moore Hebert
August 2012
The reader gets to know the subject through the people and horses that she has trained. This is a balanced collection of quotes from the subject and others in her life.
Honorable Mention

The Blood-Horse
“A Need for Speed”
By Lenny Shulman
June 9, 2012
Well done profile about the subject and background. Reader gets a chance to know him and the details fit well. Nice job of getting everything in without missing the main subject.

Western Horseman
“The Home Stretch”
By Susan Morrison
November 2012
The writer does a nice job getting the emotion in the story. The story is well focused and generally well written.

FEATURE SINGLE ARTICLE CIRCULATION UNDER 10,000 (PRINT)
21 entries

1st
The Morgan Horse
“Scaling Mountains on a Morgan”
By Col. John Hutcheson
March 2012
An engrossing adventure written with such authenticity that the reader feels present throughout.

2nd
The Canadian Sportsman
“Still Standing”
By Lauren Lee
November 15, 2012
Riveting! Emotion-stirring!

3rd
Miniature Horse World
“Weaning Woes”
Melissa Powell, Editor
April/May 2012
Excellent, informative article for anyone needing weaning advice. Reads well, good continuity.

Honorable Mention

Mid-Atlantic Thoroughbred
“A Real War Horse”
By Kay Coyte
March 2012
The reader is drawn in right away in this charming and well-written memoir.

Ranch & Reata
“Out Where the Horses Were Tied”
By Tom Russell
October/November 2012
Article is a very nice, fresh approach to interesting material.

FEATURE SINGLE ARTICLE CIRCULATION 10,000 TO 20,000 (PRINT)
12 entries

1st
Modern Arabian Horse
“Joy Unspeakable”
By Faye Ahneman-Rudsenske
Susan Bavaria, Managing Editor
Show Issue #5, 2012
This is an example of outstanding story telling through creative, judicious use of quotes.

2nd
Modern Arabian Horse
“Pritzlaff Bloodlines in Distance Horse of the Year”
By Marsha Hayes
Susan Bavaria, Managing Editor
Spring Issue #2, 2012
Well-organized article with a wonderful lead that covers the tale of two men in a chronological, yet cohesive, order.

3rd
Trot Magazine
“Sense of Purpose”
By Keith McCalmont
December 2012
This is an uplifting, affirming article with a nice lead and imagery and excellent use of quotes.

FEATURE SINGLE ARTICLE CIRCULATION OVER 20,000 (PRINT)
36 entries

1st
Dressage Today
“The Horse Boy Method”
By Patricia Lasko
December 2012
Excellent lead places the overall focus of the piece right up front. Writer has a wonderful writing style that uses the first person, but doesn’t allow that personal approach to intrude on the message. Use of quotes is simply outstanding.

2nd
Western Horseman
“Wide Open”
By Ryan T. Bell
April 2012
An article with a great lead and excellent imagery that puts the reader in the saddle right next to the writer. Author has a nice self-effacing writing style that is very descriptive. Article was educational and fun to read.
3rd
The Trail Rider
"Canter the California Coast"
By Shawn Hamilton
Rene E. Riley, Editor
April 2012
Very good word images start with the outstanding lead and continues with nice descriptions of the people and scenery encountered during the experience.

Honorable Mention
America's Horse
"Living Well"
By Andrea Caudill
December 2012
This article covers a complex subject in a conversational way with a wonderful lead and great ending.

EQUUS
"Finding My Path"
By Elizabeth B. Herman
December 2012
This is an outstanding piece of writing. It is personal and personable at the same time. Good pacing as the words pull the reader along the writer's path to self-discovery.

PERSONAL SINGLE COLUMN CIRCULATION UNDER 10,000 (PRINT)
17 entries

1st
Mid-Atlantic Thoroughbred
"Fifty Years On, Visions of Men and Determination"
By Josh Pons
April 2012
The writer dubs this tale a ghost story and couldn't be more correct. It is a haunting glimpse into a state’s history and a man’s part in it. One need only close his own eyes to see the images the writer conjures, but that would require pausing. Beautifully done.

2nd
The Canadian Sportsman
"The Unbearable, Devastating Loss of Alan Kirschenbaum"
By Dave Briggs
November 1, 2012
What a beautiful opening anecdote. This is a funny and touching tribute to a life that ended too early. Alan himself would be proud.

3rd
Speedhorse
"Clones"
By Stacy Pigott
May 11, 2012
The author raises a number of complex issues and handles them deftly. The column is well reasoned and well reported.

Honorable Mention
Hoof Beats
"Lucky Larry"
By Mike Tanner
April 2012
Great use of analogies and anecdotes make this column a delight to read, even if the experience is bittersweet. By the end, the reader knows Larry well and is luckier for that.

Quarter Horse News
"So-Called Right Track"
By Katie Tims
November 15, 2012
Any grown up who still doesn’t know what they want to be when they grow up should read this. The author does a skillful job, showing the path to happiness and success can have many turns.

PERSONAL SINGLE COLUMN CIRCULATION 10,000 TO 20,000 (PRINT)
9 entries

1st
Trot Magazine
"The View - The Longest of Games"
By Darryl Kaplan
May 2012
Congratulations to the writer for giving us a wonderful example of the power in a well written column. He makes tremendous use of the chess metaphor and gives a clear, strong, memorable call to action.

2nd
Equine Journal
"Last Laugh: Photographic Evidence"
By Ange Dickson Finn
October 2012
Humor is one of the hardest things to write for most mortals, yet this writer makes it look easy. She also manages to make a clever point with which most readers are sure to relate.

PERSONAL SINGLE COLUMN CIRCULATION OVER 20,000 (PRINT)
18 entries

1st
The Horse: Your Guide to Equine Health Care
"The Value of a Diagnosis"
By Douglas O. Thal, DVM, Dipl. ABVP
Alexandra Beckstett, Associate Managing Editor
Stephanie L. Church, Editor-in-Chief
October 2012
Eloquent and coherent make his case. The importance of an informed and correct diagnosis is the basis of proper treatment.
2nd
Jennifer Bryant
“Fit to Ride”
December 2012/January 2013
Published in USDF Connection
Author makes many good points about the value of rider fitness, with regard to both the resulting improvement in the rider's capability, and the relationship between horse and rider.

3rd
USDF Connection
“Courtney's Legacy”
By Kate Phillips
June 2012
Excellent op-ed piece about a very important safety issue. The passionate, but not preachy, tone will hopefully convince other riders to protect their heads.

Honorable Mention
Horse & Rider
“Addicted to Winning”
By Juli S. Thorson
June 2012
A succinct message expressed very well. Article should be mandatory reading for everyone on the show circuit, both beginners and veterans.

Katherine Walcott
“Finding Safe Harbor”
May 2012
Published in Horse Illustrated
Reader's interest is piqued right away by the height disparity between the rider and her mount. It’s a well-written account of a horse being ridden into a new mindset.

