



AMERICAN HORSE PUBLICATIONS

2014 Annual Awards Competition
for material published in and dated 2013

AWARDS BANQUET & PRESENTATIONS

Charleston, South Carolina

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2014 AWARD DIVISIONS

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EDITORIAL CONTENT

NEWS REPORTING SINGLE ARTICLE

15 entries

1st

Barrel Horse News

"Atlas Falling"

By Tanya Randall

December 2013

Dramatic subject matter with devastating scope is given an immediate and human connection. Strong work done in collecting a variety of voices and experiences. Facts and emotions deftly handled throughout.

2nd

The American Quarter Horse Journal

"Kim Lindsey and Judys Ten"

By Tara Matsler

November 2013

It felt like you didn't know quite the right approach to the topic of the death of the rider's son, but in the end this story was heartfelt and smartly written.

3rd

Daily Racing Form

"Scott Sees Some Good in Latest Serious Injury"

By Jay Hovdey

April 12, 2013

It is tough to stop reading this story of a devastating injury and the upbeat attitude of Scott.

INSTRUCTIONAL SINGLE ARTICLE

CIRCULATION UNDER 20,000

13 entries

1st

Equine Journal

"Steps to the Top"

By Natalie DeFee Mendik

December 2013

The story is a total package that combines great explanation, description and methods to convey the information. It is understandable and, with the photos and diagrams, clear and concise. There is a lot of information in a relatively short story.

2nd

EquiManagement

"Practice Vehicle Ergonomics"

By Kimberly S. Brown

Spring 2013

The story and photos illustrate the concepts well. The article is short, concise and clear. The information is useful to the audience.

3rd

Paint Horse Journal

"Project Runway: Horse Show Edition"

By Abigail Boatwright

May 2013

This well written article was fun with great photos. The steps were clear. The article was basic enough for beginners to look into this source of show clothing and had enough detail for veterans, too.

INSTRUCTIONAL SINGLE ARTICLE

CIRCULATION 20,000 & OVER

14 entries

1st

Western Horseman

"Lessons at the Gate"

By Kate Bradley

August 2013

Many horse owners can appreciate gate problems. Easy to follow and expert advice offered in a practical style. Detailed, but understandable and broken down to emphasize a step at a time.

2nd

America's Horse

"From 'Cinchy' to Steady"

By Brent Graef and Holly Clanahan

January/February 2013

Good sound practical advice for any horse owner. An informative and helpful article that shows great consideration for the horse's feelings. Sound advice, made clear and simple.

3rd

Western Horseman

"Lessons with a Loop"

By Kate Bradley

March 2013

Good lede helps tell this very well-written story that includes some good practical tips. Very thorough in describing each training step in the roping process. This topic is not often covered with such basic "baby steps."

EDITORIAL CONTENT

INSTRUCTIONAL SERIES

5 entries

1st

Paint Horse Journal **"From Start to Show"**

By Jessica Hein

January through June 2013

This series has a good progression and is very thorough. It uses a real person to draw you into the start and it is written appropriately for the young exhibitor. It walks the young person truly from start to show and provides check lists where needed. It is hard to imagine what was left out.

2nd

The American Quarter Horse Journal **"Plus This"**

By Dick Pieper and Larri Jo Starkey

July through December 2013

The conversational tone gives you a good feel for Dick Pieper as well as insight into his methods. The articles are brief enough that each can be digested, worked on and accomplished before moving on.

HORSE CARE SINGLE ARTICLE CIRCULATION UNDER 20,000

12 entries

1st

Quarter Horse News **"Give it a Shot"**

By Kelsey Pecsek

June 15, 2013

Engaging, easy to follow. Helpful and well-done charts.

2nd

Miniature Horse World **"Leaving Your Horses at Home"**

By Melissa Powell

October/November 2013

Easy-to-follow instructions are presented in a well-organized manner.

3rd

Paint Horse Journal **"When Allergies Strike"**

By Irene Stamatelakys

July 2013

An easy to follow and understand article that offers low-cost, no-cost tips as well as more complex treatment plans.

HORSE CARE SINGLE ARTICLE CIRCULATION 20,000 & OVER

19 entries

1st

Practical Horseman **"Getting to Goodbye"**

By Elaine Pascoe

November 2013

Pulling the heartstrings is a good way to capture a reader and this article does that. But beyond that, this entry is very well written, keeps the reader's attention and delivers good solid advice. It should make every horse owner think about a topic that normally isn't front of mind and may help some reach the right decision about what is best for their horse.

2nd

EQUUS **"Special Report: The Latest on PPID"**

By Allison J. Stewart, BVSc, DACVIM, DACVECC

and Christine Barakat

January 2013

This entry is an outstandingly thorough explanation of the condition, how to recognize it, and what to do about it. It, alone, has the ability to greatly improve and perhaps prolong the life of multitudes of horses.

3rd

EQUUS **"Mystery Solved"**

By Christine Barakat

March 2013

This was a fascinating tale about scientific detective work that reveals the entire discovery process rather than just telling the bottom lines. It gives the reader the ability to identify the tree and sound practical help in avoiding the problem that is easily used. In other words, it may save lives. Lastly, it indicates there is still work to be done in understanding the processes.

Honorable Mention

EQUUS

"The End of Navicular Disease?"

By Christine Barakat

October 2013

This very thorough article provides the reader not only with the latest information about "navicular," but also some of the history. The article is easy to read, easy to digest and arms the reader with an understanding of diagnosis and its limitations and other conditions to ask the vet about.

EDITORIAL CONTENT

Honorable Mention

Practical Horseman **"6 Steps to a Long Career"**

By Elaine Pascoe
July 2013

This entry starts with a specific example of a mature horse still competing at the top level of show jumping at what once would have been an impossibly advanced age. Throughout the article, it balances the trainer's strategy with advice from a leading sport horse veterinarian. The advice starts with the young horse and progresses chronologically.

SERVICE TO THE READER SINGLE ARTICLE CIRCULATION UNDER 20,000

18 entries

1st

The Chronicle of the Horse **"Find the Clinic Environment That's Right for You"**

By Lisa Slade
December 2 and 9, 2013

Many excellent points about how to find a clinic to attend with lots and lots of sources. Even a novice not used to dealing with trainers would be able to pick up some useful pointers before venturing into the unknown.

2nd

Equine Journal **"Head Games - The Silent Dangers of Concussions"**

By Kathryn Selinga
June 2013

Easy-to-understand advice about concussions, a relevant topic in many sports these days. This multiple-sourced article takes you through the steps: how they occur, how to diagnose, recovery time, long-term prospects and getting fitted for a helmet.

3rd

Eventing USA **"Young Rider Equestrian Sport Psychology: Pressure Proof Your Riding"**

By Daniel Stewart
September 2013

This article presents a lot of interesting ideas and tips for the young rider, his parents and his coach. It has a lot of details, but is organized in a way that helps the reader follow along with what the writer is saying.

Honorable Mention

Quarter Horse News **"College Money"**

By Jennifer K. Hancock
September 1, 2013

A lot of research went into this article on how to find scholarship money. Overall, it's a good story.

The Chronicle of the Horse **"It's All About Compromise. And a Few Cocktails."**

By Molly Sorge
April 22, 2013

This is a refreshingly different story and it brings up a point that's very important: Horse-crazy people often need the support and tolerance of non-horse-crazy significant others.

SERVICE TO THE READER SINGLE ARTICLE CIRCULATION 20,000 & OVER

33 entries

1st

Barrel Horse News **"Best Intentions"**

By Robin Fowler
June 2013

In a category where every article was good, this entry stood out from the rest because it was compelling and written in an easy-to-follow, clear style that overcame the technical depth of the subject. The opening anecdote was especially effective, and the writer gave readers a thorough but concise look into a highly relevant topic backed up by multiple sources. This is the kind of writing that makes a topic interesting even to readers that aren't part of the target audience.

2nd

EQUUS **"The Safety Helmet Success Story"**

By Jennifer Graham and Laurie Bonner
June 2013

Among several articles entered about safety helmets, this was clearly the best one. The background material on how helmets came to be accepted was made more interesting with the use of multiple examples of real-life injuries that happened to riders who either weren't wearing a helmet or the right kind. When you can show readers what has actually happened instead of telling them what could happen, your copy is much more effective, no matter the topic.

