



EQUINE MEDIA AWARDS

for material published in 2018

PUBLISHING MEDIA DIVISION

EDITORIAL CONTENT

BREAKING-NEWS OR INVESTIGATIVE REPORTING SINGLE ARTICLE

7 entries

1st

Western Horseman

Posting Bail

By Ryan T. Bell

February 2018

The article shines a bright light into a dark corner of the internet and the equine industry, spotlighting the unintended consequences of well-meaning legislation. It's well researched, well sourced and well written. The author does a wonderful job showing why the bail industry is so successful and controversial and what its future may hold.

2nd

East Coast Equestrian

Dozens of Horses Dead, More Than 100 Rescued from Maryland Farm

By Amy Worden

May 2018

A great, albeit sad, story. The article does just what the intro suggests – paint a picture. Rich details throughout convey the devastation at the property. Describing the efforts of rescuers and explaining how the public could help really

rounded out the story and provided the reader some hope amid the heartbreak.

NEWS REPORTING RELATED FEATURE SINGLE ARTICLE 8 entries

1st

Thoroughbred Daily News

Bellocq Embracing Calmer Waters in New Recovery Phase

By Dan Ross

August 20, 2018

Interesting dream lede – should intrigue the reader to want more. Candid quotes from both husband and wife. Story doesn't dwell on pathos, or go overboard praising her like some super hero. Tone is matter-of-fact without being cold. Excellent human-interest story. Really captures the courage and spirit of this woman.

2nd

Quarter Horse News

Callie's New Pistol

By Kristin Pitzer

Kelsey Hruska, Editor

June 15, 2018

An easy read. Lots of human interest in a feel-good story.

INSTRUCTIONAL SINGLE ARTICLE

CIRCULATION OR USERS UNDER 20,000

5 entries

1st

Paint Horse Journal

Rock the Rollback

By Andrea Fappani with Rachel Florman
November 2018

The winning entry stands out for a brilliant combination of simplicity and thoroughness – no easy task! The writing is clean and easy to follow and keeps instructions as simple as possible. At the same time, the article covers many different facets of the topic, from considering age of the horse being trained to anticipating problems to show day and beyond. This is the epitome of the category – very well done!

2nd

Quarter Horse News

Wide Open to Whoa

By Kate Bradley Byars
Kelsey Hruska, Editor
November 15, 2018

This is a well written piece that has a great lead that sets the premise for the article. The writing is smooth with great use of quotes.

INSTRUCTIONAL SINGLE ARTICLE

CIRCULATION OR USERS 20,000 AND OVER

10 entries

1st

The American Quarter Horse Journal

Start with the Show

By Melissa Maxwell, AQHA Professional
Horsewomen, with Larri Jo Starkey
March 2018

I really like the bright, conversational tone you use throughout this article. Everything is crisp, concise, easy to understand, and you can really feel/sense the personality that is infused into this piece. That personality shining through this article is what moves this piece into the top of this class.

2nd

Western Horseman

The Perks of Ranch Work

By Jennifer Denison
September 2018

This was a really nice article, and you did a great job letting us hear right from the source. I liked the integration of the quotes throughout.

INSTRUCTIONAL SERIES

4 entries

1st

Heidi Nyland Melocco

Canter Boot Camp

Published in Horse Illustrated
April through June 2018

Excellent piece with clear directives and illustrative writing. The author does a good job instructing, but also explaining her preference for the best results. Writing style is professional and appealing to even seasoned riders.

HORSE CARE SINGLE ARTICLE

CIRCULATION OR USERS UNDER 20,000

11 entries

1st

Sagebrush Rider

The Runaways

By Samantha Szesciorka
December 1, 2018

Lede works well, captures the problem of a runaway horse. Article is easy to follow and you get the idea that it's not that easy to catch a runaway. Six good tips, including the bra trick. Well-written, easy to read and a service to all trail riders.

2nd

Sagebrush Rider

6 Tips for Riding in Wild Horse Country

By Samantha Szesciorka
July 1, 2018

Lede works well to introduce one of the most dangerous aspects of riding in Nevada – wild horses. Six tips are excellent, including the

plastic bag trick. Nice short, informative piece with some good advice.

3rd

Paint Horse Journal

Tending to Tendons

By Allison Armstrong Rehnborg

November 2018

Scene-setting lede works well to introduce theme of the article. Good explanation of how tendons work. Good sources – an owner and equine nutritionist. Good mix of direct quotes to support transitional graphs. Good tips for preventing tendon injuries. Good return to owner for strong ending. An easy read, very informative.

HORSE CARE SINGLE ARTICLE

CIRCULATION OR USERS 20,000 AND OVER

14 entries

1st

Horse Illustrated

Navicular-ish

By Fran Jurga

July 2018

What a tough category – there was literally not one bad entry in this one. However, the clever wordsmithing and the creativity spent on the lead in this entry put it at the top. The scenario laid out immediately grabbed every horse owner's attention and makes you want to read this article. The writer is skilled at explaining technical issues in layman's terms, like the anatomy of the hoof and intricacies of a diagnosis. This is absolutely my favorite kind of writing style and should be shown in every college Ag Communications writing course as the example of terrific feature writing.

2nd

Katie Navarra

Does Your Horse Have Allergies?

Published in USDF Connection

June 2018

What makes the second-place winner so effective is following the story of owner and horse as they figured out allergies were a

problem, what allergies were involved and how to treat the horse. This made it so much more readable than just a cut-and-dry treatment of the topic. The writer did a good job of thoroughly covering all the aspects of equine allergies and should give horse owners a lot to consider. Good job of writing and great service to your readership.

3rd

The Horse: Your Guide to Equine Health Care

Legendary Disease Outbreaks

By Christa Lesté-Lasserre, MA

The Horse Editorial Team

August 2018

What a fascinating topic this writer chose to present. While it might not be the first thing to come to mind as a horse care article, it's actually quite instructive as pointed out in the ending how these outbreaks "serve as unforgettable lessons in biosecurity...." Obviously, a tremendous amount of research had to be done for this piece, but the writer doesn't get bogged down in minutia. The pacing moves along well, and the use of sidebars helped with the length of the article, breaking it up some. There is a nice balance of quotes and narrative. I especially appreciate how the writer wrapped up with an important take-home message.

SERVICE TO THE CONSUMER SINGLE ARTICLE

CIRCULATION OR USERS UNDER 20,000

27 entries

1st

Barrel Horse News

Well Rounded and Willing

By Kailey Sullins

February 2018

This evocative lede set this story apart from most of the others in the class. Just because you are writing a service story doesn't mean your writing has to be just serviceable. This topic is tackled like a feature, is colorful and flows well. Like its title, this winning entry is well rounded.

2nd

New York Horse

The Guide: Ride the Adirondacks

By Janis Barth

Show Season 2018

Beautiful lede and introduction. Well organized into mini features on different trails, and each segment is tackled with the same care in writing. It looks like a lot of work went into this story; yet it reads effortlessly.

3rd

American Farriers Journal

What Eventing Riders Want Farriers to Know

By Katie Navarra

July/August 2018

Perfect example of leading into a complex topic with a specific human-interest approach. Lots of expert voices. I especially liked the mind reader/teacher/servant line and it is rightly placed high in the story. A smart and easy read, despite the wealth of information.

Honorable Mention

American Farriers Journal

Developing the Eye for Detail

By Ric Redden

July/August 2018

Using an "old-fashioned" technique like sketching by hand in an era of high-tech medical tools available to farriers made for a fascinating topic. The sidebar helped break down the key points. This could be very useful to those looking for a fresh way to help the equine hoof.

Paint Horse Journal

Reading Between the Lines

By Jessica Hein

September/October 2018

It's commendable that you wrote this so that even a non-expert can understand the DNA test results. Having actual case studies to analyze is a big plus. Closing grafs summarize nicely without being repetitive.

SERVICE TO THE CONSUMER SINGLE ARTICLE

CIRCULATION OR USERS 20,000 AND OVER

21 entries

1st

Kara L Stewart

Take Time to Breathe: How Martial Arts Can Help Us Become Better Riders

Published in Horse Illustrated

October 2018

If only we could all follow the approaches put forth in this article, there would probably be a lot of calmer, happier horses. One can pooh pooh the idea of martial arts or even meditation, but applying the basis of them cannot but help. The author does a good job of calling out those practices rather than focusing on the martial art itself. Very nice conclusion to the article.

2nd

EQUUS

Self-Defense for Trail Riders

By Dee McVicker

June 2018

A topic most people probably never give a thought to. For those who find themselves in this surprise situation, having read this article might be a good help. It provides interesting legal aspects and practical advice about steps to take.