EDITORIAL EVENT COVERAGE SINGLE ARTICLE CIRCULATION UNDER 20,000 (PRINT)
19 entries

1st
Paint Horse Journal
“A World of Dreams”
By Paint Horse Journal Staff
January 2012
The concept of the little mini features highlighting the unique aspects of the show’s winners rather than just an event run down allowed grouping different titles together in ways that helped the overall flow of the article. Each of those mini-stories was unique, interesting and well-written enough to stand on its own, but the introduction allowed each of the individual stories to meld together into one. What a great, comprehensive, thorough look at the World Show.

2nd
The Canadian Sportsman
“Nobody’s Token”
By Dave Briggs
August 23, 2012
What makes this such a top-notch piece is taking an event like the Hambletonian and turning it into a feature on one of the key players in the event. The details and placings and times and pedigree were all included, but they were expertly woven into a personable, human story.

3rd
Paint Horse Journal
“Riding High in Houston”
By Laura Stevens
May 2012
This article wasn’t just a boring recap of results. It really captured the spirit and atmosphere of Houston. The article did not just focus on the experiences of the overall winners but included the experiences of first time attendees as well. Overall, an excellent example of event coverage.

Honorable Mention
NRHA Reiner
“Lil Joe Cash Cashes In”
By Gavin Ehringer
January 2012
The lead made me want to hear more about these fairytale stories. The story was very well written with good flow and the personal story involved in the coverage of this event was enjoyable. It was great to feel the writer’s excitement about the story lines.

The Chronicle of the Horse
“Brooks Checks a Longtime Goal at Dressage at Devon”
By Megan Brincks
October 15, 2012
By far, one of the most technically correct articles in the category. The crisp, clear style of writing was concise.

EDITORIAL EVENT COVERAGE SINGLE ARTICLE CIRCULATION 20,000 AND OVER (PRINT)
12 entries

1st
Jennifer Bryant
“The Best of Times, the Worst of Times”
November 2012
Published by USDF Connection
Beautiful, active writing. The author made the reader feel like they were at the Olympics, and the disappointment for the U.S. dressage team. Great idea to interview a former Olympic ground jury member for insight. Good mix of insight and analysis and coverage of the event, as well as suggestions for improvements.
2nd Practical Horseman
“2012 London Olympics”
By Nancy Jaffer
October 2012
This entry has an engaging lede, strong writing and good examples from the event. The Olympics is a giant event to cover, so the writer did a nice job of making the coverage digestible for the reader.

3rd The American Quarter Horse Journal
“A Challenge for Ranch Horses”
By Larri Jo Starkey
March 2012
An exciting lede in for an event story makes the reader want to learn more about the how/why of this ranching heritage challenge. This was a good mix of sources and great event story overall.

EQUINE-RELATED EDITORIAL SERIES (PRINT)
14 entries

1st Horse Journal
“Horse Sense Series”
By Susan Quinn, Esq.
September, October, November 2012
This author poked fun at her subject right off the bat, and that piqued this reader’s interest. Then the author hooked you with her very clear, understandable writing about one of the most, as she put it, boring of topics — insurance.

2nd Horse Journal
“Winning Nutrition Series”
By Grant Miller, DVM
January, February 2012
How do you tell if an article is good? If it’s one of the last entries in a contest category to be read, and the judge sits up and takes notice, then the author has done his job. The two-part series on supplements is on a topic of interest to horsemen regardless of discipline. This author explains, in a way that makes sense, how to feed supplements.

3rd The Horse: Your Guide to Equine Health Care
“Creepy Crawlies”
By Stacey Oke, DVM, MSC
Alexandra Beckstett, Associate Managing Editor
Stephanie L. Church, Editor-in-Chief
June, July, August 2012
Very educational, all three articles put things in perspective about what are the greatest and least threats.

STUDENT EQUINE-RELATED JOURNALISM (PRINT OR ONLINE)
5 entries

1st Catie Staszak
“Calm, Cool and Collected: Nayel Nassar’s Breakout Winter Circuit”
August 11, 2012
Published in ProEquest
This is a student category, but the winning entry would fare well in the “professional” ranks. All the basics are well covered — interesting and descriptive title, compelling lead, good pacing throughout and a notable attempt to keep the reader’s attention through to the end. Short paragraphs kept the story moving along. And the ending was as strong as the beginning.

2nd Liz Walsh
“Working with Horses: Equine Attorneys”
July 2012
Published in Barrel Racing 21 Magazine
The second-place entry has a strong topic, is well researched, and thorough.

FREELANCE WRITER EQUINE-RELATED JOURNALISM (PRINT OR ONLINE)
12 entries

1st Kay Coyte
“A Real War Horse”
March 2012
Published in Mid-Atlantic Thoroughbred
The profile was a fun read and well written. The focus was excellent with the sources being allowed to tell the story. Readers can feel the emotion through the words.

2nd Tracy Gantz
“Meadow Stable’s Other Horse”
Published in Kentucky Derby magazine, 2012
Excellent. The writer conveys the emotion that the owners had for the horse. The story is short, tightly written and focused. The feelings come through all the way to the end.

3rd Natalie DeFee Mendik
“The Feed Pyramid: Nutrition for the Gypsy Horse”
Spring/Summer 2012
Published in Gypsy Horse Journal
Article is well written and clear. Source material addresses the specifics of the breed well and the information is understandable and useful. This is an excellent job of source selection and writing.
ONLINE NEWS REPORTING SINGLE ARTICLE
6 entries

1st
Chronofhorse.com
"Wallace Wins Extreme Mustang Makeover and a Friend for Life"
By Lindsay Berreth
November 6, 2012
What a great feature around a very interesting program and event. The reader gets a lot of insight into the Mustang Makeover program, but also what goes on in the mind of the rider. The reader also gets a good look at how a single horse can "breakthrough" to its rider and connect.

2nd
BloodHorse.com
"Was Hearing a Self-Inflicted Black Eye?"
By Tom LaMarra
April 30, 2012
A well-written look at what must have been an information-packed hearing. The reader gets a sense of the chaos, and the writer does a very good job of characterizing the key issues. The issue presented is complex, emotion-packed and controversial.
http://www.bloodhorse.com/horse-racing/articles/69381/was-hearing-a-self-inflicted-black-eye

ONLINE SERVICE TO THE READER SINGLE ARTICLE
3 entries

1st
MyHorse Daily
"The (Sometimes Frustrating, Sometimes Rewarding) Reality of Rescuing Racehorses"
By Amy Herdy
June 20, 2012
This is an excellent story on the pros and cons of trying to turn a race horse into a pleasure horse. There are many excellent quotes from a woman who has taken in several. This is a great story for anyone who ever thought about adopting a race horse. It covers all the bases.