EDITORIAL CONTENT

3rd

Horse Illustrated
“Texting While Trotting”

By Lisa Kucharski

October 2013

This writer did a terrific job of tackling a subject that could have been a lightweight issue in lesser hands. Instead, she gave readers something to seriously think about while keeping a conversational and, at times, humorous tone that pulled the reader in and kept her attention throughout. The writer found just the right experts to interview for this story as they gave different perspectives about the topic but still conveyed the same overall message - don't let technology get between you and your horse.

Honorable Mention

EQUUS

“When to Worry About Equine Melanoma”

By Christine Barakat and Heather Smith Thomas

September 2013

There is much to like about this entry – relevant topic, clean writing, and good structure of material and thoroughness of coverage. If I owned a gray horse, I would tear this out of the magazine and keep it in my files to refer back to as needed.

The American Quarter Horse Journal

“Looking to Outcross”

By Christine Hamilton

December 2013

This entry takes on the kind of topic that urgently needs to be addressed yet sometimes won't get published because there's a risk of stepping on toes. So when it comes to a reader service article this one takes the cake, topically. The writer did an excellent job of quoting credible sources that weren't afraid to say what needed to be said. She also did a great job of framing the problem – how and why the issue came to be as well as what can be done about it.

PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION UNDER 10,000

18 entries

1st

Mid-Atlantic Thoroughbred
“Finish Line”

By Vinnie Perrone

January 2013

A lively read all around. The author's knowledge of the subject

shows and is used to the reader's benefit. Kelly was an engaging person who lived a full life. As for the writer, he has his own "clackety-clack knack" for prose.

2nd

Horse & Style Magazine

“Mackenzie Drazan - A Model Equestrian”

By Winter Hoffman

August/September 2013

The writer paints a beautiful picture and fills the article with vivid details and insight.

3rd

Mid-Atlantic Thoroughbred

“Student of Life”

By Joe Clancy

April 2013

The article is anecdote and detail-rich – a thoroughly enjoyable read on a legendary character.

Honorable Mention

American Farriers Journal

“Matty Spinelli: Farrier with a Hammer Hand”

By Red Renchin

March 2013

The article really highlights the incredible character of the farrier and the obstacles he's overcome in a memorable life.

Miniature Horse World

“Lulu's Story”

By Aimee Schulz

August/September 2013

A colorful and touching story that demonstrates the strong bond between horse and human. This isn't just a rescue story, but a story about how two lives intersected and both were made better because of it.

PERSONALITY PROFILE SINGLE ARTICLE
CIRCULATION 10,000 TO 20,000

20 entries

1st

The Chronicle of the Horse

“Living Legends: Jonathan Sheppard”

By Jennifer B. Calder

July 29, 2013

Articles are made easier when the subject is interesting, but good reporting and writing are the icing on the cake of this story. The

EDITORIAL CONTENT

writer describes scenes that put the reader there, but she doesn't go over the top in descriptions. She allows the subject to talk about a personal tragedy, but doesn't rely on the tragedy to carry the story.

2nd

The Chronicle of the Horse

"Meghan O'Donoghue Has Connected the Dots to Kentucky"

By Kat Netzler

April 22, 2013

This profile has you rooting for the young rider and her horse, both of whom beat the odds to make it to a big show that she always attended as a fan. Everyone in this story works hard for what they have; nothing is handed to them, but in the end they persevere. This article has themes just like the horse stories we read as kids.

3rd

Holistic Horse Magazine

"Curing Canker: The Cinderella Story of Rosie"

By Carolyn Crew

December 2013/January 2014

An engaging account of how a horse was rescued and her hoof ailment was treated. The article handled the veterinary topic in terms the layman could understand. And what really helped the story was weaving in the horse's previous history and telling something about her rescuer.

Honorable Mention

Modern Arabian Horse

"Region 14's Honest, Hard-working Go-To Gal"

By Ella Rowan

Susan Bavaria, Editor

Summer 2013

This profile has several elements that make it a good story. It is easy to follow, both in the way it's written and its use of dates. It doesn't shy from revealing some of the unpleasant things about showing.

The Chronicle of the Horse

"Ben Hardaway is Still the Life of the Party"

By Jennifer B. Calder

November 18 and 25, 2013

The writing is very well done. Good scene-setting details, chronology and description of events and people. It treats the subject with honesty.

PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION OVER 20,000

20 entries

1st

Daily Racing Form

"Daring Diane"

By Mary Simon

June 22, 2013

This is a very well-constructed piece with a nice mix of quotes, history, and anecdote. Strong transitions between concepts without the use of subheads showcase the strength of the writing.

2nd

Daily Racing Form

"The Redemption of Eddie"

By Mary Simon

September 14, 2013

An incredibly compelling story, with rich details provided by Simon. This is a heavy subject and she conveys that through the piece's structure.

3rd

Western Horseman

"Gulf Coast Cowboy"

By Kate Bradley

April 2013

Vivid descriptions and powerful quote selection make this a piece to remember. Strong structure, great details. A picture in words.

Honorable Mention

Ryan T. Bell

"Dave Stamey Sees Ghosts"

Published in *Western Horseman*

February 2013

Wonderful mix of writing styles contained within a single piece. Nice use of lyrics to break up the prose and set the tone.

Western Horseman

"Crafted by Hand"

By Ryan T. Bell

October 2013

A solid, deep dive into an underreported topic with great imagery and strong detail. The piece, for lack of a better word, feels "honest." It's very readable and the subject comes across as very human.

EDITORIAL CONTENT

FEATURE SINGLE ARTICLE CIRCULATION UNDER 10,000

21 entries

1st

Mid-Atlantic Thoroughbred "Change of Pace"

By Joe Clancy
February 2013

The writer pulls the reader in right from the start and doesn't let go. He provides an insightful look into the Abbott's lives together and their plans for the future.

2nd

Hoof Beats "Double Blessing"

By Charlene Sharpe
August 2013

The writer brings the reader along on the foals' journey, by turns both nail-biting and joyous, and demonstrates just how unique they are. Thoroughly reported and crisply written.

3rd

PATH Int'l. Strides "Riding Into the Wild"

By Garry Stauber and Martha McNiel
Fall 2013

A great article about a great program. The thorough reporting shows through in rich details.

Honorable Mention

Horse & Style Magazine "Behind the Brand - Asmar Equestrian"

By Erin Gilmore
August/September 2013

The article is informative, lively and fun. The writer provides wonderful insight into a company and the woman behind it.

Mid-Atlantic Thoroughbred "A Belmont Dream with the Masters"

By Joe Clancy
August 2013

What a wonderful yarn full of rich characters and colorful details. The story is clever and fun.

FEATURE SINGLE ARTICLE CIRCULATION 10,000 TO 20,000

11 entries

1st

The Chronicle of the Horse "Horse of a Lifetime: Sandsablaze"

By Molly Sorge
August 19, 2013

I was torn between wanting you to hint at the tragedy that would befall the horse or deciding whether you chose the right option by omitting it until the end. You win. Compelling from start to finish, and handled with the right amount of emotion.

2nd

Sidelines Magazine "Remarkable Reed"

By Dani Moritz
March 2013

The writer gave a nice feel for Kessler's personality.

3rd

Equine Journal "Igniting the Passion - Top Equestrians Pay Tribute to the Ponies That Started It All"

By Jennifer Roberts
July 2013

Charming topic, handled with an appropriate light touch. The equestrians come from a variety of disciplines.

FEATURE SINGLE ARTICLE CIRCULATION OVER 20,000

35 entries

1st

Ryan T. Bell "Sitting Bull's Lost Horses?"

Published in *Western Horseman*
November 2013

What an incredible read. I was hooked with the first few sentences. Strong, descriptive writing. Good use of quotes and facts. Solid ending. Just a beautiful example of feature writing.

EDITORIAL CONTENT

2nd

Western Horseman
"Italian Cow Country"

By Jennifer Denison
August 2013

Fascinating read. I was smitten from the first few paragraphs. What a great idea to introduce American readers to horsemanship in Italy. Great description, good use of examples, from clothing to the scenery.

