



AMERICAN HORSE PUBLICATIONS

# **2011 Annual Awards Competition**

for material published in and dated 2010

**AWARDS BANQUET AND  
PRESENTATIONS**

**JUNE 18, 2011**

**SAN DIEGO, CALIFORNIA**



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# PUBLICATION PRINT DIVISION

## EDITORIAL CONTENT (PRINT)

### NEWS REPORTING: NEWS BREAKING STORY (PRINT)

7 entries

**1st**

***Thoroughbred Times***

**“Life at Ten Fiasco Leaves More Questions”**

By Frank Angst

November 20, 2010

Story explained well what happened and why it mattered to different interests. Good explanation of the rules, issues facing trainers and jockeys, and historical perspective.

**2nd**

***Quarter Horse News***

**“Poco Quixote Rio's Million-Dollar Ride”**

By Mark Thompson

July 1, 2010

This obituary covered a lot of ground in the life of this particular horse, from the man there at the height of success to the woman at the end. You wonder at the horse's luck to end up, after a string of owners, with someone who cared deeply for him.

### NEWS REPORTING: RELATED FEATURE STORY (PRINT)

16 entries

**1st**

***Mid-Atlantic Thoroughbred***

**“Racing's Future Is On the Table”**

By Michele MacDonald

June 2010

The article is extremely well-reported. No small detail is overlooked in exposing the big picture.

**2nd**

***Mid-Atlantic Thoroughbred***

**“Far From Rosy in the Garden State”**

By Don Clippinger

November 2010

A wonderful yarn, the story brings history to life and also explains the importance of the Meadowlands to New Jersey and the industry.

**3rd**

***Canadian Horse Journal***

**“Appeal For Equine Flood Victims in Pakistan”**

By Margaret Evans

October 2010

An eye-opening look at victims of a flood who may otherwise have been overlooked. Beautifully written, the story is compelling and rich.

### Honorable Mention

***Mid-Atlantic Thoroughbred***

**“Lookin' For a Luckier Outcome in the Preakness”**

By Sean Clancy

July 2010

Punchy, fun and a riveting read. The story bursts with color and vibrant detail throughout.

***Thoroughbred Times***

**“Fingers on the Pulse”**

By Reg Lansberry

August 21, 2010

A lovely behind-the-scenes look at industry people who aren't always in the spotlight. Rich details and crisp writing throughout make this article a brisk, fun read.

### INSTRUCTIONAL SINGLE ARTICLE CIRCULATION 20,000 AND UNDER (PRINT)

12 entries

**1st**

***American Farriers Journal***

**“The Intricacies and Dangers of Puncture Wounds”**

By John Bradshaw

January/February 2010

This entry proves an instructional article doesn't have to be dull and dry; it can be equally entertaining and informational. The writer does a good job of taking a reader full circle, from the introduction to the problem, to exploring the issue through a terrific anecdote and finally closing out the article with a great one-liner about the check bouncing.

**2nd**

***American Farriers Journal***

**“Shedding Light on Balance”**

By Pat Tearney

July/August 2010

Clean writing and good topic selection put this entry in the top tier. The writer makes great use of bullet points to pull out key pieces of information and smartly balances his use of quotes with narrative. The ending quote is a great choice in particular.

**3rd**

***Paint Horse Racing***

**“Alley-Whoa”**

By Abigail Wilder Boatwright

May/June 2010

Great title and introduction. When several good articles are entered in a category, subjectivity comes into play and another judge might have put it higher. I wouldn't argue with them.

## INSTRUCTIONAL SINGLE ARTICLE CIRCULATION OVER 20,000 (PRINT)

16 entries

### 1st

#### ***The Trail Rider***

##### **“Tech Tips: Picture Perfect”**

By Heidi Nyland  
Rene E. Riley, Editor  
March 2010

The winning entry covered all the bases of a good instructional feature article. The quality of writing that separated this article from many other good entries was superior organization. This topic could be as convoluted and technical as any article about a particular style of training or technique, but this one is simple, clear, cuts to the chase and still tells you all that you need to know.

### 2nd

#### ***Western Horseman Magazine***

##### **“Teaching the Turnaround”**

By Mike Kevil  
Ross Hecox, Editor  
July 2010

This entry won because of the writer's ability to explain the maneuvers simply and clearly, easily painting a good visual picture for the reader even without photos. Even the most casual reader/rider could understand and apply the information as it is presented.

### 3rd

#### ***Barrel Horse News***

##### **“The Two-Step Teardrop Turn”**

By Michael Mahaffey  
March 2010

This entry rose to the top because the writer made an extra effort to write a very good lead and introduction that draws the reader in and makes them want to know more. He used a smart balance between narrative and quotes, avoiding long paragraphs that bog down a story.

### Honorable Mention

#### ***USDF Connection***

##### **“On The Double”**

By Jeannie Blancq Putney  
October 2010

The writer does a terrific job of thinking through all the factors a reader would need to know about getting started with the double bridle. The information is in-depth but not overwhelming. What can be kept simple was, and it should serve as a good reference article for dressage enthusiasts.

#### ***Western Horseman Magazine***

##### **“6 Keys to Cow Smarts”**

By Ross Hecox  
February 2010

This is a great entry in a tough field. The writer broke it up into numbered sections that make it easy for the reader to take in, review and remember. The writer's skill in clarity and flow made it a contender.

## INSTRUCTIONAL SERIES (PRINT)

7 entries

### 1st

#### ***Western Horse UK***

##### **“Training: Start to Finish”**

By Patrick Hopgood  
July/August, September/October and November/December 2010

This entry won due in part to its unique structure, using a modified daily diary format to break down the training of Ruby with objectives laid out for the initial weeks and months of her learning. That organization, coupled with sidebars of short, but key, tips, make this series extremely easy to read, comprehend and remember. It's entertaining and educational.

### 2nd

#### ***USDF Connection***

##### **“Outside The Arena”**

By Amber Heintzberger  
March, April, May, June, July/August, September, and October 2010

This entry ran a very close second to the top winner. While the format of the series is more traditional – narrative interspersed with expert quotes – the topic selection is outside the box and those scores a lot of points with this judge. The writing is superb, the content is consistent and the information is thought-provoking. A lot of work went into this series and it shows.

## HORSE CARE CIRCULATION UNDER 20,000 (PRINT)

14 entries

### 1st

#### **Natalie DeFee Mendik**

##### **“Probiotics, Prebiotics and Equine Health”**

Published in *Equine Journal*  
May 2010

Right from the straight-forward title to the final conclusion that not all horses need these supplements, this article clearly presents useful information. Validating the information with quotes from numerous experts added credibility. The sidebar laid out when probiotics could be beneficial without jumping on the bandwagon of "every horse needs them." Very easy to understand and well balanced presentation.

**2nd**

***The Florida Horse***

**“Deworming”**

By Cynthia McFarland  
Michael Compton, Editor-in-Chief  
September 2010

Pull quotes do an exceptional job of emphasizing the importance of the information in this very well-written article. Clear but detailed and in-depth presentation of up to date information that is turning old practices on their heads. Although aimed at this publication’s geographic area, the information would be valuable to most horse owners.

**3rd**

***Western Horse UK***

**“Winter Care”**

By Tally Wade  
September/October 2010

Well-presented and easy to follow 1 to 10 format of aspects to remember regarding winter care of horses. An excellent overview for new caretakers as well as good reminders for the more experienced.

**HORSE CARE CIRCULATION 20,000 AND OVER (PRINT)**

19 entries

**1st**

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

**“Body Systems Series”**

By Stacy Oke, DVM, MSc; Nancy S. Loving, DVM; Heather Smith Thomas; Christy West  
Stephanie Church, Editor-in-Chief  
January and February 2010

This is an exceptional series, with the writers taking each aspect of the old "Invisible Horse" model we had as kids and making each segment readable and fascinating. Imagine taking the energy to inject some humor into what could have been a bone dry project.

**2nd**

***Practical Horseman***

**“Toxic Attack!”**

By Elaine Pascoe  
July 2010

Dramatic opening lines to attract a reader's attention. Very well organized with excellent sidebars and very specific information from the experts used in the story. This is a very thorough job that combines common sense with "I never thought of that" treatments.

**3rd**

***Barrel Horse News***

**“Lose The Shoes?”**

By Annie Lambert  
April 2010

Terrific lead. Balances insight from people whose horses "go barefoot" and skepticism from those who feel it's not for every horse. Nice sidebars and links to obtain more information. A good, useful read.

**Honorable Mention**

***The American Quarter Horse Journal***

**“Pigeon Fever”**

By Andrea Caudill  
April 2010

Energetic and attention-grabbing lead. Very logical approach to the history through the current treatment and future research into the disease. A very neat package that accomplished a lot in not a great deal of space.