ONLINE MULTIMEDIA EDITORIAL EVENT COVERAGE
6 entries

1st
AQHA.com
“2012 AQHA World Championship Show”
By The American Quarter Horse Journal Staff
November 2012
Excellent coverage of the event. Articles are thorough with a nice use of inline hyperlinks to related information, media and articles. Good use of high quality photography and integration of photo and video throughout the articles makes for a good multi-media presentation throughout.
http://www.aqha.com/worldshow

2nd
BloodHorse.com
“Breeders’ Cup”
Ron Mitchell, Online Managing Editor
Tom LaMarra, News Editor
Eric Mitchell, Editorial Director and Editor-in-Chief
Leslie Neilson, Digital Media Director
Anne Eberhardt, Visuals Director
Alex Cutadean, Video Production
Digital Media Group: Megan Arszman, Kimberly Reeves, Adam Spradling, Christine Wittmer
Videographers/Interviewers: Ron Mitchell, Tom LaMarra, Eric Mitchell, Evan Hammonds, Steve Haskin, Lenny Shulman, Esther Marr, Claire Novak, Alex Cutadean, Adam Spradling, Anne Eberhardt
September to November 2012
Very professional presentation and very thorough, this entry is a nice coverage of the event. Video is all well produced and edited.
http://www.bloodhorse.com/horse-racing/videos/section/breeders-cup

ONLINE HORSE CARE SINGLE ARTICLE
8 entries

1st
Center for Equine Health
“The Miniature Horse: More Than Just a Smaller Horse!”
By Dr. Claudia Sonder, DVM
Barbara Meierhenry, Senior Editor
December 2012
If you plan to buy a miniature horse or are thinking of it, this article sure goes through all the pros and cons. And, the writer shows both sides in a way that makes the whole story highly readable. It is a good story, maybe because it is about such an interesting and maybe even curious animal.
http://viewer.zmags.com/publication/0049078#/0049078/6
2nd Center for Equine Health
"Nutrition for Rehabilitating the Starved Horse"
By Dr. Carolyn Stull, MS, PhD
Dr. Claudia Sonder, Assistant Director
July 2012
Starved horses seem to pop up in the headlines every few weeks, and this article reports on a study to determine how best to feed a starved horse to return it to physical health. The story is well-written, and all the questions about the topic seem to be answered.
http://viewer.zmags.com/publication/03eb8aed#/03eb8aed/4

ONLINE EDITORIAL EVENT COVERAGE SINGLE ARTICLE
6 entries

1st AQHA.com
“70s Show Kids Reunion”
By Christine Hamilton
February 16, 2012
Wonderful little story and fun event. Great way to show the history of the event, how it evolved and why it is successful. Makes you want to join the event next time.

2nd Chronofhorse.com
"McLain Ward Puts His Heavy Heart Aside To Win Alltech Grand Prix"
By Molly Sorge
November 4, 2012
Beautiful profile and insightful look inside one story from the event. Nice online piece and a great way to tie in all readers to the mind of the rider during an event.
http://www.chronofhorse.com/article/mclain-ward-puts-heavy-heart-aside-win-alltech-grand-prix

PHOTOGRAPHY/ILLUSTRATION

EDITORIAL ACTION PHOTOGRAPH (PRINT OR ONLINE)
22 entries

1st Mid-Atlantic Thoroughbred
“Morning Glory”
Sharon Castro, Photographer
June 2012
Thought and effort went into setting up this photo, captured at just the right moment when the sun is coming through the tree as the horses gallop by. It was a gamble that paid off; anything could have gone wrong and the picture would be good but not the same.

2nd Western Horseman
“Caught in a Moment”
Carien Schippers, Photographer
March 2012
The photographer put herself in a different spot and was rewarded with a good shot from an unconventional angle. You feel like you are about to be run over.
What a great way to illustrate the inside of a Christmas issue, with a horse who looks like the stuff that little girls' dreams are made of—a magical creature prancing across the snowscape.

Honorable Mention

Horse Sport International
“Global Champions Tour”
Sport FOT/GCT, Photographer
Issue #7, 2012
Jumping photos are usually in focus and cropped well, so a contest judge looks for something unusual. In this case, the rider’s expression makes you wonder: Where is she looking? What is she worried about? The position of the horse and the seat of the rider also do well to convey just how dangerous jumping is.

The Horse: Your Guide to Equine Health Care
“Trail and Endurance”
Merri Melde, Photographer
July 2012
The things that set this photo apart from a class that had many good photos is the considerable effort this photographer made to capture the photo. The terrain is hilly and rough; it must have been quite a hike to get here. Good illustration for story about endurance riding.

EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH (PRINT OR ONLINE)
15 entries

1st
Mid-Atlantic Thoroughbred
“Two Old Friends”
Barbara D. Livingston, Photographer
July 2012
This image takes my breath away. There is such warmth and companionship portrayed in this simple composition. The dense background gives these two the perfect canvas to emerge from. The focus, color, and exposure couldn’t be more stellar; revealing the tactile qualities of the horse’s mane and coat, the man’s skin and hair and the glass like smoothness of the horse’s eye. The positioning of the subjects tells the story of their relationship. This is truly a winning capture.

2nd
Appaloosa Journal
“2012 World Show Preview”
Jamie Hurley, Photographer
November 2012
This closely cropped, straight on image of child and horse is priceless. The balance between “large and strong” and “small and fragile” perfectly set the stage for this portrayal of mutual love and affection. The back lighting from the sun creates a warm glow that gives this image a storybook flair. The photographer did a great job with exposure, clarity and shallow depth of field enhancing his subjects perfectly.

3rd
MyHorse Daily
“Pat Parelli Celebrates Successful Obstacle with His Colt”
Stephanie L. Davis, Photographer
March 11, 2012
This is a great image portraying the connection between this man and his colt. The photographer caught the perfect moment and all the technical aspects of the shoot were spot on. The very shallow depth of field, making the man and horse seem almost like they were caught in a moment in time apart from the world, works well. The tonal qualities are great and the spheres of the spotlights in the background add the excitement of the arena to the mix.

EDITORIAL STILL PHOTOGRAPH (PRINT OR ONLINE)
18 entries

1st
Western Horseman
“Wolter in Water”
Ross Hecox, Photographer
August 2012
Amazing use of negative space and exposure creates a simple elegance in this image. A well-chosen moment that captivates the imagination of the viewer.

2nd
Western Horseman
“Bret Zollinger”
Darrell D. Dodds, Photographer
February 2012
Excellent exposure and use of fill flash captures the moment perfectly. Color and light draws the viewer into the image.

3rd
Washington Thoroughbred
“Stallions for 2013”
Kristy Batie, Photographer
December 2012
Good exposure and cropping make for a stunning portrait.

Honorable Mention

Paso Fino Horse World
“Farm Safety Tips”
Cheri Prill, Photographer
July/August 2012
Excellent use of available light to create an interesting image.

Western Horseman
“Alie McKee”
Kate Bradley, Photographer
August 2012
Good choice of moment helps elevate this portrait. Excellent exposure and cropping draws viewer in.
**ILLUSTRATION (PRINT OR ONLINE)**

11 entries

1st

*Western Horseman*

“Big Loop”  
Ron Bonge, Illustrator  
May 2012

This illustration shows what can be done with what appears to be pencil and/or graphite. Furthermore, it shows expert knowledge of anatomy and how to give a two-dimensional medium depth and motion. Great attention to detail in all areas of the drawing shows that the illustrator did his homework before putting his pencil to paper.

2nd

*The Horse: Your Guide to Equine Health Care*

“Osteoarthritis Development”  
Robin Peterson, DVM, Illustrator  
October 2012

Very nice anatomical drawing of the horse, especially the translucent areas where the rib cage and other bones are shown — not an easy trick to carry out. Giving extra emphasis to the cartilage is also a neat trick. This is a very good example of a medical illustration.

