



**AHP**

**EQUINE MEDIA AWARDS**

**2021**

**AMERICAN HORSE PUBLICATIONS  
ANNUAL AWARDS COMPETITION**  
for material published in 2020

**Back in the Saddle - Texas**



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## PUBLISHING MEDIA DIVISION

# Editorial Content

### BREAKING-NEWS OR INVESTIGATIVE REPORTING SINGLE ARTICLE 5 entries

#### 1ST EQUIMANAGEMENT

##### ***Effects of the COVID-19 Pandemic on Equine Practice***

Amy L. Grice, VMD, MBA, Author  
Kimberly S. Brown, Group Publisher  
Laurel Scott, Senior Editor  
Winter 2020

An extremely well-written article that makes the data approachable and humanistic. The flow was nice, broken down by sections that make logical sense as one is reading. Graphics are helpful and well placed. Timely and relevant, newsworthy to the audience. Nice call to action at the end.

#### 2ND THE TEAM ROPING JOURNAL

##### ***Crawford Calls Her Own Illegal Catch, Gives Up Top Spot in NFBR Average and Standings Lead***

Chelsea Shaffer, Editor  
December 9, 2020

Great work, short and to the point.

### NEWS REPORTING RELATED FEATURE SINGLE ARTICLE 17 entries

#### 1ST MID-ATLANTIC THOROUGHBRED

##### ***Tagg Time***

Sean Clancy, Author  
August 2020

I had a good understanding of who the subject was. And the writer didn't base the profile on his knowledge only, he tapped other sources, giving the story further credibility. The writer had confidence in the story he was telling and it showed in the freedom of his writing.

#### 2ND HOOF BEATS

##### ***Making History***

Ken Weingartner, Author  
December 2020

I liked the fact that winners were each given their own page. I also liked how each little story told you something about either the horse or the people associated with him or her.

#### 3RD

#### SONOMA COUNTY HORSE JOURNAL

##### ***Our Evacuation - What We Did and What We Thought***

Melissa Kalember, Author  
Winter 2020

The author should receive a prize from emergency planners for best efforts to avoid a disaster. The narrative is engaging and should make every reader think about how to be prepared for a disaster. It explains very clearly what preparations were made and how it was organized. You did a fabulous job of saving horses and then telling us what you did.

#### HONORABLE MENTION

#### CHRISTINA KEIM

##### ***Coming Together in the Time of COVID-19***

July 2020

Published in The Chronicle of the Horse

This article checked a lot of the right boxes. The lead paragraph laid out the topic of the story. References to the 2008 recession gave the historical perspective. Multiple sources were interviewed, giving different perspectives, rather than just one person with one point of view. The story also covered different states and different types of horse businesses and charities. It closed with a quote that summed up the situation and outlook.

#### KIM MILLER

##### ***Riding Schools: Panic to Positives***

December 9, 2020

Published on TheWestEquestrian.com

This article had good details on how riding academies survived Covid-19 by a growth in new students. The story had the answer to my questions as they arose.

### INSTRUCTIONAL SINGLE ARTICLE 16 entries

#### 1ST

#### PRACTICAL HORSEMAN

##### ***How to Body Clip***

Emma Ford with Elizabeth Iliff Prax, Authors  
Leslie Threlkeld, Photographer

Fall 2020

This is the complete package. The author does a wonderful job explaining the benefits, laying out the tools for the job, and walking us through the process. The step-by-step photos are impressive and easy to follow.



## PUBLISHING MEDIA DIVISION

# Editorial Content

### 2ND

#### **PRACTICAL HORSEMAN**

##### ***How to Ride a Jump on a Mound***

Doug Payne and Leslie Threlkeld, Authors  
Leslie Threlkeld, Photographer  
Winter 2020

A wonderful story combined with great photos and graphics makes this a winner. There are so many great elements here including showing common mistakes and fixes and providing pro tips. A great all-around package.

### 3RD

#### **HORSE ILLUSTRATED**

##### ***Clicks and Flicks***

Daniel Johnson, Author  
June 2020

The writer provides useful, easy-to-digest tips from start to finish. The article provides amateur photographers practical information that covers all the bases. And of course, the photos illustrate the article perfectly.

### HONORABLE MENTION

#### **CHROME**

##### ***Happy Trails***

Abigail Boatwright, Author  
Spring 2020

What an enjoyable read. The writer provides great information in an easy and fun format, laying out problems and solutions that should make trail rides even happier.

#### **WESTERN HORSEMAN**

##### ***Rope Tricks***

Jennifer Denison, Author  
March 2020

This story pulls the reader right in. The writer does a wonderful job keeping things short, sweet, and easy to follow. And it's beautifully illustrated to boot.

#### **ASSOCIATION PUBLICATION HORSE CARE SINGLE ARTICLE** 12 entries

### 1ST

#### **USHJA IN STRIDE**

##### ***Biosecurity and the Traveling Show Horse***

Michelle Bloch, Author  
Tricia Booker, Editor  
March 2020

A detailed outline of what to do and not to do to avoid illnesses when going to shows. It starts at home — immunizations, feeding, and just plain monitoring your horse's normal condition — to things to notice when

traveling, to don't hand other people's horses' snacks. The author gave a historical perspective that validates concerns. The writing was clear and reporting had multiple sources.

### 2ND

#### **SONOMA COUNTY HORSE JOURNAL**

##### ***Horses That Go Bump in the Night Can Lead to Months of Rehab***

Wendee Walker, Author  
Fall 2020

Seeing the heart-stopping photo of the hoof caught in the stall reminded me of the times I've found a horse in a bad situation. Your horse is lucky to have you as an owner. Thank you for sharing your story.

### 3RD

#### **USDF CONNECTION**

##### ***Hoof Wear for Dressage Performance***

Fran Jurga, Author  
July/August 2020

A well-sourced article about shoes. Fascinating to read. Every horse owner — not just those in dressage — should read this article and talk to their farrier about options other than a metal shoe with nails.