3rd

USDF Connection

From Foal to FEI

By Sarah Evers Conrad

December 2018/January 2019

This article poses an interesting question: Can dressage success be predicted? It is an interesting read that employs several experts to answer that question. It covers many aspects to be considered and goes beyond the horse, asking "Are You Right for a Foal?"

Honorable Mention

EQUUS

Overcoming the Pop-out Effect

By Janet L. Jones, PhD

May 2018

Overall, this article discusses a training practice that is catching on but many may not have thought about yet. The example this author starts out with is a good illustration of the human inclination to correct mistakes but not reward correct actions, even when they are accidental.

USDF Connection

Baby, Get Back in the Saddle

By Amber Heintzberger

April 2018

I like the approach of three moms' stories. Physical fitness techniques are difficult to convey in print but the author puts some good work into it. It had many actionable steps.

SERVICE TO THE HORSE INDUSTRY SINGLE ARTICLE

16 entries

1st

Kate Bradley Byars

Door to Opportunity

Published in The American Quarter Horse Journal

July 2018

This was a great story with impeccable writing. I loved how you allowed your readers to hear firsthand from so many different sources. Great flow and readability.

2nd

Mid-Atlantic Thoroughbred

Mothers of Necessity

By Sandra McKee

April 2018

An excellent article with great information, a fabulous lead and lots of great quotes and personal experiences integrated throughout. You had a strong lead that pulled you in and left you

wanting more and kept it that way throughout the story.

3rd

Mid-Atlantic Thoroughbred

Slow Down?

By Joe Clancy

May 2018

A good topic excellently written. You did a great job integrating strong, meaningful quotes throughout.

Honorable Mention

Abigail Boatwright

Good Bones

Published in The American Quarter Horse Journal

April 2018

A strong piece in the top tier of the class. You had a great story and great quotes that were integrated very well.

The Chronicle of the Horse

#MeToo

By Mollie Bailey

April 9 & 16, 2018

A very powerful, engaging story that you obviously invested a lot of time in. The flow was solid as were the stories of the victims.

PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION OR USERS UNDER 10,000

17 entries

1st

Mid-Atlantic Thoroughbred

A Rich Man

By Vinnie Perrone

February 2018

The article provides a clear glimpse into the subject's life with well-written anecdotes and a judicious use of good sources. The details of the subject's accomplishments are clear, but so is his personality.

2nd

The Ranch Horse Journal

Pick and Shovel

By Andrea Caudill

Summer 2018

Nice lead on this article. The narrative and quotes flowed well together, and it was easy to keep the family, horses, and even the branding system straight.

3rd

Amber Hodge

Dom Conicelli

Published in Quarter Horse News

February 1, 2018

The writer created an excellent story that does a good job of weaving the subject's background with his industry accomplishments. There are good quotes from both the subject and others.

Honorable Mention

Quarter Horse News

A Mother with Style

By Teri Lee

Kelsey Hruska, Editor

January 1, 2018

The story moved quickly and told the mare's story well.

Quarter Horse News

Gettin' Personal with Robert Charles Brown

By Katie Marchetti

Kelsey Hruska, Editor

November 1, 2018

The story has a great balance of direct quotes and well-written narrative. It seemed to match the man it was describing. The story is thorough without bogging the reading down in too much detail.

PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION 10,000 TO 20,000 / USERS 10,000

TO 50,000

19 entries

1st

The Chronicle of the Horse

The Resilience of Amber Dorn

By Tori Repole

October 22 & 29, 2018

This story of a catastrophic riding accident and its aftermath could have come off as a turgid melodrama. Instead, it's a skillfully assembled, deeply researched investigation that manages to be empathetic without being sentimental. The author lets her subject explore the changing aspects of her challenging situation, and artfully works in comments by medical professionals, family members, and others concerned with the subject's past, present and future. It's nearly impossible to quit reading this piece once it's started.

2nd

Untacked

Barbara D. Livingston: The Thoroughbred's Top Fan

By Jennifer B. Calder

May/June 2018

Opening a magazine article about an award-winning horse photographer with an early memory of snapping pix of legendary thoroughbred filly Ruffian is a sure way to grab a reader's attention. The writer continues to fascinate readers with the backstory of Barbara Livingston's unexpected success in her highly competitive field and conveys the enthusiastic optimism that defines her life. This is an engaging, motivational story that adds detail and drama with the help of tightly focused sidebars.

3rd

BloodHorse

Racing's Ray of Sunshine

By Lenny Shulman

June 23, 2018

An elegant, scholarly writing style that exudes confidence and consistency, this first-rate biographical study captures the essence of legendary trainer James Fitzsimmons. Quotes seamlessly enter the full-throated narrative. It's a pleasure to see such fine writing that delivers a multi-dimensional portrait of a uniquely gifted trainer of two Triple Crown winners.

Honorable Mention

Arabian Horse Life

The Amazing Antez: Grandsire of Mister Ed

By Tobi Lopez Taylor

November/December 2018

The author comes up with an appealing alternative to the stories of horsemen to take on the story of a horse – one that stands out not only on his own merits, but on the fame of his TV-star grandson. The piece incorporates a great deal of research which is assembled with the ability to incorporate its quiriness into the narrative. A short, sharp, spirited and fun read.

Untacked

Tenacity Overcomes Tragedy at the Tevis Cup

By Jennifer B. Calder

January/February 2018

A story about a challenging 100-mile endurance race manages to lift itself out of play-by-play mode and become an uplifting journey of remembrance and gratitude. The author skirts the edges of sentimentality in describing how rider Tennessee Lane honors her friend Kevin Myers, a victim of suicide, by riding his magnificent Arabian Audi Farwa, over the finish line ahead of the competition. The description of Lane's career shift from marine biologist to full-time competitor is spirited without going overboard on enthusiasm. The emphasis is on sportsmanship and the desire to pursue happiness, even if the path to such is rocky.

PERSONALITY PROFILE SINGLE ARTICLE

CIRCULATION OVER 20,000 /USERS OVER 50,000

20 entries

1st

Abigail Boatwright

Running Wild

Published in Horse&Rider

October 2018

This is a good profile. We follow the evolution and development of the subject, from childhood on. We learn about the mistakes she made, how she coped with obstacles, how her life shifted gears. We see that she is still evolving. This story is relatable to a broader audience than horse enthusiasts because it's about communication and self-improvement. And it has multiple voices, not just the subject's.

2nd

The American Quarter Horse Journal

Dear Younger Me: Don McDuffee

By Don McDuffee, AQHA Professional Horseman with Katie Navarra

September 2018

This was a clever way to tell the story of someone's life. It keeps you going until the end because you want to see how it turns out.

3rd

Chrome

The Gift of Giving

By Rachel Florman

Spring 2018

This story was very inspiring. It is something to read of the struggle that this family has endured and how they are helped by the healing power of animals.

Honorable Mention

Kate Bradley Byars

Not for the Faint of Heart

Published in America's Horse
August/September 2018

What a neat story about the Mongol Derby. It was fascinating to learn about the preparation for the race, the differences between the ponies and strategies for the competition. The story takes us to a place that a lot of us aren't going to see. And we learn something about the background of the rider too.

Western Horseman

West Texas Treasure

By Ross Hecox
May 2018

Fascinating story about a man who makes high-dollar bits and spurs. The story reels you in by bringing up the mystery of the first bit that this man ever made and guides you through the experiences that led this man to choose that occupation.

FEATURE SINGLE ARTICLE

CIRCULATION OR USERS UNDER 10,000
21 entries

1st

Sagebrush Rider

Equine 911

By Samantha Szesciorka
April 1, 2018

Fascinating story well told. Samantha Szesciorka didn't over-dramatize.

2nd

Sagebrush Rider

Prison Break

By Samantha Szesciorka
November 1, 2018

This is a nice change of pace with the first person lede, well-constructed and reported – unhurried, unflashy prose that's a pleasure to read.

3rd

American Farriers Journal

Elite Footcare at WEG

By Jeff Cota
December 2018

A deep dive into a surprisingly interesting subject. The story presents solid information and holds the reader's interest.

Honorable Mention

Paint Horse Journal

400 & Counting

By Jessica Hein
January 2018

I imagine some people might find this scientific exploration a bit boring, but I didn't. I wish there was more room at the top of the category to reward the writer's diligent, detail-detail-oriented work.

Sagebrush Rider

Spirit of the West

By Samantha Szesciorka
July 1, 2018

Liked this piece very much. Enjoyable and the writer seemed genuinely curious.