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

**“Parasite Series”**

By Marie Rosenthal, MS; Martin K. Nielson, DVM, PhD.; Liza Holland  
Stephanie Church, Editor-in-Chief  
May 2010

While there is some necessary overlap in this series, each story takes one angle and tackles it well. There is a lot of information on a common problem here, but the authors have gone to great pains to seek many expert voices and backed up every point with strong quotes and facts.

**SERVICE TO THE READER CIRCULATION UNDER 20,000 (PRINT)**

25 entries

**1st**

***The Chronicle of the Horse***

**“Designing Your Own Farm Can Be a Daunting Task”**

By Coree Reuter  
January 8, 2010

This article is detailed, but well written and clear. The author packed a lot of good information from solid sources into a thorough story.

**2nd**

***The Chronicle of the Horse***

**“Making the Most of Those 45 Minutes”**

By Mollie Bailey  
December 10, 2010

I was sorry when this story ended. I loved reading it and I was motivated by the trainer’s methods.

**3rd*****Trot Magazine*****“Going Green”**

By Lindsay Day

Kimberly Fisher, Editor

November 2010

This was a great read. The one-page stories were well-written and informative.

**Honorable Mention*****Today's Horse Trader*****“Are You Ever Really Prepared?”**

By Vicki Kerr Wemple

September 2010

The first-person trail riding story was well presented, concise and useful. The writer did a good job of delivering an important message.

***Today's Horse Trader*****“Conquering ‘Mount Poo’”**

By Vicki Kerr Wemple

May 2010

This story had the correct balance of personal stories and information. Well-written, clear and useful.

**SERVICE TO THE READER CIRCULATION 20,000 AND OVER (PRINT)**

31 entries

**1st*****The Trail Rider*****“The Urban Trail Horse”**

By Audrey Pavia

Rene E. Riley, Editor

June 2010

Wonderful lead that personalizes the article right up front. Great imagery and very well-done article.

**2nd*****EQUUS*****“Customize Your Horse's Vaccination Plan”**

By David Trachtenberg, DVM

August 2010

The beginning, initially, seems a bit slow, but quickly establishes the writer's credibility. The seven examples, using a name for each horse, is a great way to organize the material. This is just an outstanding article.

**3rd*****Horse Journal*****“The Real Cost of Towing”**

By Margaret Freeman

July 2010

This article is well-written, well-organized and very informative. One article a year like this can make the cost of a subscription/membership a bargain.

**Honorable Mention*****EQUUS*****“Should You Take In Boarders?”**

By Dee McVicker

January 2010

Very useful article that addresses the practicalities of what amounts to a new business venture. Well-structured in a conversational writing style.

***Horse Journal*****“Blankets: Save Time and Money”**

By Margaret Freeman

November 2010

Very useful information presented in a well-organized package. Good use of sidebars to group ancillary details that round out the article.

**SERVICE TO THE READER SERIES (PRINT)**

3 entries

**1st*****Barrel Horse News*****“Inside The Futurity Industry”**

By Michael Mahaffey and Bonnie Wheatley

August through November 2010

Takes a complicated subject and breaks it down into manageable parts. Good use of quotes and context in the writing.

**PERSONALITY PROFILE CIRCULATION UNDER 10,000 (PRINT)**

15 entries

**1st*****The Canadian Sportsman*****“Code of the Old West”**

By Dave Briggs

December 16, 2010

Waples profile offers insight into the man as a person; makes you feel like you know Waples and understand some of his motivations. This story is very well-written, painting great word pictures for the reader. The author took the time to get to know the subject and then share that insight as if he were a friend telling about Waples "out of school" – solid personality profile.

**2nd****NRHA Reiner****"Dale Wilkinson"**

By Wendy Lind

Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

May 2010

This is a thoroughly sourced and interesting profile of an industry icon – not always easy to do. The writer lets us in on Wilkinson's motivations, his mistakes and his successes and at the end of the story you feel as if you know the subject well. It's a solid profile and memorium for an industry great.

**3rd****The Whip****"The Most Difficult Horses: Reforming Matador Part 1 and 2"**

By Melinda Takeuchi

May, August 2010

This is a unique profile of a difficult horse. The author's perspective and the lack of a clear-cut ending make this a stronger story to me. The personal nature of this story, where the author lets the reader inside her own life adds depth and interest beyond the usual "difficult horse" story. We got to know two in this story – the horse and rider.

**PERSONALITY PROFILE CIRCULATION 10,000 TO 20,000 (PRINT)**

28 entries

**1st****Quarter Horse News****"Fine Wine Meets Fine Cutting"**

By Sonny Williams

December 1, 2010

Yes. Yes, indeed. Use that language. Paint those verbal pictures. This is a good, good job.

**2nd****Quarter Horse News****"A Survivor's Spirit"**

By Stephanie Duquette

June 1, 2010

This story captures the essence of the man and doesn't take all day to do it.

**3rd****Quarter Horse News****"Surf & Turf"**

By Sonny Williams

February 1, 2010

It's easy to understand why a writer would be inclined to wander with a topic like this.

**Honorable Mention****The Chronicle of the Horse****"To Infinity and Beyond with Buzz Light Year"**

By Mollie Bailey

May 21, 2010

What a likable read about a brat pony and a bunch of kids. The string of anecdotes from the kids is a great idea.

**The Chronicle of the Horse****"Marguerite Taylor-Jones Changed the Face of Pony Breeding"**

By Molly Sorge

November 26, 2010

This is almost a bio, but we get enough taste of the personality to make it a personality feature.

**PERSONALITY PROFILE CIRCULATION OVER 20,000 (PRINT)**

24 entries

**1st****Ryan T. Bell****"The Raven Within"**Published in *Western Horseman Magazine*

January 2010

What good stuff. Here's a writer who not only learns his subject, but also uses the language and the flow to create art where others simply write stories.

**2nd****Ryan T. Bell****"Joel Nelson: The Horses and the Words"**Published in *Western Horseman Magazine*

November 2010

Good use of the language. Reader gets a picture of the subject. There are third party sources. Good stuff.

**3rd****Western Shooting Horse Magazine****"Mush! Jessie Royer"**

By Sarah Sayles

March/April 2010

Good story about an interesting subject. It flows well. Has a good beginning and a good end.

**Honorable Mention****Barrel Horse News****"The Reemergence of Rosie"**

By Breanne Hill

March 2010

A compelling story, well told.

**Honorable Mention*****Western Horseman Magazine*****"Cowboy Courage"**

By Jennifer Denison

September 2010

Nice, nice story.

**FEATURE ARTICLE CIRCULATION UNDER 10,000 (PRINT)**

17 entries

**1st*****The Canadian Sportsman*****"Casie and the Sunshine Band"**

By Dave Briggs

May 20, 2010

The writer captured the atmosphere of the stable in the story by showing us and not telling us.

**2nd*****Quarter Horse Track*****"Burros and Babies"**

By Stacy Pigott

June 2010

An enjoyable story to read with lots of good information. The story flows well and includes the right amount of quotes and anecdotes.

**3rd*****NRHA Reiner*****"Mare Power"**

By Becky Rische

Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

December 2010

The three outstanding sources are allowed to present their opinions clearly and in a well-organized feature.

**Honorable Mention*****Professional Farrier*****"What Is A Horse's Value?"**

By Danvers Child, CJF

July 2010

This insightful feature gives a different view of animal value and one that is valuable for the writer's audience.

***Western Horse UK*****"Training On the Trail"**

By Tally Wade

May/June 2010

Short, but well-written and full of good information. The why, how and safety concerns were all included.

**FEATURE ARTICLE CIRCULATION 10,000 TO 20,000 (PRINT)**

26 entries

**1st*****Trot Magazine*****"Prairie Compass"**

By Kimberly Fisher

September 2010

A very descriptive and entertaining way of writing that carries to the end and makes the reader interested in the topic.

**2nd*****The Chronicle of the Horse*****"Are You Fully Dressed Without a Top Hat?"**

By Molly Sorge

June 4, 2010

A very well-rounded article with lots of viewpoints from different riders on what counts more, safety or the perception of proper attire. Good to include the comments of officials on the impact helmet-wearing might have on judging. You don't have to be interested in dressage to have this article make you think about what you're wearing when you ride.

**3rd*****Hoof Beats*****"Track Tech"**

By Evan Pattak

November 2010

Well-sourced story about how tracks are using various parts of the Internet to reach customers. This would be helpful to any business thinking of starting up or expanding an Internet presence.

**Honorable Mention*****Today's Horse Trader*****"What Are The Odds?"**

By Laurie Monroe

July 2010

The writing in this first-person account of a close-call horse rescue makes you think of the bigger picture. The author suggests solutions without being preachy.

