

AMERICAN HORSE PUBLICATIONS

**2012 ANNUAL AWARDS
COMPETITION**

for material published in and dated 2011

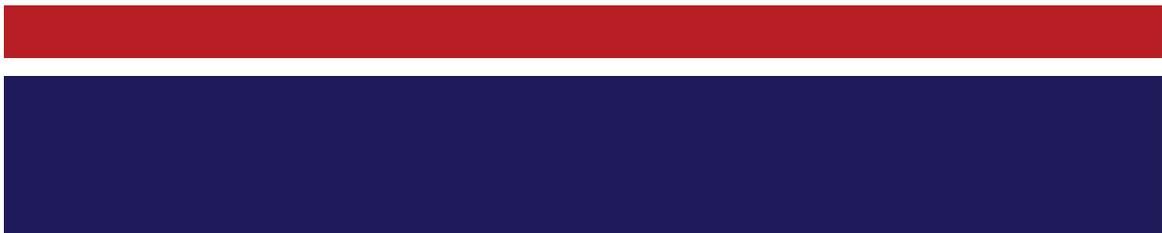
AWARDS BANQUET & PRESENTATIONS
COLONIAL WILLIAMSBURG, VIRGINIA

JUNE 2, 2012



2012 AWARD DIVISIONS

EDITORIAL CONTENT (PRINT)	3
PHOTOGRAPHY & ILLUSTRATION	12
ADVERTISING, COVER & EDITORIAL DESIGN	13
DIGITAL MEDIA	17
SPECIALTY CLASSES.....	21
GENERAL EXCELLENCE (PRINT)	22
MERIAL HUMAN-ANIMAL BOND AWARD	23
ALLTECH A+ EQUINE JOURNALISM AWARD.....	23
OVERALL PUBLICATION AWARD	24
2012 JUDGES.....	25





EDITORIAL CONTENT (PRINT)

NEWS REPORTING SINGLE ARTICLE: NEWS BREAKING STORY (PRINT)

6 entries

1st

Thoroughbred Times

“Mixed Reviews, Mixed Return to Dirt”

By Frank Angst

May 7, 2011

In-depth reporting and crisp writing elevate this story. The writer puts some very grim numbers in context and doesn't bog the story down with numbers. A fine read from start to finish.

2nd

Pennsylvania Equestrian

“Commonwealth Court Sides with Horse Farm Owner, Setting Precedent for PA”

By Suzanne Bush

February 2011

The writer gets at the story behind the story showing readers why one man's battle is so crucial. This is a fine job detailing legal minutiae and showing readers the bigger picture.

NEWS REPORTING SINGLE ARTICLE: RELATED FEATURE STORY (PRINT)

13 entries

1st

The Chronicle of the Horse

“Of Bute, Bolt Guns and Border Crossings: The State of U.S. Horse Slaughter”

By Lisa Slade

July 18 and 25, 2011

Entry is a compelling, well-sourced piece that examined a complex issue from many angles. This article provides a clear snapshot of a messy debate without playing favorites. The supporting numbers and quotes make this not just a strong horse story, but also a strong story period.

2nd

Pennsylvania Equestrian

“Down But Not Out: Boyd Martin Looks Ahead After Deadly Barn Fire”

By Jennifer Autry

July 2011

This story has it all—the struggle, the climactic event, the recovery. The writing was well-paced and full of detail.

3rd

Pennsylvania Equestrian

“Bucking the Trend, Philadelphia Police Department Bets on Horses”

By Suzanne Bush

March 2011

A no-frills, solid story that was just the right length and tone.

INSTRUCTIONAL SINGLE ARTICLE CIRCULATION UNDER 20,000 (PRINT)

5 entries

1st

Paint Horse Journal

“Code Breaker”

By Jessica Hein

November 2011

Any kid wanting to compete in an obstacle course with their horse needs to read this article. Lots of detail and great tips.

2nd

The Morgan Horse

“Western Bits”

By Allyson Hughes

September/October 2011

This article was better as a Q&A, because Les Vogt clearly speaks in a very technical way. The illustrations were helpful and sidebars were insightful.

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

16 entries

1st

Horse & Rider

“Stop Like A Pro”

By Mike Boyle with Jennifer Forsberg Meyer

December 2011

Perfect headline for a how-to article— who wouldn't want to stop like a pro? Article gets right to the point and follows through with step by step instructions. Excellent use of photos. Two thumbs up.

2nd

The American Quarter Horse Journal

“Adventures in Dressage”

By Marie Hoffman

March 2011

I thoroughly enjoyed reading this article. It was upbeat and well-paced and pulled the reader through the steps of making the leap to dressage.



3rd

Practical Horseman

“5 Cross Country Rider Positions”

By Jennie Brannigan
May 2011

Excellent title and subhead with a great lede to get the reader engaged in the topic. Nice breakdown of the five positions and supporting photos. An overall excellent how-to article.

Honorable Mention

The American Quarter Horse Journal

“Is He Cheating You?”

By Gary Wells and Larri Jo Starkey
October 2011

The writers get to the point of the article quickly, and then go into directions on how to fix the problem. They use plenty of examples and nice supporting photos.

Western Shooting Horse

“Cueing for the Turn”

By Andra Olson
August/September 2011

Simple and concise...a great how-to article that you can rip out and tack to the barn door.

INSTRUCTIONAL SERIES (PRINT)

11 entries

1st

Barrel Horse News

“Back to Basics: Barrel Racing from the Beginning”

By Breanne Hill
January to December 2011

This entry epitomized a "series." Both the content of the individual stories and the series follow a progression.

2nd

Paint Horse Connection

“Safety Zone”

By Jessica Hein
Spring, Summer, Fall, and Winter 2011
Love the easy-to-digest, think it out, approach of 10 wrong things and the how to do it right. Series is highly appropriate to the targeted age group.

3rd

Dressage Today

“Prepare to Pirouette” and “Perfect Pirouettes”

By Shannon Dueck with Hilary Moore
March and April 2011

Good progression within the stories. The sidebars on rules, potential problems, numbered lists are all good.

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

13 entries

1st

Paint Horse Journal

“Say What?”

By Jessica Hein
October 2011

Until reading this article, one might think that a deaf horse would be difficult to manage. The article and its sidebar do a good job of explaining the phenomenon of the deaf horse, how it's diagnosed and how to work with that animal. The training advice is really the same for all animals, so the article has broader appeal than just for owners of deaf horses. It makes you think about how to train your own horse.

2nd

Horse Journal

“Dealing with Diarrhea”

By Deb M. Eldredge, DVM
September 2011

Author does a very good job of explaining this illness, when and how to treat it yourself, when to call the vet and possible causes. It's the kind of article you'd clip and add to your horse-care tips file.

3rd

American Farriers Journal

“Stopping Laminitis Cold”

By Lisa Kemp
September/October 2011

Article presents a thorough look at a possible solution to laminitis. Every question I had—the best time to use cryotherapy, the duration of treatment, best methods, when not to use it—was answered by the author.



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

15 entries

1st

Horse & Rider

“Vaccine Wars: The Great Debate”

By Barb Crabbe, DVM

February 2011

What a great, no-frills, down to earth explanation of the pros and cons of vaccination. Author provides a clear organizational pathway for the article and explains it in a conversational, straight-forward way.

2nd

The American Quarter Horse Journal

“Chewing the Fat”

By Carolyn Heinze

December 2011

I really enjoyed this article—obesity in horses is something we don't think about often, but it is certainly true. I appreciated the flow and conversational tone.

3rd

The American Quarter Horse Journal

“Biosecurity”

By Andrea Caudill

July 2011

This was a great article that clearly laid out easy to understand and follow steps for the reader to implement. The article flowed together well and the writing was clear and conversational in its tone.

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

14 entries

1st

Equine Journal

“Chore Busters: 10 Products to Make Farm Life Easier”

By Kandace York

March 2011

This is a perfect example of a reader service article. The headline is simple but interesting, the lead is engaging, and the story gives the reader real take home.