3rd

Daily Racing Form
"Under the Hood"

By Marcus Hersh
July 6, 2013

This is how a feature article should be written. The writer paints a picture, puts the reader at the scene, and then develops the issue at hand regarding blinkers. Beautiful use of quotes, sense of place, and solid writing.

Honorable Mention

Keeneland Magazine
"Silver Jubilee"

By John Eisenberg
Jacqueline Duke, Editor
Fall 2013

I was glued to the page from the first sentence. Strong writing, great use of adjectives, and simple description. The writer paints the Gainesway Farm in a manner that is nonjudgmental. This is a wonderful read.

The Blood-Horse
"Not in the Same Ballpark"

By Frank Angst
February 23, 2013

Sports facility building deterioration is something that affects owners and enthusiasts alike. Strong writing. Great use of statistics and quotes. Incredibly informative and unique topic.

PERSONAL SINGLE COLUMN
CIRCULATION UNDER 10,000

18 entries

1st

Ranch & Reata
"A Little More Hope, A Little Less Fear"

By A.J. Mangum
October/November 2013

Good descriptive writing puts the reader right in the barn.

Excellent ending with a return to the boy in the barn. The column makes a good point.

2nd

Midwest Horse Source
"Lead Lines: Landslide"

By Lisa Kucharski
February/March 2013

Good details on a sad, but compelling story. This obviously comes from the writer's heart. Nice flow and use of transitions in this piece.

3rd

Paint Horse Journal
"Fresh Paint"

By Billy Smith
January 2013

Good imaginative use of the Dust Bowl images to work around to APHA. Column is neatly woven with a good lede. Some personal vignettes make for a nice flow with a strong ending.

Honorable Mention

Speedhorse
"The Few and the Many"

By Gloria Dow
February 22, 2013

Very readable tribute to the horse that traces history of horse and man. Column makes some good points.

The Saratoga Special
"Balancing Act"

By Joe Clancy
August 31, 2013

Tackles a tough issue and makes a strong point in an effective style.

PERSONAL SINGLE COLUMN
CIRCULATION 10,000 TO 20,000

8 entries

1st

Equine Journal
"Last Laugh: Falling For It"

By Ange Dickson Finn
March 2013

I had a smile on my face the whole time I was reading this column. Finn has an impeccable talent for cadence in her writing and an instinctive feel for the way language can be used to "play."

EDITORIAL CONTENT

2nd

Sidelines Magazine

"Brushing Up On My French for Normandy - Oui, Oui"

By Jan Westmark

December 2013

A bit of self-deprecating humor goes a long way in a column and this fits the bill. Nice pace throughout with consistent use of interjected thoughts to balance the chronological storytelling. Breezy, light-hearted, and funny.

PERSONAL SINGLE COLUMN CIRCULATION OVER 20,000

16 entries

1st

Daily Racing Form

"Catching Up with A. P. Indy: Still Carrying Himself Like a Champion"

By Mary Simon

May 5, 2013

The tone of the article matched well with the impression the author gave of the aging sire. The mixture of the horse's past with his present made it a fun-to-read piece.

2nd

Horse & Rider

"This Horse Life: The Hardest Call"

By Sue M. Copeland

July 2013

Touching and concisely written, this column covers a difficult subject with grace and a specific example. The short piece is complete and leaves no doubt about the author's point of view (literally and figuratively).

3rd

America's Horse

"The Horse for Me"

By Tara Matsler

July 2013

A nice column with good examples to support the author's opinion. Perhaps the column is a gentle nudge toward a single horse showing in multiple events. The kid gloves approach was still persuasive.

Honorable Mention

Jennifer Bryant

"Some Friendly Advice to Sellers"

Published in *USDF Connection*

December 2013/January 2014

The writer puts a lot of information into this short how-to column on putting a packet together to sell a horse. The suggestions include useful examples and explanations.

Practical Horseman

"Cross Country with Jim Wofford: 50 Shades of Bay"

By Jim Wofford and Sandra Cooke Leiby

June 2013

The writer's sense of humor lightened this appropriately heavy issue. The evidence is clear and convincing as is his call to action. The column flowed well and made a complicated subject understandable.

EDITORIAL EVENT COVERAGE SINGLE ARTICLE CIRCULATION UNDER 20,000

16 entries

1st

Mid-Atlantic Thoroughbred

"Taking His Turn"

By Sean Clancy

July 2013

Lede sets the mental picture of the day. Blended flashbacks with the immediacy of the moment. Reader gets a good feel for the story behind the Derby winner. Like Orb, this one is a winner.

2nd

Mid-Atlantic Thoroughbred

"Heroes Rise in the Hunt Cup"

By Joe Clancy

June 2013

Liked the lede, which sets up the human interest. Lots of voices, solid throughout.

3rd

The Chronicle of the Horse

"Byyny Earns Wings at Dutta Corp. Fair Hill International"

By Sara Lieser

November 4, 2013

This was gripping subject matter and good reading once the drama of the rider's stroke and horse's injury were revealed.

EDITORIAL CONTENT

Honorable Mention

Paint Horse Journal

"Come One, Come All"

By *Paint Horse Journal* Staff

September 2013

Nice job in making each of the results stories distinctive and emphasizing human (and equine) interest.

The Chronicle of the Horse

"Madden Ticks World Cup Finals Off Her To-Do List"

By Mollie Bailey

May 13, 2013

A competent job with good sidebars and quotes.

EDITORIAL EVENT COVERAGE SINGLE ARTICLE CIRCULATION 20,000 AND OVER

7 entries

1st

The American Quarter Horse Journal

"Goin' for the Gold, Silver and Bronze"

By *The American Quarter Horse Journal* Staff

November 2013

Love the short, easy-to-read snippets on individual exhibitors. Time is in short supply to readers and the short pieces were a great way to bring a personal touch for those who weren't at the show.

2nd

The Blood-Horse

"Royalty Prevails"

By Esther Marr Zunker

May 11, 2013

A nice job of breaking down this high-stakes race to the common-man level, where we can all relate to – and root for – Mr. Stanco.

EQUINE-RELATED EDITORIAL SERIES

13 entries

1st

Horse Illustrated

"Ex-Racehorse Diaries"

By Megan Moore

January through June 2013

The author's first-person account in the early installments set up her credibility in parts 4 and 5. The inclusion of adoption locations throughout the series is good service to the reader.

2nd

Daily Racing Form

"Behind-the-Scenes Stars"

By Barbara D. Livingston

July 20, 2013 and July 27, 2013

A great look at some often overlooked, but no less important, people in the race world. Writer did a really nice job of bringing out their personalities and their love of the sport.

3rd

America's Horse

"Horse Health Series"

By Dr. Lydia Gray

March/April and May 2013

Good tips for horse owners of all kinds.

FREELANCE WRITER EQUINE-RELATED JOURNALISM (PRINT OR ONLINE)

18 entries

1st

Patti Schofler

"The Business of Breeding"

Published in *USDF Connection*

December 2013/January 2014

Extremely well-done piece that gives a good overview of things to be considered when contemplating starting a breeding program.

2nd

Tracy Gantz

"No Hollywood Ending"

Published in *The Blood-Horse*

December 7, 2013

Very interesting look at a storied part of racing's past and holds the reader's interest all the way through.

3rd

L. A. Pomeroy

"Gallops by the Glassful: The Art of Wines and Equines"

Published in *Equestrian Quarterly*

Winter 2013/2014

Well-written, interesting subject, and nicely presented. The article certainly suits publication's audience, but many of the rest of us, too.

EDITORIAL CONTENT

Honorable Mention

Megan Arszman

“Refilling the Glass”

Published in *Western Shooting Horse Magazine*

August/September 2013

Personal interest and a discipline previously unknown to me made this an interesting read.

Natalie DeFee Mendik

“After the Fall”

Published in *USDF Connection*

November 2013

Very good, helpful article on getting back to riding after a fall.

Only until one has had to do it can one fully appreciate the points delivered here.

ONLINE NEWS REPORTING SINGLE ARTICLE

10 entries

1st

QuarterHorseNews.com

“Woman Found Guilty In Nine Horse Death Cases”

By Mark Thompson

August 28, 2013

Excellent lead – grabbed your attention right off the bat. The writer did a thorough job of quoting several key people related to the trial.