***Trot Magazine*****"Just Desserts"**

By Ronnie Shuker

Kimberly Fisher, Editor

December 2010

A great story that has drama, great detail and a rags-to-riches flavor.



**FEATURE ARTICLE CIRCULATION OVER 20,000 (PRINT)**  
39 entries

**1st**

***Western Horseman Magazine***  
**"Top 5 Rodeo Horses of the Decade"**

By Susan Morrison  
November 2010

Reading these stories makes one think of Ernest Hemingway's approach to writing: short sentences and vigorous English. Those keys carry through this entire story and do, indeed, make it a sharp, fast read.

**2nd**

***Western Horseman Magazine***  
**"Cowhands of the CA"**

By Ross Hecox  
January 2010

Good story, but especially so because of the background of the area that gives the rest perspective. The whole story reads extremely well.

**3rd**

***Dressage Today***  
**"The Horse Boy"**

By Rupert Isaacson  
February 2010

The story about the relationship between a horse and the author's autistic son is one you must keep reading. You suspect the ending is going to be a good one. Yet, as you continue to read the writer makes it a better and better story. If you can do that with any story, the writer and the reader win.

**Honorable Mention**

***American Cowboy***  
**"Stable of the Heart"**

By Charles Graeber  
Philip Armour, Editor-in-Chief  
Benjie Lemon, Group Publisher  
August/September 2010

This is a good story made better by a good writer. The way it is written, where the writer doesn't just tell the story but is a part of the story, is a tact more writers should take.

***Western Horseman Magazine***  
**"Exhuming Ghosts"**

By Betsy Lynch  
August 2010

The well-crafted first couple of paragraphs led to a great story. There are nice touches throughout the rest of the story, too, with excellent descriptors and wording that are exciting to read and sprinkled throughout.

**PERSONAL COLUMN CIRCULATION UNDER 20,000 (PRINT)**  
28 entries

**1st**

***The Canadian Sportsman***  
**"Life's Richest Lessons at a Poor Man's Farm"**

By David Mattia  
November 25, 2010

Engaging, crisp and downright funny. A wonderful blend of sarcasm and resignation that endears the writer to his readers.

**2nd**

***Thoroughbred Times***  
**"So Long, Mr. Francis"**

By Mary Simon  
February 27, 2010

A great retrospective that ties in personal experience with broader themes. Excellent ending leaves readers with the perfect going-away present – something to think about after finishing.

**3rd**

***Equine Journal***  
**"Last Laugh: Horsercise"**

By Ange Dickson Finn  
Kelly Ballou, Editor  
May 2010

Flat-out funny. Great use of vivid verbs and well-placed adjectives. Readers can picture each of these absurd scenarios thanks to the crisp writing.

**Honorable Mention**

***The Chronicle of the Horse***  
**"Christmas Isn't Just For Ponies"**

By Beth Rasin  
December 17, 2010

The perfect length for a small window into a personal story. The honesty of the piece comes through and the message carries across. Injection of humor livens up the writing.

***Washington Thoroughbred***  
**"Northwest Voices: Dad's Journey to the Triple Crown"**

By Syringa Ortega  
May/June 2010

A gripping piece about a personal journey that the writer allows her readers to take with her. Well-told and nicely layered with detail and emotion.

## PERSONAL COLUMN CIRCULATION 20,000 AND OVER (PRINT)

16 entries

### 1st

#### *America's Horse*

##### **"The Gallop Report"**

By Holly Clanahan

March/April, June, October 2010

Wonderful, vivid glimpses into the mind of someone who is clearly passionate not only about horses, but also their greater meaning in the world. The writer is willing to explore questions – even if there are no concrete answers. These represent an excellent blending of story with insight – exactly what a column should be.

### 2nd

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

##### **"Across the Fence: Whose Credit, Whose Blame?"**

By Robert Laurence

Stephanie Church, Editor-in-Chief

June 2010

Substantive, thought-provoking piece that will compel some readers to reconsider long-held ideas. Writing has an even cadence and offers a unique look at an ongoing issue. If the goal of writing is to engage readers in a forum of ideas, consider this one a success.

### 3rd

#### *The American Quarter Horse Journal*

##### **"Rail and Pattern"**

By Pamela Britton-Baer

July, September, November 2010

Writer displays a nice touch in blending humor with a message. Self-deprecation is a wonderful tool to connect with readers and is used well in these columns. Writers, who allow themselves a bit of vulnerability, as in these honest anecdotes, allow readers to take the journey with them. That's what a great column is all about.

### Honorable Mention

#### *Horse & Rider*

##### **"This Horse Life: Field of Dreams"**

By Sue M. Copeland

November 2010

An honest, raw account of pain. The emotion that comes through in the writing must have been cathartic for the author and is gut-wrenching for the reader. This is one of those columns that make you feel like you lived through the experience yourself.

### Ryan T. Bell

#### **"Backcountry Insight"**

Published in *Western Horseman Magazine*

May, June, and July 2010

Writer has an excellent feel for language, blending detailed observations with quotes and punchy prose. The strength of the details and impressive descriptions make these must-finish pieces.

### EDITORIAL (PRINT)

18 entries

### 1st

#### *The Canadian Sportsman*

##### **"Bulletproof Has Made A Mockery of Us All"**

By Dave Briggs

February 4, 2010

Tabloid-style lead gets one's attention with a bang. The author's passion and indignation shine through, and every argument is backed up.

### 2nd

#### *Canadian Horse Journal*

##### **"Wild Horse Management: One Shot at a Time..."**

By Margaret Evans

November 2010

There is a lot of very good information here that is well-presented.

### 3rd

#### *The Chronicle of the Horse*

##### **"Making the U.S. Team: The Lone Ranger Versus The Conglomerates"**

By Denny Emerson

September 10, 2010

Good lead, thought-provoking take on where the sport is headed. Logical and nicely written.

### Honorable Mention

#### *American Cowboy*

##### **"Lead A Horse To Slaughter"**

By Sue Wallis and John Holland

Philip Armour, Editor-in-Chief

Benjie Lemon, Group Publisher

October/November 2010

Although the writers aren't granted much space for their point/counterpoint, they manage to drive home their arguments and facts in limited words. This proves that sometimes less really is more.

**Honorable Mention*****The Canadian Sportsman*****"Why We Should All Be Very Afraid About What's Going On In BC"**

By Dave Briggs

September 2, 2010

This editorial carried enough punch to be effective.

**EVENT COVERAGE EDITORIAL CONTENT CIRCULATION UNDER 20,000 (PRINT)**

23 entries

**1st*****Professional Farrier*****"Official Farriers Twenty-Tenners: The AFA at the 2010 Alltech FEI World Equestrian Games"**

By Danvers Child, CJF

December 2010

A wonderful package that is informative to those who are familiar with horses and those who are not. Light and entertaining prose and expert organization make the package sing.

**2nd*****Pennsylvania Equestrian*****"Radnor Races Celebrate 80th Running, Benefit Conservation"**

By Terry Conway

May 2010

A lovely introduction makes what could have been a routine story stand out from the pack. The writer went above and beyond, leaving no stone unturned in the reporting process.

**3rd*****NRHA Reiner*****"Alltech FEI World Equestrian Games: The Rest Of The Story"**

By Kathy Swan

Carol Trimmer, Sr. Director of Publications

November 2010

Crisp writing and exceptional reporting are on display here. The story is a wonderful undertaking that truly highlights "the rest of the story."

**Honorable Mention*****American Farriers Journal*****"Celebrating 35 Years - American Farriers Journal"**

By Pat Tearney and Jeremy McGovern

Frank Lessiter, Editor/Publisher

July/August 2010

Talk about your blast from the past. The package is a delightful retrospective. A wonderful combination of fun and informative.

***The Blood-Horse MarketWatch*****"MarketWatch Broodmare of the Year—Reviewing The Top Dams of 2009"**

By Scot T. Gillies

March 2010

Comprehensive and well-laid out. This is truly a treat for readers.

**EVENT COVERAGE EDITORIAL CONTENT CIRCULATION 20,000 AND OVER (PRINT)**

9 entries

**1st*****The American Quarter Horse Journal*****"Seasons Of Champions"**By *The American Quarter Horse Journal* Staff

January 2010

What a wonderful series of stories written by excellent writers. The idea of writing individual stories about highlights of this big event goes over better than trying to put them all into one long, long story. The stories are short, to the point and have all the qualities that make any story about horses and riders really great stories.

**2nd*****Equestrian Magazine*****"Amazing Days"**

By Brian Sosby

Helen Murray and Erica Larson, Co-authors

October/November 2010

The writers set out to write a story of historic proportions about a truly history event: the 2010 Alltech FEI World Equestrian Games. The writers had a true challenge, too, because they had to cover so many different horse competitions. Yet, they met the challenge throughout.