FEATURE SINGLE ARTICLE

CIRCULATION 10,000 TO 20,000 / USERS 10,000 TO 50,000
16 entries

1st

Canadian Horse Journal

Senior Senator's Triumph

By Margaret Evans
Autumn 2018

The article was impressive and explained the complicated surgery and equipment clearly while keeping the focus on the horse. The writer gave the audience enough before and after the surgery to make for a compelling story about a complex procedure.

2nd

The Chronicle of the Horse

The Devon Horse Show: Honoring Tradition, Changing with the Times

By Kimberly Loushin

January 29 & February 5, 2018

An excellent overview of the show, its history, and the changes it has gone through and continues to go through. The writer explained the logic behind the show's changes well. Thorough and enjoyable.

3rd

Canadian Horse Journal

#MeToo in the Horse Industry

By Margaret Evans

Spring 2018

The situation the article described needed to be brought to light and the author did a super job. The sidebar stories from other victims added a needed dimension to the piece. A good combination of information and emotion.

Honorable Mention

Sidelines Magazine

Ellesse Jordan Tzinberg – Overcoming Challenges and Opposition to Fight for Her Country

By Britney Grover

October 2018

The feature follows the ups and downs of the subject's life and riding career. The story is interesting and, although a lot happens, the author keeps the reader interested and the details clear.

Untacked

The Legend and Lore of the Team Jacket

By Mollie Bailey

September/October 2018

The article was well researched, clear and easy to read. The facts and myths were explained, and the rules and regulations. Nice job with a topic that could have easily wandered off topic.

FEATURE SINGLE ARTICLE

CIRCULATION OVER 20,000 / USERS OVER 50,000
19 entries

1st

Chrome

A Matter of Black and White

By Mark Bedor

Spring 2018

This profile is simply top-notch. The author shows what makes the photographer tick and sheds light on his process. But he also demonstrates the importance of Scott Baxter's photography and subject matter. It's excellent all around.

2nd

US Equestrian

Comeback Kids

By Glenye Cain Oakford

Summer 2018

The story's reporting and writing are both excellent. The comeback kids are each inspiring in their own way and the author does a wonderful job telling their stories.

3rd

The Team Roping Journal

A Chill in the Air

By Chelsea Shaffer

May 2018

A difficult, but important read. The author paints a picture of a promising life cut short by tragedy and highlights an important issue in hopes that others can avoid the same fate. The writing is crisp and tender at the same time. And the article includes important and timely safety reminders.

Honorable Mention

America's Horse

The Masked Rider Rides Again

By Holly Clanahan

November 2018

Who knew the pre-game show has more drama than some games? Talk about a nail biter. The article is a fun read, is thoroughly reported and insightful and has us rooting for the mascot.

Megan Arszman

Dirt Arenas, not Glass Ceilings

Published in Horse&Rider

December 2018

A riveting, and at times infuriating, read. The author sets the stage with a wonderful anecdote. The wisdom of these women shines through and they impart some sound advice for the next generation.

PERSONAL COLUMN SINGLE ARTICLE

CIRCULATION OR USERS UNDER 20,000

8 entries

1st

The Chronicle of the Horse

Let Your Daughters Grow Up To Be Horse Girls

By Lauren Sprieser

May 17, 2018

Nice play on "Don't Let Your Babies..." in lede and throughout the article. The column set up in an imaginative construction – repetition of "let them." It works because it is so unusual.

2nd

Quarter Horse News

Are You Drilling?

By Kelsey Pecsek Hruska

April 15, 2018

Lede deals with practice repetition so it introduces the theme then. Lede and end tied together by quotes. This subject is not often covered but is very important. An excellent look at drilling too much and the dangers of such.

PERSONAL COLUMN SINGLE ARTICLE

CIRCULATION OR USERS 20,000 AND OVER

9 entries

1st

Practical Horseman

The Look of Eagles

By Emily Daily

February 2018

Animals hold such a special place in our hearts and losing one causes such heartbreak. The column is touching from start to finish. The column, the ending in particular, is a sweet and fitting tribute to a life well-lived and a horse well-loved.

2nd

Chrome

Paint in the City

By Raquel Lynn

Fall 2018

A delightful read with colorful, fun phrasing. The author does a lovely job painting a picture of what life is like for a city horse and offering nuggets of wisdom to those who may follow this unconventional path. The reader is constantly reminded of the bond between horse and rider and how these magnificent creatures can make any place – even one closer to the Hollywood lights than starry skies – home.

EDITORIAL EVENT COVERAGE SINGLE ARTICLE

CIRCULATION OR USERS UNDER 20,000

14 entries

1st

Quarter Horse News

The Gritty Games

By Kristin Pitzer and Kelsey Pecsek Hruska

November 1, 2018

This piece does a nice job of introducing the reader to the riders while providing results of the show. As a reader, I had a good grasp of the event after reading. I especially liked the pulled-out information on each horse.

2nd

Harness Racing Update

Inside Atlanta's Monster Hambletonian Victory

By Dave Briggs
August 6, 2018

A fun, well-written article, descriptive without going overboard. Easy to read, conversational. A good use of direct quotes and coverage from all connections to the horse.

3rd

NRHA Reiner

2018 NRHA Derby

By Megan Arszman
August 2018

This compilation does a great job of introducing readers to the winners of this multi-level event. Each winner has a different success story and history. The writer does a good job bringing those to these pages. Easy to read, and interesting.

EDITORIAL EVENT COVERAGE SINGLE ARTICLE

CIRCULATION OR USERS 20,000 AND OVER
6 entries

1st

USHJA in Stride

Rock Harbor Sails to Victory

By Tricia Booker
March 2018

Well written, thus an easy read. Good use of quotes from winners of all levels. The sidebar about the rider/judge was a nice addition.

2nd

Jennifer Bryant

Silver Linings

Published in USDF Connection
November 2018

Good cadence with storytelling to help the reader feel he/she was there. Good use of transition headings to break up a long piece and introduce new topics.

EQUINE-RELATED EDITORIAL SERIES

15 entries

1st

USHJA in Stride

Healthy Balance Series

By Michelle Bloch
Tricia Booker, Editor

May, July, September, November 2018

Excellent series that can appeal to a broader audience than horse people. Very well sourced with lots of experts – the more sources the better, this editor says. The articles do more than just say, for example, try acupuncture, they go into details to explain how it works. Glad to see editor's notes explaining each part.

2nd

Canadian Horse Journal

Canada's Horse Industry Builders

By Margaret Evans and Kathy Smith
January 2018

Quite a range of people in this series, from the founder of the Calgary Stampede to the owner of Northern Dancer to a former slave. Detailed research from their beginnings to how they died (unless still alive!). Readers will learn something and might be inspired to create their own worthy story.

3rd

Thoroughbred Daily News

On Aftercare

By Diana Pikulski
2018

What to do with a retired Thoroughbred? These related articles address a range of topics, from how to find a home for your horse to profiling one group to telling tales of different horses.

EQUINE-RELATED HUMAN-ANIMAL BOND ARTICLE

15 entries

1st

The Chronicle of the Horse

Béatrice de Lavalette is Standing Tall

By Kelly Sanchez

August 20 & 27, 2018

What an amazing story! The author did a masterful job with the pacing and order of this piece. I appreciated that it wasn't in chronological order and it gave appropriate background information when needed. The intro immediately drew you in and made you want to keep reading. The supporting sources in this piece made it well-rounded and captivating, as did the powerful quotes from the main subject. The photos, well-written captions and sidebar all elevate this piece. This is an example of great writing.

2nd

Canadian Horse Journal

550 Kilometres on the Trans Canada Trail

By Tania Millen

Spring 2018

The first-person narrative was so strong. The balance between history of the trail and trip diary was perfect. I felt like I was right there, but also am inspired to go see it myself. The intro immediately grabbed your attention and the author did a nice job of closing the loop by picking back up with that moment toward the end. The photos also helped paint the picture. Overall, this piece captured the bond between the author and her horse, as well as a trip of a lifetime.

3rd

Western Horseman

Mare of the Tom Miner Basin

By Louise Johns

May 2018

This story combines beautiful writing with beautiful photography. The scene-setting intro immediately draws the reader in. The strong quotes scattered throughout the piece straddle

the line perfectly of showing and telling. The specific examples of the relationship between the horse and her owner – in the story and captions – exhibit strong writing and important details. Overall, this is a well-written and memorable piece.

EQUINE-RELATED PUBLIC AWARENESS JOURNALISM ARTICLE

5 entries

1st

Sidelines Magazine

Angel Heart Farm – Joy and Ponies for Children with Cancer

By Britney Grover

July 2018

What an inspiring and heart-warming, moving article. The use of real beneficiaries makes it real for the reader. Angel Heart Farm clearly is a great help for cancer patients. Great start; great conclusion. I honestly can't say how I'd improve it.