<http://www.quarterhorsesnews.com/news/industry-news/12269-woman-found-guilty-in-nine-horse-death-cases>

2nd

BloodHorse.com

“Horse's Death Exposes Holes in Regulatory Net”

By Frank Angst

July 24, 2013

There were numerous great details in this story. I can tell the writer spent a considerable amount of time researching and writing it.

<http://www.bloodhorse.com/horse-racing/articles/79610/horses-death-exposed-holes-in-regulatory-net>

ONLINE USER-FOCUSED SINGLE ARTICLE

4 entries

1st

HumaneSociety.org

“Healthy Strides”

By Michael Sharp

August 19, 2013

Timely, well-written article on an important topic.

<http://www.humanesociety.org/news/magazines/2013/09-10/healthy-strides-hsus-tackles-horse-soring.html>

ONLINE HORSE CARE SINGLE ARTICLE

5 entries

1st

Kathryn Navarra

“Horse Trailing Accidents”

Published on EquiMed.com

April 1, 2013

A clear winner in this category, the writer used vivid details and realistic scenarios to make her story come to life. While the topic is a serious one, the tone of the article was conversational and easy to follow. The writer used multiple sources and was able to accomplish the difficult feat of packing in a lot of information into a concise, easy-to-absorb article whose length was just right for an online article.

<http://equimed.com/health-centers/first-aid/articles/horse-trailing-accidents>

2nd

Deb M. Eldredge, DVM

“Reproductive Care for My Gelding”

Published on EquiMed.com

July 2, 2013

Loved that the writer used a tongue-in-cheek title for this entry and utilized the humor to draw readers in. What set this entry apart from the rest of the field was an appropriate length for the medium and the reader-friendly language and style, which can be highly effective even when covering technical topics like this. This article is information-dense but an easy read.

<http://equimed.com/health-centers/reproductive-care/articles/reproductive-care-for-my-gelding>



PHOTOGRAPHY/ILLUSTRATION

EDITORIAL ACTION PHOTOGRAPH (PRINT OR ONLINE)

27 entries

1st

The Chronicle of the Horse **"The Brush-Off"**

Douglas Lees, Photographer
February 4 and 11, 2013

A creative angle and exposure captures a heart-pounding moment. This compelling shot really has the wow factor.

2nd

Western Horseman **"Buckaroo Bronc"**

Mary Williams Hyde, Photographer
September 2013

Talk about an action shot. Great angle, vivid color and spot-on timing.

3rd

Western Horseman **"Brother Daniel"**

Kathy McCraine, Photographer
July 2013

The photographer captures an excellent moment. The foreground and background mesh seamlessly. Wonderful use of natural lighting.

Honorable Mention

Amy Dragoo **"Morning Glory"**

Published in *The Chronicle of the Horse*
November 4, 2013

A beautiful use of color and silhouette captures a perfect moment.

Practical Horseman **"How Your Horse Jumps"**

Arnd Bronkhorst, Photographer
August 2013

A compelling angle, vibrant color and excellent exposure elevate this photo.

EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH (PRINT OR ONLINE)

6 entries

1st

The Blood-Horse **"Saving New Lives"**

Anne M. Eberhardt, Photographer
June 1 and 8, 2013

This photo has several elements on the bond between people and horses. Bringing an expensive baby horse into the world can take a lot of people. But regardless of the horse's value, you see a range of emotions on people's faces. Some are happy. Some are all business. Some are worried. And the photo makes you think about all the other baby horses born without a team of humans assisting.

2nd

PATH Int'l. Strides **"Treating Trauma Through an EFP Program"**

Rainier Therapeutic Riding, Photographer
Spring 2013

The photo seems to capture the essence of a man's early relationship with a horse. He reaches out to the horse, hoping that the horse can help him.

EDITORIAL STILL PHOTOGRAPH (PRINT OR ONLINE)

18 entries

1st

Mid-Atlantic Thoroughbred **"Winter Wonderland"**

Kathee Rengert, Photographer
February 2013

The photo could be an Impressionist painting. Nothing is in focus except thousands of tiny dots of snow, yet you know exactly what's going on, that a horse is going out for exercise. The photo conveys a strong message: Work must go on, regardless of the weather.



PHOTOGRAPHY/ILLUSTRATION

2nd**Western Horseman**
"The Wagon Man"

Kate Bradley, Photographer
November 2013

To illustrate a story, the photographer may try to show the subject doing what he does best. To place in a contest, the photo must be out of the ordinary and well-composed. This photo uses the wheel to frame the subject's face. The combination of the out-of-focus wheel and alignment of the spokes draws the eye to the man's face.

3rd**The Chronicle of the Horse**
"Morning at the Meadow"

Rob Banner, Photographer
April 29 and May 6, 2013

This photographer got up early in the morning to take this photo. He waited for the right combination of fog and sunlight to capture this image. There was a small window of opportunity to take this picture.

Honorable Mention**Dusty Perin****"The Eyes Have It"**

Published in *The Horse: Your Guide to Equine Health Care*
April 2013

Good job of illustrating a story about equine eyes. The photographer understood it wasn't necessary to have a conventional photo, showing the whole horse or even just the horse's face, to get across the point of the story.

Mid-Atlantic Thoroughbred**"Here Kitty, Kitty"**

Lydia Williams, Photographer
March 2013

The photographer was lucky to catch a curious foal stalking an unconcerned cat. Photo is nicely cropped, composed and in focus. Your eyes are drawn to the cat, even though he is in the shadows and the foal is in the light.

ILLUSTRATION

5 entries

1st**Washington Thoroughbred**
"Running on Air"

Joe MacKechnie, Illustrator
Fall 2013

This is a well-integrated piece. I especially like the painterly treatment.

2nd**Western Horseman**
"The Wright Stuff"

Ron Bonge, Illustrator
November 2013

The treatment of the photograph is wonderful. It flickers with excitement.

FREELANCE EDITORIAL PHOTOGRAPH
(PRINT OR ONLINE)

6 entries

1st**Amy Dragoo**
"Morning Glory"

Published in *The Chronicle of the Horse*
November 4, 2013

Shooting an early morning workout could easily produce a routine photo. However, the photographer used sunrise-tinted clouds as a spectacular backdrop to the silhouetted figures in the foreground. Once you realize you aren't looking at a fireball, your eyes travel to the rider and horse, which ignore the beauty and focus on their work.

2nd**Diana De Rosa**
"Lillie Keenan in That Horse Moment"

Published on *Equestrian*
December 3, 2013

This photo could have been entered in the human-animal bond photo class. A girl is framed by her huge, marble-hued mount, whose head and neck gracefully curve around. Upon close inspection, you see that the girl, as she looks at the ribbon they won, isn't holding the reins but is touching her horse's shoulder.



ADVERTISING

PUBLICATION STAFF SINGLE ADVERTISEMENT

19 entries

1st

The American Quarter Horse Journal **"Be AQHA Proud"**

David Brown, Graphic Designer
 November 2013

Headline and call to action clearly support the messaging in this ad. Nice use of color, clean composition and inviting imagery.

2nd

The Florida Horse **"Ocala Horse Capital of the World"**

John Filer, Art Director
 April/May 2013

This ad combines an arresting photo, nice technique, and incorporation of text in image. Message is easily understood in headline large text.

3rd

The Chronicle of the Horse **"Hunter Derby Championship Preview Issue"**

Adrienne Martinez, Designer
 July 15 and 22, 2013

This ad includes a dynamic photo, a pleasing palette that coordinates well with the photo and a well-designed and well-organized event and date chart. The positioning of burst graphic effectively directs focus of ad.

Honorable Mention

Speedhorse **"The Professional Choice"**

Mark Holley, Art Director
 July 2013

Main image is arresting and supports name of publication. Unique visual list technique, ad composition, and elements hold together nicely.

The Florida Horse **"Get a Move On"**

John Filer, Art Director
 June/July 2013

Unique, attention-getting visual, good technical skills in photo illustration combo, a headline that supports the messaging, and clean composition.