#### **SELF-SUPPORTED PUBLICATION HORSE CARE SINGLE ARTICLE** 24 entries

### 1ST

#### **HORSE&RIDER**

##### ***Colic Surgery: Yes or No?***

Barb Crabbe, DVM, Author  
Winter 2020

This article could easily influence the life or death of a horse. It spells out considerations, gives five factors to consider and alternatives to address some of them - notably cost. A clearly written article that can be the basis of an action plan.

### 2ND

#### **THE HORSE: YOUR GUIDE TO EQUINE HEALTH CARE**

##### ***The Ins and Outs of Severe Equine Asthma***

Dr. Stacey Oke, DVM, MS, Author  
November 24, 2020

Putting the reader in the position of a horse with asthma at the start engages the reader. The first section explaining the cause and development does a good job of step by step and the illustrations are clear and to the point. Good use of sidebars. Very thorough.



## PUBLISHING MEDIA DIVISION

# Editorial Content

### 3RD EQUUS

#### *7 Things You May Not Have Known About Tetanus*

Heather Smith Thomas with Laurie Prinz, Authors  
Winter 2020

If an owner hasn't already made sure their horses are vaccinated, they should be heading straight for their phone after reading this article. Very thorough and convincing. Writing is easy to follow, good breaks, and good use of sidebars.

### HONORABLE MENTION

#### ALLISON REHNBORG

##### *Scratch That!*

September 2020

Published in Horse Illustrated

This article is nicely broken up. Each condition is described as well as illustrated and they are easy to follow and absorb. Good use of sidebars for information that applies to more than one condition.

#### KARA L. STEWART

##### *The Retiree's Workout Regimen*

October 2020

Published in Horse Illustrated

This article about "senior" horse management was an easy read with a logical progression from one point to another. The author's injection of some emotion might just motivate people to think twice about turning the oldster out.

### ASSOCIATION PUBLICATION SERVICE TO THE CONSUMER SINGLE ARTICLE 13 entries

### 1ST NRHA REINER

#### *The Breeding Game: To Show or Sell?*

Megan Arszman, Author

Jennifer Paulson, Editor

June 2020

This was a great article that easily rose to the top of this class; it was clear, concise, and incorporated a variety of quotes from varied breeders in the industry. All of that input and variability is what made this story so interesting.

### 2ND

#### PAINT HORSE JOURNAL

##### *Breeding For Perfection*

Allison Armstrong Rehnborg, Author  
Jessica Hein and Rachel Griffin, Editors  
March/April 2020

This was a great article — super engaging, easy to read and follow, and encompassing a nice variety of sources and personal experiences. You did a fabulous job incorporating quotes into your article in a meaningful way, and the entire piece was well organized. Your sidebars provided excellent supporting information but were not necessary to understand and follow your story. Easily rises to the top tier of this class.

### 3RD

#### ALLISON REHNBORG

##### *Stretching for Success*

July/August 2020

Published in Paint Horse Journal

This was a nice article with lots of great information. You did a great job incorporating quotes into your how-to and that's something a lot of writers struggle with.

### SELF-SUPPORTED PUBLICATION SERVICE TO THE CONSUMER SINGLE ARTICLE 19 entries

### 1ST

#### QUARTER HORSE NEWS

##### *The Winner's Way*

Kate Bradley Byars, Author

Kelsey Pecsek Hruska, Editor

February 15, 2020

What I liked about this story is that it explained things. Its readers are likely to be people who know a lot about cutting. But the article makes no assumptions that readers know what is being discussed. The article also closes with a good quote that sums up the story. The writer is fortunate in that the subject can articulate his points. Good quotes are in balance with the rest of the text. This subject knows his material and he can explain it. And the writer doesn't get in the way of that.



## PUBLISHING MEDIA DIVISION

# Editorial Content

## 2ND

### WESTERN HORSEMAN

#### *Horse Hubs*

Ross Hecox, Author/Photographer  
March 2020

This story has several sources, makes good use of quotes, and does well in simply explaining different barn roofs and other considerations for barn construction. It has three major points to make, which is good because people seem to remember things best in threes. This is an easy story to follow.

## 3RD

### EQUUS

#### *Put An End to Barn Drama*

Joanne L. Belasco, Esq.  
Winter 2020

Having boarded over the years at different stables, I certainly identify with the issues raised in this article. The issue doesn't have to be about horse people either; it can be about the office or school or church. The bottom line is someone has to take the first step of defusing the situation. The three short stories were good illustrations and the tips for conflict resolution were spot on.

## HONORABLE MENTION

### BARREL HORSE NEWS

#### *Protect Your Head*

Abigail Boatwright, Author  
March 2020

Most stories need more than one source of information, to give multiple viewpoints. However, this article has vital information that is consistent with what I have read about helmets. Anyone riding — English or Western — needs to read articles such as this.

## EQUIMANAGEMENT

#### *How to Embrace and Leverage Growth Mindset*

Colleen Best, DVM, Ph.D., BSCH, Author  
Kimberly S. Brown, Group Publisher  
Laurel Scott, Senior Editor  
Winter 2020

A research-based story on changing one's mindset. The story is geared toward veterinarians but could apply to anyone. There are other stories in this contest that check more boxes, like the breadth of information, but this one is worthy of note.

## SERVICE TO THE HORSE INDUSTRY SINGLE ARTICLE

11 entries

## 1ST

### HORSE NETWORK

#### *Understanding the Difference Between Diversity and Inclusion*

Abriana Johnson, Author  
June 8, 2020

This article truly does meet the definition of service to the horse industry. It seeks to change the industry rather than providing tips on how to cope with it as it is. The essay describes the problem clearly and should provide plenty of food for thought to all those involved.

## 2ND

### MID-ATLANTIC THOROUGHBRED

#### *Extinguishing Fear*

Sara Gordon, Author  
July 2020

This is the most thorough article I've read regarding fires. Well written. Interesting lead-in, anecdotes bring the dangers alive. Solid suggestions for improvements.