3rd

*Dressage Today*

“The Golden Rules of the Warm-Up Arena”  
Jim Haynes, Illustrator  
April 2012

Excellent cartoon-style illustration. The expressions on both the people and the horses are spot on. The longer you look at the drawing you see the amount of detail included and the humor the artist has injected into it.

---

**ADVERTISING, COVER & EDITORIAL DESIGN**

**PUBLICATION STAFF SINGLE ADVERTISEMENT (PRINT)**

18 entries

1st

*The Chronicle of the Horse*

“Hunter Derby Preview Issue”  
Adrienne Martinez, Senior Designer  
July 9, 2012

A well designed, easy to read ad with a sophisticated color palette, engaging image with whimsical detail and strong typography. Nice technique with ghosted/monochromatic background helps rider and foreground to pop.

2nd

*NRHA Reiner*

“Make It Yours”  
Jana Thomason, Manager of Editorial Production and Design  
Christa Morris, Senior Director of Marketing  
December 2012

This entry has a bold design and typography with a nice use of limited palette especially in ghosted words. Descriptive words complement the energy of photo.

3rd

*Hoof Beats*

“Summer Style”  
Jason Turner, Graphic Designer  
July 2012

This magazine-cover format is unique with a clean composition and typography and engaging photo.

**HONORABLE MENTION**

*SureBet Racing News*

“First Moonflash”  
Kathy Kiefer, Designer  
December 2012

This ad shows a good use of visual to complement name of horse and nice technical transition of background into photo of horse.

*The Blood-Horse*

“Union Rags”  
Brian Turner, Graphic Artist  
June 16, 2012

Strong image. Effective retouching diminishes background so copy is easy to read against light background. Name of horse is dominant and stands out.

---

**CORPORATE/INDIVIDUAL SINGLE ADVERTISEMENT (PRINT)**

10 entries

1st

*W. F. Young*

“Absorbine ShowSheen”  
Jamie McKinley, Vice President of Marketing and New Business Development  
Molly O’Brien, Advertising Manager  
April 2012

Beautiful photo relates well to headline. This ad has well written copy, a strong product branding, clean composition and good flow. Heroic perspective of product photography also draws attention to brand/product.
A strong, emotional image demonstrates relationship of horse and rider. Monochromatic coloring of photo allows color labels in products to stand out. Well written body copy plays off of headline.

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000 (PRINT)
27 entries

1st
Ranch & Reata
“Issue 2.5 Cover”
Robin Ireland, Art Director
Bill Reynolds, Publisher
December 2012
Cover shows fantastic use of color highlights design. Excellent photo choice and use of negative space draws the eye to cover.

2nd
The Florida Horse
“Measuring Success”
John D. Filer, Art Director/Designer
Brock Sheridan, Editor-in-Chief
January 2012
Excellent use of photo draws in the eye. Font color ties text together throughout design.

3rd
Appaloosa Journal
“65th National & Youth World Show”
Jack Knecht, Graphic Artist
Brooke Flagtwet, Photographer
July 2012
Interesting fill graphic for main header and text placement helps to balance design. Excellent use of photo draws in the eye.

Honorable Mention

Miniature Horse World
“Grahams Ragtime”
Rebekah Petty, Designer
Melissa Powell, Editor
December 2012
Effective photo and header color pop this design.

The Morgan Horse
“Focus on Professionals”
Kim Wilkinson, Graphic Designer
April 2012
Compelling image choice draws eye to cover. Choice of font color helps complement image.

PUBLICATION COVER PAGE CIRCULATION 10,000 TO 20,000 (PRINT)
12 entries

1st
Trot Magazine
“6th Annual Horseplayers Issue”
Kim Fisher, Designer
April 2012
The monochromatic color and burnished texture create a mood. The composition works really well. The choice of type style and banner displays work beautifully.

2nd
Paint Horse Journal
“RF Dun Beyond Blessed”
Al Vasquez, Art Director
Jessica Hein, Photographer
October 2012
This is a rich and powerful cover. The cropping of the photograph is dramatic; highlighting the markings of this magnificent animal. A beautiful balance of color and texture.

3rd
Equine Journal
“Defying Limits”
William Greenlaw, Creative Director
July 2012
There is such a purity expressed by the white horse. The elements of type and composition are well placed. Everything fits perfectly; the curve of the horse's neck, nostrils, eye, and curl of mane are nicely echoed by the color circles with type.

PUBLICATION COVER PAGE CIRCULATION OVER 20,000 (PRINT)
19 entries

1st
Spin to Win Rodeo
“30 Years of George Strait”
Trish Miller, Art Director
March 2012
What a good decision to restrain from using bright colors in the nameplate and cover lines. The overall effect is a classy, rich cover. Details not to be missed are the subtle gradation in the nameplate and crisp silhouetting of hat and hand over nameplate. Great blending of a rich photo, classic typography and a keen sense of color.

2nd
America’s Horse
“Leading On”
Justin Foster, Senior Manager of Creative and Design
Abigail Boatwright, Photographer
September 2012
This is a very special cover – the photograph is wonderful. The reader is instantly engaged in the emotion depicted in this photograph. The photo is beautifully lit and the art director expertly cropped it to fill the space. A sheer delightful cover.
3rd
The American Quarter Horse Journal
"Ain't Youth Great?"
Justin Foster, Senior Manager of Creative and Design
Becky Newell, Editor-in-Chief
July 2012
Kids don't get any cuter than this cover photo. Adorable expression, photo has clean background that also has depth and placement of cover lines and nameplate with tasteful neutral colors – all elements combine to make this an award-winning entry.

Honorable Mention

Barrel Horse News
"Epic Ride"
Brandon Guidry, Art Director
June 2012
Using the colors from the barrel in the photograph, the art director leads the reader through the whole cover. Starting with the alternating colors in top cover lines through the nameplate and the big cover line, there is an excellent balance of energy and colors.

Western Horseman
"7 Steps to Safety"
Ron Bonge, Art Director
May 2012
A very successful cover using a limited palette. Even though there are a lot of cover lines, they are nicely placed with enough white space around them so they don't look overwhelming. Great attention to detail includes the selected silhouetting of the rider and rope around the nameplate and also the expert kerning in the cover lines.

EDITORIAL DESIGN CIRCULATION UNDER 10,000
(PRINT)
21 entries

1st
Speedhorse
"Hands-On Satisfaction"
Leann Noguera, Production Manager
July 6, 2012
This editorial design is a true winner. The opening spread is such a narrative display of the story being told that it sets the mood immediately for the reader. With all multiple design elements in play, the simple non-competitive typographic treatments only added support to the composition. Technically and creatively this is expertly done.

2nd
The Canadian Sportsman
"In the Line of Fire"
Deanne Penny, Designer
April 19, 2012
This is an outstanding editorial design. The images are beautiful and they are cropped, extracted and positioned with great professionalism. The understated typographic design is extremely complementary to this photo-laden layout. Even with the amount of sectioned-off portions, the reader never gets lost. This is a true winner.