**STUDENT EQUINE-RELATED JOURNALISM (PRINT)**

5 entries

**1st*****Kelsey Pecsek*****"Eighty-Nine And Trotting"**Published in *Hoof Beats*

December 2010

The story was fun to read. The additional quote from the second source added to the story.

**2nd*****Megan Brincks*****"A Hero Retires"**Published in *Paint Horse Racing*

November/December 2010

The article has a good combination of facts and figures and personal comments about the horse.

## FREELANCE WRITER EQUINE-RELATED JOURNALISM (PRINT)

6 entries

### 1st

**L.A. Pomeroy**

**“Angel Heart Farm: Where Dreams Come True”**

Published in *Modern Arabian Horse*

Fall 2010

In an article on this topic, the writer must walk the fine line between heart-tugging and maudlin. This story struck the perfect balance. Strong lead and good supporting quotes.

### 2nd

**Ryan T. Bell**

**“Up The Andes, Back In Time”**

Published in *Western Horseman Magazine*

February 2010

Using a quote to lead an article is often a mistake – but not in this case. The opening quote immediately draws the reader into the drama. The writing is economical yet wonderfully evocative. This was an enjoyable adventure to read.

## ILLUSTRATION

### ILLUSTRATION (PRINT)

7 entries

### 1st

**Dressage Today**

**“Solutions”**

Sandy Rabinowitz, Illustrator

August 2010

The watercolor technique is good in this illustration. The diverse elements in the background hit the point of the story dead on.

### 2nd

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

**“Parasite Perspectives: Thinking Outside The Box”**

Camille Weber, Artist

May 2010

The animated parasites are drawn well with just enough detail to get the point across. Each element adds a light meaningful touch. Makes you want to read on.

## ADVERTISING, COVER AND EDITORIAL DESIGN

### PUBLICATION STAFF ADVERTISEMENT CIRCULATION UNDER 10,000 (PRINT)

17 entries

### 1st

**The Florida Horse**

**“We Got Game!”**

John Filer, Art Director

Michael Compton, Editor-in-Chief

December 2010

Well thought out, clever and complex. Strongest piece in the bunch

### 2nd

**Mid-Atlantic Thoroughbred**

**“May 31”**

Barrie Reightler, Designer

May 2010

Simplistic and strong, lovely layout

### 3rd

**The Florida Horse**

**“Hit Your Mark”**

John Filer, Art Director

Summer Best, Advertising Manager

December 2010

Rich in color and layout, powerful.

### Honorable Mention

**NRHA Reiner**

**“Dale Wilkinson Memorial Crisis Fund”**

Jana Thomason, Graphic Designer/Editorial Coordinator

December 2010

Excellent layout, clean easy to read and strong impact

**The Florida Horse**

**“Get In The Game!”**

By John Filer, Art Director

Michael Compton, Editor-in-Chief

December 2010

Great concept and layout

**PUBLICATION STAFF ADVERTISEMENT  
CIRCULATION 10,000 AND OVER (PRINT)**

18 entries

**1st**

***USHJA In Stride***

**“2010 \$100,000 The Chronicle Of The Horse/USHJA International Hunter Derby Finals”**

Matt Todd, Designer

June 2010

Love the jump over text. Coloring. Everything.

**2nd**

***Trot Magazine***

**“Horses For Sale Board”**

Paulina Perzynska, Designer

Kimberly Fisher, Editor

December 2010

Great ad. Updated. Clean and thought provoking.

**3rd**

***Appaloosa Journal***

**“Executive Legacy”**

Holli Sampson, Senior Designer

December 2010

This ad screams attitude and excellence.

**Honorable Mention**

***Appaloosa Journal***

**“Objects In Mirror May Be Closer Than They Appear”**

Holli Sampson, Senior Designer

November 2010

Clever. Great layout, strong and colorful – excellent.

***Today's Horse Trader***

**“New Mexico State Fair 2010 Horse Show Schedule”**

Vicki Kerr Wemple, Graphic Designer

September 2010

Great photography and layout takes your eye through the entire schedule.

**CORPORATE/INDIVIDUAL ADVERTISEMENT (PRINT)**

5 entries

**1st**

**Road to the Horse**

**“2011 Road To The Horse”**

Hill Shepherd Marketing Group, Marketing Agency

Published in: *Western Horseman Magazine, Quarter Horse News, The American Quarter Horse Journal, America's Horse, Hoofbeats Magazine, Horses Magazine*

August – December 2010

This very intense design is eye catching, bold, masculine and has a very competitive feel. It is smokin' as portrayed by the well-executed graphic effects. The ad invites you to read all, therefore making the viewer well aware of the event it is advertising.

**2nd**

**Pfizer Animal Health**

**“84 Days”**

Susan Akens, Art Director

Jeff Tresidder, Creative Director

Adam Ridgeway, Copywriter

Published in *Dressage Today*

July and August/September 2010

Here is artwork that is soft yet enticing. The designer has used position, fade and focus to draw the viewer's eye to the message. The typographic treatment of the headline is clever and relays succinct meaning. This design is well balanced.

**MAGAZINE COVER PAGE CIRCULATION UNDER 10,000 (PRINT)**

16 entries

**1st**

***The Canadian Sportsman***

**“Unforgiven?”**

Dave Landry, Photographer

Deanne Penny, Designer

December 16, 2010

This cover is special in its simplicity. A dramatic photo beautifully lit, simple typography and a strong nameplate make this entry a stand out.

**2nd**

***Professional Farrier***

**“Volume 8/Number 1”**

April Raine, Art Director/Photographer

Danvers Child CJF, Editorial Director

March 2010

A simple yet dramatic photograph makes this entry a winner. The nicely composed and cropped photo along with a matching color for the nameplate is the simple solution to this eye-catching cover.

**3rd*****NRHA Reiner******“Successful Stops With Jared Leclair”***

Bucky Harris, Production Coordinator/ Graphic Designer

Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

John Brasseaux, Freelance Photographer

September 2010

Attention to detail is what sets this entry apart from the others. In addition to a strong action photo, the designer adds another dimension by weaving the 30 year banner through the nameplate. Good placement of all cover lines and just the right amount of drop shadows gives this entry a lot of depth and excitement.

**Honorable Mention*****Horsemen's Yankee Pedlar******“Walk This Way”***

Angela Antononi, Art Director

Sharon Packer, Photographer

September 2010

Crisp sharp photo is nicely cropped to allow lots of room for the cover lines. Cover lines are sized appropriately so you know which one is the most important, which ones are secondary and which ones are tertiary. Different size and weight of fonts move eyes through whole cover.

***Quarter Horse Track******“March Cover”***

Ben Hudson, Owner/Editor

March 2010

Serene, beautiful photo sets this cover apart from the others. It was a good decision to keep the nameplate and tagline in white. Any other color would have been too heavy for the white snowy image. The focus is on the horses but there is still interest in the weathered barn and the gnarly snow-covered tree. Well composed photo with tasteful design.

**MAGAZINE COVER PAGE CIRCULATION 10,000 TO 20,000 (PRINT)**

13 entries

**1st*****Appaloosa Journal******“Annual Speed Issue”***

Holli Sampson, Senior Designer

April 2010

Intriguing eye-catching photo. The angle of the image suggests speed and also fits the cover shape beautifully. Excellent composition. Good placement of cover lines and strong nameplate make this a winner.

**2nd*****Equineews******“Volume 13, Issue 3”***

Michael Modecki, Photographer

Mark Llewellyn, Editor

The beautiful cropping on this elegant photo draws your eye to this cover. All the simple elements in this photograph are working perfectly – sharp focus on the horse's eye which is framed nicely with strands of hair catching the golden light with bridle straps forming an interesting composition.

**3rd*****Hoof Beats******“Inside Out”***

Gena Gallagher, Art Director

June 2010

Striking photo that is a perfect match for the words "Inside Out." Nice marriage of words and visual. Good placement of cover lines and partial silhouette over strong nameplate make this a winner.

**MAGAZINE COVER PAGE CIRCULATION OVER 20,000 (PRINT)**

28 entries

**1st*****American Cowboy******“Tom Selleck”***

Eva Young, Art Director

Benjie Lemon, Group Publisher

August/September 2010

This cover has it all – a striking image, unified tone and feel with sophisticated typography. Add to those aesthetics some compelling cover lines, and you have a winner.

**2nd*****Western Horseman Magazine******“Top 5 Rodeo Horses”***

Ron Bonge, Art Director

John Brasseaux, Photographer

November 2010

The high-energy action shot is what initially attracts a reader. It puts you in the middle of the action. Cover lines are interesting in content and designed well to complement the overall cover.

**3rd*****The American Quarter Horse Journal******“Anticipation”***

Justin Foster, Graphic Designer

March 2010

The beautiful image and color scheme here are the draws. The typography is kept to a minimum, and its placement at the top ensures that it doesn't interfere with the image.