## 3RD

### ALLISON REHNBORG

#### *Strategies for Evaluating Horses to Maximize Hoof Care*

September/October 2020

Published in American Farriers Journal

The approach advocated in this article could make a significant difference to horses and their owners if all farriers adopt it. In that way, it would be a true service to the industry. The article effectively uses bullets and the topic progresses logically. Illustrations do a good job of supporting the points.

## ASSOCIATION PUBLICATION PERSONALITY PROFILE SINGLE ARTICLE 17 entries

## 1ST

### THE AMERICAN QUARTER HORSE JOURNAL

#### *A Master Maker*

Holly Clanahan, Managing Editor  
April/May 2020

Beautifully crafted story. The author did a fantastic job telling Klapper's story and his legacy. I was fully invested in the story from the beginning to the end. Very well written.



## PUBLISHING MEDIA DIVISION

# Editorial Content

### 2ND

#### USDF CONNECTION

##### *The Adult Amateurs' Champion*

Ellen J. Dempsey, Author

November/December 2020

Incredible article about Jane Savoie. The author did a tremendous job showcasing her impact on the industry and a wonderful job maintaining attention throughout the article and building intrigue.

### 3RD

#### THE AMERICAN QUARTER HORSE JOURNAL

##### *The Hackamore Man*

Holly Clanahan, Managing Editor

August 2020

Love the headline and byline. Very intriguing story. The author does a great job connecting all of the sections.

### HONORABLE MENTION

#### PAINT HORSE JOURNAL

##### *The Grinder*

Tanya Randall, Author

Jessica Hein and Rachel Griffin, Editors

January/February 2020

Wonderful article about Pocopoo. This story maintained my engagement and focus from the beginning to the end. The sections flowed well, which helped the reader connect with the horse and the families. The author did a wonderful job writing this piece.

#### THE AMERICAN QUARTER HORSE JOURNAL

##### *Dear Younger Me*

Anne Brzezicki and Katie Navarra, Authors

August 2020

Beautifully crafted story. I love how unique it is and how the author was able to provide life advice to her younger self. This is one of the few cases where writing a feature story in passive voice works. Overall, the story is written very well.

### SELF-SUPPORTED PUBLICATION PERSONALITY PROFILE SINGLE ARTICLE 28 entries

### 1ST

#### TROY ANNA SMITH

##### *Ride The Perfect Course with Paul Jewell*

December 2020

Published in The Plaid Horse

The subject tells his story well and the narrative gives a great perspective on why and how he designs the courses. It is clear, easy to follow and just the right length.

### 2ND

#### KEENELAND MAGAZINE

##### *Arthurian Legend*

Lenny Shulman, Author

Spring 2020

A good, well-written story, beginning to end. The information about the people, the horses, and the history was woven together seamlessly.

### 3RD

#### WESTERN HORSEMAN

##### *Destined for the West*

Jennifer Denison, Author/Photographer

November 2020

This is a great profile. It combines the subject background and history with great quotes that let the subject tell the story. It shows us who the subject is.

### HONORABLE MENTION

#### BLOODHORSE

##### *Welcome to the Machine*

Claire Crosby, Author

December 12, 2020

A fun story to read. Well written, long, but it moves quickly. I was sorry it ended. Good organization.

#### WESTERN HORSEMAN

##### *The Man in Pink*

Ross Hecox, Author/Photographer

November 2020

The story flows well. We get a great combination of his pre-road trip routine, his family life, his plans, and his beliefs. We also get how he got to where he is.



## PUBLISHING MEDIA DIVISION

# Editorial Content

### FREELANCE WRITER PERSONALITY PROFILE SINGLE ARTICLE 12 entries

#### 1ST

#### LARRI JO STARKEY

##### *Unwavering Strength*

April/May 2020

Published in The American Quarter Horse Journal  
Simply masterful. From start to finish, the writer uses exquisite detail — those goose feathers flying in the air — and wonderful analogies. The opening and closing are perfect and perfectly balanced. The story is well-paced and wonderfully written. Outstanding.

#### 2ND

#### JENNIFER BRYANT

##### *Good Judgment*

March 4, 2020

Published in YourDressage.com

From opening to close, this story is riveting. The author does a fantastic job of telling the main character's story and capturing his personality.

#### 3RD

#### ALLISON REHNBORG

##### *Glass Heart*

Winter 2020

Published in Chrome

This story is almost as colorful and vivid as the artwork it so skillfully describes. The artist's inspiration is personality come to life with wonderful quotes and storytelling.

### ASSOCIATION PUBLICATION FEATURE SINGLE ARTICLE 19 entries

#### 1ST

#### USHJA IN STRIDE

##### *COVID-19's Life Lessons*

Michelle Bloch, Author

Tricia Booker, Editor

September 2020

What a great idea. The author showed how the negatives turned into positives for several in the industry. The subjects' situations, stories, and outcomes were all different, but still had a common theme of stepping back and taking advantage of the extra time.

#### 2ND

#### THE AMERICAN QUARTER HORSE JOURNAL

##### *A Special Breed*

Lindsay Keller, Author

December 2020/January 2021

The requirements to be a pick-up man's horse at a major rodeo are truly unique. The author did a great job of letting the pick-up men talk about their horses and the horses' jobs. Great story.

#### 3RD

#### OFF-TRACK THOROUGHBRED MAGAZINE

##### *Waves of Change*

Alexandra Beckstett, Author

Fall 2020

The article explains the resurgence of Thoroughbreds in hunter classes, even explaining why they disappeared in the first place. The information is well presented, clear, and with excellent sources.

### HONORABLE MENTION

#### EVENTING USA

##### *Diversity, Equity, and Inclusion: Bringing Everyone into Eventing*

Leslie Mintz, Author

July/August 2020

This is a well-written article on a tough topic. The writer focused on the single discipline and gathered sources from within that discipline. I applaud the courage to take on the topic and the skill with which the writer managed it.

#### THE AMERICAN QUARTER HORSE JOURNAL

##### *Family Ties*

Andrea Caudill, Editor

November 2020

The article details the legacies of three stallions (full brothers). The author used a combination of records and quotes to tell their stories. The story is well-written and clear.