2nd

Horse Journal

“Blanket Repairs: A Sticky Situation”

By Margaret Freeman

December 2011

An excellent reader service topic, this piece has a strong headline, good supporting research and directions on what to do. Sidebars help to nail this article.

3rd

Trot Magazine

“The Travelling Horseman's Handbook”

By Kimberly Fisher

August 2011

What a fun idea and great reader service. An annual tradition this magazine should continue.

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

25 entries

1st

Horse & Rider

“When It's Time to Say Goodbye”

By Barb Crabbe, DVM

September 2011

A moving and honest walkthrough of the process of saying goodbye to a horse you love. Article was well-balanced with emotion and practicality. Tips on preserving memorabilia are a nice touch.

2nd

Practical Horseman

“Solve the Pile Problem”

By Elaine Pascoe

December 2011

Easy-to-read guide for a problem all horse owners face. Digestible bits of information make this a smooth read, and you learn something in the process.

3rd

EQUUS

“Sizing Up Slow Feeders”

By Susan Kauffmann

November 2011

This entry is a strong consumer-oriented article, complete with a mini buying guide and relevant break-out boxes for additional information. Focus is definitely on usefulness to readers.



Honorable Mention

Barrel Horse News **“Whose Photo Is it?”**

By Tracy Gantz
March 2011

This is a solid piece on a great, off-beat topic with a compelling design broken up nicely with small chunks of information.

Western Horseman **“Baffled by Snaffles?”**

By Jennifer Denison
May 2011

The design and ease of access to consumer-oriented information carry this piece. With prices, simple explanations for use and descriptions of the snaffles, this is a must-read for anyone interested in buying.

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

19 entries

1st ***The Canadian Sportsman*** **“The Accidental Saviour”**

By Dave Briggs
March 17, 2011

Too often day-in-the-life portraits don't live up to their name. This one does. The prose sings and the reporting is rich and nuanced. The details are rich and the article is a joy to read.

2nd ***Quarter Horse News*** **“Potential Realized”**

By Katie Tims
December 1, 2011

The reader is really the winner here. The story is compelling; its narrative laid out almost like a novel.

3rd ***Mid-Atlantic Thoroughbred*** **“A Blessing and a Curse”**

By Don Clippinger
February 2011

The writer makes wonderful use of anecdotes and quotes in a delightful portrait of a driven man.

Honorable Mention

Mid-Atlantic Thoroughbred **“Meyerhoff's Success is Second to None”**

By Lucy Acton
March 2011

The writer has a great sense of language and the ability to tell a yarn. The character is larger than life, and handled just right.

NRHA Reiner **“Rewards Program”**

By Annie Lambert
October 2011

An engaging read about a couple, their business and a little slice of life that is well written and reported.

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

9 entries

1st ***Trot Magazine*** **“Changing Lives”**

By Carrie Jane Simmons
Kimberly Fisher, Editor
January 2011

The writer paints a picture for the reader and hooks them from start to finish. This is beautifully written and thoroughly reported.

2nd ***Trot Magazine*** **“Fully Loaded”**

By Keith McCalmont
Kimberly Fisher, Editor
December 2011

A cleverly written piece that entertains, amuses, and informs the reader.

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

22 entries

1st ***Barrel Horse News*** **“Mighty Kasey”**

By Breanne Hill
June 2011

This is such a wonderful story you will want to put your order in for the book early and then be ready to stand in long lines when it becomes a movie. This is that good because the story itself is so good. The story is so wonderful because it is about a mother



who refused to accept the negative views of health care providers on learning her new-born baby has Down syndrome and then because Breanne Hill writes that story so well.

2nd
The Blood-Horse
“Smooth Rider”

By Jason Shandler
 February 19, 2011

With all the scandals and outrageous doings most often tagged to professional athletes, it is especially refreshing to read about one who is indeed straight and narrow such as the jockey in this story. The writer deserves credit for finding this jockey to interview, but also for how well he conducted the interview. That creates the bond between the writer and subject which in turn produces a good story.

3rd
The American Quarter Horse Journal
“Dreams Come True”

By Larri Jo Starkey
 August 2011

Good story mainly because the writer describes the lengths the artist goes to not just see ranch life, but to actually smell the smoke of the branding fire and feel what it is like to work a ranch in cold weather.

Honorable Mention

America's Horse
“A Horseman with Some History”

By Holly Clanahan
 March/April 2011

Great story and a lot of worthwhile philosophy of life stuff in it. How nice to read about a man who at 89 still rides a horse, still contributes. What a good fellow, and what a good writer to tell such a splendid story about him.

Practical Horseman
“Pioneer in U.S. Dressage”

By Nancy Jaffer
 September 2011

The author wrote an excellent lead and did a great job of weaving together so many pieces in this remarkable woman's life. That is always difficult to do.

FEATURE SINGLE ARTICLE CIRCULATION UNDER 10,000 (PRINT)

16 entries

1st
NRHA Reiner
“Magnum Rescue”

By Wendy Lind
 November 2011

The winning article in a tough category stood out for the writer's ability to let a good story tell itself, which is no mean feat. This author's style is so clean and conversational that the reader doesn't even notice the words—they're too caught up in the story. In lesser hands, this story could have bogged down by overplaying the drama and empathy. This author knew the story was powerful enough on its own.

2nd
The Canadian Sportsman
“All Hail the Pail”

By Lauren Lee
 August 5, 2011

The entry was a very polished piece by an author who obviously knows how to turn a phrase as well as set a scene. The writer skillfully weaves details throughout the story and uses relatively short paragraphs and sentence structure to create an easy read. The title is creative, the quotes are colorful and the ending brought the story full circle while wrapping it up succinctly.

3rd
NRHA Reiner
“Rancho El Fortin”

By Gavin Ehringer
 June 2011

The author does a superb job laying out the landscape of the ranch, using words and details that evoke a sense of being there for the reader. He also does a great job of establishing the context of the Ramón family's unique standing in the reining business.

Honorable Mention

Horsemen's Yankee Pedlar
“Ride On: Tales of Life After Breast Cancer”

By Kathryn Selinga
 Elisabeth Gilbride, Editor
 October 2011

Taking two seemingly disparate topics (breast cancer and horses) and melding them into a cohesive article takes talent. This entry does a great job of utilizing



the three different life stories bound by a common thread—the therapeutic value of a human-horse bond. The personal stories are well-chosen and together they accomplish the goal of inspiring the reader to take action—either by joining a Ride for the Cure and/or taking better care of their own bodies.

The Canadian Sportsman
“Broad Horizons”

By Dave Briggs
 August 25, 2011

This author found a really unique story to tell. It's also not the easiest story to lay out on paper because the connections between this eclectic group of people are a bit convoluted by nature. This is a very entertaining piece by a skilled writer.

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

16 entries

1st
Trot Magazine
“Why I Left”

By Rob Longley
 Kimberly Fisher, Editor
 September 2011

When a writer gets a story like this, you'd better not botch it—and you didn't. Sympathetic without being melodramatic, this feature makes Condren come alive to a reader. History and accomplishments blend beautifully with the human element. This man is a winner and so is this story.

2nd
Thoroughbred Times
“Way Ahead of Its Time”

By T.D. Thornton
 March 12, 2011

History can be a dusty topic for a writer to tackle, but an intriguing lead combined with a little-known "first" makes this story a success. Excellent research and the tie-in to the "new" evening cards at Churchill Downs make this an enjoyable and informative read.

3rd
The Chronicle of the Horse
“Landmark College Teaches Students a Different Path”

By Coree Reuter
 April 4, 2011

Article was an impressive handling of a sensitive subject. Talking to both students and instructors gave the reader a complete feel for the program and

fully illustrated how working with horses helps the students.

Honorable Mention

In & Around Horse Country
“Gallop into the High Tech Future: Cloning”

By Lauren Giannini
 August/September 2011

This is a complex topic. Writer used good sources and handled a lot of information well.

The Chronicle of the Horse
“Equestrian Supermoms Are a Special Breed”

By Amber Heintzberger
 January 17, 2011

An immediately appealing topic is given personality and balance by the writer. The physical and emotional changes motherhood has on world-class riders are explored.