3rd
The Florida Horse
"15 Great Places for Foodies in South Florida"
John D. Filer, Art Director/Designer
November 2012
This editorial design is fresh and young with an elegant southern flair all wrapped up into one fine offering. The photo choices are stellar, especially the opening image that just beacons us to partake in the sensual experience of eating. The understated typographic treatments pose the content of the editorial simply and understandably.

Honorable Mention

The Florida Horse
"Colors of Racing"
John D. Filer, Art Director/Designer
November 2012
Excellent opening spread in this editorial design. The size of the main headline, with the subject matter definitively obvious by the images laid into the text, start the viewer off with no guess as to what this story is about. The rest of the elements that make up the design are handled with precision in technical ability and placement.

The Florida Horse
"Handicapping Tampa Bay Downs"
John D. Filer, Art Director/Designer
December 2012
The artist used quite a few design elements here without creating any visual conflicts. This is not an easy task to pull off. This composition contains a lot of information that the designer skillfully laid out to create an excellent visual.

EDITORIAL DESIGN CIRCULATION 10,000 TO 20,000
(PRINT)
13 entries

1st
Paint Horse Journal
"Behind Blue Eyes"
Art Vasquez, Art Director
June 2012
It was such a good idea to hide the word "Behind" in the shadow of the words "Blue Eyes." Great photo for the opening spread and perfect placement of the deck, byline and start of copy. The rest of the article has a clean organized sprinkling of additional photos. Great sizing and placement of those photos along with the "breath of fresh air" white space. Beautifully balanced article through and through.
2nd
*Trot Magazine*
“Junebugs Baby”
Kim Fisher, Designer
August 2012
Creative typography and striking photography make this entry a winner. Great idea to use dashed swirling lines to suggest the flying pattern of Junebugs. It also makes a great graphic to hold all pages in the article together. Beautiful use of white space makes all the spreads inviting to read and visually pleasing.

3rd
*Modern Arabian Horse*
“Cowboy Dressage - The Best New Thing”
Elizabeth Bilotta, Graphic Designer
Summer Issue #4, 2012
Instead of competing with the photograph, the art director chose to enhance it by using similar colors in the type and background panel. The result is an elegant opener. Great color choices and typography is expertly placed from the headline to the byline. The following pages are more straight forward, but the use of the same color gradation ties the article together.

**EDITORIAL DESIGN CIRCULATION OVER 20,000**
**(PRINT)**
32 entries

1st
*EQUUS*
“Harnessing the Power of DMSO”
Celia Strain, Art Director
February 2012
Excellent example of a dynamic illustration that is right on target with the subject matter. The decision to have part of the art overlapping the copy on the right side adds to the action and depth of the layout. The horse is bursting right off the page. The fonts used are varied in terms of size and weight and distributed nicely to form a balanced grouping. The oversized type used for DMSO brings home what this article is all about.

2nd
*EQUUS*
“Horses and Divorces”
Celia Strain, Art Director
October 2012
The ripped photo artwork catches your eye immediately, and leaves no doubt about the subject matter of the article. The classical font used for the headline is also spot on for the subject, and the positioning of the subhead and body text wrap nicely around the artwork. It’s apparent that the designer put more than a second thought in how to make an already terrific piece of art even better with the second photo and two other elements on the larger photo.

3rd
*Equestrian Quarterly*
“Living the Wicked Good Life at the Connecticut Home of Ann and Denis Leary”
Stephanie Peters, Editor and Creative Director
George Kamper, Photography Director
Vol. 1, No. 1, 2012
With photographs of this quality, it’s hard to go wrong. However, aside from the excellent photographs, it’s apparent that the designer put her sense of style into these layouts. In addition to the choice of fonts and use of white space, the color of green used couldn’t be a better choice for this sophisticated publication. The designer let the photographs do the talking, using them at their most effective size and placement.

**Honorable Mention**
*EQUUS*
“Special Report: Biosecurity Made Easy”
Celia Strain, Art Director
July 2012
The designer pulled out all of the stops for this section. Great photo illustration on opening layout is accompanied by strong type and color treatment. The side layouts use everything from fades, bleeds, and how to articles with “real” photos—not stock. Fonts are varied but compatible and color palette is consistent throughout. Further toward the back of the section, another eye-popping layout similar to the opening spread is used. This is a terrific example of how a special section should look.

*Western Horseman*
“Hide of the Horse”
Ron Bonge, Art Director
October 2012
This is an extremely elegant layout. The font selection and placement couldn’t be much better, and the photograph is striking. The following pages are consistent with the opening page style, and as with the opener, the quality of the photos is excellent and they are pertinent to the subject matter of the article, rather than simply being space fillers.

**ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN (PRINT)**
12 entries

1st
*The Florida Horse*
“Carter Capture”
John D. Filer, Art Director/Designer
April/May 2012
Absolutely gorgeous! The photo is so exciting. You feel the breath of the horse. The composition is exciting and fills the page in a masterful way. The use of color in this spread is perfect. The choice of color enhances the mood and adds a sophisticated flavor.
2nd
The Florida Horse
“Brave and Determined”
John D. Filer, Designer
October 2012
Photo cropping creates dynamic composition in this excellent design. There is a beautiful color balance between bold headline and colors of horse and rider.

3rd
The Florida Horse
“Hey Mikey!”
John D. Filer, Art Director/Designer
April/May 2012
This layout had great composition, excellent use of space and good color choices.

EVENT COVERAGE EDITORIAL DESIGN (PRINT)
8 entries

1st
Practical Horseman
“2012 London Olympics”
Phillip Cooper, Creative Director
October 2012
Excellent opening page uses photography perfectly. Despite the length, text flows throughout design and does not lose the reader. Good use of pullout color to highlight different areas of design.

2nd
Dressage Today
“Analysis: The 2012 Olympic Games”
Phillip Cooper, Creative Director
October 2012
Good use of photos and color text boxes to break up design. Body text flows throughout piece and is easy to read.

ONLINE EQUINE-RELATED NEWSLETTER
6 entries

1st
Center for Equine Health
“CEH Horse Report”
Dr. Claudia Sonder, DVM, Assistant Director
Barbara Meierhenry, Senior Editor
April and July 2012
This online newsletter has a strong impressive image with a great layout. Well done and stands alone within the competition.
http://viewer.zmags.com/publication/e8add9b9#/e8add9b9/1
http://viewer.zmags.com/publication/03eb8aed#/03eb8aed/1

2nd
EquiSearch.com
“EquiSearch Weekly”
Kate Light, Content Manager
July 23 and October 15, 2012
This is a clean well laid online newsletter with great photography. The message is clear and all secondary information is easy to read and moves throughout.

ONLINE EQUINE-RELATED BLOG
8 entries

1st
Jennifer Bryant
“London 2012 Olympics: Equestrian Coverage”
June through September 2012
Published on TheHorse.com
The London 2012 Olympics: Equestrian Coverage entry won first place in the blog class because of its excellent breadcrumb navigational system, good location of the About section, its star rating system, and chance to see several articles at a glance. Links within the articles gave readers opportunities to learn more about various subjects. Articles were pertinent, interesting, and a good length for blog readers.