**Honorable Mention****Barrel Horse News**  
**"Dash Ta Fame"**

Brandon Guidry, Designer  
September 2010

Cover has a rather bold feel overall with a strong image and bright colors.

**Equestrian Magazine**  
**"Lifestyle Issue"**

Brian Sosby, Editor  
Mark Barrett, Photographer  
June 2010

This cover and its presentation of such a bucolic place just makes you want to sigh with a feeling of relaxation. Nice color choice on the logo to complement the image.

**TABLOID/NEWSPAPER COVER PAGE (PRINT)**

6 entries

**1st****Thoroughbred Times**  
**"Lucky at Last"**

Tami Zigo, Graphic Designer  
May 22, 2010

An excellent photo choice. The picture and design draw the reader in. The package is eye-catching and expertly done.

**2nd****Quarter Horse News**  
**"Let 'Er Rip"**

Deb Miller, Art Director  
November 1, 2010

Great photo play here and the design really pops. The text overlay is perfect because it doesn't interfere with the action.

**EDITORIAL DESIGN CIRCULATION UNDER 10,000 (PRINT)**

7 entries

**1st****The Florida Horse**  
**"Drama Rules"**

John Filer, Art Designer  
Michael Compton, Editor-in-Chief  
December 2010

Excellent opening spread pulls reader in. Great photo choice and play. The text balances the design and is easy to read.

**2nd****Florida Sporthorse Magazine**  
**"Melissa Jackson"**

Christie Gold, Editor/Publisher  
Anna Urquhart, Photographer  
Winter 2010

Easy to read and pleasant to view, this clean design really complements the article.

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

17 entries

**1st****Trot Magazine**  
**"Meet Big Jim"**

Sue Longley, Designer  
Kimberly Fisher, Editor  
November 2010

The double page spread that opens up this editorial design is a gem. It is a designer's delight. In the pages that follow, the body copy is justified causing clean white frames around the images. This design is a great success through and through.

**2nd****Equine Journal**  
**"Safe Stable Design"**

Deanna Sloat, Executive Art Director  
Kelly Ballou, Editor  
September 2010

This editorial design is extremely eye-catching. Graphic treatment of the headline has wonderful rhythm that caps off the understated clean design of the body copy.

**3rd****Trot Magazine**  
**"Just Desserts"**

Paulina Perzynska, Designer  
Kimberly Fisher, Editor  
December 2010

This editorial design starts out with a full page image that is very endearing, complemented by an adjacent page of white with a delicate typographic design that is a breath of fresh air. The rest of the design uses that same complementary type design in a sea of white space that creates both balance and emphasis on the page.

**Honorable Mention****Quarter Horse News****"Paul Pearman: Buckle Up"**

Deb Miller, Art Director

April 1, 2010

This is a very exciting editorial design to go with a visually exciting subject. The designer did a great job of taking all of the elements that need to be shown in this story and laying them out in a way that was enhancing and not smothering.

**Thoroughbred Times****"40 Under 40: Generation Now"**

Tami Zigo, Graphic Designer

LaDonna Murphy, Graphic Designer

June 26, 2010

This editorial design is great. The headline is visually catchy and the black to green gradation on the top of each page causes unity to the multiple page layouts. There is a wealth of information here and the designer gives his readers an arrangement that is clear to follow.

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

28 entries

**1st****Keeneland Magazine****"Hair Raising"**

Jackie Duke, Editor

Suzanne C. Dorman, Creative Director

Beth McCoy, Brian Turner, David Young, Artists

Fall 2010

This entry took a very creative approach to the subject. There is good balance between illustrations and the amount of copy and photographs. The type choices work well in this layout and the pages are open and easy to follow.

**2nd****Western Horseman Magazine****"The Raven Within"**

Ron Bonge, Art Director

January 2010

This designer took great photography and combined it with interesting graphics and type choices to make a winning entry. There is a good cohesiveness throughout; the graphic elements are bold but not intrusive to the photos.

**3rd****EQUUS****"Remembering The Pony Express"**

Cella Strain, Art Director

June 2010

The creative juxtaposition of diverse elements helps make this a well-designed entry. The type choices and sizes make this layout easy to read and follow.

**Honorable Mention****Barrel Horse News****"2010 Holiday Gift Guide"**

Brandon Guidry, Designer

November 2010

The opening spread of this entry is a great way to get you into a layout with multiple pages and images. Good choice of type and color here. This is a well thought-out entry.

**EQUUS****"Snakebite"**

Cella Strain, Art Director

June 2010

This designer took a lot of information and created a well-designed package. There is a good balance of elements on the opening spread. An interesting logo carries throughout the pages and the sidebars follow the look of this entry.

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

13 entries

**1st****The Florida Horse****"'Dinner' Time"**

John Filer, Art Director

Michael Compton, Editor-in-Chief

September 2010

This is an exquisite, bold and enticing design. The artist executed all of the embellishments to perfection. The beveled shadow in the headline, and the head and back of the jockey brought to the forefront, creates such a wonderful perspective to the visual.

**2nd****The Cowboy Way****"Mission Statement"**

Robin Ireland, Art Director

William C. Reynolds, Editor

Spring 2010

A very classy composition that befits the Mission Statement it supports. Everything in the design directs and re-directs your eye to the understated mission copy; the position of the riders head, the sparse background, the position of the rope.



**3rd*****The Florida Horse*****“Leading The Charge”**

John Filer, Art Director

Michael Compton, Editor-in-Chief

December 2010

There is so much motion in this eye-catching editorial composition, you feel like the lead horse is charging right at you. What really puts this design over the top is the way the artist cut and shadowed the jockey to the forefront of the headline.

**EVENT COVERAGE DESIGN (PRINT)**

13 entries

**1st*****The Canadian Sportsman*****“The Little Brown Jug And Jugette”**

Deanne Penny, Designer

Tamara Caldwell, Designer

October 7, 2010

These are very well design pages with great use of photography. The mixture of fading, angling, tilting of the photographs all work together without looking contrived. The graphics are carried through all the pages nicely giving it all a cohesive feeling.

**2nd*****Quarter Horse News*****“NCHA Summer Spectacular: Taking Center Stage”**

Deb Miller, Art Director

September 1, 2010

This designer used a bold type treatment, good use of photography and a subtle color palette to create a very organized readable entry. The slight cocking of some of the photos is just enough to loosen things up.

**3rd*****Spin To Win Rodeo*****“Winning 'San Antone' Changes Everything”**

Trisha Miller

April 2010

The map, the photo, the outline of the state, all work great together to make this a very interesting opening spread. The color used throughout also adds interest. The rest of the pages are designed well, clean and easy to read.

# ELECTRONIC MEDIA DIVISION

## ONLINE NEWS REPORTING: NEWS BREAKING STORY

12 entries

### 1st

**Chronofhorse.com**

#### “2010 Alltech FEI World Equestrian Games”

Sara Lieser, Managing Editor

Kat Netzler, Senior Editor

Molly Sorge, Contributing Writer

Mollie Bailey, Editorial Staffer

Lisa Slade, Editorial Staffer

Coree Reuter, Editorial Staffer

September 25 through October 10, 2010

This chronicle of the Alltech FEI World Equestrian Games offers perspective, in-depth coverage, a great sense of the excitement and energy of every event. There is a consistent level of excellent writing from all the events – dressage to vaulting – that keeps the reader engaged. You feel the energy, you learn how competitors overcame challenges and in the end what has been created here is nothing short of a history book for the event.

### 2nd

**BloodHorse.com**

#### “NYCOTB (New York City Off-Track Betting)”

Tom Precious, Writer

Ron Mitchell, Online Managing Editor

Evan Hammonds, Editor, Digital Media

October 4, November 29, November 30, December 2, December 7, and December 14, 2010

This series starts with a solid rundown of the issues and the harness track challenge. Follow-up pieces provide a nice news update on a hot topic. Someone following this on a lot of levels will know more than the casual reader, but this is a highly informative piece. Series continues with an excellent, newsy piece, all the numbers up front and good characterization of the situation. The statehouse squabble makes for good reading. The next piece provides more perspective into NYCOTB and its true impact on NY racing in a number of ways and gives the reader a sense of what the Republicans are opposing and proposing. This is an informative chunk of information for the reader following the NYCOTB controversy and the final piece continues the solid task of characterizing the moves by lawmakers.