FEATURE SINGLE ARTICLE CIRCULATION OVER 20,000 (PRINT)

25 entries

1st
America's Horse
“Checking Fences”

By Andrea Caudill
 October 2011

An award-winning story demands a compelling subject and the writer's ability to grab a reader. This feature starts with one soldier's story and carries you into the genesis of the equestrian program and how it has helped heal. The writer lets the speakers handle the sentiment, and the quotes are well chosen.

2nd
The American Quarter Horse Journal
“Walking, Talking, Riding and Laughing”

By Holly Clanahan
 October 2011

I like that you didn't muck around with this lead. The reader is grabbed right from the get-go. You avoided your own sentiment and let the family members do the talking. The physical and mental healing provided by horses make this a compelling read, and the final two paragraphs provide a lovely touch of humor.



3rd

USHJA In Stride

“Lizzy Traband Follows Her Dreams–Wherever They Lead”

By Tricia Booker

April 2011

Fantastic subject and the story were handled without overt sentimentality. Lizzie is an engaging girl any reader would love to meet.

Honorable Mention

Practical Horseman

“The Cloning Conundrum”

By Jeannie Blancq Putney

January 2011

Personalizing the story with one horse and owner introduced a very complicated story in a relatable manner. Any reader's questions are answered. Impressive work on sources and good writing produced an entertaining and informative read.

The American Quarter Horse Journal

“Catchin' a Buzz”

By Richard Chamberlain

December 2011

The repetitive use of words and phrases in the lead worked to pique a reader's interest.

PERSONAL SINGLE COLUMN CIRCULATION UNDER 20,000 (PRINT)

16 entries

1st

Western Horse UK

“The Last Hoorah”

By Linda Durocher

November/December 2011

This is a very personal column. Good take-home, very touching and inspirational for all.

2nd

Paso Fino Horse World

“Out of the Flood”

By Barb Fenwick

Catherine King, Editor

May 2011

What a touching story with excellent use of language. I hope it inspires others to go the extra mile to make a difference.

3rd

Paint Horse Journal

“Editor's Note”

By Tonya Ratliff-Garrison

June 2011

This poignant and well written column is very personal and has a message for every reader.

Honorable Mention

Florida Sporthorse Magazine

“More Honey, Less Vinegar”

By Christie Gold

Winter 2011

An excellently written, point well made, convincing column.

The Chronicle of the Horse

“Riders Always Remember a Leg Up”

By Meghan Blackburn

August 22, 2011

This is quite a personal column telling how the writer's background shaped her feelings and this article. It offers take-home for many readers.

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

14 entries

1st

Practical Horseman

“The Field is Full”

By Ron Rude

February 2011

Well put together and convincing, this column is a compelling essay on an important topic. The "field" approach simplifies the concept and really brings home the point.

2nd

The Horse: Your Guide to Equine Health

“Cost Drives Care”

By Christy Corp-Minamiji, DVM

Alexandra Beckstett, Stephanie Church, Editors

April 2011

Article is an excellent insight into a service business. This is excellent writing with a powerful end.

3rd

Dressage Today

“In Praise of the Judge”

By Julie Arkison

April 2011

Excellent insight into how difficult judging is. This column helps people not to take them for granted.



EDITORIAL OPINION SINGLE COLUMN (PRINT)

22 entries

1st

***Horse & Rider* "POV Blindness"**

By Jennifer Forsberg Meyer

August 2011

The winning entry tops a very competitive field by giving both sides of the issue and doing so in a way that makes her point of view even stronger without diminishing concerns from the other side. Her reasoning is logical, her writing impeccable and persuasive enough to make most readers think twice about whether they are POV blind themselves.

2nd

***The Blood-Horse* "Scapegoat"**

By Lenny Shulman

September 10, 2011

This columnist makes a powerful argument for his case that Mr. Veitch is indeed a scapegoat for a mess he didn't create. Readers are given a good 360-degree perspective on the turn of events described, although the writer skillfully cuts to the chase with clarity. Column writing is a special skill and this writer has it in abundance.

3rd

***Mid-Atlantic Thoroughbred* "Maryland Racing Commission Rejects MJC's "Plan" for 2011"**

By Lucy Acton

January 2011

A classic editorial is short, sharp and memorable, all of which describe this entry. Somehow, this talented writer cut through what was no doubt a convoluted mess of details to succinctly frame the problem, the contributing factors and her well-reasoned perspective.

Honorable Mention

***Quarter Horse News* "Sound of Silence"**

By Katie Tims

April 15, 2011

If enjoying reading this column was the sole grounds for judging this contest, this piece would have won easily. The writer's style is so descriptive and evocative, the reader feels like she's riding along in the passenger seat. The column is persuasive in asking readers to remember where they came from

and if the progress that's been made is worth the cost.

***Thoroughbred Times* "Waiting for Nothing"**

By Mark Simon

April 16, 2011

This column has a strong call to action, supported by a well-documented history of inaction on the part of the racing commission. The writer uses a good mix of quotes and anecdotes along with facts and opinion. It's a very good, persuasive and newsworthy piece.

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

14 entries

1st

***Mid-Atlantic Thoroughbred* "Sharing the Glory"**

By Sean Clancy

January 2011

This article has an excellent beginning, great writing and story-telling that flows throughout the rest of the story. I always appreciate a writer who can write a long story so well.

2nd

***Thoroughbred Times* "Hollow Tradition?"**

By Jeff Lowe

April 30, 2011

This is a good, important story that says the length of time between each of the races for the Triple Crown is too short. The writer does a good job of going after comments from top people in racing to back up that idea.

3rd

***The Canadian Sportsman* "King of the San People"**

By Dave Briggs

November 17, 2011

This is an excellent article with some short, but powerful sentences. Author has a great grasp of the story, and that's what makes the article read so well.



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

8 entries

1st

***Barrel Horse News* “Dashing for Dollars”**

By Annie Lambert
September 2011

Despite its specific audience, this article would be easy for anyone to follow. The introductory paragraph helps the reader realize the story is about barrel racing results at three big rodeos. Each rodeo "chapter" is interesting to read, because they include a little bit of background about the rodeos, the riders and the mounts.

2nd

***USHJA In Stride* “Keenan 'Coasts' to Victory in USHJA International Hunter Derby Finals”**

By Tricia Booker
October 2011

The story engages the reader at the start by pointing out the winner is young compared to her competitors. Good detail about mounts and riders.

EQUINE-RELATED EDITORIAL SERIES (PRINT)

13 entries

1st

***Western Horseman* “Comrade Cowboy”**

By Ryan T. Bell
July, August and December 2011

This fascinating series really moves right along with good description of an exciting adventure. Part one has an interesting lede and good nut graf as it chronicles the problems of shipment. Part two features good byplay with Russians and part three tells of the lost horse.

2nd

***Thoroughbred Times* “Racing's Tale of the Prince and the Pauper” and “The Caracas Cannonball”**

By Bob Ehalt
April 30 and May 21, 2011

Good lede captures the reader's interest. Series has excellent sources and good details. Angel Cordero's quotes throughout provide balance. Good return to Prince and Pauper theme at end.

3rd

***Washington Thoroughbred* “The Great American Horse Race: Wild Terror on Horseback”**

By Merri Melde
April/May and August 2011

Throughout the series there is great human interest and good interspersing of quotes and narrative. The reader feels as if he/she is in the race.

STUDENT EQUINE-RELATED JOURNALISM (PRINT)

3 entries

1st

***Katherine Carr* “Serious Horseplay”**

December 19, 2011

This is a solid example of classic journalism—beginning with a good anecdotal lede and allowing the reader a peek into a larger world. Nice use of a bookend technique to return to the original subject.

FREELANCE WRITER EQUINE-RELATED JOURNALISM (PRINT OR ONLINE)

5 entries

1st

***L.A. Pomeroy* “Hats Off for the Horses”**

Spring 2011

Excellent story about a woman who turned her artistic bent for hats into a passion for hats that honor horses. What a nice story to read, and how interesting to read about all the research this woman does to find inspiration for the hats she makes for equine stars.