2nd
TheHorse.com
“Old Horses: Better with Age”
By Erica Larson
Michelle N. Anderson, Digital Editor
April through December 2012
Good visual hierarchy of text. The About section is well placed and gives credence to the blogger. Breadcrumb navigation is very helpful. Social networking gives chance to have articles reposted in many places and RSS feeds. Star rating gives another good way to build credibility. Links within articles give people a chance to read even more. Articles are concise with links to other articles to keep the size of individual blog entries down. Viewer can see a large variety of articles on the home page of the blog.
ONLINE EQUINE-RELATED VIDEO OR DVD
8 entries

1st
Kimberly Brown
"Learn More About KER's Research Program: Research Separates the Innovator"
Published on Ker.com. 2012
Video is a professional quality production. Editing is very good through the entire video, shot selections are appropriate. As a promotional video it serves the purpose very well.
http://link.brightcove.com/services/player/bcpid88076987001?bckey=AQ~~AAAAFEiUchE~~jfQjZbr2KvashsrijkFxaWzVdoPnX5wlD&bctid=1679484557001

2nd
BloodHorse.com
"Three Chimneys Stallions Exercise"
Alex Cutadean, Director/ Videographer
Evan Hammonds, Producer
Anne Eberhardt, Videographer
May 17, 2012
Excellent video with superb photography. The production value of the piece is very high with excellent audio and good editing. This was a fantastic effort.

EQUINE-RELATED WEBSITE
10 entries

1st
Chronofhorse.com
www.chronofhorse.com
Sara Lieser, Managing Editor
Beth Rasin, Executive Editor
Carl Mullins, Publisher
A sophisticated website, this site was the best of the bunch and deserves first place.

2nd
BloodHorse.com
www.BloodHorse.com
Ron Mitchell, Online Managing Editor
Tom LaMarra, News Editor
Leslie Neilson, Digital Media Director
Eric Mitchell, Editorial Director and Editor-in-Chief
This site sets itself apart from the others because it is smooth to navigate throughout and impactful.

EQUINE-RELATED DIGITAL EDITION
2 entries

1st
PleasureHorse.com
"Show Horse Today"
Joe Zeimentz, President
October and November/December 2012
Show Horse Today won because of its introduction of video into the online magazine. The overall quality of the images was beautiful and the page layouts were very inviting. The article about knowing you’re a horse person was great. This is very impressive work, especially with the introduction of video for some of the horses.
http://viewer.zmags.com/publication/5bb28b6d#/5bb28b6d/1
http://viewer.zmags.com/publication/9d6386ee#/9d6386ee/1
EQUINE-RELATED SPECIALTY OR CUSTOM PUBLICATION (PRINT)
14 entries

1st
Blood-Horse Publications
"Breeders' Cup Commemorative Magazine"
Jacqueline Duke, Editor
Katie Taylor, Art Director
October 2012
The Breeders Cup has brand recognition, and this publication is consistent with it. Classy design and strong editorial bridge the readability conflict between order and interest admirably with consistent well-designed pages. The blurb quotes throughout speak to readers, not at them.

2nd
The Florida Horse
“The Florida Horse Farm and Service Directory 2012-2013”
Brock Sheridan, Editor-in-Chief
John D. Filer, Art Director/Designer
June/July 2012
A good directory that promises it is complete—a strong promise that it appears to fulfill. The tabs make it easy to find the information and encourages the reader to keep the book as a reference. Strong cover and good placement and cropping of image.

3rd
Western Horseman
"Western Lifestyle Retailer”
Darrell D. Dodds, Publisher
Spring 2012
Following the format of consumer magazines, this publication presents fashion and features and departments on retail trends and issues and advertisements. And it does this well, tying together a cacophony of images and text – not to mention the listings in the back of the book – with consistency of typefaces and editorial elements. This publication benefits from its format and from a staff who obviously strives to create a product that offers added value to the many advertisements within.

EQUINE-RELATED BOOK (PRINT OR E-BOOK)
6 entries

1st
Milton C. Toby
"Noor: A Champion Thoroughbred’s Unlikely Journey from California to Kentucky”
Copyright 2012
A gem sure to be enjoyed by Thoroughbred lovers and racing fans alike. The story is engagingly told and enhanced by the selection of photos and Charlotte Farmer’s original hand-written notes. Interesting choice of cover design gives it just the right vintage look to place it in the era in which the story occurred, yet grabbing the attention of today’s reader. Back cover nicely entices one to look inside for the whole story. Interior is very attractively laid out and easy to read. A classy piece of work befitting of a classy legend.

2nd
Robert L. Heleringer
"Equine Regulatory Law”
Copyright 2012
From its traditional high-quality hard cover and its sheer weight, at first glance this "law book” looks like a ponderous read, however it proves to be far from the case. The author’s introduction of what he hopes to achieve in presenting the content sets the tone for a more interesting read and entices the reader to look deeper. Interspersing the legal cases with profiles of the human interest stories behind them made the text immensely more interesting for the general reader. Other features, such as the glossary of legal terms made the technical material understandable so as to keep from losing one’s attention. Overall a high quality publication that proved to be surprisingly more interesting than expected. A worthwhile reference to have in the library of anyone who has regular need to deal with various aspects of equine law.

VALIANT HUMAN-ANIMAL BOND AWARD
Sponsored by Luitpold Animal Health
Makers of Adequan® (Polysulfated Glycosaminoglycan)
18 entries
WINNER
Kay Coyte
“A Real War Horse”
Published in Mid-Atlantic Thoroughbred
March 2012
GENERAL EXCELLENCE ASSOCIATION PUBLICATION
CIRCULATION UNDER 15,000
9 entries

Winner
NRHA Reiner
Carol Trimmer, Editor
National Reining Horse Association, Publisher
Bucky Harris and Jana Thomason, Art Directors
September and November 2012
NRHA Reiner excelled in bringing its readers both association news and reining/horsecare information. Layouts are excellent.

Honorable Mention
Paint Horse Journal
Jessica Hein and Tonya Garrison, Editors
American Paint Horse Association, Publisher
Art Vasquez, Art Director
April and October 2012
Good choices of topics for readership. The outstanding feature of Paint Horse Journal is the writing. Overall, it was well above average and some features were outstanding. Layouts also were quite good.

GENERAL EXCELLENCE ASSOCIATION PUBLICATION
CIRCULATION 15,000 AND OVER
6 entries

Winner
The American Quarter Horse Journal
Becky Newell, Editor
Kim McKinney, Publisher
Tim Archer, Art Director
May and December 2012
The outstanding result in The American Quarter Horse Journal faced with what could easily result in a mish-mash of topics catapulted this hefty publication to the top. Sections devoted to various disciplines, marked by color, made the loaded magazine navigable. It delivers a large amount of material in a very readable form.

Honorable Mention
America's Horse
Holly Clanahan, Editor
Kim McKinney, Publisher
Tim Archer, Art Director
September and December 2012
The cover of America's Horse with the little boy is especially memorable and the article was heartwarming, connecting with the readership as the statement of purpose describes. The Table of Contents’ use of white space made it striking. The writing is conversational and very easily digested. The layouts are clean and attractive.