## PUBLISHING MEDIA DIVISION

# Editorial Content

### SELF-SUPPORTED PUBLICATION FEATURE SINGLE ARTICLE 34 entries

#### 1ST

### KEENELAND MAGAZINE

#### *Very Big Red*

Maryjean Wall, Author/Photographer  
Spring 2020

Evocative lede. The story scans well and by the end, you know the sculptor almost as well as her famous subject. Very good piece.

#### 2ND

### WESTERN HORSEMAN

#### *Early Starts*

Ross Hecox, Author/Photographer  
October 2020

I LOVE this lede. It's precise, evocative, and piques a reader's interest instantly. Good flow, with comments from the young ranch hands fitting in. Fluid movement from graf to graf, good kicker.

#### 3RD

### HORSE ILLUSTRATED

#### *Shining a Light*

Amy Hempe, Author  
October 2020

Lively lede tips the reader to a different experience in a horse magazine. It's just the tone needed. The first few grafs flow nicely. This is a timely topic with two compelling subjects to provide insight, and the writer knows when to get out of their way and let them speak for themselves.

### HONORABLE MENTION

### SIDELINES MAGAZINE

#### *Falling in Love with Carson Kressley*

Britney Grover, Author  
Adrienne Morella, Photographer  
Jan Westmark, Editor  
January 2020

Mixing fashion with his horsemanship made for a nice blend and a fun read.

### WESTERN HORSEMAN

#### *Roundup in Iceland*

Katie Frank, Author/Photographer  
February 2020

Pretty cool (cold) topic. I especially liked the "you are there" feeling of the lede to draw a reader in. History and

facts are blended seamlessly into the storytelling. First-person accounts can be self-indulgent, but you strike a nice balance.

### FREELANCE WRITER FEATURE SINGLE ARTICLE

11 entries

#### 1ST

### ELIZABETH KAYE MCCALL

#### *Black Beauty Rides Again*

November/December 2020

Published in Cowboys & Indians

Good topic and a fulfilling read, especially for anyone who's read both Black Beauty and Black Stallion. The writer includes historical background and has done a lot of interviewing with her main subjects, and she gives readers an inner look into how filmmaking with horses works. It's a comprehensive, memorable piece, which is why it's the winning entry in a competitive 2020 field of feature stories.

#### 2ND

### KELLY SANCHEZ

#### *Lost and Found in the Highlands: An "Outlander"-Themed Ride Through Scotland's Wild, Romantic North Shows Off the Country's Past*

November/December 2020

Published in Untacked

This piece is an unexpected twist on the horse travel story that delves into the history of Scotland and merges discussion of the popular places featured in the series, "Outlander." The writer's prose boosts this piece into second place: Her writing is sprightly, engaging, and gives a lot to the reader, including a strong sense of place, a bold voice, and an invite to learn more about this part of the world and how to tromp through it on a horse.

#### 3RD

### ABIGAIL BOATWRIGHT

#### *Compton's Posse*

April 2020

Published in Western Horseman

Great piece with a timely hook to the Hall of Fame awards. Strong first quote. Good structure and flow. This is a topic many of us have read about before, but the writer did a nice job of developing all the parts and pieces into a cohesive narrative, which is why this is among the three best pieces in a strong field.



## PUBLISHING MEDIA DIVISION

# Editorial Content

### PERSONAL COLUMN SINGLE ARTICLE 21 entries

#### 1ST

### JENNIFER BRYANT

#### *A Reckoning*

September/October 2020

Published in USDF Connection

Nicely handled and personal column on a timely and sensitive topic. I liked how you set the time frame and admitted slowly coming to understand that if you were given the same opportunity again, your response would be different. Love the honesty and the clear-eyed look at the horse world. Good kicker, good flow throughout.

#### 2ND

### MID-ATLANTIC THOROUGHBRED

#### *Trainers, Vets Caught by FBI Put Racing at Risk*

Joe Clancy, Author

April 2020

A serious topic (potential demise of the racing industry) is presented with the author's feelings made clear. Smart, readable, passionate, expertly handled.

#### 3RD

### HORSE&RIDER

#### *Before You Left Today*

Chelsea Shaffer, Western Editorial Director

July 17, 2020

The repetition of "Before You Left Today" packs an emotional wallop. This is an excellent example of how word count doesn't matter because this succinct goodbye to a beloved horse contains all the memories, joys, and sorrow the reader needs to know about Onyx and her human. One column stayed with me after I read 21 entries. This one.

### HONORABLE MENTION

### HORSE NETWORK

#### *Do We Still Ride When the World Is Burning?*

Gretchen Lida, Author

October 29, 2020

I generally dislike when a writer writes about how tough it is to write, but that is part of the point. You kept this very personal, another plus. Balancing the arguments against doing something as "frivolous" as riding with the reasons to continue worked.

### PRACTICAL HORSEMAN

#### *... But Look How Far You've Come*

Lindsay Paulsen, Author

Margaret Paulsen, Illustrator

Winter 2020

Instead of being frustrated by never reaching a lofty goal, you wisely advise to step back and respect your achievements. Making it personal makes this work as a column. The moment the dressage passion sparked for you is well illustrated. Not preachy and this flows well.

### EDITORIAL EVENT COVERAGE SINGLE ARTICLE

14 entries

#### 1ST

### JENNIFER BRYANT

#### *Warming up in Welly World*

May/June 2020

Published in USDF Connection

This article appeals to all horse riders of all levels. The warm-up advice applies to more than dressage. The quotes used were effective in placing the reader in the stands. The tone and atmosphere of the event came across as very strong. The writing was informational but also entertaining and enjoyable to read.

#### 2ND

### JENNIFER BRYANT

#### *Through the Levels*

May/June 2020

Published in USDF Connection

This article appeals not only to the USDF community but the horse community as a whole. The writing is easy to read and presents important topics for equine professionals. This event coverage is thorough enough that readers gain the knowledge even though they did not attend the program.