2nd

***Natalie DeFee Mendik* “Inspection Intervention: Tips to Ace the Keuring”**

January 2011

This is a very nice story with a lot of valuable information and great interviews with top breeders. Truly, a must read, that most likely has been cut out and saved for future reference.



ILLUSTRATION (PRINT)

10 entries

1st

Western Horseman "Hackamore Horse"

Illustrator: Ron Bonge
February 2011

A traditional style drawing beautifully done, the composition is well resolved and bold. The sensitive handling of the pencil conveys the spirit of the horse.

2nd

The Florida Horse "Anhidrosis"

Illustrator: John Filer
April/May 2011

This is a colorful, fun characterization. I loved the animated figure with his rich color and sweeping gestures.

EDITORIAL ACTION PHOTOGRAPH (PRINT OR ONLINE)

23 entries

1st

Practical Horseman "Giving Talent Wings"

Photographer: Shawn McMillen
December 2011

Excellent exposure and depth of field keeps all of the action in focus. The angle captures the rider and horse to great effect. The image pops out and makes its mark on the viewer.

2nd

The Blood-Horse "Star Power"

Photographer: Anne M. Eberhardt
November 12, 2011

A great photograph captures a wonderful moment. The focus and composition is spot on and capture the finish of the race.

3rd

Western Horseman "Stallion and Mares"

Photographer: Darrell D. Dodds
November 2011

The focus and depth of field draw the reader into the stampede in an excellent image.

Honorable Mention

Western Horseman "Richard Winters"

Photographer: Darrell D. Dodds
October 2011

Excellent depth of field keeps the action at the forefront.

Western Shooting Horse "Course Management"

By Lucinda Wood
February/March 2011

Good focus, cropping and exposure capture the moment well.

EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH (PRINT OR ONLINE)

13 entries

1st

The Blood-Horse "Field Play"

Photographer: Anne M. Eberhardt
February 19, 2011

The viewer is startled at first glance of this photo. Someone help that old man! He's being run down by that horse! But then you realize they are playing. The photo does a great job of expressing the relationship of this man and horse.

2nd

MyHorse Daily "The Equine Cupid at Work"

Photographer: Amy Herdy
November 14, 2011

Many of the photos in this category were posed or taken after the horse accomplished a great feat. This photo was spontaneous. The man clearly is deeply touched by this horse. You see the horse's ribs and you can tell by his eyes that life has not been good to him so far. The man's expression tells you that maybe he can provide the horse with a better future.

3rd

NRHA Reiner "One More Look"

Photographer: Molly Witzel
July 2011

What was supposed to be a posed picture turned into a standout when one horse decided to sniff the air. The palomino looks like he thinks the chestnut is hogging the attention. And the bay is saying, "Hey, what about me?"



ADVERTISING, COVER & EDITORIAL DESIGN-(PRINT)

EDITORIAL STILL PRINT PHOTOGRAPH

12 entries

1st

Western Horseman

“Bill Owen”

Photographer: Walter Workman

October 2011

This photograph captures the dedication of Bill Owen. How does this artist study his subjects? He's out on the range with them. This photo makes good use of available and artificial lighting to give a nighttime feel without being too dark.

2nd

Paint Horse Connection

“Buster and Sheryl Bob”

Photographer: Jessica Hein

Winter 2011

Photo is a well-composed portrait of this man and his paint. The tints and lighting of the photo, combined with the cowboy's dress and tack, take you back 140 years.

3rd

American Farriers Journal

“November 2011 Cover Photo”

Photographer: Mark Rikard

November 2011

Nice use of shadow gives a very detailed portrait of a farrier. Photo does a good job of illustrating the issue.



PUBLICATION STAFF SINGLE ADVERTISEMENT (PRINT)

20 entries

1st

NRHA Reiner

“NRHA Corporate Partner Holiday Ad”

Bucky Harris, Graphic Designer/Production

Coordinator

Carol Trimmer, Senior Director of Publications

Kathy Swan, Executive Editor

December 2011

I love this ad. There is a lot going on but managed well and with sophistication.

2nd

Paint Horse Racing

“Shawne Wind”

Stephanie Bury, Designer

Jessica Hein, Photographer

March/April 2011

This ad placed for its great layout, communicating the message, and great use of negative space.

3rd

The Canadian Sportsman

“Shift Into High Gear”

Deanne Penny, Art Director/Designer

July 14, 2011

Taking a risk in using a visual outside of the box works well and carries the message across with great impact. Love the layout as well.

Honorable Mention

Mid-Atlantic Thoroughbred

“Another Webb Carroll Classic Winner”

Barrie Reightler, Designer

Stuart Haman, Photographer

July 2011

This ad is a strong piece. Clean and the use of color with black and white in the imagery takes it to another level.

Speedhorse

“Jumonville Farms”

Mark Holley, Designer

December 23, 2011

The layout and image makes this ad stand out and give a sense of impact and destinations.

CORPORATE/INDIVIDUAL SINGLE ADVERTISEMENT (PRINT)

10 entries

1st

American Paint Horse Association

“Every Barn Needs a Little Paint”

Art Vasquez, Art Director

Cristin Conner, Promotional Campaigns Marketing Manager

April 2011

Humorous. Direct. Sophisticated. This ad speaks directly to the customer with a simplistic approach.

**2nd****American Paint Horse Association
“Blending In is Not an Option”**

Kelly Wise, Graphic Designer
Cristin Conner, Promotional Campaigns Marketing
Manager
June 2011

Ad is simple and powerful going right after the message. A strong sense of design, the ad comes off very effective.

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

21 entries

1st***The Florida Horse*
“Flat Out Impressive “**

John Filer, Art Director
October 2011

Flat out impressive cover. All the elements are working beautifully—from the energetic sharp photo, to the perfect positioning of the partial silhouette, to the great color and positioning of cover lines. The color in the photo is breath-taking and the art director enhanced the cover with his color choice for type.

2nd***Horsemen's Yankee Pedlar*
“Keep it Simple”**

Angela Antononi, Art Director
December 2011

The sepia-toned photograph makes this cover stand out from the pack. This cover is simple but elegant. Attention to detail is not missed. Color restraint is a positive for this award winning cover.

3rd***Ranch & Reata*
“Premiere Issue”**

Robin Ireland, Art Director
Williams Reynolds, Publisher
April/May 2011

Unusual but simple cover format makes this entry stand out. Elegant typography, clean photo with lots of negative space and smart use of spot varnish are the details that make this entry a winner.

Honorable Mention***Mid-Atlantic Thoroughbred*
“Laurel Park 100th Anniversary”**

Barrie Reightler, Designer
Peb, Illustrator
October 2011

What a fun idea to reproduce sections of old programs to depict the 100th anniversary. Pleasing montage of horses, people, and typography. It was a nice touch to also include prices and years on some of the cropped images.

NRHA Reiner**“Rudi Kronsteiner and Finest Copyshot”**

Bucky Harris, Graphic Designer/Production
Coordinator
Carol Trimmer, Senior Director of Publications
Kathy Swan, Executive Editor
May 2011

Great action shot with a strong nameplate and good neutral color choice. Cover is beautiful in its simplicity.

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

11 entries

1st***Hoof Beats*
“Valley Victory”**

Gena Gallagher, Art Director
April 2011

This beautiful tribute cover has it all—a stunning photograph, sophisticated typography, and a color scheme that is understated. The overall feel is simply regal.

2nd***Thoroughbred Times*
“An Ice Surprise”**

Tami Zigo, Graphic Designer
June 18, 2011

A great combination of an action photo and title/deck wording bring to mind excitement. The photograph has great clarity and is the star of the show with this cover.



3rd
Paint Horse Journal
“Spring Fever”

Art Vasquez, Designer
 Abigail Wilder Boatwright, Photographer
 March 2011

This irresistible picture captures readers' hearts. The minimalist type allows the photo to shine, and the spring flowers add a perfect complement to the package with color and texture.

PUBLICATION COVER PAGE
CIRCULATION OVER 20,000 (PRINT)

20 entries

1st
Western Horseman
“Cayde & Co.”