2nd

Kate Bradley Byars

Protecting Big Prairie

Published in Western Horseman

July 2018

This article does a good job of presenting the budget dilemma facing the on-the-ground folks who seek to maintain this important wilderness area. It makes the reader want to do something about it.

FREELANCE WRITER EQUINE-RELATED JOURNALISM

28 entries

1st

Kelly Sanchez

Beatrice de Lavalette is Standing Tall

Published in The Chronicle of the Horse

August 20 & 27, 2018

After reading through 28 entries in this impressive class, this lede stood out like a Clydesdale in a pasture of Shetland ponies. Crisp writing throughout. Vivid descriptions, excellent

work nailing down details, use of lots of voices. You took a compelling subject and treated her with artistry. Be very proud of this work.

2nd

Catie Staszak

Farewell, Rothchild: The Little Horse That Could – and Did

Published in Noelle Floyd
November 2018

Nice lede, good flow throughout. You might as well have slept in a stall with this horse, that's how well you convey his personality. And since he can't talk, you found the right humans to speak for him.

3rd

L.A. Sokolowski

Like a Rhinestone Cowgirl: Kiva James Lindaman

Published in Chrome
Spring 2018

Clever lede and winding the kicker back to Dale Evans shows care in crafting the story. Sprightly tone fits the character of the subject. Strong quotes move the story along through seamless transitions. Like cowgirl outfits, this work sparkles.

Honorable Mention

Allison Armstrong Rehnberg

Comeback Kid

Published in the Paint Horse Journal
April 2018

Dramatic lede to make readers want to know more. Good work talking to the vet and farrier.

Patti Schofler

Golden Oldies

Published in USDF Connection
September 2018

Choosing to focus on one particular horse was absolutely the right approach to a broader story, and you were smart to do it. Lots and LOTS of voices with good quotes and info. Good organization.

MULTIMEDIA

PUBLISHING MEDIA EQUINE-RELATED NEWSLETTER

6 entries

1st

EquiManagement

Research Reports

Annie Kennedy, Newsletter Coordinator
Kimberly S. Brown, Publisher

[November 20, 2018](#) and [December 24, 2018](#)

This e-newsletter is very easy to read, looks good on mobile, and is very focused on its mission. I could see the target audience finding a lot of value in this newsletter.

2nd

Horse&Rider

The Ride

Annie Kennedy, Email Marketing Coordinator
[November 8, 2018](#) and [December 13, 2018](#)

I found myself really enjoying this e-newsletter. It's fun, it has personality, and it's got a little something for everyone.

PUBLISHING MEDIA EQUINE-RELATED BLOG

10 entries

1st

Western Horseman

Neu Perspectives

By Kelli Neubert

This is a very well-executed blog. The writing shines with personality, the photos are beautiful, and there's a nice blend of horse advice, thought pieces and lifestyle posts.

2nd

Heather Wallace

The Timid Rider

This blog was great. The writing displays personality, the site provides a good user experience, the readers are having conversations with the blogger – and the audience is one that

could benefit from having an online support group, so to speak.

PUBLISHING MEDIA EQUINE-RELATED VIDEO

6 entries

1st

BloodHorse

Belmont Stakes Wrap

Claire Crosby, Talent

Anne M. Eberhardt Keogh, Producer

Scott Tracy, Videographer

June 9, 2018

Video is done very well. It has all the important aspects you need to share a story. Graphics are great and give it the professional feel. Audio/video quality was done professionally. This video captured the most important technical qualities. I placed it first for its overall look and feel.

2nd

Thoroughbred Daily News

Emma Berry Recaps the July 2 Palio

By Emma Berry

Patty Wolfe, Videographer and Producer

August 31, 2018

This video has some great story telling – short content/show it – added live sound with music track. The overall look and feel were great.

EQUINE-RELATED PODCAST

16 entries

1st

Elise Gaston Chand

Stacy Westfall Making Every Moment Count

Elise Gaston Chand, Producer and Host

April 20, 2018

Podcast is very well produced with an excellent introduction. Elise is an excellent host personality and does an excellent job riding the emotions of the interview with her guest.

2nd

Elise Gaston Chand

Snowman: The Horse That Inspired a Nation - Elizabeth Letts

Elise Gaston Chand, Producer and Host

October 26, 2018

A very well produced podcast with an excellent introduction. Elise is an excellent host personality and does a great job conducting her interview. She is engaging with her guest, casual and interested.

3rd

Thoroughbred Daily News

John Gosden

Bill Finley, Host/Producer

November 16, 2018

Host is very good delivering lots of information about the guest in the intro without sounding like he's reading a grocery list. Episode is well produced.

Honorable Mention

American Farriers Journal

A Conversation with Mark Caldwell

Jeremy McGovern, Host

September 28, 2018

Introduction is very good. The guest is interesting and engaging. The roll-in audio adds a nice dimension to the conversation. The interviewer is clear and engaged in the conversation.

Horse Radio Network

Horses in the Morning by Horseware - Mary Kitzmiller Goes on a Mustang Adventure

Mary Kitzmiller, Host

Jennifer Hebert, Producer

October 11, 2018

The ladies do a good job being lively and engaging. The discussion of the road trip is fun and Mary's recollections of the journey do a good job painting a picture. The interview feels like sitting with two friends and hearing them talk about their adventures.

PUBLISHING MEDIA EQUINE-RELATED WEBSITE

9 entries

1st

BloodHorse

BloodHorse.com

BloodHorse Editorial Team: Frank Angst, Jeremy Balan, Ron Mitchell, Eric Mitchell, Evan Hammonds, Lenny Shulman, Claire Crosby, Mary LaRue, Meredith Daugherty, Tom Hall

Very well-organized website with a plethora of up-to-date information. Visual organization is good with good typographical hierarchy. Impressive navigation.

2nd

Quarter Horse News

quarterhorsesnews.com

Dani Licklider, Digital Content Manager
Kelsey Hruska, Editor
Sonny Williams, Senior Digital Strategist

Navigation is excellent with easy breadcrumb system. Press releases are up to date. Blogs are informative. Content is broad but well-detailed.

PUBLISHING MEDIA EQUINE-RELATED DIGITAL EDITION

4 entries

1st

BloodHorse

BloodHorse Digital Edition

Jennifer Singleton, Creative Services Director
Catherine Nichols, Art Director
June 9, 2018 and December 8, 2018

BloodHorse caters directly to its target audience, the well-informed Thoroughbred community. Its editorial coverage is timely and appears well-informed with in-depth articles. Videos accompany some articles and are easy to use in the app. Highly usable design, both functionally and aesthetically. Navigation on the tablet was easy

VISUAL MEDIA

EDITORIAL ACTION PHOTOGRAPH

21 entries

1st

Western Horseman

Community of Cowpunchers

Ross Hecox, Photographer
June 2018

This is a very formidable photograph. Its narrative qualities are amazingly successful for a split second capture in time. The subject matter bursting out of the gate is the powerful focal point, but as one's eye navigates the rest of the scene, a visual that depicts the editorial content of a "ranching community" unfolds. The photographer skillfully shot at an up-angle, adding to the dynamic of the scene. The composition couldn't be better; with space leading out into the arena in front of the horse, the action is never interrupted but enhanced. The success of this action editorial photograph is indisputable.

2nd

Douglas Lees

Is It Spring Yet?

Published in The Chronicle of the Horse
April 9 & 16, 2018

This photograph evokes inclusion. At a glance, the viewer can feel the excitement of this race. It's almost as if the jockeys are coercing their horses with determination right towards the reader. The photographer had himself in prime position for this skillful shot. Then, the stop action of the thousands of snowflakes adds a chill to the scene that makes the viewer appreciate the conditions of the day. It's as if you were there. This is a winning entry by all standards including relaying the editorial message it accompanies.

3rd

Douglas Lees

An Unscheduled Stop

Published in Untacked

July/August 2018

When a photographer is in the right place at the right time with all his camera settings dialed to perfection, shots like this can happen. What a masterpiece of stop action. The viewer is beckoned to appreciate this hazardous scenario. The confusion and fallout are apparent, provoking concern and amazement all at once. The focus is so pristine that the image takes on a 3-dimensional quality. This is an apt capture that is in line with the content of the editorial.