GENERAL EXCELLENCE STATE OR REGIONAL
PUBLICATION
6 entries

Winner
California Thoroughbred
Rudi Groothedde, Editor
California Thoroughbred Breeders Association, Publisher
John Melanson, Art Director
February and June 2012
California Thoroughbred is beautifully designed. The elements of choice paper stock and the quality of printing make this magazine a pleasure to hold in your hands and flip through the pages. The designer has kept the reader in mind with the inclusion of colorfully denoted sectional tabs creating cohesiveness and flow. The editorial designs are understated and fresh and offset the highly designed advertisements. All information is geared toward the California Thoroughbred industry.

Honorable Mention
Pennsylvania Equestrian
Stephanie Shertzer Lawson, Editor/Publisher
Debbie Reid, Art Director
March and May 2012
This newspaper format publication sports a bold and inviting logo and a well laid out front page. Inside are tasteful full-page ads that are great, freshly designed and don't shout with blocks of severe color and overdesigned typography. The smaller ads are well surrounded by simplistically designed editorial; giving them each their due importance. Overall this is a well-designed, very valid publication dedicated in every way to the Pennsylvania equestrian.

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

Winner
Ranch & Reata
A.J. Mangum, Editor
Bill Reynolds, Publisher
Robin Ireland, Art Director
August/September and October/November 2012
Ranch & Reata is a very well-designed publication that expresses its Statement of Purpose with pertinent articles. The creative use of photography, typography and spot illustrations is very well done. There is a pleasing flow that makes the reader want to turn the page.
Honorables Mention

**Horse Sport International**
Pamela Young, Editor
Jennifer Anstey, Publisher
Issues #4 and #8, 2012
*Horse Sport International* has a very clean, straight forward approach to achieve the publication’s Statement of Purpose. Good use of color and photography on the covers; good type and photo layout throughout with a good balance of features and departments.

**The Canadian Sportsman**
Dave Briggs, Editor/Publisher
Deanne Penny, Art Director
March 15 and April 19, 2012
*The Canadian Sportsman* has a very well-designed cover treatment along with the design of the features. With a creative mix of photos and illustration, there is a nice flow to the issues with an interesting emphasis to the features.

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

**Winner**

**Equestrian Quarterly**
Stephanie B. Peters, Editor/Art Director
C.W. Medinger, Publisher
Inaugural and Winter 2012
*Equestrian Quarterly* certainly lives up to its Statement of Purpose with a beautifully designed cover and articles. Great photography, typography and design make this entry a winner.

**Honorable Mention**

**EQUUS**
Laurie Prinz, Editor
Active Interest Media, Publisher
Celia Strain, Art Director
October and November 2012
*EQUUS* has a nicely designed cover with good typography and color choices. Inside, the features are well-designed. While different in feel according to subject, they still have a cohesiveness with the publication. Departments are well-defined and have good headers.

**Keeneland Magazine**
Jacqueline Duke, Editor
Maria Bickel, Publisher
Katie Taylor, Art Director
Spring and Winter 2012
*Keeneland Magazine* has a clean, well-designed cover. Inside, articles meet the Statement of Purpose and are well-designed with good photography, choice of typography and a nice balance from departments to features.

---

**ALLTECH A+ EQUINE JOURNALISM AWARD**
11 entries

**WINNER**

**Courtney King-Dye**
“How I Came Back”
Published in *Dressage Today*
July 2012
Equestrian Quarterly’s striking covers and beautiful design beg the reader to come and join the equestrian way of life. Open the pages and the overall feel, weight, color and outstanding photography make you want to savor each page. The content is an elegant mix of fashion, art and serious horsemanship articles. If the goal of this publication is to celebrate life as an equestrian, then Equestrian Quarterly meets its goal with winning style. As a bonus, it looks fantastic on a coffee table.
KATHLEEN BARCZAK, owner and designer of her freelance business, Kathleen Barczak Design creates artwork for residential and commercial clients. Kathleen designs identities for small businesses, marketing collateral and helps execute projects for her clients. She designs invitations, cards, signage, brochures, banners and more. Working from her home studio, Kathleen also paint acrylic artwork specific to client’s requests and sells her pieces in boutiques in Milwaukee.

GREG BENENATI has worked as a commercial photographer, photojournalist and graphic artist. He has a bachelor’s degree in photojournalism from the Rochester Institute of Technology in New York. He and his wife moved to Arkansas in 2004.

KATHERINE BENENATI is the Public Outreach and Assistance Division Chief at the Arkansas Department of Environmental Quality. She worked as a journalist for more than a decade as a reporter and an editor. Before moving to Arkansas, she worked in newspapers in California and Maryland. She and her husband Greg live outside Little Rock with their two dogs.

JEANNE BERNICK is editor of Top Producer magazine, a national agribusiness publication for commercial farm operations and has written for Farm Journal Media publications for more than 15 years. A graduate of the University of Missouri School of Journalism, Jeanne has won numerous awards from the National Association of Agricultural Journalists and the American Agricultural Editors’ Association (AAEA), including being named Master Writer by AAEA. In 2013 she won an American Business Media Neal Award for her profile writing. Jeanne resides in Eastern Iowa with her husband and three daughters and enjoys trail riding and amateur showing on her horse, a former sprint-track Thoroughbred.

AL CASCIA TI graduated from the Philadelphia College of Art (now University of the Arts) with a BFA in Advertising Design. After a two year stint in the Army, he worked for a menswear publishing company designing ads and catalogs. He spent the next 27 years with Farm Journal, a good part of that time as the Art Director, designing magazines and books. Prior to his retirement in 2012, Al spent 13 years as Design Director for Farm Progress Companies, publishing regional and national magazines. Al now enjoys spending his time with freelance projects, photography and painting.

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

DAVID S. DAWSON is a 20 year veteran of the entertainment industry with expertise in all aspects of video and sound production and theatrical/concert lighting. Mr. 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. For much of the past decade he has run a successful multi-media and mobile/web development company in San Diego, CA. He is currently Director of Operations at LifeApps Digital Media, Inc.

DEB DUNSFORD has more than 20 years’ experience in public relations, media writing and account service. Some of her clients have included Monsanto, BASF Ag Chem., Asgrow Seed, Sea Ray Boats, Azimut Yachts, Armstrong Energy Service, Union Planters Bank (now Regions Bank), and DirectAg.com. She has worked for an international top-10 public relations firm and a regional top-20 integrated communications agency. Deb has written for publications ranging from Modern Bride magazine to the Raleigh, North Carolina, “News and Observer.” Her training duties have included media and presentation training for clients, crisis management for Kansas State University’s Cooperative Extension Service and more than 14 years as a university instructor teaching media writing, technical writing, oral communication, study skills, and English composition. Her undergraduate degree is in Agricultural Journalism from Kansas State and her Masters and Ph.D. are in English from Texas A&M. In her free time she enjoys golf, knitting and fishing.