#### 3RD

### HOOF BEATS

#### *So Surreal*

Kimberly French, Author

Ken Weingartner, Author

September 2020

The personal accounts section was a very creative way to bring the reader into this story. It added emotion towards Ramona Hill. The topic is very relevant to readership because the country is still recovering from the pandemic. The description of the race was effective in setting the scene and tension for readers.



## PUBLISHING MEDIA DIVISION

# Editorial Content

### EQUINE-RELATED EDITORIAL SERIES 11 entries

#### 1ST

#### WESTERN HORSEMAN

##### *Knots to Know*

Christine Hamilton, Author/Photographer  
October, November, December 2020

I loved this short little series - they were small but mighty. Everything was clean, concise, simple to follow, and even in the short pieces, you were able to incorporate some great quotes and personal stories. Sometimes hitting all of those items in a short piece can be more challenging than in a long piece — and that's ultimately what made your series rise to the top of this class.

#### 2ND

#### BLOODHORSE

##### *First Saturday in May*

Frank Angst, Author  
Claire Crosby, Author  
Meredith Daugherty, Author  
Bob Ehalt, Author  
Evan Hammonds, Author  
Byron King, Author  
Mary LaRue, Author  
Eric Mitchell, Author  
Ron Mitchell, Author  
Christine Oser, Author  
April 24-May 3, 2020

It's just really hard to fault this series. You feel like you get to know the subjects, you can feel their emotions, and the writing is crisp, clean, and concise. Everything has a great flow, and the authors did a fabulous job of incorporating quotes into their pieces.

#### 3RD

#### BARREL HORSE NEWS

##### *Vet Case Studies: Bone Spurs; Lucy's Blues; Crooked Sue; Smoking Joe; Dun Famous*

Abigail Boatwright, Author  
January, March, May, July, September 2020

This is a great series — one of my personal favorites to read in the class. The author does a great job explaining complex medical terminology into easy-to-understand ways. I love the way you effortlessly blend your quotes into your stories.

### EQUINE-RELATED HUMAN-ANIMAL BOND ARTICLE 14 entries

#### 1ST

#### SIDELINES MAGAZINE

##### *No Limitations for #TripleAmputeeEventer Jessica Thoma*

Britney Grover, Author  
D. Harrison, Photographer  
Jan Westmark, Editor  
December 2020

A compelling subject and snappy writing in this piece, which aptly meets the definition of this category: the horse-human connection. The writer does a great job with this subject matter. The horses and the rider are both developed well, which is why this piece earns first place.

#### 2ND

#### SIDELINES MAGAZINE

##### *Amelia Fucito: The Healing Power of Horses*

Ruby Tevis, Author  
Melissa Fuller, Photographer  
Jan Westmark, Editor  
July 2020

Really sweet profile of a girl and her connection with a horse. She's not a superstar or a celebrity — just a kid who overcame some of her disabilities by way of a special connection with her horse. This piece was placed because of the smooth writing, good quotes, and on-point theme.

#### 3RD

#### CHROME

##### *No Fences: Radical Surprise*

Katie Navarra, Author  
Jessica Hein and Rachel Griffin, Editors  
Spring 2020

This is a compact story of a horse-human connection, and one that ends on a bittersweet note — a woman having to sell the horse she has the deepest connection with, because it's best for the animal, instead of for her. The unexpected twist and also solid development of both horse and rider boost this entry into third place.



## PUBLISHING MEDIA DIVISION

# Editorial Content

### EQUINE-RELATED PUBLIC AWARENESS JOURNALISM ARTICLE 7 entries

#### 1ST

#### **SIDELINES MAGAZINE**

##### ***Rob Jacobs: Called to Exactly the Right Place***

Britney Grover, Author

Shawna Simmons, Photographer

Jan Westmark, Editor

December 2020

In an incredibly competitive class, this story rose to the top in a few key areas. Flow, humanistic connection, and connection to a universal truth. A concise yet expansive piece that took me through the story of this young man's life up to this point and the greater impact of his work on the world around him. Excellent piece.

#### 2ND

#### **CANADIAN HORSE JOURNAL**

##### ***Immersed in the Muskwa-Kechika: A Place That Changes You***

Tania Millen, Author

Spring 2020

This story rose to the top for me because of the quality of writing. While it lacked the complete connection to a universal truth, it is nonetheless an inspiring piece. Descriptive writing made it feel as if I was on the trip and left me with similar feelings the author shared. This is difficult to do and I recognize the talent the author has to make a trip log into a spectacularly written story.

### FREELANCE WRITER EQUINE-RELATED JOURNALISM ARTICLE 5 entries

#### 1ST

#### **MEGAN ARSZMAN**

##### ***Survival Down Under***

March 1, 2020

Published in Quarter Horse News

Rich reporting and solid research went into this article. The compelling stories of the interview subjects made this memorable and showed how a natural disaster can't simply be captured by statistics. Wonderful work.

#### 2ND

#### **JENNIFER BRYANT**

##### ***Becoming a Trainer***

Summer 2020

Published in Young Rider

This was great from start to finish. The writing is clever and the story is well-organized and loaded with practical advice. The sidebar and photos helped round this out making for a thorough and enjoyable package.



## PUBLISHING MEDIA EQUINE-RELATED NEWSLETTER

4 entries

### 1ST US EQUESTRIAN

#### *US Equestrian Weekly*

United States Equestrian Federation Marketing Department

February 11, 2020, and May 12, 2020

A compelling design with striking elements — eye-catching graphics, photos, and videos — makes the reader want to keep scrolling. The layout is well-balanced and has a nice clean design.

## PUBLISHING MEDIA EQUINE-RELATED BLOG 2 entries

### 1ST WESTERN HORSEMAN

#### *Neu Perspectives*

Kelli Neubert, Author

January–December 2020

This blog ticked all the boxes for me. It's original, has personality, the content targets its audience while writing about a variety of subjects, and the visual aesthetics are great.