### 3rd

**Chronofhorse.com**

#### “2010 The Chronicle Of The Horse/USHJA International Hunter Derby Finals”

Mollie Bailey, Editorial Staffer

August 19-20, 2010

Solid package covering the event. The writer gives readers a glimpse into the winning approaches of the riders. In addition, we learn about track worries. The writer grabs all the excitement that comes from a tournament like this and offers the reader

relevant highlights to keep everyone informed. The event preview gives the reader that great sense of "who to watch" at the event. And the writer's in-depth knowledge of the contestants and the judges helps provide perspective. Even the casual reader can see not only the importance of the event, but also how competitive it will be. The package roundup of the competition offers great "play-by-play" for the reader. Interesting and informative read.

## ONLINE NEWS REPORTING: RELATED FEATURE STORY

5 entries

### 1st

**SureBetRacingNews.com**

#### “Mark Villa – Remembering A Winner”

By Pete Herrera

November 16, 2010

Well-written article with a nice cadence and use of quotes to break up the prose. Solid structure and a good sense of story carry this piece.

### 2nd

**Chronofhorse.com**

#### “2010 WEG Eventing Course Walk With Boyd Martin”

By Boyd Martin

Kat Netzler, Senior Editor

September 29, 2010

Solid feature offering a walkthrough of the course via photo gallery. Allows readers to get a feeling of being there, rather than being offered a description of a specific place. Brief captions augment clean photos.

## ONLINE SERVICE TO THE READER ARTICLE

6 entries

### 1st

**Lisa Kemp**

#### “HERDA Awareness Series”

Published on TheHorse.com

November 1, November 18, and December 8, 2010

Well-written entry offers real examples that carry the story and help break up the scientific explanations. Informative and easy to read, thanks to a well-told narrative.

### 2nd

**Chronofhorse.com**

#### “Farm Design Series”

By Coree Reuter, Editorial Staffer

January 8 through February 24, 2010

Thorough, in-depth and filled with any and all information related to the topic for those who want it. Clearly-written with a clean design make this a win for readers who might consider such an endeavor.

**ONLINE EQUINE-RELATED NEWSLETTER**

7 entries

**1st****Ker.com****“Equine Review”**

Catherine Bishop, Equine Review Editor

Erin Ryder, Digital Media Director

July 14 and October 29, 2010

Clean and crisp

**2nd****Ker.com****“The Weekly Feed”**

Erin Ryder, Digital Media Director

December 15 and December 22, 2010

Strong consistent look. The headers draw the eye in.

**ONLINE EQUINE-RELATED BLOG**

16 entries

**1st****BloodHorse.com****“Hangin' With Haskin”**

Steve Haskin, Senior Correspondent

May 6, September 12, and November 11, 2010

Well-written and researched, excellent photos to accompany text. Blog is informative and entertaining.

**2nd****TheHorse.com****“Smart Horse Keeping”**

By Alayne Blickle

Christy West, Digital Editor/Producer

August 27, September 30, and December 29, 2010

Specific, educational, and informative in an engaging format. Love use of bullet points.

**3rd****Chronofhorse.com****“History Blog”**

Coree Reuter, Editorial Staffer

May 27, November 17, and November 30, 2010

Well-researched, interesting subjects. Good use of photos.

**Honorable Mention****Chronofhorse.com****“Tik Maynard”**

Tik Maynard, Blogger

August 16, May 10, and November 9, 2010

Good subject matter and way of bringing reader into story. Educational.

**TheHorse.com****“Horse Sense (and Sensibility)”**

Stephanie Church, Editor-in-Chief

May 14, September 10, December 29, 2010

Good writing and photos.

**ONLINE EQUINE-RELATED VIDEO**

11 entries

**1st****PlayingwithLukas.com****“Lukas' Documentary”**

Karen Murdock, Owner

IPA, Producer

July 2010

Nice interviews and well-thought-out script and story line with good usage of footage from other sources.

**2nd****USTrotting.com****“Day In The Life: Tim Tetrick – 3-Part Series”**

Rich Johnston, Multimedia Coordinator

November 23, November 29, and December 6, 2010

Still camera with flash off camera is asking questions nicely.

Sulky cam... nice idea.

**3rd****TheHorse.com****“Pasture Weeds: Most Toxic To Horses”**

Christy West, Digital Editor/Producer

Alex Cutadean, Videographer/Post-Production

Stephanie Church, Editor-in-Chief

July 5, 2010

Nice opening. B-roll went well with the script and good hand held work.

**EQUINE-RELATED WEB SITE**

10 entries

**1st****Chronofhorse.com**

Sara Lieser, Web Editor

Very impressive site. Content is well organized and easy to consume. Navigation is superb with the most important categories presented on the top level. Excellent presentation and navigation of Recent Articles section. Inside pages still offer rich content and secondary navigation is supported both in the top banner as well as lower panel. Sub-navigation within a main category is unique but nonetheless easy to follow. Main navigation is supported with text navigation in footer.

**2nd****BloodHorse.com**

Eric Mitchell, Editorial Director/Editor-in-Chief

Ron Mitchell, Online Managing Editor

Feature rich site offering users many options for consuming content. Action items such as subscribe, alerts, mobile version, give a gift called out in banner navigation easily found by users. Advertising is integrated into the site well, without detracting from the user experience.

**EQUINE-RELATED DIGITAL PUBLICATION**

3 entries

**1st****HorseLink Magazine**

Rene E. Riley, Editor

Annie Kennedy, Art Director

Liked the "how to use" explanation for users. Nice color coding of sections and call outs for easier user navigation in the table of contents. Embedding the ways to engage on each page is excellent tool for users and way of encouraging engagement.

**PHOTOGRAPHY DIVISION****EDITORIAL ACTION PHOTOGRAPH  
(PRINT OR ELECTRONIC)**

41 entries

**1st*****The Blood-Horse*****"Kentucky Derby 136 Super Saver"**

Courtney Bearse, Photographer

May 8, 2010

A great photo that shows the photographer was in the right place at the right time, at the end of the race. The end is near and everyone is tired and muddy.

**2nd*****Western Shooting Horse Magazine*****"Jimmie Allen On Barbarosa"**

Lucinda Amorosano, Photographer

November/December 2010

Good action, good expression on the horse with the wild-eyed look. Rider is perched vicariously on the horse and aiming a pistol at the same time. Just adds up to a dramatic photo.

**3rd*****The Chronicle of the Horse*****"Mark Todd"**

Kat Netzler, Photographer

October 15, 2010

Winner has the look of total concentration on the action. The photographer did not rely on the horse going over the jump; he was able to capture something after the jump.

**Honorable Mention*****American Cowboy*****"Frontiers, Cradle Of The Quarter Horse"**

Walter Workman, Photographer

August/September 2010

Photo was a nice change of pace from the rest of the entries. You sensed that in the battle between young horse and quiet cowboy who was going to win.

***The Whip*****"Vineyard Classic, Take Two"**

Christie B's Photography

August 2010

The drivers' expressions make the action in this photo.

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

16 entries

**1st*****Modern Arabian Horse*****"Arabians Help Make the World That Is Cavalia"**

Photograph Courtesy of Cavalia

June 2010

Excellent lighting and composition put this photo at the top of the pack. The photo exemplifies the rare and beautiful bond between horse and human.

**2nd*****Barrel Horse News*****"The Icons: Charmayne And Scamper"**

Megan Parks, Photographer

December 2010

Wonderful composition and depth of field is demonstrated here. Sweet shot that really shows what this category is all about.

**3rd*****NRHA Reiner*****"One More Look, Stefano Massigan And Yellow Jersey"**

Jeff Kirkbride Photography

November 2010

A heartwarming moment between man and horse exquisitely shot.

**Honorable Mention****Amy Katherine Drago**  
**"Pressure Point"**

Published on EquiSearch.com  
September 2010

Great use of light. The picture is touching and vivid.

**Mid-Atlantic Thoroughbred**  
**"Mrs. Thorington"**

Barrie Reightler, Photographer  
November 2010

This captures the moment wonderfully.

**EDITORIAL STILL PHOTOGRAPH (PRINT OR ELECTRONIC)**

20 entries

**1st****Western Horse UK**  
**"AQHA UK Spring Show"**

Nathan Haynes, Photographer  
July/August 2010

The photograph is creative and interesting. Wonderful composition and the monochromatic feel make it unique as well. A true stand out.

**2nd****American Cowboy**  
**"Frontiers, The Art Of The Horse"**

Andy Anderson, Photographer  
April/May 2010

Artful, beautiful shot. Great exposure helps make this a winning shot.

**3rd****The Canadian Sportsman**  
**"Randy Waples as Clint Eastwood"**

Dave Landry, Photographer  
December 16, 2010

The subject's character really shines through. The exposure, exquisite lighting and composition create a compelling photo.

**Honorable Mention****Dusty Perin**  
**"Tools Of The Trade"**

Published in *American Farriers Journal*  
April 2010

Composition is well-thought-out and the exposure is spot on. What could have been boring is instead vibrant.

**Western Horseman Magazine**  
**"Prospects"**

Ross Hecox, Photographer  
December 2010

This captures a great moment. Wonderful character and color on display here.