CORPORATE/INDIVIDUAL SINGLE ADVERTISEMENT

11 entries

1st

SmartPak **"Free Shipping Both Ways-Western"**

Sara Florin, Creative Director
 Sarah Paull, Brand Manager
 Published in *The Trail Rider, Horse & Rider, Barrel Horse News, NRHA Reiner, California Horsetrader, The American Quarter Horse Journal*

September to November 2013

A current, impactful, simplistic, and clean...all of my favorite characteristics in an ad.

2nd

Zoetis **"West Nile-Innovator"**

Wendy Irvine, Senior Marketing Communications Mgr., Zoetis
 Amy Schendel, Team Leader, Bader Rutter
 Published in *America's Horse, The American Quarter Horse Journal, The Horse, EQUUS, Practical Horseman, Western Horseman, Barrel Horse News*

January to August 2013

A very close second place, this ad has a great message, is clever, and makes you take a minute – love the usage of the negative space. Letting your message sit simply on the lower portion of the ad works very well.

3rd

SmartPak **"ColiCare-Western"**

Sara Florin, Creative Director
 Sarah Paull, Brand Manager
 Published in *The Trail Rider, Horse & Rider, Barrel Horse News, NRHA Reiner, California Horsetrader, The American Quarter Horse Journal, America's Horse, Quarter Horse News*

January to November 2013

I like your style, obviously being consistent with your other ad.



COVER & EDITORIAL DESIGN

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000

17 entries

1st

Ranch & Reata **"Volume 3.2 Cover"**

Robb Kondrick, Photographer
Robin Ireland, Art Director
June/July 2013

The captivating photo was the perfect choice for the cover. The centered image with the varnished red nameplate that extends beyond the photo edge is perfectly positioned to draw the reader in. The tasteful cover lines and web address enhance the cover and do not detract from the haunting photo. One feels like they can't take their eyes off this cover.

2nd

The Florida Horse **"Man Alive!"**

John Filer, Art Director
Brock Sheridan, Editor
December 2013

The combination of an exciting photo, strong nameplate and clean, dynamic cover lines are the elements needed for an award winning cover. The position of the cover line is perfectly framed by the horse. Overlapping the rider's head in front of the nameplate creates another dimension and adds interest. Overall, a simple and beautiful execution.

3rd

Miniature Horse World **"Jess Let Me Impress"**

Rebekah Petty, Graphic Designer
December 2013

A beautiful montage of a flower background and two horses makes for an eye-catching cover. Design is technically proficient in blending the items to be seamless and attractive. Tasteful cover lines are placed nicely in the background negative space. Silhouette of ears in front of the nameplate adds another dimension to the cover.

Honorable Mention

Paint Horse Journal **"Poster Boys"**

Art Vasquez, Designer
June 2013

The cover image captivates the audience by creating tension in the negative space between the horse and rider. The muted colors are enhanced with the neutral choice of the nameplate color. Designer made a good decision to position cover lines in the lower right corner. They are very readable but do not interfere with the emotion of the image.

PUBLICATION COVER PAGE CIRCULATION 10,000 TO 20,000

14 entries

1st

Modern Arabian Horse **"Drink"**

Peter Conway, Photographer
Elizabeth Bilotta, Designer
Summer 2013

This cover has a soothing feel to it, complemented by the color palette and rather quiet image. Wonderful color choices and simple sans serif type used for cover lines.

2nd

Equine Journal **"Andrew Nicholson Claims His First Rolex"**

Daniel Goodwin, Art Director
June 2013

A striking action photo grabs readers' attention with this cover, and the bright red accent color continues the sense of energy from the image. Cover lines are placed well on the sides and above the logo.

3rd

Quarter Horse News **"A Good Team"**

Deb Miller, Designer
April 15, 2013

The monochromatic color scheme is effective on this cover and gives it a subtle and professional look. Sophisticated typeface selections with the cover lines in well-organized groupings round out the layout.

COVER & EDITORIAL DESIGN

PUBLICATION COVER PAGE CIRCULATION OVER 20,000

18 entries

1st

Equestrian Quarterly (EQ) "Lyle Lovett"

George Kamper, Photographer
Stephanie Peters, Editor
EQ Design Team
Winter 2013

There's a sense of authenticity to this cover that makes it stand out among the others. Gorgeous and kind of gritty at the same time, the photograph is the main star here. The typography is understated but plays a good supporting cast for the image.

2nd

Chrome "Lone Ranger and Tonto"

Art Vasquez, Designer
Summer 2013

Stunning. There is a raw beauty to this cover. It says vastness, yet puts an emphasis on the horses and the cowboy/Indian pairing. Without cover lines to spoil the aesthetic, it is gorgeous. The graceful font of the logo and simple type choices of the accompanying text continue the overall look of sophistication.

3rd

America's Horse "Capturing Horses with a Camera"

Justin Foster, Senior Manager of Creative and Design
David Stoecklein, Photographer
May 2013

Simply put, this photo is arresting. There's so much power displayed here and a little restraint at the same time. Cover line placement is perfect.

Honorable Mention

The American Quarter Horse Journal "All Around Senior"

Justin Foster, Senior Manager of Creative and Design
K.C. Montgomery, Photographer
April 2013

The vertical placement of the logo on the left with the top right hand box beautifully frames the tight action photo. Great detail shines through in the image, complete with the dirt flying up.

Western Horseman "Get It in Gear"

Ron Bonge, Art Director
January 2013

Norman Rockwell comes to mind the minute a reader sees this cover. It has a nostalgic feel with a color palette that perfectly matches the illustration. The cover blurbs combine solid writing with active verbs and attention to detail in the typography.

EDITORIAL DESIGN CIRCULATION UNDER 10,000

23 entries

1st

Horse & Style Magazine "Mackenzie Drazan - A Model Equestrian"

Ryan Anne Polli, Designer
August/September 2013

A compelling use of photographs make this design stand out, as do the pull quotes and a good balance of negative space.

2nd

The Florida Horse "Gutsy Fool"

John Filer, Art Director
March 2013

Excellent use of pull color to complement images and tie the design together. The clean and simple layout presents information easily.

3rd

Paint Horse Journal "A Beginner's Guide to Paint Racing"

Kevin Davis, Art Director
February 2013

An excellent photo montage, the use of diagonal text, and pull color create a tight and compelling design that illustrates the story well.

Honorable Mention

Horse & Style Magazine "Behind the Brand - Asmar Equestrian"

Ryan Anne Polli, Designer
August/September 2013

Excellent use of photographs and color elevates this design and pulls the reader into the article.

COVER & EDITORIAL DESIGN

Honorable Mention

Speedhorse

"A Lifetime of Memories"

Leann Noguera, Production Manager

November 2013

A great use of background image to tie the design together. Fun fonts and interesting placement of photos and facts creates a scrapbook feel.

EDITORIAL DESIGN

CIRCULATION 10,000 TO 20,000

7 entries

1st

Equine Journal

"The Power of the Horse"

Daniel Goodwin, Art Director

October 2013

The two-page spread that begins this editorial layout is elegant. The typographical treatments on the left hand page are handled skillfully, with size and weight creating descending emphasis. The typographical design is perfect, never pulling power from the befitting introductory photo on the adjacent page. All photo selections are beautifully narrative, and lend themselves to making this editorial design a winner.

2nd

Equine Journal

"Micro-Killer - The Hazards of the Blister Beetle"

Daniel Goodwin, Art Director

June 2013

This very bold design is perfect for the serious subject matter it references. The enlarged shot of the beetle crawling down from the left corner draws the viewer in and sends the eye right across the two-page spread to the hay field that is the would be victim of this creature. The skewed headlines, byline, intro character and banner perpetuate the feeling of crawling and create flow. This design, at a glance has strong visual inference of the story's message.

EDITORIAL DESIGN CIRCULATION OVER 20,000

48 entries

1st

Equestrian Quarterly (EQ)

"Let There Be Light"

Stephanie Peters, Editor

EQ Design Team

Summer 2013

This is a magnificent editorial design. The opening spread is breathtaking with the panoramic night shot and other night images encapsulating the opening text. Every element in this layout is well thought out and extremely complementary to every other element creating a delightful visual. The images on the following pages are beautiful and narrative in themselves, but then the quotes that accompany them bring more understanding to what the reader sees. This is truly a winner.

