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 Your 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.

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 quirkiness 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.

**Paint Horse Journal**  
*400 & Counting*  
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**

**American Farriers Journal**  
*Elite Footcare at WEG*  
By Jeff Cota  
December 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-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 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.

**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 intention 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 Rehnborg
_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 ENEWSLETTER
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
quarterhorsenews.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.

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**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.

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**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.

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**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.

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**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.

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**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
**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 standout 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. Breathhtaking 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 standout 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.
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 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
Glanye 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.
Untacked
Lisa Slade, Editor
Katherine Bellissimo, Publisher
Sonya Mendek; 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.

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

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.

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

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.

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.
**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  

**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**
*Equinews*
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

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

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