Honorable Mention

Bianca McCarty

Toxico, Lusitano Stallion of Portugal

Published in Dressage Today

August 2018

This action portrait is breathtaking. The sublime natural light and tussled mane bring attention to the solemn expression on this horse's face which is a visual contrast between sweet serenity and wild action. I imagine the photographer felt the sweet chill that goes down a photographer's back when she sees an image like this through her lens and snaps it. What a great feeling being able to then share it with the world on the cover of a magazine.

Western Horseman

The Perks of the Ranch Work

Jennifer Denison, Photographer

September 2018

What a remarkable image this is. The purposeful stance of the horse and rider and the acquiescent expression of the cow are so narrative to this action editorial photograph. This capture was perfectly timed for subject position by the skilled photographer. The muted, non-competing landscape of green and gold is the perfect backdrop to enhance the story told here. This composition and all its elements are precise and strong, rendering this image a great success.

EDITORIAL HUMAN-ANIMAL BOND

PHOTOGRAPH

10 entries

1st

American Farriers Journal

Freedom Is the Nature of His Business

Jeff Cotta, Lead Content Editor

January/February 2018

This photo is almost timeless, evoking the past, the village smithy at his station, toiling with honest sweat of brow. The horse does its part, patiently allowing the human to do his work. The angle of the photograph is smartly taken from hoof level, framing the whole scene in the context of the accompanying article.

2nd

USDF Connection

Para-equestrian Dressage Competitor *Kate*

Shoemaker and Solitaer 40 at 2018 WEG

Allen MacMillan, Photographer

December 2018/January 2019

Very touching shot of a special moment for the rider. A fortuitous moment for the photographer who captured the image cleanly. Excellent work.

EDITORIAL PHOTOGRAPH

9 entries

1st

Horse&Rider

When the Shoe Fits

Nichole Chirico, Associate Editor and

Photographer

March 2018

A compelling photo that perfectly illustrates the story and draws the reader in. The photo captures just the right moment, creating a dramatic and bold effect.

2nd
BloodHorse

Justify

Anne M. Eberhardt Keogh, Photographer
December 15, 2018

A beautiful portrait. The color is spot on. Everything is technically perfect here, the lighting, the balance, the cropping.

FREELANCE EDITORIAL PHOTOGRAPH

15 entries

1st
Bianca McCarty

Young Living Percherons at Live Oak

Published in The Competitive Equestrian
May/June 2018

This image is magnificent. The sun's illumination that backlights the mist and Spanish moss creates such a dramatic display that it really takes your breath away. The silhouetted subjects moving toward the viewer, through an arch of stalactite-like, crystal-white gives this image a truly magical feel. The photographer did an all-around stellar job with this composition including leaving enough foreground to enhance the perspective and depth of the scene.

2nd
Diana De Rosa

An Abused Human and Horse Healing Each Other

Published on HubPages.com
December 20, 2018

This image is so tender and emotional. It will pull at the heartstrings of the viewer with both compassionate sorrow and renewed hope. The photographer did a perfect job of capturing the moment in such a candid way that you can feel the subjects' newly emerging bonds, as if they were standing in front of you. The illumination of the girl's battered hand, ever so tenderly caressing the horse's face, makes that part of the composition a heart-wrenching focal point. This is a photograph that will etch itself into peoples' minds.

3rd
Melinda Brown

Craft and Pride

Published on mbrown.gallery blog
October 19, 2018

This environmental portrait of a farrier at the grinding wheel is captured with great skill and attention to detail. The photographer dialed-in the perfect aperture and shutter speed producing an image that is so natural the viewer can almost hear the noise of the grind. The composition is well balanced. The down-view of the farrier keeps the reader's eye focused on the farrier's seasoned hands, horseshoe and the powerful machinery used in this craft.

EDITORIAL ILLUSTRATION

6 entries

1st
Arabian Horse Times

Strand's Arabian Stables

Jenn Trickey, Designer
April 2018

This is a beautiful piece. There is an orchestration of color, lines and shapes. The elements build to a triangle which is contained by the curve of the brim. Warm and cool colors play against each other. The warm red of the frame completes the composition.

2nd
Hoofcare Publishing

HoofSearch Cover Art

Fran Jurga, Editor and Publisher
Artist: Taimur Alav, IvalaLearn
May 2018

I love the grace of this piece. Obviously, the anatomy provides the structure. But the artist's use of the image plays against the sparseness of the type. The color treatment completes the statement.

EDITORIAL INFOGRAPHIC

3 entries

1st

New York Horse

New York Horses by the Numbers

By Darren Sanefski, Designer

Show Season 2018

This simple but interesting graphic met the class description best – "intended to present information quickly and clearly." It makes seven points that each support the view that horses are economically important in New York State. The numbers are eye-catching and can be easily remembered.

PUBLISHING MEDIA DESIGN

PUBLICATION STAFF SINGLE ADVERTISEMENT

20 entries

1st

Arabian Horse Times

Rick Gault Training & Chablis WA

Jenn Trickey, Designer

September 2018

This very stylized advertisement is expertly designed. The visual inference that compares this magnificent Arabian to a fine wine and namesake is clever. The soft, background image of kegs of wine descending into a golden haze, creates depth and is an interesting canvas for the ornately designed headline and subjects of the ad. The wine in suspended animation splashing across the faded bottle on the right is attention getting and its density and position brings balance to the whole composition.

2nd

Arabian Horse Times

Eyes on the Prize: Youth Nationals – Twenty-Eighteen – Festival of Colors

Jaime Johnson, Designer

July 2018

This nine-page "Youth Nationals" advertisement is just fabulous. From page to page the design has beautiful cohesiveness as a result of the duplication of skillfully managed design elements. The colorful ornate face paintings go nicely with the theme of "The Festival of Colors". The typographic design is classic and alluring. The expert photography takes this ad right over the top.

3rd

Arabian Horse Times

IntArah Dream Embryo Auction

Jenn Trickey, Designer

June 2018

The allure of this advertising design is created by the mystical and magical qualities of the perfectly manipulated artwork and photographs. This photo illustration with its Las Vegas style enticements will stop any reader in their tracks to investigate the message of the ad.

Honorable Mention

Arabian Horse Life

Arabian Horse Association Legend

Bev Brinson, Designer

December 2018

This visual is elating; a perfect example of when less is more. No doubt the reader will get caught up in this advertisement at a glance. The white horse on the white background is a savvy touch. The placement of the delicate text and logo in opposing corners draws the eye back and forth across this horse in motion, adding to the visual success of this wonderful ad.

Mid-Atlantic Thoroughbred

It's Green Up Time

Barrie Reightler, Designer

May 2018

This advertisement about healthy pastures is so endearing that its small size is no deficit to its enticement. The photo is such a sweet crowd pleaser. The headline and subhead boxed right above the yearling's neck, brings the reader's eye straight from the message to the little one who is sleeping so contentedly amidst the blades of hearty pasture grass. The visual directive of this composition makes this a truly successful advertisement.

PUBLICATION COVER PAGE

CIRCULATION UNDER 10,000

27 entries

1st

New York Horse

Blanket Weather Cover

Darren Sanefski, Art Director

Reka Jakabffy, Photographer

Blanket Weather Issue 2018-2019

This cover does everything right. It combines an interesting photo, beautiful color choice, clean and well-proportioned fonts. Just gorgeous.

2nd

American Farriers Journal

World Equestrian Games: Focusing on the Foot

Jeff Cota, Lead Content Editor

December 2018

A fantastic photo anchors this great cover. A nice balance of text and pull color make this easy to navigate.

3rd

Paint Horse Journal

Color Wonder

Art Vasquez, Art Director

Holley Underhill, Photographer

January 2018

What a bold, fun cover. It combines a great action shot, simple fonts and clean design elements. The cover really pulls you in.

Honorable Mention

Hoofcare Publishing

HoofSearch July 2018 Cover

Fran Jurga, Editor and Publisher

Artist: Taimur Alav, IvalaLearn

July 2018

Clean lines and a monochromatic palette combined with a wonderful and unique photo make this a winning cover. Simply striking.

Mid-Atlantic Thoroughbred

Air Justify

Barrie Reightler, Designer

Steve Heuertz, Photographer

July 2018

A striking photo used to full effect makes this perfectly balanced cover stand out. All elements work well together here and combine to make this cover a winner.

PUBLICATION COVER PAGE

CIRCULATION 10,000 AND OVER

23 entries

1st

Chrome

Winter 2018 Cover

Art Vasquez, Art Director

Scott Womack, Photographer

Winter 2018

The oversized cover makes this entry stand out from the rest, but the elements and choices made by the art director make this a winner. For starters, the image is beautiful – rich colors and sharp photo. Breathtaking horse and model nicely cropped with enough overlap of

nameplate to add interest but not obscure the name. The lack of cover lines is a luxury and keeps the cover elegant in its simplicity.