## PUBLISHING MEDIA EQUINE-RELATED VIDEO 4 entries

### 1ST JULIANNE NEAL

#### *Camp Cole Therapeutic Riding: Ansel's Journey Film Trailer*

Julianne Neal, Producer and Director

November 15, 2020

This video presented excellent, cohesive storytelling with a very clear point of view and a well-developed arc.

Transitions were smooth, timed appropriately, and well-executed. Sound and video quality are both excellent, and the music selections complemented the overall theme of the video.

## PUBLISHING MEDIA EQUINE-RELATED PODCAST 20 entries

### 1ST HORSE NETWORK

#### *Under the Saddle - Mavis Spencer #BLM*

Adam Cromarty, Broadcaster and Equestrian Commentator

June 24, 2020

The show is very well produced with a solid introduction and host opening. The interview sounds good and the

guest's audio is pretty good for a remote interview. The guest is very open and the host does a good job of being sympathetic and engaged with her.

### 2ND HORSE RADIO NETWORK

#### *Take The Reins S2E41: Conversation with Beth Killough: Awareness Channels*

Nikki Porter, Host/Producer

Horse Radio Network, Publisher

November 11, 2020

Excellent opening with pleasant music and very good audio on the host. Great delivery and presence. Good audio on the interview. Like the no-nonsense quick entry into the interview after a short intro. The host has a nice interview style, friendly and engaging.

### 3RD HORSE RADIO NETWORK

#### *Stall and Stable EP 48: Helping Horses in Need*

Helena Harris, Host/Producer

Horse Radio Network, Publisher

September 9, 2020

Great audio quality. Host's sound balanced and pleasant to hear. The guest's audio sounds decent. Good interaction with the guest. The guest does a good job conveying her thoughts.

## HONORABLE MENTION

### EQUIMANAGEMENT

#### *Disease Du Jour Podcast Episode 23: Dr. Nicola Pusterla on Equine Coronavirus*

Kimberly S. Brown, Group Publisher/Host

Lauren Feldman, Podcast Editor

February 20, 2020

A very well-researched and informative podcast. The guest is knowledgeable and well-spoken. A solid podcast from a technical view and a significantly relevant podcast from a content perspective.

### HORSE RADIO NETWORK

#### *Horses in the Morning: Dressage Rider Kim McGrath and a Letter From the Queen by Kemin Equine*

Jamie Jennings and Glenn Hebert, Hosts

Horse Radio Network, Publisher

August 31, 2020

Very well produced. Glenn the Geek and Jamie sound great. The audio on the guest is excellent. Fun interaction with the hosts.



## FREELANCE EQUINE-RELATED PODCAST 8 entries

### 1ST

#### **JULIE J. BRYANT**

##### ***Taking Shergar***

Milt Toby, Guest Author  
November 20, 2020

This was a fascinating and sad story told to perfection with great pacing. The host asked probing, insightful questions and the pacing was spot on. The author told an engaging tale and did a wonderful job of describing his process. The historical clips added to the experience. I didn't want it to end.

### 2ND

#### **JULIE J. BRYANT**

##### ***Defending Cash***

July 15, 2020

The host did a wonderful job setting the stage and telling a story set in a politically charged environment without playing politics. The host is an expert at painting a picture and teasing the audience. She also did far more than talk to her interview subjects. She did a lot of research highlighting the work of other mounted units. The current and historical events showed the good, the bad, and the ugly. Excellent work.

## PUBLISHING MEDIA EQUINE-RELATED WEBSITE

8 entries

### 1ST

#### **BLOODHORSE**

##### ***BloodHorse.com***

Evan Hammonds, Editorial Director  
Claire Crosby, Managing Editor  
Christine Wittmer, Sr. Web Producer  
Michelle Benson, Digital Content Coordinator  
Anne M. Eberhardt, Visuals Director  
BloodHorse Editorial Staff  
Debbie Tuska, Assistant Editor  
Scott Carling, General Manager

This website is a great package of visual design, functionality, content, and service to the industry. Its narrow focus on content helps to maintain continuity across all pages. Visual and typographic hierarchy were outstanding. The content was highly informative and met the organizational objectives very well. Your articles even include the date of writing (or posting) so I'd know which articles I'd already seen. Very well done.

### 2ND

#### **QUARTER HORSE NEWS**

##### ***quarterhosenews.com***

Kelsey Pecsek Hruska, Editorial Director  
Molly Montag, Editor

This is an excellent website overall. Your breadcrumb navigation is super helpful. Excellent visual hierarchy and content quality/organization.

## PUBLISHING MEDIA EQUINE-RELATED ELECTRONIC PUBLICATION 2 entries

### 1ST

#### **BLOODHORSE**

##### ***BloodHorse Daily***

Claire Crosby, Managing Editor  
Erin Morgan, Digital Media Manager  
Christine Wittmer, Sr. Web Producer  
Michelle Benson, Digital Content Coordinator  
Anne M. Eberhardt, Visuals Director  
Molly Rollins, Assistant Editor  
Meredith Daugherty, Assistant Editor  
Christine Oser, Associate Editor  
Byron King, Associate Editor  
Debbie Tuska, Assistant Editor  
Evan Hammonds, Editor Director  
Scott Carling, General Manager  
BloodHorse Editorial Staff

November 6, 2020; November 8, 2020

This was a tough class to judge because the entries are so different. Both had great content and design and were nice publications. Your publication rose to the top because I appreciated the visual continuity and identity. Combined with the strong writing, this publication was designed to be an electronic publication.



#### EDITORIAL ACTION PHOTOGRAPH 7 entries

### 1ST

#### SUZANNE SYLVESTER

##### *Gotcha Covered*

February 1, 2020

Published in Quarter Horse News

The epitome of this extreme sport. The horse is using its whole body to the max; the rider looks determined but un-flustered. Technical aspects are right on: fantastic clarity, well lighted. Editorial use yielded a dramatic cover.

### 2ND

#### HORSE ILLUSTRATED

##### *Horses From Above*

Shelley Paulson, Photographer

January 2020

This is an eye-catcher. It is a unique perspective, as it was meant to be. Technically, the drone operator did a great job, capturing that shadow image. The white horse stands out against the colorful jump. The texturing of the ground is an interesting addition - the fact that the arc encompasses the shadows of the horse/rider is genius. Perfect editorial use.

