



*Presented by American Horse Publications*

## 2021 GENERAL INFORMATION & GUIDELINES

for material published in and dated 2020

**CLASS LISTS ARE AVAILABLE ONLINE AT [WWW.AMERICANHORSEPUBS.ORG](http://WWW.AMERICANHORSEPUBS.ORG)**  
**CONTACT: CHRIS BRUNE, PHONE: 386-760-7743; TEXT: 386-290-3253; EMAIL: [AHORSEPUBS@AOL.COM](mailto:AHORSEPUBS@AOL.COM)**

### MEMBER ELIGIBILITY

- ◆ The AHP Equine Media Awards competition is for members of American Horse Publications. Only AHP members whose 2021 dues are paid by the submission date are eligible.
- ◆ To verify member eligibility, contact [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).
- ◆ New members who join AHP in 2021 may compete if 2021 dues are paid by the submission date. To join AHP, visit <https://www.americanhorsepubs.org/become-an-ahp-member/>.
- ◆ To renew membership, login to Member Center at <https://www.americanhorsepubs.org/members-only/>
- ◆ The AHP Equine Media Awards are open to Publishing Media, Media Professional, Business, Nonprofit and College/University members. Student members are not eligible to enter the awards contest.
- ◆ If a Publishing Media Member is no longer actively publishing at the time of the annual contest deadline date, content may be entered by the individual author, photographer or designer, provided that the individual is credited by name and is a 2021 AHP Media Professional member and the print publication, website or electronic publication was an AHP Publishing Media member in 2020.

### ENTRY DEADLINE

Entries must be received **on or before Wednesday, February 15, 2021**

Entry fee must be paid in full. **Online payments accepted only.** No late entries accepted. No exceptions.

### ENTRY FEE: \$30 PER ENTRY

- ◆ All members will use the same online entry form.
- ◆ Unlimited entries accepted per member in all classes except for General Excellence classes.
- ◆ No refunds for entries that are disqualified or ineligible.

### ENTRY ELIGIBILITY

- ◆ All entries must have a predominately equine theme.
- ◆ Entries must have been published during the 2020 calendar year (January 1, 2020 to December 31, 2020) and dated 2020. Published date is based on the publication cover date, published date listed online, or published copyright date. Publisher or owner's signature verifying a 2020 published date is required for all entries.
- ◆ Each member must submit its own entries.
- ◆ Publishing Media Members must submit only those entries published in their own print or electronic publication.
- ◆ Identical entries submitted in previous years may not be submitted.

## ONLINE ENTRY SUBMISSION

Members will enter the AHP Equine Media Awards via login to the Member Center on [www.americanhorsepubs.org](http://www.americanhorsepubs.org), then clicking on Equine Media Awards to access the link to the entry forms. Members will complete an online entry form for each class and upload files using the AHP online submission site hosted by Submittable.

To enter the EMAs, members must sign-up or sign-in to a FREE account on Submittable. Only the submitter's name, email address and a password are required. Online entry forms will be available by Monday, January 18, 2020.

### ENTRIES REQUIRING HARD COPY SUBMISSION

Entries in Classes 33-39; 50-51 must be entered as a hard copy of the publication, unless electronic publications are allowed, and mailed to the AHP office. In addition to mailing the physical entries, entrants must complete an entry submission form for these classes on the online submission site.

The mailed in classes include:

- ◆ General Excellence (all classes)
- ◆ Publishing Media Equine-related Custom Publication (print entries only)
- ◆ Equine-related Fiction Book (print entries only)
- ◆ Equine-related Nonfiction Book (print entries only)
- ◆ Business Equine-related Custom Publication (print)
- ◆ Business Equine-related Multi-Issue Publication (print)

### Address to submit hard-copy entries:

Christine W. Brune  
AHP Awards Contest  
49 Spinnaker Circle  
South Daytona, FL 32119

*All hard-copy entries must be received by **Wednesday, February 15, 2021.***

*NOTE: Please do not request delivery signature required as a signer may not always be available; a tracking number is recommended.*

## GUIDELINES FOR JUDGING AND AWARDS

- ◆ A minimum of two members must participate in each class.
- ◆ If there are fewer than 4 entries in a class, the class may or may not be judged. If the class is cancelled, the member's entry fee will be refunded or applied to another eligible class.
- ◆ If the following classes\* (4, 5, 7, 9, 31, and 32) have sufficient entries and representation, the class will be divided by association and self-supported publication (print and electronic). A designation of self-supported or association will be determined by the member's record on file or verified by the AHP office. Sufficient entries will be determined by the number of entries and number of association and self-supported entrants in the class. Association publications must be a Publishing Media member owned by an association or published for an association.

\*Class 4: Horse Care Single Article; Class 5: Service to the Consumer Single Article; Class 7: Personality Profile Single Article; Class 9: Feature Single Article; Class 31: Publication Cover Page; Class 32: Publication Editorial Design

- ◆ All content on a member-owned website is eligible if it meets the criteria in the class and is owned by the submitting member.
- ◆ Content published in custom print publications including supplements is NOT eligible for any classes other than the following classes\* (8, 10, 15, 16, 24, 26, 28) unless the annual publication or supplement is an AHP Publishing Media member in 2021.

\*Class 8: Freelance Writer Personality Profile Single Article; Class 10: Freelance Writer Feature Single Article; Class 15: Equine-related Public Awareness Journalism Article; Class 16: Freelance Writer Equine-related Journalism Article; Class 24: Freelance Editorial Action Photograph; Class 26: Freelance Editorial Human-Animal Photograph; Class 28: Freelance Editorial Photograph

- ◆ Any foreign entries must be translated into English.
- ◆ Late entries will not be judged.

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- ◆ A suitable plaque will be awarded to the First Place winner in each category. A certificate will be presented for Second Place in classes with 5-10 entries. A Third Place certificate will be presented in classes with 11-15 entries. Two Honorable Mention certificates may be given in each category where there are more than 15 entries.
- ◆ In each General Excellence division, there will be a First Place plaque awarded as long as there are a minimum of 4 entries in the class. One Honorable Mention certificate will be presented in classes with 5-10 entries and two Honorable Mention certificates in classes where there are over 10 entries.
- ◆ An Overall General Excellence Award will be presented to one of the winners in the General Excellence publication classes. There is no additional entry fee.
- ◆ A judge's critique will be provided for every entry submitted.
- ◆ Finalists will be notified by email.
- ◆ First place plaques cannot be accepted by anyone other than the winner. A \$20 fee per plaque or the cost to ship more than one plaque will be charged to winners who are unable to attend the awards presentations.
- ◆ A representative may be designated to accept award certificate(s) only and will be responsible for delivering the awards certificate(s) to the finalist.
- ◆ Awards will be presented during the annual American Horse Publications Equine Media Conference in Irving, Texas scheduled for May 20-22, 2021.

## GENERAL GUIDELINES

- ◆ AHP presents annual equine media awards in various categories to its members. The Board of Directors and/or committee determine the categories and nature of the awards.
- ◆ Recipients of the annual awards are determined by criteria established by Board of Directors and/or committee.
- ◆ Entries may be submitted for consideration for awards by current members of the organization on a schedule determined by the Board of Directors and/or committee and provided to the membership.

***All efforts have been made to provide accurate information regarding the class description and general instructions. Any errors are not intentional and will be clarified by the Awards Coordinator.***