Ron Bonge, Art Director
 February 2011

The designer of this entry did a great job combining an interesting illustration and good type choices. The illustration cuts into the masthead in an unobtrusive, subtle way and the use of color is just enough to highlight the important elements.

2nd
The Cowboy Way
“Summer in the West”

Summer 2011
 Robin Ireland, Art Director
 William Reynolds, Editor

I like the graphic simplicity of this cover. The bridle makes a strong graphic pattern; the type is easy to read and well designed.

3rd
Dressage Today
“Annual Baroque Issue”

Phil Cooper, Art Director
 August 2011

The use of a very dramatic and monochromatic image to accompany the simple use of copy makes this a very well designed cover.

Honorable Mention

Western Horseman
“Moonlight Rescue”

Ron Bonge, Art Director
 August 2011

The type choices and the color treatment work in harmony with the illustration. The relationship of the type sizes makes this a well-designed cover.

Western Shooting Horse
“The Green Issue”

Ken Amorosano, Designer

June/July 2011

This designer pulled off a challenging concept. The idea is clear and uncluttered. All of the elements work well with the photograph.

EDITORIAL DESIGN CIRCULATION
20,000 AND UNDER (PRINT)

19 entries

1st
The Canadian Sportsman
“Rockin' the Cradle”

Deanne Penny, Art Director/Designer

July 14, 2011

This is a very creative entry. The designer used great photography and text in a well-designed and interesting fashion throughout the pages.

2nd
The Florida Horse
“The BIG Horse”

John Filer, Art Director

April/May 2011

Designer did a nice job carrying the theme throughout in this well designed entry. Nicely balanced bold type complements a strong photograph on the opening spread.

3rd
The Florida Horse
“Still Perfect”

John Filer, Art Director

December 2011

This is a strong entry with its good photo and a creative headline treatment. The other elements balance well on the spread with a good use of color. The single page is consistent with the spread and designed well.

Honorable Mention

Paint Horse Racing
“Paint Champions of 2010”

Kelly Wise, Designer

March/April 2011

This designer took a great deal of information and laid it out in an organized, easy to follow manner. The subtle use of photography helps keep this entry uncluttered.



Trot Magazine
“On Her Game”

Susan Longley, Designer
 Kimberly Fisher, Editor
 August 2011

I like the use of white space, type choices and simplicity of the opening spread in this entry. This simplicity of design is carried through the rest of the piece.

EDITORIAL DESIGN CIRCULATION
OVER 20,000 (PRINT)

27 entries

1st

Western Horseman
“Cowboy Legacy”

Ron Bonge, Art Director
 October 2011

The double page spread that begins this editorial design is beautiful. The image chosen to kick off this story is stellar and every flourish and element of type that has been placed within the full bled image is arranged perfectly. It is refreshing to discover that the rest of the design is just as exciting and precise as the first two pages. This is a true winner.

2nd

Western Horseman
“Comrade Cowboy”

Ron Bonge, Art Director
 August 2011

Every element of this editorial design has been handled exquisitely; from large images, to the properly knocked out text, to the placement of graphic elements. The whole layout is well thought out. It is complementary to and just as interesting as the story it is designed around.

3rd

EQUUS
“The Lyme Disease Threat”

Celia Strain, Art Director
 May 2011

This is an extremely successful editorial design. The message of the story is proclaimed to the viewer with a powerful typographic treatment in the opening headline. The play on position and weight of the font causes emphasis where it is due; then the sub-head text design, throughout the rest of the layout follows suit. The lead-in photograph choices are perfect; the horse with the unassuming innocent expression, and the wiry legged tick looking for his next victim.

Honorable Mention

Barrel Horse News
“Beyond The Barrels”

Brandon Guidry, Art Director
 April 2011

The designer of this editorial layout really knows his stuff. There are graphic elements, text manipulation, lots of photographs and they are all handled expertly. Here we have the perfect use of space, size, weight and position; all contributing to making this one of the most successful design submissions.

EQUUS

“The Right Defense Against Fire Ants”

Celia Strain, Art Director
 May 2011

There is no doubt in the readers’ mind what this editorial is about once they see the well-designed double page spread that opens this story. The typographical emphasis on “Fire Ants” and the bled enlargement of the venomous looking predator make the pinch and itchy factor very real. Then the adjacent, soft, monochromatic image of the horses beautifully portrays their vulnerability to these deadly ants. The designer then goes on to support the headline and imagery with a non-competitive design, which is used throughout the rest of the composition.

Western Horseman
“Traditional Troubadours”

Ron Bonge, Art Director
 May 2011

In keeping with the flavor of the story, the designer used a monochromatic scheme for all the images which is very complementary. The typographic treatment of the introductory headline and text is classic and fitting. The body of the layout with its perfect spacing and run-around text, subtle embellishments and slight dabs of color is masterful.

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

14 entries

1st

Paint Horse Connection
“Brought to Life”

Susan Sampson, Designer
 Summer 2011

This design is an all-around nice package with excellent use of photography. Easy to read text placement, with a nice font and pull out colors, complement the photography and design.



2nd

The Florida Horse
“Gone in a Flash”

John Filer, Art Director
 August 2011

A compelling photograph and excellent use of text draws the reader right in. The design is at once clean and simple and eye catching.

3rd

Cutting Horse Chatter
“Cowgirl Romances - A Pop-Culture Rediscovery”

Casceil McRae, Graphic Artist
 July 2011

Use of color and retro fonts make for a clever design. The illustration fits the subject matter perfectly.

EVENT COVERAGE EDITORIAL DESIGN (PRINT)

8 entries

1st

Trot Magazine
“The Road to Cup XXVIII”

Paulina Perzynska, Designer
 Kimberly Fisher and Brittany Mayotte, Editors
 July 2011

This photo essay is beautiful. Every page is carefully thought out with artfully cropped photos, elegant typography, tasteful arrow and dotted line graphics and nicely designed red North America Cup emblem. Photos are organized nicely on each page, utilizing a grid, but each page is unique.

2nd

Spin To Win Rodeo
“Steer Crazy”

Trisha Miller, Art Director
 September 2011

Taking a feature approach to report on this rodeo event is very successful. Great idea to silhouette half of the photo when it crosses the gutter—adds excitement and tension to the spread. Good typography—the two word headline allows the art director to really punch up the size and emphasis. The following pages are cleanly laid out and easy to follow.

ONLINE NEWS REPORTING SINGLE ARTICLE

10 entries

1st

chronofhorse.com
“Dalma Malhas Makes Big Strides for Saudi Arabian Women”

<http://bluetoad.com/publication/?i=64840>

By Meghan Blackburn
 March 2011

This engaging and thorough story is a delight from start to end with detail-rich reporting. The writer clearly has an eye for a good story and the ability to tell one.

2nd

chronofhorse.com
“Back From Battle and Into the Saddle”

<http://bluetoad.com/publication/?i=71166>

By Lisa Slade
 June 2011

The reporter does a wonderful job drawing readers in and keeping them riveted to the end with a lively lede and well-told story.

ONLINE SERVICE TO THE READER SINGLE ARTICLE

6 entries

1st

MyHorse Daily
“The Risks of Riding Horses: How to Stay Safe and Assess Rider Injury”

<http://myhorse.com/blogs/english-and-western-riding/rider-education/the-risks-of-riding-horses-how-to-stay-safe-and-assess-rider-injury/>

By Amy Herdy
 August 29, 2011

Useful advice in narrative form makes readers want to keep going. The best learning takes place when it's subtle, as this piece demonstrates.





2nd

EquineNews.com

“Laying to Rest Five Horse-Feeding Myths”

<http://www.equineNews.com/article/decision-2011-laying-to-rest-five-feeding-myths>

Mark Llewellyn, Editor

Catherine Bishop, Copy Editor

May 3, 2011

A fun format to debunk commonly-held beliefs, this article will get eyeballs and be shared with friends.

ONLINE MULTIMEDIA EDITORIAL EVENT COVERAGE

10 entries

1st

AQHA.com

“Journal at the World: 2011 AQHA World Championship Show”

<http://www.aqha.com/worldshow>

By The Journal Staff

November 3 to 17, 2011

I loved that a live stream offered quick access to the action. The video recaps give fans a connection to the event winners, while the articles offer a wealth of links. This is comprehensive coverage across the board.