#### FREELANCE EDITORIAL ACTION PHOTOGRAPH 6 entries

### 1ST

#### DOUGLAS LEES

##### *Water Jump Remote, Virginia Gold Cup Races*

Fall 2020

Published in In & Around Horse Country

The definition of a great action shot. Spot on exposure, camera positioning, and timing. Wonderful depth of field helps capture the action through the entire field.

### 2ND

#### SHELLEY PAULSON

##### *Horses From Above*

January 2020

Published in Horse Illustrated

Talk about a bird's eye view. The angle and perspective make this photo memorable as does the right amount of negative space and cool color colors. This a unique and striking shot.

#### EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH

3 entries

### 1ST

#### BLOODHORSE

##### *Destin Heath*

Anne M. Eberhardt, Photographer

October 17, 2020

The physical (and emotional) closeness of the human and horse in this photo comes through loud and clear. The fact that they trust each other is evident by the relaxed position of both subjects. The horse is leaning in while the human is crouched very close without a care in the world. This is a special photo that deserved first place.

#### FREELANCE EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH 3 entries

### 1ST

#### SUZANNE SYLVESTER

##### *Cutting Horse Chatter Cover*

August 2020

This photo doesn't overtly say "horse/human bond" but it couldn't take place as it did were that not the case. The way the man is looking at the boy, and the boy's sweet look at the camera, certainly show a depth of feeling. The relaxed demeanor of the horses says they are happy with their humans and each other. Of the entries in this class, this was the one that evoked emotion.

#### EDITORIAL PHOTOGRAPH 20 entries

### 1ST

#### MID-ATLANTIC THOROUGHBRED

##### *Fair Hill Morning*

Scott Serio/Eclipse Sportswire, Photographer

May 2020

The photographer does a great job using backlighting to create a beautiful silhouette. This is perfectly framed and oh those colors. Simply stunning.

### 2ND

#### THE AMERICAN QUARTER HORSE JOURNAL

##### *The Waters Edge*

Emily McCartney, Photographer

June/July 2020

What a serene setting and moment. Great exposure and a touching interaction and that beautiful backdrop make this a winner.



### 3RD

#### JENNIFER DENISON

*Tammy Pate, Woman of the West*

December 2020

Published in Western Horseman

What an excellent portrait. All the elements come together nicely here, excellent exposure, beautiful colors, and a nice moment.

### HONORABLE MENTION

#### THE AMERICAN QUARTER HORSE JOURNAL

*Riding Out*

Bee Silva, Photographer

June/July 2020

Colorful, fun, and striking. This photo uses silhouetting to great effect. And it makes us want to saddle up and hit the trail.

#### THE AMERICAN QUARTER HORSE JOURNAL

*Billy Klapper Makes Sparks Fly*

Doug McElreath, Photographer

April/May 2020

Talk about moody blues. This is a captivating environmental portrait with creative use of lighting. Very cool.

### FREELANCE EDITORIAL PHOTOGRAPH 3 entries

### 1ST

#### SHELLEY PAULSON

*Lens Envy*

November/December 2020

Published in Competitive Equestrian

This is a wonderful, amazing photo. Evocative in so many ways. The photographer must have been ecstatic when the light fell into place at just the right moment. I'd like to think the image was the result of great planning, preparation, and positioning, but even if it were just serendipity, that doesn't matter, because one has to have the talent and the eye to recognize the shot when it happens. The composition is impeccable. The subjects are all doing their unintentional best for their poses. The dark edges are ready-made for text display. I can't compliment this photo enough. The clear winner.

### EDITORIAL ILLUSTRATION 5 entries

### 1ST

#### HOOF CARE PUBLISHING

*Country Lady: HoofSearch Cover Art*

Jeanne Engesath, Artist

March 2020

The strong shapes define the piece. The viewer's eyes are drawn to the horse, and then the strong circle of the woman's hat. It is almost abstract in its design. In addition, it is beautifully painted. The colors are soft. The warm color of the figures is contrasted with the cool trees of the background. Also, the posture of the figure suggests caring attention to the horse. This piece brings a mastery of the medium as well as a presentation of the material.

### 2ND

#### THE AMERICAN QUARTER HORSE JOURNAL

*Dear Younger Me*

Jean Abernethy, Illustrator

August 2020

Excellent illustrations especially of the animals. I especially love the horses and the rabbit. The watercolor technique is well done. The colors are vivid and clean. There is a friendly engagement of the characters.





## PUBLISHING MEDIA DIVISION

# Publishing Media Design

### PUBLICATION SINGLE ADVERTISEMENT 11 entries

#### 1ST

### US EQUESTRIAN

*Join the Joy at USEquestrian.org*

Candice McCown, Designer  
Fall 2020

Excellent piece. The composition is dynamic. The word JOY becomes the center of the composition in italics. The letter O encompasses the horse and rider. The angles of the horse and rider play against the curves of the title. The title reversed out of the darker background. Masterful combination.

#### 2ND

### MID-ATLANTIC THOROUGHBRED

*Bonita Farm — We'll Leave the Light On For You*

Barrie Reightler, Designer  
March 2020

A really beautiful design. The paragraphs of type are organized in lines that are reversed out of a black background. Headlines pop in bright red. Add to this, the shining lightbulb. Deft handling of the elements.

#### 3RD

### SPEEDHORSE

*Robicheaux Ranch — Apollitical Blood*

Leann Noguera, Production Manager/Creative Director  
December 2020

A beautifully designed piece. The photos of the horses are beautifully placed. The horse on the left breaks into the frame, guiding the viewer into the picture, leading you to the full photo of the horse in a full gallop. The green background and the green flag are offset by the red details on the horse and jockey. The small inset of the jockey symbol is perfect.