2nd

Chrome

"Digital Drama"

Art Vasquez, Creative Director

Brian Rawlings, Art Director

Fall 2013

Throughout this layout the designer allowed the magnificent artwork to be the focal point of the design by using typographical design and hints of color that are classy and laidback.

3rd

Western Horseman

"Crafted by Hand"

Ron Bonge, Art Director

October 2013

This editorial design is stunning. The opening spread suggests the painstaking efforts of a master artisan. The photograph is tactile and creates a three-dimensional feel. The typographical design utilizes perfect weights and sizes of fonts with warm color against the dark background. The following pages are beautifully laid out creating comprehensive visual narration.

COVER & EDITORIAL DESIGN

Honorable Mention

EQUUS

"After the Fall"

Celia Strain, Art Director

May 2013

This editorial design is classically beautiful from beginning to end. The photo choices, their placement and the respectful way the typography is handled visually evoke empathy for the heart-wrenching subject at hand. Every fragile element added to this design was well thought out and understated, complementing the wonderful photos and the theme.

The American Quarter Horse Journal

"Hall of Fame"

Justin Foster, Senior Manager of Creative and Design

March 2013

There is wonderful connection of design elements throughout this entire layout that create successful visual flow. The banners with their wood grain and flourishes matching the opening page are a nice touch. The layout of photos from page to page in the same position is refreshing.

ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN

11 entries

1st

The Florida Horse

"Mucho Best"

John Filer, Art Director

November 2013

Smart choices by the art director make this spread a winning entry. Choosing to use a dark brown background fade directs all the attention to the horse and rider. It also simplifies the left hand page so the reader can focus on the elegant typography. Simple, strong and classy entry.

2nd

The Florida Horse

"Late Run... Good Read"

John Filer, Art Director

September 2013

All elements on this spread fit together beautifully, which is no accident. From the wrapped body copy around the horse, to the small accent photo insert, to the top of the page with the lead in deck, traveling across the spread to the perfect location for the dynamic headline. The reader's eye travels effortlessly through these elements and the end result is a breathtaking spread.

3rd

Paint Horse Journal

"Stepping Up and Reaching Out"

Jody Johnson, Art Director

September 2013

The first item to catch your attention is the creative way the art director combined the headline with the hand graphics. The other elements are nicely placed on the spread, including interesting silhouettes.

EVENT COVERAGE EDITORIAL DESIGN

10 entries

1st

Equestrian Quarterly (EQ)

"George Kamper Captures the Essence of Le Saut Hermés Under the Glass Dome of the Grand Palais, Paris"

George Kamper, Photographer

Stephanie Peters, Editor

EQ Design Team

Summer 2013

Spectacular is the word for the photography. The cover montage is magnificent. The irregular cut-out of the Palais against the black background literally smashes the boundaries. The eye swings around the page spiraling into the center.

2nd

Western Horseman

"In Control of Chaos"

Ron Bonge, Art Director

May 2013

Spectacular photography. Beautiful color. The images are so rich and deep; they go beyond reporting and become art. The use of type beautifully supports the images.

DIGITAL MEDIA

ONLINE MULTIMEDIA EQUINE-RELATED EDITORIAL EVENT COVERAGE

6 entries

1st ustrotting.com "Hambletonian 2013"

Ron Fabiano and Autumn Ryan, Webmasters
August 2013

The placement of the video replays lets you get a feel for the event right away. The video reports from the show were professional and a great snapshot of the event. The Facebook and Twitter links were a nice addition to the event coverage. The news was a good mix of news and commentary, which made for a comprehensive and enjoyable take of the event. I appreciated how the landing page was organized; I was easily able to find all of the information.

<http://www.ustrotting.com/trackside/hambletonian/>

2nd Chronofhorse.com "2013 USHJA International Hunter Derby Championships"

Mollie Bailey, Author
August 16-18, 2013

Loved the "What's Your Derby Finalist Style?" story – great way to add personality to event coverage. Great job on embedding videos within the articles – creates nice packages. The show reports showed great writing and lots of good background information and interviews.

<http://www.chronofhorse.com/content/2013derbychampionships>

ONLINE EQUINE-RELATED EDITORIAL MULTIMEDIA

7 entries

1st BloodHorse.com "Experience Santa Anita"

Kim Reeves, Web Designer
Alex Cutadean, Video Producer
Tracy Gantz, Correspondent
Crawford Ifland, Videographer/Photographer
Eric Mitchell, Editorial Director
August 16-18, 2013

This entry is outstanding in presentation and content. The visual menu of the Santa Anita complex puts all multimedia content into context as a user consumes it and makes the virtual walk-through of the Santa Anita experience enjoyable and easy to

follow. Content for each area is very good with interviews that are clear and well shot. The photos are presented in a nice mosaic that allows for a creative and informative presentation of various areas that provide both establishing imagery and details.

http://www.bloodhorse.com/features/2013/Experience-Santa-Anita/?utm_source=magazine&utm_medium=Short-URL&utm_campaign=Experience-Santa-Anita#/track

2nd Center For Equine Health "CEH Horse Report - The Equine Heart"

Claudia Sonder, DVM, Author/Editor
Gary Magdesian, DVM, Author/Contributor
March 2013

This is a very informative and comprehensive review of diagnosing equine heart conditions. The articles are well laid out with clear and easy to follow photo support. The videos are easy to follow with a lavalier mic being used keeping the interviewer's voice very clear throughout. The inclusion of audio files to help users familiarize themselves with the sounds of the heart is very effective. Overall, a very well-produced piece.

<http://viewer.zmags.com/publication/2335f2ad#/2335f2ad/1>

ONLINE EQUINE-RELATED NEWSLETTER

5 entries

1st UK Ag Equine Program "Bluegrass Equine Digest"

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

Alexandra Beckstett, Managing Editor
Brian Turner, Design, The Horse
June 2013 and August 2013

Providing a reader with the opportunity to download a hard copy is great. This is a nice clean newsletter.

<http://www.thehorse.com/enews/bluegrass-equine-digest/20130630.html>

<http://www.thehorse.com/enews/bluegrass-equine-digest/20130825.html>

2nd SmartPakEquine.com "SmartPak Newsletter"

Carey Kegel, Email Marketing Manager
March 2013 and June 2013

Your publication is balanced and clean. It has the right amount of text and thumbnails that coordinate with the information and has practical information as well as information that is more humorous.

https://www.smartpakequine.com/newsletter/0313c_HoofEditorialWestern.html

https://www.smartpakequine.com/newsletter/1306d_BigLeagueBugBusters_editorial-western.html

DIGITAL MEDIA

ONLINE EQUINE-RELATED BLOG

8 entries

1st

Chronofhorse.com

“Paige Cade 2013 Blog”

Paige Cade, Blogger

Molly Sorge, Web Editor

The home page of your blog is visually appealing. I like the short blurb about the author. The writing was enjoyable, titles catch my attention, and your copy is engaging. This is a very clean blog.

<http://www.chronofhorse.com/2013PaigeCade>

2nd

SmartPakEquine.com

“SmartPak 2013 Blog”

Sarah Paull, Brand Manager

Bjorn Mann, Manager of New Media

Visual content and varied topics make for a nice blog. I like that some posts are longer with more text and others have more visuals. I appreciate that the vet writes content and contributes her expertise.

<http://blog.smartpakequine.com/2013/page/25/>

ONLINE EQUINE-RELATED VIDEO OR DVD

9 entries

1st

HRTV.com

“Shania: The Love of Horses”

Phil Kubel, Producer

Steve Scheidler, Producer/Editor

Molly McGill, Producer

Anna James, Camera

Joe Chilie, Camera

November 30, 2013

This video is great and very well done on all levels. Music works well with edit, mood, and timing.

<http://www.hrtv.com/shania/>

2nd

BloodHorse.com

“Keeneland Fall Meet Opening Weekend”

Scott Tracy, Videographer/Producer

Anne M. Eberhardt, Visuals Director

October 6, 2013

Really powerful music choice. Shots were steady with nice Glidecam shots. The video told a story and that is what you want to do.