2nd

BloodHorse.com

“2011 Breeders' Cup”

<http://www.bloodhorse.com/horse-racing/slideshows/slideshow/2011BCSights/2011-breeders-cup-sights#LTMOMTg3ODkyNg>

<http://www.bloodhorse.com/horse-racing/slideshows/slideshow/BC11SAT/2011-breeders-cup-world-championships---day-2>

<http://www.bloodhorse.com/horse-racing/videos/section/breeders-cup>

<http://www.bloodhorse.com/horse-racing/videos/section/breeders-cup?page=2>

By Blood-Horse Editorial and Digital Media

October to November 2011

Coverage displayed high production values, clean design, and great user interaction with comments, tag cloud, and twitter widgets on the blog. Coverage is very intuitively organized with solid blogs, videos and profiles. Slideshows show great depth of coverage and were strong in both quantity and quality of content. There is a great wealth of video content.

ONLINE HORSE CARE SINGLE ARTICLE

8 entries

1st

EquineNews.com

“Does Your Horse Really Need a Low-Starch Diet?”

<http://www.equineNews.com/article/does-your-horse-really-need-a-low-starch-diet>

By Dr. Kathleen Crandell

Mark Llewellyn, Editor

Catherine Bishop, Copy Editor

May 4, 2011

Article thoroughly explains what is meant by a low-starch diet and how a high-starch diet can affect the horse. From this article, the horse owner will know what to look for on the label and what's the most a horse can be fed of the high-starch diet.

2nd

Center for Equine Health

“Equine Fractures: Improving the Chances for a Successful Outcome”

<http://viewer.zmags.com/publication/31ed1aa2#/31ed1aa2/1>

Dr. Larry Galuppo, Chief, Equine Surgery, UC Davis VMTH

Barbara Meierhenry, Senior Editor, Center for Equine Health

October 2011

This is a very helpful article on what to do about a horse that has a fracture. Many people assume that any broken leg results in a euthanized horse. This article explains how a horse can be saved.

ONLINE EDITORIAL EVENT COVERAGE SINGLE ARTICLE

4 entries

1st

BloodHorse.com

“KY Meeting Shows Deep Divide Over Salix Use”

<http://www.bloodhorse.com/horse-racing/articles/66199/ky-meeting-shows-deep-divide-over-salix-use>

By Tom LaMarra

November 17, 2011

Well-done article that leaves no stone unturned and presents a variety of sides. Reporting is strong, as is writing.



ONLINE EQUINE-RELATED EDITORIAL MULTIMEDIA SERIES

4 entries

1st

TheHorse.com

“EHV-1 Multimedia Package”

<http://www.thehorse.com/viewarticle.aspx?ID=18264>

<http://www.thehorse.com/Free-Reports/View.aspx?n=equine-herpesvirus-1&id=235>

<http://cs.thehorse.com/blogs/across-the-fence/archive/2011/06/28/Whats-In-it-For-EHV1.aspx>

<http://cs.thehorse.com/blogs/horse-sense-and-sensibility/archive/2011/05/20/ehv-1-outbreak-fight-the-fear.aspx>

<http://www.thehorse.com/video.aspx?n=equine-herpesvirus-1-ehv-1-what-horse-owners-should-know6ivID=524>

May 24 to June 28, 2011

Writers: Erica Larson; Stacey Oke, DVM; Stephanie L.

Church; Lutz S. Goehring, MS, PhD, Dipl. ACVIM

Presenters: Christy West; D. Craig Barnett, DVM;

Paul S. Morley, DVM, PhD, Dipl. ACVIM; D. Paul Lunn, BVSc, PhD, MRCVS, Dipl. ACVIM

This package offers a great deal of expert scientific information for the prevention and treatment of this deadly outbreak. Presentation shares important outside resources to provide additional information. Allowing Q&A during webinar offers interaction and greater information than may be covered by experts. Blog poses provocative questions that help shape the dialogue. The "What is in it for EHV-1?" blog particularly, provides a unique angle to the dialogue and raises some thoughtful points. Article and fact sheet provide a condensed snapshot for quick reference. This is commendable work on an important topic.

ONLINE EQUINE-RELATED NEWSLETTER

9 entries

1st

SmartPakEquine.com

“SmartPak Newsletter”

http://www.smartpakequine.com/newsletter/1107c_SmartLytesEditorial.htm

http://www.smartpakequine.com/newsletter/1104c_SpringShowers.htm

Caren Marston, Email Marketing Manager

April and July 2011

SmartPak is doing a lot of things that generate a successful newsletter. The layout, use of photographs, use of color, and typography are all

immediately engaging. The words "we" and "you" in the text immediately make it feel like the reader is being personally addressed. The testimonial is very effective, especially above the fold. The concept of the star rating on the advertisement is a good psychological sales pitch. Product spotlights include a star rating plus customer reviews. Both will probably increase sales. There is good continuity between the e-mail visual and the website visual, so readers can easily tell they are still dealing with the same company.

2nd

University of Kentucky Ag Equine Program
“Bluegrass Equine Digest”

<http://www.thehorse.com/enews/bluegrass-equine-digest/PDF/BED-052011.pdf>

<http://www.thehorse.com/enews/bluegrass-equine-digest/PDF/BED-Aug2011.pdf>

Jenny Blandford and Holly Wiemers, Editors

The Staff of *The Horse*

May and August 2011

This is a well-organized and well-designed newsletter, clearly valuable to the horse industry. The 3-column design is good. Use of typographic hierarchy is good. Use of landscape layout for online reading is an excellent design choice.

ONLINE EQUINE-RELATED BLOG

12 entries

1st

TheHorse.com

“Smart Horse Keeping”

<http://cs.thehorse.com/blogs/smart-horse-keeping/default.aspx>

By Alayne Blickle

Christy West and Erica Larson, Editors

Posted in 2011

Blog includes very helpful informative posts on emergency preparedness, composting horse manure, combating horse boredom. The photos, the more the merrier, also go a long way in illustrating a particular design. Posts are timely and relevant. Links offer more information. This is a thorough, thoughtful blog.



2nd
EquiSearch.com
“War Horse News “

<http://blogs.equisearch.com/warhorseblog/2011/12/>

By Fran Jurga
 Kate Light, Content Manager
 Posted in 2011

This fascinating blog on a single topic interweaves the past with the present very effectively. For a very limited timeframe, it covers a lot of ground. Such a great concept and well executed.

3rd
BloodHorse.com
“Through the Lens”

<http://cs.bloodhorse.com/blogs/throughthelens/archive/2011/10/28/shooting-for-four.aspx>

Anne M. Eberhardt, Visuals Director
 Posted in 2011

I could never tire of looking at horse photos. These are done so well—the variety, the composition. It is clear that followers appreciate the photos as well. I would just say, as they probably do, please add more.

ONLINE EQUINE-RELATED VIDEO

7 entries

1st
ustrotting.com
“2011 World Driving Championship, Final Leg”

<http://vimeo.com/27364486>

Rich Johnston, Multimedia Coordinator
 August 6, 2011

Video transported the viewer trackside by conveying the excitement of race day. It is very well shot and edited with excellent use of sound to tell story without narration.

2nd
SureBet Racing News

http://www.youtube.com/watch?v=iuKo_TeQ-Jg&feature=player_embedded#!

“In the Gate: Lotta Love for Robyn”

Tom Dawson, Staff Video Host
 September 2, 2011

Clear storytelling and a strong narrative tastefully handle an emotional subject and let the subjects tell the story.

EQUINE-RELATED WEBSITE

7 entries

1st
NRHA.com

www.nrha.com

Haley Carmen, Website Administrator and Marketing Specialist

Christa Morris, Senior Director of Marketing
 The Home page hosts a great deal of information, but the visual hierarchy makes it easy to read and visually manage. Excellent mix of visual interest enhances the viewer's experience while maintaining good usability. I immediately had a sense of what the sport is about, and the entire design contributed to the story. There was considerable visual continuity across all of the pages. It is clearly a website that services reiners and people curious about reining and doesn't try to be more than that. This meets the needs of the users and prevents over-cluttering.