MARIE GARAFANO grew up in Philadelphia and now lives in Florida. She received her BFA from The Philadelphia College of Art. (now The University of the Arts), where she taught for many years. She was a successful illustrator and has illustrated several books, including Ginger Goes on a Diet for Houghton Mifflin, a story about a foster child and her cat. She has taught watercolor and children’s book illustration for several years. She has participated in many juried shows; The Philadelphia Sketch Club, Works on Paper, and Small Oils and Woodmere Art Museum, among others. She won the Edith Emerson prize for portrait at Woodmere in 2003. Since moving to Florida, she has participated in several shows and recently gained Signature status in The Florida Suncoast Watercolor Society, and has won several awards. Her work may be seen at The Artist Guild Gallery in Anna Maria Island. Her work is owned by many private collectors.
2013 JUDGES

ALYSON HOGE has worked for the Arkansas Democrat-Gazette for 34 years, and currently oversees the wire and copy desks. She also is the co-editor of an animal-related blog, 501pets.com. She has been horse crazy since birth and has had horses off and on since age 15. Her herd includes a rescued Thoroughbred mare, a rescued paint gelding and a mustang gelding adopted from the Bureau of Land Management. She and her husband David Hoge live near Little Rock and have a son, Michael.

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

JANE HOIJN serves as the public relations coordinator of the Ohio Agricultural Research and Development Center in Wooster, Ohio — the research arm of The Ohio State University’s College of Food, Agricultural and Environmental Sciences. She has also worked in college admissions on communication pieces, as a radio commentator, as a publications editor, and as a college instructor in various communications and literature courses. Jane received her bachelor’s degree in agricultural communications from Purdue University where she also did her master’s work in mass communication. Jane lives on her family farm, which is home to nearly 50 Quarter and Paint horses and enjoys riding and competing in rodeos with her three children.

SHARLA ISMAEL, who lives in Benbrook, Texas, is the managing editor of The Show Circuit magazine, a leader in livestock production and sale information. She has 15 years of experience in the livestock publication world and writes for a variety of national and regional magazines about agriculture and related issues. She grew up on purebred cattle ranches in New Mexico and Texas.

JOHN MEEKINS spent more than 20 years working as a reporter for weekly and daily newspapers in New Mexico, New Hampshire, Indiana and Ohio before going into public relations. He also taught journalism at Ohio State University for a decade, and for three years he published a monthly newspaper on pleasure horses in Ohio, the Ohio Horseman News. He is retired from the US Air Force Reserve where he went around the country on humanitarian missions. He continues that work. Last spring he spent two weeks in Haiti helping people after the earthquake. He recently retired and followed that up with a month in Quito, Ecuador where he taught English. He has other adventures planned and hopes to finally finish a novel that he’s been working on for the last 30 years.

STELLA OTTO temporarily put aside her love for horses and riding to attend Michigan State University with hopes of becoming a large animal veterinarian. Graduating with a degree in Horticulture, with a specialization in Fruit Production, she spent more than 10 years as a commercial orchard and farm market owner/manager. In 1991 she established OttoGraphics, an independent small press; publishing horticultural books for the home gardener. Her first book The Backyard Orchardist: A complete guide to growing fruit trees in the home garden, garnered a Benjamin Franklin Award from the Publishers Marketing Association. The success of her publishing company has enabled her to return to her love of horses. While continuing her career as a publisher and freelance writer, Stella currently also operates a private boarding and lesson barn in northern Michigan. She, her husband, and three cats share the farm with two horses that produce more than enough eventual compost for the family garden.

SHARON REUTER is a partner in a successful design firm, www.reuter.net, specializing in publication design. Sharon has 30 plus years’ experience and has won numerous national design awards. Projects include designing startup magazines, one-time publications, custom publishing and redesigning existing magazines and newsletters. Prior to starting Reuter and Associates, located in Baltimore, Sharon worked for Ziff-Davis Publishing, Conde Nast and Time Warner in New York City.

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

DAVID B. SIMON has more than 10 years of experience in editing and writing. He is currently editor of The Daily Record, a business and law newspaper in Baltimore, MD. Simon has been a reporter and editor at newspapers in Frederick, Md., Westminster, Md. and Queens, N.Y., and has taught undergraduate journalism at American University and Hood College. Prior to joining The Daily Record, he was managing editor for news and opinion for the Montgomery County editions of The Gazette, a weekly newspaper in Maryland with a circulation of roughly 265,000. Before The Gazette, he served as a communications specialist with the nonprofit Henry M. Jackson Foundation for the Advancement of Military Medicine in Rockville, Md. Simon holds a master’s degree in journalism from Columbia University and has won multiple
2013 JUDGES

LINDA H. SMITH has been a writer and editor for more than 30 years. She currently is VP Publishing at Brock Associates, a commodity advisory firm. In the past, she was markets editor at DTN and held a number of positions at Farm Journal Media. She also has a long history with horses and now applies many equine training principles to her corgis, which compete in AKC agility, obedience and rally.

PAT SMITH is managing editor of the multi-platform Global Journalist at the Missouri School of Journalism. She has worked on newspapers, magazines, specialized and online publications and has taught at the college level for 18 years. Smith has also served as a consultant for specialized communication projects that include publication design, writing, editing and planning for businesses and nonprofit organizations.

KATIE STEWART, MFA, Associate Professor, teaches in the Web and Digital Media Development major in the Computing and New Media Technologies Department at the University of Wisconsin-Stevens Point. She taught university-level graphic design courses for ten years before joining UW-Stevens Point. Katie holds an Individualized Master of Arts degree from Antioch University McGregor and a Master of Fine Arts Degree from UW-Madison. She is also an Adobe Certified Expert for Photoshop CS5. Katie’s new textbook, Photo 1: An Introduction to the Art of Photography was published by Delmar Cengage Learning in 2012.

ELAINE STEWART was a horse-crazy kid, but did not have the opportunity to learn to ride until she was in her thirties. Professionally, she has spent most of her adult life as a drafter for structural engineering companies. For several years she volunteered as a sidewalker for a therapeutic riding center, and worked for ten years as a volunteer foal sitter in the NICU at the University of Pennsylvania’s New Bolton Center. Elaine lives in Philadelphia, where she enjoys gardening, and is the director of an all-volunteer cat rescue nonprofit, Animal Rescue Network, www.animalrescuenetwork.wordpress.com.

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

JOE TENERELLI has over 30 years experience as a graphic designer and is currently the owner and creative director of Joe Tenerelli Illustration & Design. Joe’s company specializes in publication design, including annual reports, magazines, and newsletters, as well as web, logo and book cover design. Over the years Joe has art directed several magazines, as well as designed and redesigned many others. Until 2004, Joe worked at Farm Journal Media, where he spearheaded the design of all of the company’s publications, and won several individual design awards. His redesign of Farm Journal, the company’s flagship magazine, won FOLIO’s first place Gold Ozzie for magazine redesign. Joe is a 1973 graduate of Temple University and resides in Philadelphia, Pennsylvania.

WILLIE VOGT joined Farm Progress Companies as technology editor 1996 after freelancing for six years. He was promoted to Editorial Director in 2004 where he has held the responsibility for managing the company’s 12 publication, and 24 websites. A graduate of Iowa State University, Willie’s career has included work in public relations firms, trade publishers and as an agricultural journalist. He has written for a wide range of publications from the Minneapolis Star-Tribune to Consumers Digest to Wallaces Farmer. He lives with his wife, Bobbi, in Eagan, Minnesota.

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