2nd

Sidelines Magazine

Ryan Beckett

Mark Kerley, Designer

Isabel J. Kurek, Photographer

June 2018

Love the stark black and white photo and white nameplate and cover lines. The lack of color is actually what made this entry stand out from the rest. Elegant typography sitting on a dark background make the cover lines clean and inviting to read. Great restraint by the art director made this a winner.

3rd

Thoroughbred Daily News

TDN Weekend

Justin Fowler, Designer

January 2018

The excitement of the photo along with the angular composition draws the reader in. Perfect placement of cover lines and beautiful typography show the skill of the art director. Nice mixing of light and bolder fonts in the same family along with a mix of flush left and centered blurbs keeps the reader's interest.

Honorable Mention

BloodHorse

Letters from Rockland Farm

Catherine Nichols, Art Director

February 17, 2018

What a lovely photo. The art director used restraint in keeping the cover lines a muted color so they wouldn't detract from the airy and delicate snow scene. Placement of all cover lines is perfect. Nice touch to have one of the outer rings drop out so you could see the background.

Western Horseman

Tis' the Season

Ron Bonge, Art Director

December 2018

This cover is surprisingly clean, given the number of cover lines and their length. The art director did a good job of drawing the reader in with a beautiful photo, nicely cropped and partially silhouetted. From the center, you move to the nameplate and then down to the cover line effortlessly. Beautifully designed cover.

EDITORIAL DESIGN

CIRCULATION UNDER 20,000

24 entries

1st

Equine Journal

On the Nose

Candice Madrid, Art Director

September 2018

Beautiful opening spread with the perfect placement of "On the Nose" headline. Silhouetting the nose and then overlapping the transparent text panel gives the still image a sense of dimension by weaving in and out. The article continues with descriptive photos and great placement of captions within the negative space of each photo. Tasteful, elegant job.

2nd

BloodHorse

Larger Than Life

Catherine Nichols, Art Director

February 24, 2018

This standout entry excels in using typography creatively throughout the whole article. Starting with the elegant oversized initial cap on the second spread and then working your way down the first paragraph using smaller and smaller point size until you reach the standard body copy point size. Thin and thick rules surrounding the one-word subhead is visually appealing. Beautiful placement of quotes in a narrow channel of white, while sticking to the grid. Sidebars are clearly different yet continue to keep same color scheme and rules that hold the whole article together beautifully.

3rd

Jenn Trickey

***A Loving Tribute to Rick and Laura Gault.
Two Hearts Are Always Better***

Published in Arabian Horse Times
March 2018

Eye-catching montage of typography and photos for opener. Seamless blending of those elements work well together. Excellent Photoshop skills. All other pages continue to wow the reader with strong photos. Forest green box that gradates into the background is a nice unifier to tie everything together.

Honorable Mention

Barrel Horse News

A Grand Design

Susan Sampson, Designer
May 2018

Classic, solid, good editorial design. Full spread photo fits the horizontal shape and has lots of negative space to place type. Beautifully designed headline with an elegant font, good placement of deck and the start of the article. Transparent big initial cap with overprinting drop out white text draws your eye from the left page to the right page. Following pages are neat and tidy but stay interesting with a mix of sizes of photos and placement of photos and text – all while brilliantly following the page grid.

Paint Horse Journal

Finding the Perfect Fit

Art Vasquez, Designer
September/October 2018

Excellent typography skills to define the subject matter within the headline. Playful use of the letters in the headline and the deck to suggest the "fitting" the curves of the horse and the rider. Clean, organized photos throughout the article. Nice use of light blue background and repeated pencil sketch of saddle to tie article together.

EDITORIAL DESIGN

CIRCULATION 20,000 AND OVER

18 entries

1st

US Equestrian

Let the Games Begin!

Candice McCown, Creative Director and Designer
Fall 2018

An ambitious effort that is executed flawlessly. The design has an impressive array of photos. A creative opening page displays elements that carry well throughout the design making a cohesive, attractive package. Incredibly well-done particularly for a project this size.

2nd

Western Horseman

8 Seconds at a Time

Ron Bonge, Art Director
July 2018

A captivating design that features beautiful portraits. The pull color throughout and the spot-on use of photos really pull the design together. Everything flows just wonderfully.

3rd

Chrome

Pure Adrenaline

Jody Johnson, Designer
Winter 2018

A nice, cohesive design that is colorful, fun and flows well. The design uses photos and pull color well. Everything is perfectly balanced.

Honorable Mention

America's Horse

Coaching Champions

David Brown, Designer
October/November 2018

A fun, colorful design. The placement of graphics and photos makes the timeline flow well making the story that much more appealing to readers.

Thoroughbred Daily News

The Wild Steppe

Justin Fowler, Designer

November 2018

Spectacular photography throughout really sets this design apart. Nice clean lines and vivid color. A beautiful package.

PUBLISHING MEDIA EQUINE-RELATED ADVERTISING/MARKETING SOCIAL MEDIA CAMPAIGN

2 entries

1st

EQUUS

EQUUS #SuperMaskSuperModel Program with Farnam

Lindsay Porter, Equine Network Brand
Coordinator

April 2018

Clever campaign idea, impressions and engagement numbers show knowledge of demographic. From asking for entries, to showing contestants, to voting, ability to keep users engaged shown. Incentives beyond horse winning well shown and communicated. Use of social media for website traffic well executed with interesting graphics.

SPECIALTY CLASSES

PUBLISHING MEDIA EQUINE-RELATED CUSTOM PUBLICATION

6 entries

1st

The Team Roping Journal

Arizona Guide

Chelsea Shaffer, Editor

Eva Young, Art Director

Winter 2018/2019

This entry had an ideal balance in feature story content as well as technical content related to the upcoming event. The words were concise but also beautifully worded.

2nd

New Bridge Polo

New Bridge Polo & Country Club 2018-2019

Katie Roth, Editor/Publisher

Shelly Marshall Schmidt, Photographer/Creative
Director

October 2018

This strong entry offered excellent photography and mix of article styles that offered the reader a full and engaging read.

EQUINE-RELATED FICTION BOOK

OPEN TO ALL MEMBERS

3 entries

1st

Candace Carrabus Rice

Wrong Lead, Dream Horse Mystery #3

Copyright 2018

This was a great read! I love the relationships and plot developments that kept me wondering until the end.

EQUINE-RELATED NONFICTION BOOK

OPEN TO ALL MEMBERS

4 entries

1st

Shelley Paulson

Horses, Portraits and Stories

Copyright 2018

Horses, Portraits & Stories, is a beautifully photographed book of horses of all kinds photographed in a variety of settings. Each photograph is accompanied by a short blurb about the horse/horses. Shelley Paulson's photos are top rate beautiful and you don't have to be a horse lover to enjoy this book.

GENERAL EXCELLENCE

GENERAL EXCELLENCE ASSOCIATION PUBLICATION (PRINT)

CIRCULATION UNDER 15,000
7 entries

Winner

Off-Track Thoroughbred

Stephanie L. Church, Editor
Marla Bickel, Publisher
Brian Turner, Art Director
Spring, Summer, Fall 2018

Packed with interesting, helpful, informative stories and great photographs, this magazine just keeps delivering from front to back. Love the feedback page and the names box. That's amazing. Every aspect of retired racehorse endeavors is covered in fine fashion. So much information and feature material in every issue – the amount of planning and execution is daunting, and yet it comes together every time. This magazine stands above the rest in its category.

Honorable Mention

Mid-Atlantic Thoroughbred

Joe Clancy, Editor
Maryland Horse Breeders Association, Publisher
Barrie Reightler, Art Director
July, September, October 2018

Very stunning covers, and great photos well displayed throughout. Some good in-depth reporting both regional and beyond. The names of the month feature is cool. The Post Time / Past Time bookend the issues well. Great profiles on horses, trainers, breeders, owners and the races. The acrostic was well done. A lot of hard work goes into this magazine, and it pays off.

GENERAL EXCELLENCE ASSOCIATION PUBLICATION (PRINT)

CIRCULATION 15,000 AND OVER
6 entries

Winner

US Equestrian

Glenye Cain Oakford, Editor
United States Equestrian Federation, Publisher
Candice McCown, Art Director
Spring, Summer, Fall 2018

This publication is loaded with information, news, how-to's, articles, profiles, results, standings and pictures, pictures, pictures. Nicely organized and overall well displayed with an array of reports on the equestrian world. The standing features along with look-ins at riders, trainers and breeders, draw the readers in and validate their interest. Articles on show tips, tack care, barn cleanliness, disaster planning, ticks, therapy horses, presidents and their horses ... the hits just keep coming. This publication takes its job seriously and gets it done. That's a lot of material to wrestle into each issue. Hat's off!