2nd
QuarterHorseNews.com

www.quarterhorsenews.com

By Quarter Horse News Editorial Team
 Articles and blogs are both interesting and relevant, good services to the equine industry. The Home Page video is a nice touch that will immediately engage viewers. This is good innovation and interactivity.



SPECIALTY CLASSES (PRINT)

EQUINE-RELATED SHOW/EVENT PROGRAM OR DIRECTORY (PRINT)

4 entries

1st

The Florida Horse

“The Florida Horse Farm & Service Directory 2011-2012”

John Filer, Art Director
Michael Compton, Editor
June/July 2011

This is a very well-designed and thought out entry. While it's compartmentalized, it flows from section to section. The sections are clean, easy to read columns of information, broken up by interesting well designed editorial pieces. The cover is well done and makes you want to go inside.

EQUINE-RELATED SPECIAL ISSUE PUBLICATION (PRINT)

7 entries

1st

Western Horseman

“Western Lifestyle Retailer”

Darrell Dodds, Publisher
Susan Morrison, Editor
Spring 2011

A trendy, fresh, dynamic publication demonstrates beautiful and creative use of space and wonderful relationship of photo size to type size. Up-to-the-minute choice of typography and page layout varies from spread to spread. There is bold color and superb support for the items portrayed.

2nd

Blood-Horse Publications

“Breeders' Cup World Championships”

November 2011
Marla Bickel, Publisher
Jackie Duke, Editor

A clean, contemporary publication is demonstrated by a dynamic use of type and images and beautiful use of type versus open space. It is restrained and refined, contrasted with dynamic photos and good typography choices.

EQUINE-RELATED BOOK (PRINT)

6 entries

1st

Milton C. Toby

“Dancer's Image: The Forgotten Story of the 1968 Kentucky Derby”

Copyright 2011

I really enjoyed this look at *Dancer's Image* and the turmoil behind his disqualification. Long after I had finished reading, I kept thinking about and talking about this book. The author did a great job of bringing to life this “forgotten” story. In large part it was this story's longevity in my thoughts that contributed to it being the top book in this class.

2nd

Lisa Wysocky

“The Opium Equation: A Cat Enright Mystery”

Copyright 2011

After reading your novel, I immediately called my best friend (an Appaloosa enthusiast) and recommended your books to her. Having spent my fair share of time with both western riding styles as well as in Walking Horse barns in Tennessee, I thoroughly enjoyed your portrayals and depictions and found them very realistic. I enjoyed the suspense and the twists and turns. I will definitely be looking for more of your work to enjoy myself.



GENERAL EXCELLENCE TABLOID/NEWSPAPER

4 entries

Winner

Quarter Horse News

Katie Tims, Editor
Patty Tiberg, Publisher
Deb Miller, Art Director

This tabloid feels and looks more like a magazine than a newspaper. The strength is the profiles that are really well done. Issues include thorough coverage and statistics on cutting and reining competitions with strong opinion stances in both issues.

GENERAL EXCELLENCE ASSOCIATION MAGAZINE CIRCULATION UNDER 15,000

7 entries

Winner

Paint Horse Journal

Tonya Ratliff-Garrison, Editor
American Paint Horse Association, Publisher
Art Vasquez, Art Director

Overall good balance of show and non-show coverage should appeal to many interests. There is excellent World Show coverage, especially the lead-in feature and the feature photos. Great Rides is a wonderful idea. Both back-page photos were clever.

Honorable Mention

Trot Magazine

Darryl Kaplan and Kimberly Fisher, Editors
Standardbred Canada, Publishers
Susan Longley, Art Director
Impressive "State of Industry" issue. It's a great idea to personalize each topic with a feature.

GENERAL EXCELLENCE ASSOCIATION MAGAZINE CIRCULATION 15,000 AND OVER

5 entries

Winner

The Cowboy Way

William Reynolds, Editor
Paragon Foundation, Publisher
Robin Ireland, Art Director

Beautiful covers set the tone for an elegant reading experience. The sense continues with the double-spread image and mission statement on the inside front cover. There is a generous use of white space

throughout the magazine. Strongest back-of-the-book departments in this category with Range Writing, Recommended Reading and Out There—what a combination of creative writing, good service and strong photography.

Honorable Mention

The American Quarter Horse Journal

Becky Newell, Editor
American Quarter Horse Association, Publisher
Tim Archer, Art Director

These covers are simply stunning—from the beautiful images to the rather minimalist treatment with the cover sell lines. There's a feeling of cohesion. The color coding assists with navigation throughout the magazine. Varied content provides lots of options for readers.

GENERAL EXCELLENCE STATE OR REGIONAL PUBLICATION (ANY FORMAT)

4 entries

Winner

The Florida Horse

Michael Compton, Editor
Florida Equine Publications, Inc., Publisher
John Filer, Art Director

Covers hold such a sense of action and excitement with nice use of space above the nameplate of the magazine. Generous use of photography throughout, with images played large. Stories carry a sense of authority and knowledge of the industry.

GENERAL EXCELLENCE SELF-SUPPORTED MAGAZINE CIRCULATION UNDER 15,000

7 entries

Winner

Ranch & Reata

A.J. Mangum, Editor
Williams Reynolds, Publisher
Robin Ireland, Art Director

This exquisitely designed publication is a mix of perfect graphic technique and pictorial display. The format, paper stock and areas of spot varnish on the cover are very admirable choices for this table top worthy display journal. The use of white space, typographic and photo treatments couldn't be more to perfection than those that are laid out here.



Honorable Mention

The Canadian Sportsman

Dave Briggs, Editor and Publisher

Deanne Penny, Art Director

It is obvious there are great format, weight and finish of stock at first glance of this pristine publication. The covers are stylish and classy and the interior is laid out with expert design technique; utilizing the advantages of white space. The typographic and photographic treatments are beautiful.

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

11 entries

Winner

Keeneland Magazine

Jackie Duke, Editor

Marla Bickel, Publisher

Brian Turner, Art Director

First off, the cover and text stock used for this publication are exquisite. The interior look and layout are handled with the light hand of a design expert. This magazine is full of excellent composition, flow and luscious color. The look, feel and content are all apropos for the "Bluegrass Traditions." This is a very successful publication both in design and content.

Honorable Mention

Barrel Horse News

Bonnie Wheatley, Editor

Patty Tiberg, Publisher

Brandon Guidry, Art Director

The wide format of this magazine is refreshingly unusual as is the slickly coated cover; they are both very inventive design touches. This magazine has such a wonderful, strong western flair to it—the perfect visual invitation for the audience it is geared toward. Clean editorial designs throughout with well executed embellishments are always a pleasure.

Western Horseman

Ross Hecox, Editor

Darrell D. Dodds, Publisher

Ron Bonge, Art Director

It is obvious how much design expertise went into this publication upon first reviewing it. The cover and text stock are luxurious. The top corner section guides are nicely understated and make the navigation of the publication simplistic for the reader. The editorial design shows consistent style and the positioning of advertisements is well thought out. This is a successfully designed magazine through and through that is geared, without exception, to its readership.