<http://www.bloodhorse.com/horse-racing/videos/12864/keeneland-fall-opening-weekend-highlights-2013>

EQUINE-RELATED WEBSITE

9 entries

1st

HRTV.com

Phil Kubel, Producer

Lisa Beattie, Graphic Artist

Andrew Champagne, Associate Producer

Daniel Goldstein, Digital Asset Coordinator

Molly McGill, Digital Media Coordinator

HRTV.com is very well designed with a clear separation of

content by category and subject matter. The navigation of content is very easy to follow making discovering shows that are of interest simple and enjoyable. The front page slideshow does a great job of highlighting important content that the site wants to push and the use of bold imagery and well-designed graphics gives the entire site a professional and slick appearance.

www.HRTV.com

2nd

PleasureHorse.com

Joe Zeimentz, Publisher

A modern design with clear separation of content and a good use of images to enhance content display makes this site an enjoyable read. The online digital magazine further enhances the experience with a slick, professional presentation of materials. Content makes good use of headers to make browsing content at a glance even easier and the use of photos in articles throughout does a good job of keeping content interesting.

www.pleasurehorse.com

SPECIALTY CLASSES

EQUINE-RELATED SPECIALTY OR CUSTOM PUBLICATION

13 entries

1st

Blood-Horse Publications

"Breeders' Cup Commemorative Magazine"

Katie Taylor, Art Director

Jacqueline Duke, Editor

October 2013

I really like the cover and the colors used. It's clean and simple. The designer tied the colors together throughout the publication which includes very interesting content with some variation but all relevant to the audience.

2nd

The Chronicle of the Horse

"Untacked"

Kat Netzler, Senior Editor

Beth Rasin, Editorial Director

Winter 2013

I really like the design of your publication. It offers short pieces that are a nice easy read, as well as providing the reader with longer pieces that he or she can enjoy sitting in the recliner reading. I also enjoyed the photo feature.

3rd

UK Ag Equine Program

"2012 Kentucky Equine Survey"

Jill Stowe, PhD, UK Ag Equine Program Director

Dennis Duross, Designer, UK Agricultural Communications

September 6, 2013

Nice use of white space. Graphics supplement the text well.

EQUINE-RELATED BOOK

7 entries

1st

Lisa Wysocky

"The Magnum Equation: A Cat Enright Equestrian Mystery"

Copyright 2013

I love a good Cat Enright book. The plots flows well, the details all connect, and yet Cat still figured out the mystery before I did.

This book is well written, easy to follow, and is a great example of good fiction writing in any genre. But I especially love that the horsiness of the book is written in such a way as to provide clear and reasonable explanations and information to a non-horse person reader while not being condescending to a veteran horse enthusiast. This book does that so easily that it makes it look almost effortless – so much so that you almost forget what a masterful job is being done until you compare it with other horse fiction novels on the market. And I love the horse tips at the end of the chapters.

2nd

Western Horseman

"Ride Smarter"

By Susan Morrison and Craig Cameron

Copyright 2013

This is another great book. I loved the personal examples, the exercises for the reader to easily implement in their own operation, and the clearly written and illustrated examples. This is a very useful book that I know your readers will benefit from immensely. A super useful book made even better by the conversational and engaging tone and personal experiences and examples.

VALIANT HUMAN-ANIMAL BOND AWARD

Sponsored by Luitpold Animal Health

Makers of Adequan® (Polysulfated Glycosaminoglycan)

19 entries

WINNER

Silke Rottermann

"The Legendary Balagur"

Published in *Dressage Today*

December 2013

GENERAL EXCELLENCE

GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION UNDER 15,000

9 entries

Winner

PATH Int'l. Strides

Karen Karvonen, Editor
Kaye Marks, Managing Editor
Professional Association of Therapeutic Horsemanship, Publisher
Joan Pacos, Graphic Artist
Spring and Summer 2013
Very, very nice and informative publication that covers a very important area of endeavor.

Honorable Mention

The Whip

Sandra Cooke, Editor
The American Driving Society, Inc., Publisher
Cathy Baer, The Creative Perspective, Art Director
February and November 2013
A very nice, down-to-earth publication that meets its statement of purpose very well.

GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION 15,000 & OVER

6 entries

Winner

America's Horse

Holly Clanahan, Editor
Kim McKinney, Publisher
Tim Archer, Art Director
January/February and October 2013
Beautiful, striking covers. Clean, easy to read contents page. The "Reader's Write" and photos from readers give a sense of community, one of the *America's Horse's* goal. Incredible mix of story topics. Something for everyone in this publication.

Honorable Mention

USHJA In Stride

Cathy Laws, Editor
USHJA, Publisher
Heidi Scheilny, Art Director
July and November 2013
I love the contents page layout and design throughout this publication. Nice feature on Liza Boyd and the Members' Input section brings a sense of community.

GENERAL EXCELLENCE STATE OR REGIONAL PUBLICATION

4 entries

Winner

Southern Racehorse

Denis Blake, Editor/Publisher
Amie Rittler, Art Director
July/August and September/October 2013
The *Southern Racehorse* outshined the other entries in this category with strong layout, and a visually appealing flow throughout the magazine. Ad space did not diminish the content. A spectacular work of art.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000

9 entries

Winner

Ranch & Reata

A.J. Mangum, Editor
Bill Reynolds, Publisher
Robin Ireland, Art Director
June/July and August/September 2013
This publication blew me away. From the gorgeous cover photos to the heartfelt editor's column, this publication wants to *serve* its readers. Incredible mix of editorial content, beautiful writing, and solid horsemanship information. Love the Road Trip List and column name "Two Wraps and a Hooey."

Honorable Mention

Horse & Style Magazine

Erin Gilmore, Editor
Sarah Appel, Publisher
Ryan Polli, Art Director
October/November and December 2013/January 2014
What a unique publication that strives to serve a specific niche with grace and style. Gorgeous photos and design work. Nice mix of short items and longer pieces.



GENERAL EXCELLENCE

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION 15,000 & OVER

9 entries

Winner

Equestrian Quarterly (EQ)

Stephanie Peters, Editor
C. Wynn Medinger, Publisher
EQ Design Team
Fall and Winter 2013

The *Equestrian Quarterly* is absolutely striking. Just the feel of the matte-finish cover in contrast with the glossy interior pages and the oversized format lets the reader know the rest of their time spent with this publication will be worthwhile. The brand is “class” and the designers never veered from that concept when they were putting this magazine together. The typography, photo treatments, use of color and graphic elements area all handled expertly. Each page covers the subject of “equestrian life” without question.

Honorable Mention

Western Horseman

Ross Hecox, Editor
Darrell Dodds, Publisher
Ron Bonge, Art Director
May and June 2013

Western Horseman's cover images are alluring and the satin feel to the cover paper stock is a nice touch. The interior design of *Western Horseman* is amazing. The publication is so chock full of information and advertising it could have been a design disaster but someone really took control and didn't allow that to happen. Consistent, well thought out formatting in editorial areas amidst the sea of advertising balances the page layouts. Ample space between display ads take them out of competition with each other and give them their due. It is obvious that the designer is concerned with the nuisances that create successful designs.