Honorable Mention

The American Quarter Horse Journal

Larri Jo Starkey, Editor
Carl Mullins, Publisher
Tim Archer, Art Director
May, June, December 2018

An excellent publication that delivers the goods to the Quarter Horse community. Important news affecting riders, breeders, competitors and owners pepper the pages, along with great photos and features. The stories about top trails and trail fundamentals really work. Horse health reports, things like farrier tips, braiding tutorials (!) and what judges look for are valuable pieces for readers. Well organized back-of-the-book rundown on leading horses and riders and the very important calendar of events. All in all, very good work.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION (PRINT)

CIRCULATION UNDER 15,000

9 entries

Winner

Untacked

Lisa Slade, Editor

Katherine Bellissimo, Publisher

Sonya Mendeke; Adrienne Martinez, Art Directors

July/August; September/October;

November/December 2018

Untacked gets the nod because of outstanding design that fits the mission statement so well. Publication looks at many aspects of the equine lifestyle with eye for the unusual. Photo selection and presentation are outstanding. The writing and editing draw readers into the articles.

Honorable Mention

Quarter Horse News

Kelsey Pecsek Hruska, Editor

Patty Tiberg, Publisher

Holly Tarquinio, Art Director

June 15, July 15, November 1, 2018

Quarter Horse News is a fine publication. Creating two issues each month can tax the creativity of the best editors, writers and designers. QHN meets the challenge. With an engaging combination of current news, practical tips, human interest and excellent photography, the magazine is one that pulls the readers from the cover right through to the beautiful photos on the last page.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION (PRINT)

CIRCULATION 15,000 AND OVER

8 entries

Winner

Horse Illustrated

Elizabeth Moyer, Editor

EG Media, Publisher

January, March, December 2018

Horse Illustrated vibrates with enthusiasm that is reflected in cover selection, design sensibility, talented selection of photographs and engaging writing. The design is obviously intended to enhance the messages in the articles rather than being design for design's sake. There is a good balance of "how to" and "personality" pieces. The Editor's columns are like a conversation with a friend and the vet's columns are informative and easy for lay people to understand. The writing in this magazine generally is well-crafted and benefits from skillful editing.

Honorable Mention

Western Horseman

Christine Hamilton, Editor

Ernie King, Publisher

Ron Bonge, Art Director

March, August, December 2018

Western Horseman shows an editorial approach that is attractive and engaging. This magazine makes excellent use of boxes and sidebars to add to the main article without creating confusion. Really good use of large-format photos in the design format. Western Horseman is a first-class publication.

OVERALL PUBLICATION

US EQUESTRIAN

Glenye Cain Oakford, Editor
United States Equestrian Federation, Publisher
Candice McCown, Art Director

The AHP Overall Publication Winner is US Equestrian, the official magazine of the United States Equestrian Federation. The editorial content is true to the theme of this publication from cover to cover with enlightening, educational and personal stories that speak to the interests of the Federation's membership. It is made clear in word and visual form throughout this magazine that the Federation's backing and guidance aid veteran equestrians, pleasure riders, competitors, trainers or newcomers in experiencing the joy of their endeavors unfettered. The artistic design of *US Equestrian* magazine is skillfully professional, not to mention pleasantly reader friendly. This magazine would be an alluring adornment to any tabletop. *US Equestrian* is a testimony to its proud mission statement and a true winner.

BUSINESS DIVISION

BUSINESS EQUINE-RELATED SINGLE PRINT ADVERTISEMENT

19 entries

1st

Central Garden & Pet

Farnam Grand Champion Fly Repellent

Martha Lefebvre, Senior Marketing Manager

Dobromir Hristov, Account Supervisor

Cynthia McFarland, Copy Writer

April 2018

Published in: EQUUS, Horse&Rider, Practical Horseman, The American Quarter Horse Journal, Young Rider

Ad design is strong in brand and composition. The Grand Champion Fly Repellent ad has that little extraordinary element that puts it a visual touch above the rest. The skillfully manipulated typography and perfectly photographed product image are the trademark of Farnam ad designs. The dreamlike, faded image of the grand champion cup and blue ribbon in the background, add soul and depth to this composition. It is a visual inference "to dream big" and maybe this product can get you to that dream. This ad design is both adept and successful.

2nd

National Reining Horse Association

2018 NRHA Derby

Jana Thomason, Designer

Hayley Eberle, Manager of Marketing &

Outreach

April 2018

Published in NRHA Reiner

The NRHA Derby ad composition is dramatic. It promotes the event quite efficiently by methodical manipulation of the slew of design elements. The banner and prominent logo focal points in this design are apropos to relaying the main message of this advertisement at a glance. This advertisement has great lines and great

component placement. It will be memorable to the viewer, as all great ads should be.

3rd

SmartPak

The Ultimate Blanketing and Clipping Destination

Amanda Kelley, Creative Director

Emily Joyce, Marketing Manager

October, November, December 2018

Published in: Barrel Horse News, The Chronicle of the Horse, Equine Journal, EQUUS, Holistic Horse, Horse Illustrated, Horse&Rider, NRHA Reiner, Practical Horseman, Quarter Horse News, Sidelines, The Horse

The design of the Blanketing and Clipping advertisement is pleasantly appealing. The notion that the company can lead you to a superior blanket is laid out in a story-like visual that really works. The woman and horse strolling down a country road in an early fall setting create direction and the atmosphere of chilly blanket weather to come. This direction leads to a crossroad where the key words pertinent to blanketing and clipping are displayed on a street sign. This is a very clever concept that was portrayed with visual success. The sign pole that seems to be planted in the bottom banner brings the readers' eye to the important message and signature information that is so well pronounced in white against a contrasting navy blue background.

Honorable Mention

Signal Theory

Vetera: Protection That's Always On

Shaun Crockett, Associate Creative Director

Staci Meyer, Creative Director

October and December 2018

Published in The Horse

A reader would be hard pressed to miss this curiously engaging advertisement. The introduction of Vetera's signature logo in the clean white space at the top of the ad creates an identifying focal point. The dissolve of the warm gold tones in the image that culminate in a glowing mass at the heart of the horse is dynamic. The curiosity it creates causes the reader to investigate the rest of the text that is the answer to all the questions that arose when the reader first glimpsed this ad. This is a very successful advertisement.

BUSINESS EQUINE-RELATED PRINT AD CAMPAIGN

7 entries

1st

Signal Theory

Zimecterin Gold

Shaun Crockett, Associate Creative Director

Staci Meyer, Creative Director

September and November 2018

Published in The Horse

Great execution of the message. Lighthearted take on a serious issue, imagine this would be well received in horse industry. Composition is well done. Use of color and gold well done, eye-catching. High contrast and interesting.

2nd

WaterShed Animal Fund

Changing the Adoption Conversation

Megan Byrd, Account Executive at Brains on Fire;

Valerie Miller, Designer at Brains on Fire; Alison

Quarles, Production at Brains on Fire; Greg

Ramsey, Lead Designer at Brains on Fire; Amy

Taylor, Copywriter at Brains on Fire; Jack Welch,

Media at Brains on Fire

Christy Counts, President, WaterShed Animal

Fund; Austin Mayden, Creative Services

Manager, WaterShed Animal Fund;

Jenessa Cutler, Grants Manager, WaterShed

Animal Fund

February through November 2018

Published in: Western Horseman, Horse

Illustrated, Young Rider

Very cohesive, consistent campaign. Good use of copy and clever URL gets attention. Nice composition and use of imagery. Logo placement is well done. Nice choice of font.

BUSINESS EQUINE-RELATED MULTIMEDIA AD CAMPAIGN

5 entries

1st

Central Garden & Pet

Farnam No Fly Zone

Martha Lefebvre, Senior Marketing Manager

Dobromir Hristov, Account Supervisor

Cynthia McFarland, Copy Writer

2018

You nailed this on so many levels. Bringing the product in front of the text circle, creating interesting angles with spray products, and using smart typography to enhance readability where it was needed and texture when it wasn't. Great use of contrast from the simple background. Good product photography.

2nd

**National Reining Horse Association
2018 NRHA Derby**

Jana Thomason, Designer
Hayley Eberle, Designer
April through June 2018

Beautiful posters with thoughtful use of color and strong visual design. Wise use of drop shadow with small white text on gold background. Good simplicity on Facebook page.