SPECIAL AWARDS

MERIAL HUMAN-ANIMAL BOND AWARD

14 entries

WINNER

Abby Gibbon

"From Burghley to Backyard Therapy, Test Run Has Taken It All in Stride"

<http://www.bluetoad.com/publication/?i=80488> (pages 32-33)

Published on chronofhorse.com

September 2011

ALLTECH A+ EQUINE JOURNALISM AWARD

12 entries

WINNER

Laurie Houck

"Adventures and Limitations"

Published in *Dressage Today*

March 2011

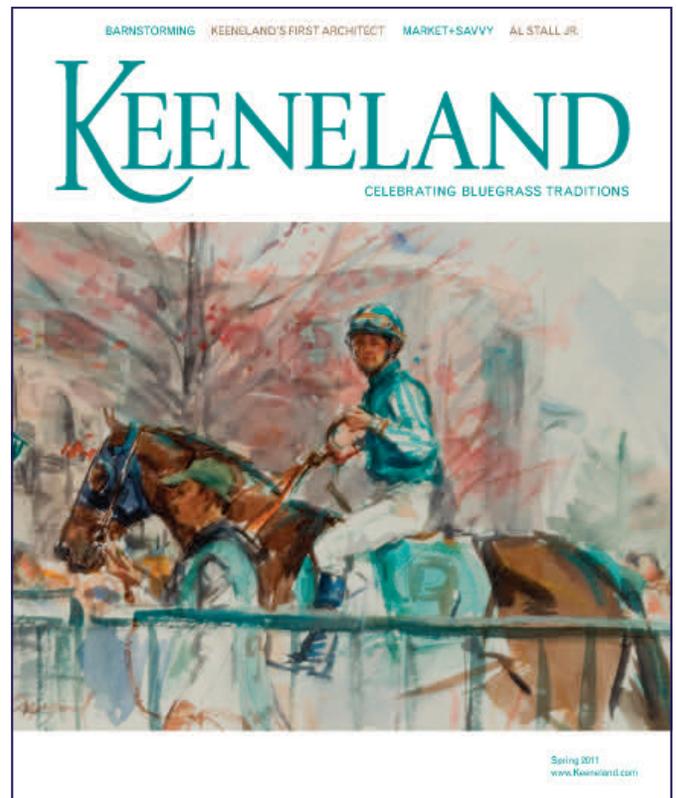
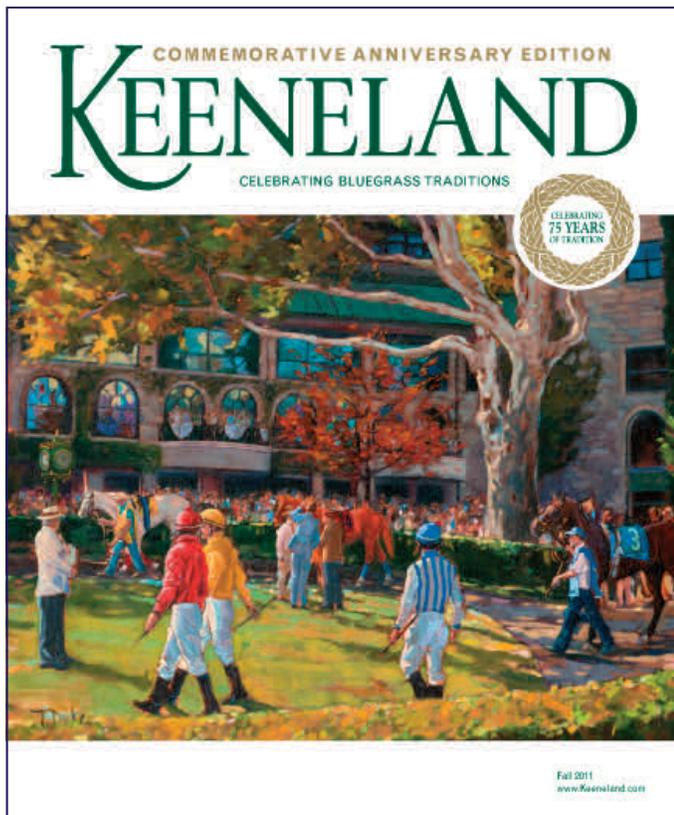


Winner

Keeneland Magazine

Jackie Duke, Editor
 Marla Bickel, Publisher
 Brian Turner, Art Director

It's obvious from its content that *Keeneland Magazine* speaks to the specific interests of its audience, readers who must feel at times like they're getting insider information, so subtle and in-depth is the magazine's editorial pull. This magazine is a whole package: In addition to offering stories that interest and entertain, *Keeneland* makes a statement. When photographic covers dominate the industry, *Keeneland's* using classic, illustrative covers is a bold, confident statement. The magazine exudes an editorial direction refined from many years of publishing. It is understated, yet speaks loudly with strong, content-driven design and typography.





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 paints acrylic artwork specific to client's requests and sells her pieces in boutiques in Milwaukee.

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

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

JEANNE BERNICK is editor of Top Producer magazine, a national agribusiness publication for commercial farm operations and has written for Farm Journal Media publications for more than 15 years. A graduate of the University of Missouri School of Journalism, Jeanne has won numerous awards from the National Association of Agricultural Journalists and the American Agricultural Editors' Association (AAEA), including being named Master Writer by AAEA. 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.

RAY DAUDANI is Director of New Media for WWBT-TV NBC12 in Richmond, Virginia. He oversees all online, mobile and social media content for the #1 television station in Central Virginia and has more than a dozen years of broadcast and online journalism experience. Prior to taking this position, he served as a Senior Content Manager for NBC-Universal overseeing their Owned Television Stations' digital out-of-home platforms, including screens in taxi cabs, gas stations and commuter trains. Ray has a bachelor's degree in Journalism from Northwestern University's prestigious Medill School of Journalism and has served as an Associate Professor for the Medill D.C. Newsroom as part of Northwestern's graduate Journalism program. Over the years, he has appeared on MSNBC, The Weather Channel, Inside Edition and CNN while reporting for TV stations in Arizona, Virginia and Connecticut and has received two Associated Press awards for investigative reporting.

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.

JENNIFER GODWIN is an avid animal lover. She has been an editor at the Arkansas

ALYSON HOGE has worked for the Arkansas Democrat-Gazette for nearly 33 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.

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 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. He recently retired and followed that up with a month in Quito, Ecuador where he taught English. He has other adventures planned and hopes to finally finish a novel that he's been working on for the last 30 years.

SHARON REUTER is a partner in a successful design firm, 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 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.

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. Simon has been a reporter and editor at newspapers in Frederick, Md., Westminster, Md. and Queens, N.Y., and has taught undergraduate journalism at American University and Hood College. Prior to joining The Gazette, he served as a communications specialist with the nonprofit Henry M. Jackson Foundation for the Advancement of Military Medicine in Rockville, Md. Simon holds a master's degree in journalism from



Columbia University and has won multiple 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.

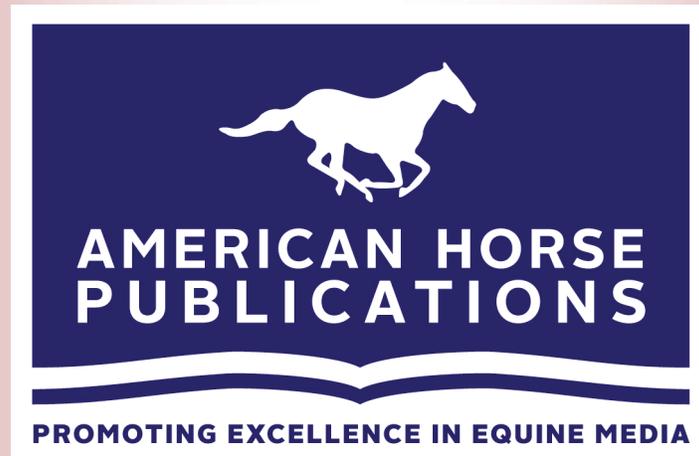
LINDA H. SMITH has been a writer and editor for more than 30 years. She currently is VP Publishing at Brock Associates, a commodity advisory firm. In the past, she was markets editor at DTN and held a number of positions at Farm Journal Media. She also has a long history with horses and now applies many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

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.

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

JONI TANTILLO of Middleboro, Massachusetts, has been an artist all of her life. As a young woman, she studied various art mediums under the tutelage of inspirational teachers. She decided to incorporate her love for the creative into her life's work 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 for many years. Eighteen years ago she started D & J Associates, a visual design studio. Currently, she is a student of the Art Institute of Pittsburgh Online Division, where she is working towards her Bachelor's in digital photography to add to her repertoire. When not on the job, she creates jewelry and leather crafts, enjoys construction projects, playing guitar and dabbling various holistic modalities. She finds great joy in children and all animals and loves music and dance. But, her greatest love and most beautiful creations are her twin sons, Daniel and James.

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 is the coordinator for Amarillo's Junior Team Tennis program. 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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