ALLTECH A+ EQUINE JOURNALISM AWARD

7 entries

WINNER

Lauren Giannini

“Little Horses Do Big Jobs”

Published in *Sidelines Magazine*

September 2013

OVERALL PUBLICATION

WINNER

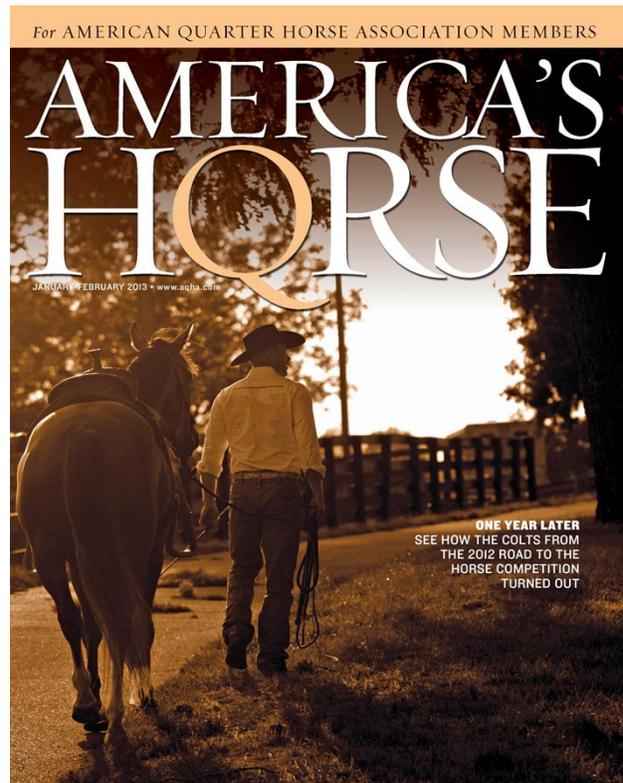
AMERICA'S HORSE

Holly Clanahan, Editor

Kim McKinney, Publisher

Tim Archer, Art Director

The five entries were all exemplary examples of serving their readership. Each provided appropriate editorial content. Each did a good job of illustrating their articles and designing a pleasing publication. When I finally chose *America's Horse* for the top honor, it was on the basis of the writing – and the consistency of the quality of the writing. There isn't one star writer in this case; many different bylines appear. Yet every article starts in an engaging way and keeps the reader engaged right through to the carefully crafted conclusion.





2014 JUDGES

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

GREG BENENATI has worked as a commercial photographer, photojournalist, photo retoucher and graphic artist. He has a bachelor's degree in photojournalism from the Rochester Institute of Technology in New York. He and his wife 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. Before moving to Arkansas, she worked in newspapers in California and Maryland. She and her husband Greg live outside Little Rock with their dog.

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.

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. David 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 Supervising Sound Editor on the indie thriller film *IN THE MIND'S EYE* and is the founder/host of the podcast network site, TheIntelleXual.com.

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.

VANESSA GREGORY teaches writing and reporting at the University of Mississippi, where she's an assistant professor of journalism. She's also a freelance writer whose work has appeared in Harper's, Men's Journal, The New York Times, and Food & Wine, among others. She contributes most frequently to Charleston's Garden & Gun, where she writes features about culture, food, and art. She holds a master's in journalism from the University of California, Berkeley, and lives and works in Oxford, Mississippi.

ALYSON HOGE has worked for the Arkansas Democrat-Gazette for 35 years, and currently oversees the wire and copy desks. 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 HOGE 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.

2014 JUDGES

JANE HOUIN 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 ISHMAEL, who lives in Benbrook, Texas, is the managing editor of The Show Circuit magazine, a leader in livestock production and sale information. She has 19 years of experience in the livestock publication world and writes for a variety of national and regional magazines about agriculture and related issues. She grew up on purebred cattle ranches in New Mexico and Texas.

HOLLI LEGGETTE is an assistant lecturer in the Department of Agricultural Leadership, Education, and Communications at Texas A&M University. She teaches agricultural media writing courses and conducts research using her conceptual model to augment critical thinking and create knowledge through writing in the social sciences of agriculture. Before moving to Texas to complete her Ph.D., Holli worked as the marketing and communications director at Western Technology Center in western Oklahoma and volunteered for the Oklahoma Highway Patrol Cadet Lawman Academy and the Burns Flat Educational Foundation. Holli earned a B.S. in agricultural business from Oklahoma Panhandle State University in 2005, a master's degree in agricultural communications from Oklahoma State University in 2007, and a doctorate in agricultural leadership, education, and communications from Texas A&M University in 2013. In her spare time, she enjoys reading, travelling, spending time with her fiancé on his east Texas ranch, and visiting her mom and dad in Kansas.

CHRISTI MILLER is a former Editor and Field Editor for The Quarter Horse Journal. Miller currently serves as Communications Coordinator at the local rural electric cooperative in Columbia, Missouri. She and her husband, a high school agriculture teacher and FFA advisor, raise beef cattle on a farm outside Columbia. Their two children are active showing livestock through 4-H and playing sports.

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.

BRANDON ROATEN is the co-founder of MVP STUDIOS based in Nashville, TN. 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 Roaten 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 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 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.

JENNIFER ROWE is an Associate Professor at the Missouri School of Journalism. Since fall of 1998, she has taught seven different magazine classes, ranging from design and editing to writing in the areas of lifestyle and service journalism. She also regularly serves as editorial director of Vox, an award-winning weekly city magazine for Columbia. In 2004 she was a recipient of the Provost's Outstanding Junior Faculty Teaching Award and in 2009 was a recipient of the William T. Kemper Fellowship for Teaching Excellent at MU. Jennifer has had freelance articles in Elle, Real Simple and Westways magazines, among others. A speaker at a variety of conferences and workshops across the country, she has also presented at the FOLIO: show in both New York City and Chicago.

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SARA SCHAFER spends her time writing and producing content for Top Producer and Farm Journal. Her main areas of focus include topics important for young farmers, succession planning and business. In addition to her magazine work, she covers markets and USDA reports for award-winning www.AgWeb.com. Sara joined the company in 2008. As a May 2007 graduate from the University of Missouri–Columbia, she majored in agricultural journalism with a minor in agricultural economics. She was previously employed by Boone Electric Cooperative. Sara grew up on a diversified crop and livestock farm in Jamestown, Mo. Her family raised hogs and cattle, along with corn, soybeans, wheat, milo and hay. She and her husband reside in Columbia, Mo.

DAVID B. SIMON has more than 12 years of experience in editing and writing. He is currently a senior writer at the Maryland Hospital Association. Simon has been a reporter and editor at newspapers in Baltimore, Md., Frederick, Md., Westminster, Md. and Queens, N.Y., and has taught undergraduate journalism at American University and Hood College. Prior to joining the hospital association, he was managing editor at The Daily Record, a business and legal newspaper and served as managing editor for news and opinion for the Montgomery County editions of The Gazette, a weekly newspaper in Maryland with a circulation of roughly 265,000. Simon holds a master's degree in journalism from Columbia University and has won multiple regional and national awards, including two National Headliner Awards. He was a finalist in 2009 for the Dart Award for Excellence in Coverage of Trauma.

LINDA H. SMITH has been a writer and editor for more than 30 years. 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.

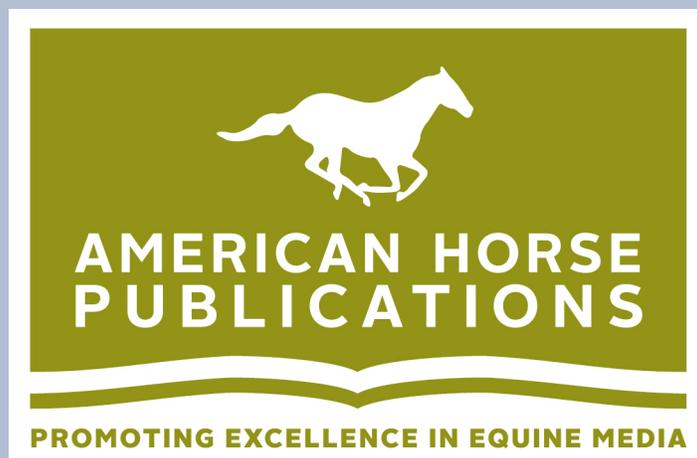
ELAINE STEWART was a horse-crazy kid, but did not have the opportunity to learn to ride until she was in her thirties. Professionally, she has spent most of her adult life as a drafter for structural engineering companies. For several years she volunteered as a sidewalker for a therapeutic riding center, 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 Northwest Philadelphia, where she enjoys gardening, and is the director of an all-volunteer cat rescue nonprofit, Animal Rescue Network.

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?"

BETTY WALKE is a summa cum laude graduate of Maryland Institute, College of Art with a BFA in Illustration/Graphic Design. As a senior art director and creative account manager at Marriner Marketing Communications in Columbia, MD, Betty developed branding and advertising campaigns for a diverse range of regional and international corporations. She founded her own successful creative communications company, WalkeWorks, in 2001. WalkeWorks' clients include consumer and b2b businesses in manufacturing, foodservice, technology, healthcare and non-profit. For ten years, she was an adjunct instructor at Community College of Baltimore County in the Visual Graphics department, teaching design, illustration and typography.

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.



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