**OPEN DIVISION****EQUINE-RELATED SHOW OR EVENT PROGRAM (PRINT)**

3 entries

**1st****NRHA Reiner**  
**"2010 NRHA Futurity & Adequan North American Affiliate Championship Show Program"**

Jana Thomason, Graphic Designer/ Editorial Coordinator  
Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

November/December 2010

It is a momentous task to take the amount of information that needs be in a show program, such as this one, and have it turn out with variety and unity at the same time. That's exactly what the designer accomplished here. The design begins with a very creative cover including a definitive logo/title treatment. Elements from the cover adorn the tops of all the editorial pages in banner form which creates organized emphasis and keeps the reader from getting lost in a sea of advertisements. Kudos for the simplistic way the schedules were designed; they are absolutely reader friendly. The design of this show publication is a great success.

**EQUINE-RELATED SPECIAL ISSUE PUBLICATION (PRINT)**

12 entries

**1st****Land O'Lakes Purina Feed LLC**  
**"Purina® Ultium® Growth Training Manual"**

Rob Echele, Sr. Marketing Manager

Lynn McCord, President, McCord Design Group  
2010

This is an expertly designed manual. It contains all the elements needed for impeccable balance and unity. The creative graphic elements on the front cover, texture, circular bordered images and bold mark treatment are all repeated with great intention throughout the publication. Every design element is executed to perfection.

**2nd*****The Florida Horse*****“The Florida Horse Farm & Service Directory”**

John Filer, Art Director

Michael Compton, Editor-in-Chief

June/July 2010

This directory is an information seeker’s delight. The highly laminated dividing tabs help the viewer cut to the chase with ease. Each section is beautifully laid out visually presenting the information promised by the callout on the tab. The paper stock and feel of this publication are exquisite.

**3rd*****Western Lifestyle Retailer***

Darrell Dodds, Publisher

Jennifer Denison, Editor

Spring 2010

The layout and design of this magazine is just as great as its offerings. The typography is understated and complementary to the images it surrounds. Even on pages where there are multiple items offered there is always room to breathe and the treatment of the section heads are beautifully designed.

**EQUINE-RELATED BOOK – TEXT OR PICTORIAL (PRINT)**

8 entries

**1st****Stacy Pigott****“The Rider’s Guide To Real Collection”**

Stacy Pigott, Author

Lynn Palm, Trainer

Trafalgar Square Publishing, Publisher

Copyright 2010

Clever front cover images and straight forward back cover copy pique the interest of both English and Western riders to look inside for more. Very attractive layout. Systematic presentation makes all the necessary training steps easy to follow. The tips on overcoming "challenges" with various training exercises are appreciated, something many books overlook or don't cover nearly as clearly.

**2nd****Vaughn Wilson****“Tell Me About That Horse”**

Vaughn Wilson, Illustrator/Photographer

Copyright 2010

At first glance, you expect another nice coffee table book, but this book turns out to be much more. The stories are charming, heartfelt and truly special. The photos are well done, but the illustrations made the book a true work of art. Each horseman's eyes were riveting. They draw the reader in as if you were talking face to face.

# GENERAL EXCELLENCE (PRINT)

## GENERAL EXCELLENCE TABLOID/NEWSPAPER

6 entries

### Winner

#### ***Quarter Horse News***

Katie Tims, Editor

Patty Tiberg, Publisher

Deb Miller, Art Director

The reason *Quarter Horse News* wins this category is the detailed articles covering a broad range of topics pertinent to these horsemen, the great reproduction, and good layout in its use of graphics and display type. If your business was Quarter Horses, you'd get this magazine.

### Honorable Mention

#### ***Thoroughbred Times***

Mark Simon, Editor

Norman Ridker, Publisher

Jeanette Vance, Art Director

A close second, *Thoroughbred Times*, makes good use of graphics and display type and has good reproduction. It is very easy to follow the week's news of Thoroughbreds.

## GENERAL EXCELLENCE ASSOCIATION MAGAZINE

CIRCULATION UNDER 15,000

7 entries

### Winner

#### ***Trot Magazine***

Darryl Kaplan and Kimberly Fisher, Editors

Standardbred Canada, Publisher

Paulina Perzynska and Sue Longley, Art Directors

*Trot Magazine* took a bold move to have a stark black and white cover on a state of the industry issue, implying perhaps that the topic is a simple clear black and white one. Clean, open design makes the well-mixed stories easy to access and different from the advertising. Good titles and attention to detail in the stories.

### Honorable Mention

#### ***Covertside: The Magazine of Mounted Foxhunting***

Emily Esterson, Editor-in-Chief/Publisher

Amy Engle, Managing Editor

Glenna Stocks, Art Director

The creators of *Covertside* understand their subject matter and appeal to the reader's emotional involvement. Full frame picture of a single rider and hounds is its cover trademark, and captures that emotion. Well-crafted spreads – more beautiful photographs – nice editorial mix of service, feature and thought.

## GENERAL EXCELLENCE ASSOCIATION MAGAZINE

CIRCULATION 15,000 AND OVER

9 entries

### Winner

#### ***The Cowboy Way***

William Reynolds, Editor

GB Oliver, Paragon Foundation, Publisher

Robin Ireland, Art Director

Strong covers – simple photo with red nameplate and strong image clearly draw focus to the subject matter within. Its stylized contents page highlights its strong editorial mix with unpredictable stories. The strong design uses continuous elements to reinforce mission and special sections don't stray from that purpose.

### Honorable Mention

#### ***Equestrian Magazine***

Brian Sosby, Editor /Art Director

United States Equestrian Federation, Publisher

*Equestrian Magazine* addresses its limited editorial mission adequately. The departments provide variety and play well against the feature well. The magazine serves the reader with a strong editorial mix and stylized design.

## GENERAL EXCELLENCE STATE OR REGIONAL

PUBLICATION (ANY FORMAT)

6 entries

### Winner

#### ***The Florida Horse***

Michael Compton, Editor

Richard Hancock, Publisher

John Filer, Art Director

*The Florida Horse* features excellent typography with special flourish. The art director takes advantage of the spread with bold openers. There is good use of grid and the formatted cover offers continuity.

### Honorable Mention

#### ***Horsemen's Yankee Pedlar***

Elisabeth Prouty-Gilbride, Editor

Angela Antononi, Art Director

The reader who picks up *Horsemen's Yankee Pedlar* senses a definite "cumulative muchness" strong service journalism, all breeds/ disciplines. The distinctive logo allows for variety on the cover and the clean, simple design increases readability. This magazine is planned and designed for the reader.

## GENERAL EXCELLENCE SELF-SUPPORTED MAGAZINE CIRCULATION UNDER 15,000

5 entries

### Winner

#### ***The Canadian Sportsman***

Dave Briggs, Editor

Gary Foerster, Publisher

Deanne Penny, Art Director

One thing that stands out most about *The Canadian Sportsman* is the distinction between feature and department content. The features are given much bigger play and really stand out. Contemporary department headings and simple but sophisticated type treatment provide an aesthetic backdrop for the solid content. Great balance between columns and other departments, and the entire issue flows well from start to finish.

### Honorable Mention

#### ***The Chronicle of the Horse***

Beth Rasin, Editor

Vistan Corporation, Publisher

*The Chronicle of the Horse* feels and reads like a must-have for folks in the industry. It's incredibly comprehensive and authoritative.

## GENERAL EXCELLENCE SELF-SUPPORTED MAGAZINE CIRCULATION 15,000 AND OVER

16 entries

### Winner

#### ***Barrel Horse News***

Bonnie Wheatley, Editor

Patty Tiberg, Publisher

Brandon Guidry, Art Director

The top 12 barrel racing teams of all time is a great package concept. No reader could turn that down. The features feel like features and provide longer more in-depth articles. *Barrel Horse News* embraces longer narratives and explanatory articles while still providing readers helpful service and thoughtful event coverage.

### Honorable Mention

#### ***American Cowboy***

Philip Armour, Editor

Benjie Lemon, Publisher

Eva Young, Art Director

*American Cowboy* has gorgeous covers with some of the most contemporary and complex designs and strong images. Very strong and personable editor's letters. Good packaging on the features with sidebars and other info added. The historic Then & Now section is a nostalgic way to close out the magazine.

#### ***Western Horseman Magazine***

Ross Hecox, Editor

Darrell Dodds, Publisher

Ron Bonge, Art Director

Covers show good diversity yet still have consistency. The full-page photo on the opening of the table of contents is inviting, and the type is still readable. Really like the page devoted to online content. The Opening Shot is a great way to open the departments – readers love strong photography. The content within each department listed at the top is a nice addition and good service for readers to navigate the magazine. Features are given adequate breathing room and stand out from the more formatted department content. Cowboy Culture is a strong back-of-book department with much variety to offer readers, and the humor column leaves readers with a laugh upon leaving.