**BUSINESS EQUINE-RELATED
ADVERTISING/MARKETING SOCIAL MEDIA
CAMPAIGN**

4 entries

1st

**SmartPak
Horse Health Challenge**

Lexi Keller, Marketing Coordinator and Copywriter
Mandy Reisman, Marketing Manager
February, March 2018

Campaign aesthetic consistency builds a beautiful grouping. Nice imagery. Directed to audience in a relatable way; client reviews are a nice touch. Font choice and size highlights priorities for easy reading of graphics. Composition is strong.

BUSINESS EQUINE-RELATED SHORT VIDEO

10 entries

1st

**Grand Slam Social
[Why Breed New York?](#)**

Grand Slam Social Team
June 9, 2018

The graphics were great, timing was spot on. You allowed the audience enough time to read the text. The competition was tough, but in the end, this video had my overall attention, feel and technical look.

2nd

**Humane Society of the United States
[Country Music Icon Tanya Tucker is Partnering with Us to Help Put an End to Soring](#)**

Bryant Taylor, Script Editor
Jamie Lindler, Video Production
August 24, 2018

Using a well-known person always helps bring attention to an important cause. Great work.

BUSINESS EQUINE-RELATED LONG VIDEO

12 entries

1st

**AIM Equine Network
[A Home for Every Horse Spotlight: Terolyn Horse Rescue](#)**

Mariah Hammerschmidt, Executive Producer
Amanda Bodkin, Producer
December 18, 2018

Excellent video. Camera work is excellent, including very good b-roll and on-location interviews. Audio is very clean and clear, including during cinéma vérité. Nice drone footage and smart selections in the edit.

2nd

**AIM Equine Network
[Denver's Urban Youth Find Healing Through Horses](#)**

Mariah Hammerschmidt, Executive Producer
Lauren Feldman, Producer
July 12, 2018

Very well produced and edited. Audio is very clean and camera work is solid. Shot selections do a nice job of telling the story alongside the interview audio.

3rd

**National Reining Horse Association
[Respect the Horse. Respect the Sport](#)**

AIM Equine Network, Production Team
Mariah Hammerschmidt, Producer
October 19, 2018

Very well edited. The lighting and sound on the in-studio interviews is solid and professional.

The audio of the on-location interviews is also very clean and easy to listen to. B-roll and event footage is well-captured and choice selections are smart.

BUSINESS EQUINE-RELATED ENEWSLETTER

5 entries

1st

Kentucky Equine Research

Equineews

Erin Hsu, Marketing Director

Mark Llewellyn, Technical Writer

[July 25, 2018](#) and [October 17, 2018](#)

Great information for your readership. Articles are written with the horse owner in mind, with good explanations of technical information.

2nd

Central Garden & Pet

Horseman's Report

Alyssa Barngrover, Marketing Manager

Anna Brunetti, Digital Marketing Coordinator

[March 2018](#) and [April/May 2018](#)

You are writing well to your readership's level of understanding and interest, and that's important.

BUSINESS EQUINE-RELATED BLOG

3 entries

1st

SmartPak

SmartPak Blog

Lexi Keller, Copywriter and Marketing Coordinator

Sarah Mann, Vice President, Brand and Customer Experience

The design and organization of this entry offers a wide variety of entry points and resources. An excellent entry that doesn't overdo the fact that they are selling a product. Even though there are multiple authors included in this entry, all do an excellent job of providing a conversational, story-telling tone of voice.

BUSINESS CONTENT MARKETING SINGLE ARTICLE

9 entries

1st

SmartPak

Blanketing Made Easy

Lexi Keller, Copywriter and Marketing Coordinator

Emily Joyce, Marketing Manager

Kelcie Griffith, Marketing Manager

September/October 2018

Published in Eventing USA

The winning entry most closely met the guidelines of the contest in terms of creating content that the reader would want to consume while not coming across as an advertisement yet still getting your brand worked in somehow. The topic chosen, blanketing, was a good one that was covered with thoroughness and offered some good tips. Prompting the reader to visit your website at the end was a subtle way to get the company involved.

2nd

Signal Theory

What Affects Stride Length?

Shaun Crockett, Associate Creative Director

Staci Meyer, Creative Director

April 5, 2018

Published in AQHA Daily

The subject chosen was very appropriate and the information presented was helpful.

BUSINESS EQUINE-RELATED WEBSITE

9 entries

1st

WaterShed Animal Fund

MyRightHorse.org

Austin Mayden, Creative Services Manager, WaterShed Animal Fund; Dan Rice, Lead Developer at Radial Development Group; Rebecca Klein, Director of Engineering at Radial Development Group; Marshal Smith, Senior Developer at Radial Development Group; Geoffrey Thompson, Lead Developer at Radial Development Group

This is a very user-friendly site. It's as simple to search for a horse as it is to list one, and the site looks really wonderful on mobile. Very clean design. It also provides a great service to the equine industry, making it easy for horse adopters to find rescue animals.

2nd

SmartPak

SmartPakEquine.com

Kent Phillips, Vice President, Ecommerce
Dina Lyons, Senior UX Designer

This site contains a ton of content, but it is so well-organized that navigating through it all is pretty effortless. I love that although the goal of the site is to sell products, it also provides a lot of educational resources and tools (like the Supplement Wizard) to help the customer make decisions. And it looks fantastic on mobile.

BUSINESS EQUINE-RELATED MARKETING PROMOTION

11 entries

1st

SmartPak

SmartPak 2018 SmartPerks Calendar

Amanda Kelley, Creative Director
Mandy Reisman, Marketing Manager
January 2018

Take the sales calendar and bumping it up a notch in class. Complements SmartPak brand overall. Monthly rider and horse highlights are well executed: Photo using majority of space

keeps calendar hang-worthy, names provide a connection to real people and horses, feed program graphics are a great way to show the product and still feel personal Monthly perks are well composed. Nice size calendar. Informational beginning uses variance of font size, color and graphic well.

2nd

Humane Society of the United States *Protecting America's Equines*

Valerie Pringle, Author
Paul Roberts, Designer
September 1, 2018

Beautiful piece, overall look is cohesive, clean, and includes eye-catching images. Continuation photo on first open is well done. Use of blue throughout encourages trust.

3rd

Signal Theory

ID PPID Veterinarian Direct Mailer

Shaun Crockett, Associate Creative Director
Staci Meyer, Creative Director
October 2018

Mailer quickly went from looking like a standard mailer to providing an interesting experience as soon as I began opening them. Information is clearly laid out, the message is easy and obvious to perceive. Composition is nice, works well with interactive elements.

BUSINESS EQUINE-RELATED CUSTOM PUBLICATION (PRINT)

4 entries

1st

AIM Equine Network

A Home for Every Horse - Rescuing Greatness

Amanda Bodkin, Editor
Lauren Feldman, Senior Editor
November 2018

This entry had the best mix of writing, photography, an appealing design and multiple points of entry on every page. The technical content was supported by color and visual components that assisted the reader.

BUSINESS EQUINE-RELATED MULTI-ISSUE PUBLICATION (PRINT)

4 entries

1st

SmartPak

SmartPak Supplement and Horse Care Guide

Amanda Kelley, Creative Director

Lexi Keller, Copywriter and Marketing Coordinator

Winter, Spring, Summer 2018

Take the Horse Health Challenge – I like the call to action. This publication offers quick, snappy information in a day and time when readers often don't have time for lengthy pieces. Clean, attractive layout. Meets mission.

BUSINESS EQUINE-RELATED ADVERTISING/MARKETING PHOTOGRAPH

2 entries

1st

Signal Theory

EGUS Vet

Shaun Crockett, Associate Creative Director

Staci Meyer, Creative Director

August 2018

Published in AQHA

This photograph is part of a supportive advertising promotion that encourages horse people to have their animal's gastric health checked. This is the perfect environmental portrait to illustrate that precise call to action. The candid feel of this scenario is honest and narrative. The shallow depth of field the photographer used to create the blurred background causes the veterinarian, mid-examination, to be the apropos focal point. This photograph communicates the intended promotional message with great success.

2019 JUDGES

Terry Austin

Katherine Benenati

Greg Benenati

Sara Brown

Tom Curl

David Dawson

Deb Dunsford, PhD

Marie Garafano

Alyson Hoge

Jane Houin

Sharla Ishmael

Karen Martin

Phillip Martin

Christi Miller

Sharon Reuter

Brandon Roaten

Sherry Ross

Jen Russell

Sara Schafer

Linda Smith

Courtney Stafford

Katie Stern

Joni Tantillo

Joe Tenerelli

Dave Wohlfarth



AMERICAN HORSE PUBLICATIONS
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For more information on membership or awards contest, contact Chris Brune ahorsepubs@aol.com