## SPECIAL AWARDS

### MERIAL HUMAN-ANIMAL BOND AWARD

19 entries

#### Winner

**Breanne Hill**

**"Charmayne James and Gills Bay Boy"**

Published in *Barrel Horse News*

December 2010

### ALLTECH A+ EQUINE JOURNALISM AWARD

9 entries

#### Winner

**Susan Springsteen**

**"When 'Almost' Counts"**

Published in *Dressage Today*

April 2010

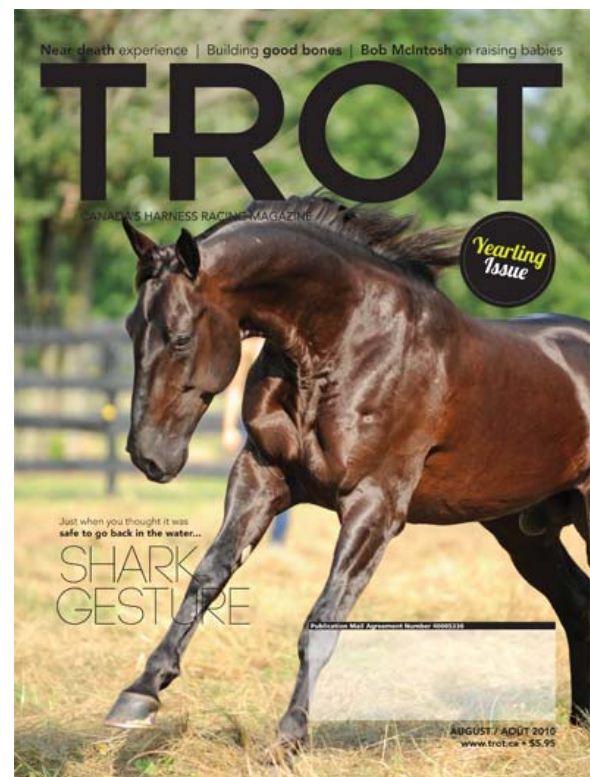


# OVERALL PUBLICATION

## Winner

### *Trot Magazine*

This publication meets its mission with style and class. *Trot Magazine* serves a wide readership, but manages to meet the needs of readers ranging from owners to grooms. Gorgeous photography and excellent writing about the harness racing industry invite the reader into this unique community. The magazine is informative, easy to navigate and chock full of well-written articles. A must-have publication for any harness racing enthusiast.



# 2011 JUDGES

**KATHLEEN BARCZAK** owns her own design business in Milwaukee, Wisconsin. In the past she was a creative director for Western Publishing and most recently she managed the Creative Department at GMR Marketing.

**GREG BENENATI** is a commercial photographer and researcher for CoStar Inc. Before moving to the Little Rock area, he and his wife, Katherine, lived in San Diego for five years, where he worked as a graphic artist. A former newspaper photographer, he has a bachelor's degree in photojournalism from the Rochester Institute of Technology in New York.

**KATHERINE BENENATI** is an assistant city editor for the *Arkansas Democrat-Gazette*. She has worked at the newspaper since 2004 serving first as a general assignment reporter and later covering the environment. Before moving to the natural state, she worked at 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. She won the Missouri Association of Publication's Ranly Award for the Best Magazine Single Written Article, Business to Business, for publications with more than 25,000 circulation. 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 CASCIATO** 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 men's wear 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. Al is now Design Director for Farm Progress Companies, publishing eighteen regional tabloids and one national magazine.

**STEVE CORNETT** was raised on a farm in Randall County, graduated from West Texas State University on the GI bill, working the farm and at the *Amarillo Globe News*. He began his career in Wichita as farm writer for the *Wichita Eagle Beacon*, to editor of the *Kansas Farmer Stockman*, and then returned to Canyon, Texas, when his dad died. He worked at Texas Cattle Feeders Association and farmed. He is editor emeritus of Farm Journal's *Beef Today* and continues to write a monthly column for *Beef Today* and contribute regular blogs to AgWeb.com from his ranch in Hall County, Texas.

**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.

**DEB DUNSFORD** has more than 20 years' experience in public relations, media writing and account service. 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.

Two-time Emmy Award winner, **NATHANIEL HEARD**, is a Director of Photography on Video and Film Productions. He is the sole proprietor of NE Productions of Portsmouth, New Hampshire. With more than 20 years of experience in video production, Nat's clientele include the American Red Cross, Harley Davidson, P.B.S., U.S. Navy, Avaya as well as coverage of corporate, sporting, music, news, commercials, documentary and political events.

**ALYSON HOGE** has worked for the *Arkansas Democrat-Gazette* for 32 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 lives with her husband David and son Michael near Little Rock.

**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.

**SHARLA ISHMAEL** is a partner in Clear Point Communications in Benbrook, Texas. 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.

**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. In 1991 she founded 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 afforded her the means to return to her love of horses. While continuing her career as a publisher and freelance writer, Stella also owns a small private boarding barn in northern Michigan. She, her husband, children, and 3 cats share the farm with 2 horses that produce more than enough eventual compost to enrich the family gardens.

**SHARON REUTER** is a partner in a successful design firm, [www.reuter.net](http://www.reuter.net), specializing in publication design. Sharon has 30 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** has been involved with horses all of her life, as a rider, owner, racing writer, and now as a volunteer with a pediatric hippotherapy school. Professionally, she works as a 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. She was for many years the author of *The Hockey Scouting Report* and has contributed as a freelancer to several magazines and newspapers. Her writing assignments included the summer meet at Saratoga Springs, New York, as well as many Triple Crown races and Breeders' Cup events. A graduate of Rutgers University-Newark, she was inducted into the inaugural Randolph (N.J.) High School Hall of Fame. In March, she received a ceremonial proclamation from the State of New Jersey for her pioneering work in the radio booth as part of the observation of Women's History Month. Among her prized possessions are photos taken of her with the great racehorses Secretariat and Zenyatta.

#### JENNIFER ROWE

Jennifer is Associate Professor, 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.

**DAVID B. SIMON** has more than 10 years of experience in editing and writing. He is currently 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. David 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. He holds a master's degree in journalism from Columbia University and has won multiple regional and national awards, including two National Headliner Awards.

**PAT SMITH** is managing editor of *Global Journalist* magazine, which is published at the Missouri School of Journalism. In her 30 years as a journalist, she has worked on newspapers, magazines, specialized and online publications and has taught at the college level for 17 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. She currently serves on the executive board of the International Press Institute.

**JONI TANTILLO** lives and works in Bridgewater, Massachusetts. She has been an artist all of her life. As a young woman, she studied various art mediums under the tutelage of inspirational teachers and became student of the School of Visual Arts in New York City, where she studied commercial art. Joni was the Art Director for *Eastern/Western Quarter Horse Journal* many years. Eighteen years ago she started D & J Associates, a visual design studio. Today she is also a student of the Art Institute of Pittsburgh Online Division, where she is working towards her Web design certification to add to her repertoire. When she is not on the job she creates jewelry and leather crafts. She finds great joy in children and all animals. But, her greatest love and most beautiful creations are her twin sons, Daniel and James.

**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 19 publications since that time. 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.

**SUSAN WEISS** is President of Net Tango, a web-based software development company, founded in 1996 in Louisville, Kentucky. Net Tango designs and builds interactive websites, software applications and database solutions. Net Tango, Inc. has been recognized for innovative technology solutions earning The Landmark of Excellence Award from the Public Relations Society of America and the Public Affairs Council Grassroots Innovation Award. Prior to founding Net Tango, Susan spent 12 years in various management, system development and marketing positions in Washington D.C. and Chicago. Susan earned a bachelors degree in Business and Economics from The American University and an MBA from the University of Louisville. Susan has also served on a number of boards and has received the Women Business Owner of the Year Award by the National Association of Women Business Owners and the Distinguished Alumni Service Award from the University of Louisville.

**LISA WYSOCKY** is an award-winning author and equine clinician. She is the co-author, with Brad Cohen, of *Front of the Class: How Tourette Syndrome Made Me the Teacher I Never Had*. *Front of the Class* has also aired as a Hallmark Hall of Fame television movie. Lisa's book and DVD, *My Horse, My Partner: Teamwork on the Ground* help horse and human partners form amazing bonds, and Lisa combines her love of horses and country music in *Horse Country: A Celebration of Country Music and the Love of Horses*. A registered NARHA instructor, Lisa trains horses for therapeutic riding and other equine assisted therapies. Her debut fiction effort, the equestrian mystery *The Opium Equation*, will be published in Fall 2011. Learn more at [www.LisaWysocky.com](http://www.LisaWysocky.com).



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