### ASSOCIATION PUBLICATION COVER PAGE 19 entries

#### 1ST

### CHROME

*Free to Be*

Elizabeth Hay, Photographer  
Jody Johnson, Creative Director  
Spring 2020

The design of this cover is outstanding. It evokes a breath of serenity at a glance. The monochromatic color scheme with a color splash on the rider only is impressive. The descending fade of brown in the masthead will attract the reader and then direct their eye down to the magnificent

beach scene. All of the cover lines are sized and arranged skillfully, complementing every other element in this wonderful cover design.

#### 2ND

### EQUESTRIAN VAULTING MAGAZINE

*Spring 2020 Cover*

Hart Palmer Design, Designer  
Dal Brazzell, Photographer  
Spring 2020

The designer of this magazine cover utilized an abundance of design components and skillfully never crossed the line of "too busy", which can be an easy line to cross. The color pallet extracted from the complexion of the image is exciting and utilized efficiently to draw the viewers' eye to the compelling subject of the photo. The typographical placements and treatments are all handled with proficient artistry. This cover design is striking.

#### 3RD

### THE AMERICAN QUARTER HORSE JOURNAL

*Epic Leader*

Bee Silva, Photographer  
November 2020

This magazine cover is a visual powerhouse. The strength of the stallion is palpable as he appears to be running towards the viewer in this cover image; with muscles taut and mane flying he is a magnificent sight. The monochromatic scheme of the total design, along with its stark contrast, is striking. The design of this cover is a bonafide success.

### HONORABLE MENTION

#### CHROME

*Cowgirls & Culture*

Jessica Hein, Photographer  
Jody Johnson, Creative Director  
Winter 2020

This cover design is striking, to say the least. The graded burgundy in the masthead grabs the reader's attention and guides the eye downward to the alluring scene below. The soft background of the image falls away allowing the text and subjects to come to the forefront adding dimension to the design. The artistic elements and photo choice used here have created a cohesive and distinctive cover.



## **MID-ATLANTIC THOROUGHBRED PUSHING ON**

Barrie Reightler, Designer  
Bill Denver/Equi-Photo, Inc., Photographer  
June 2020

The choice of cover photo in this design is engaging. Not only does it attract with its blended hues of color but it is a hopeful storyteller, depicting the slow emergence from the painfully stalled scenarios of the pandemic year in keeping with the main cover line. The typographic treatment of the banner is skillfully executed, overprinting with colors that hold up and perfect knockouts to white that incorporate subtle shadows adding depth. This is a pleasing cover design.

### **SELF-SUPPORTED PUBLICATION COVER PAGE**

22 entries

## **1ST**

### **KEENELAND MAGAZINE**

#### **Winter 2020 Cover**

Catherine Nichols, Art Director  
Winter 2020

The stunning artwork on this cover overwhelms the competition and is backed up by the stately presentation of nameplate and text. It was a great idea to apply the colorful ancient motif, which, while not exactly evocative of a day at the track, still conveys the spirit of horse and rider. A lot is going on here, and it all works well. The clear winner in this category.

## **2ND**

### **SPEEDHORSE**

#### **Hes Relentless**

Jana Thomason, Senior Graphic Designer  
March 2020

This cover is a real grabber, starting with a great photo that captures the essence of the racehorse. Nicely cropped and color-matched with the nameplate. This is all motion and power, well presented. The display text is well done. All caps looking great. The stallion carries the reader along for the ride. Fine work.

## **3RD**

### **SIDELINES MAGAZINE**

#### **Sofia Roberts**

Mark Kerley, Art Director  
Meagan Gumpert, Photographer  
Jan Westmark, Editor  
October 2020

A great cover, starting with a beautiful, action-packed photo. There is joy, there is motion, there is fine horse move-

ment. The lighting is impeccable. The scene is evocative of the bond between horse and bareback rider. The overall clean look is simple and smart. It lets the photo do the work while the type flows gently to the eye as it floats among the lily pads (and the nameplate soars in the clouds).

## **HONORABLE MENTION**

### **HORSE&RIDER**

#### **New Heights!**

Nichole Chirico, Managing Editor  
Fall 2020

Good to see a fresh take on horse and rider. A different angle reveals new ways of seeing equine action. The headline flows well — New Heights! Elevate Your Riding ... a great combination of words and image. Very impressive and innovative.

### **QUARTER HORSE NEWS**

#### **Greatest Redemption**

Holly Tarquinio, Art Director/Designer  
April 1, 2020

A very action-packed cover. The photo says it all, and it fits well with the display type, including the mostly color-matched Greatest Redemption headline. And the type doesn't overpower the photo, making the overall page pop.

### **ASSOCIATION PUBLICATION EDITORIAL DESIGN**

17 entries

## **1ST**

### **THE AMERICAN QUARTER HORSE JOURNAL**

#### **Catching the Light**

Clint Swearingen, Designer  
September/October 2020

From start to finish, this is a first-class submission. The opening photograph is dynamic and leads you to the classic headline font placed in a box. The headline and photo play well off each other. The well-lit subject's face makes it an elegant photo even when the surrounding workshop is cluttered with "not so beautiful elements." That is the sign of a very good photographer. The art director understood pacing by using smaller grouped images followed by full-bleed images throughout the layout. Good mix of black and white and color photographs throughout. Good placement of callouts. Overall, the layout is so beautiful, you don't want it to end.



## PUBLISHING MEDIA DIVISION

# Publishing Media Design

## 2ND CHROME

### *Free To Dream*

Jody Johnson, Creative Director  
Spring 2020

A better photo could not have been taken to depict the headline "Free to dream". It is the perfect pairing of words and image. The art director chose playful, yet appropriate, fonts; a sophisticated color palette; and added interesting flourishes to make this entry stand out from the rest.

## 3RD US EQUESTRIAN

### *We Are US Equestrians: In Our Own Words*

Kate Strom, Designer  
Fall 2020

Creative headline typography made this entry stand out. Love the way the "W" and "A" tuck into each other and the same angle is continued with the slate blue panel. The matrix of diverse equestrian photos on the opener is well cropped, appropriately sized, and balanced. The following pages hold together as a unified group of pages, which is harder to do than it looks.

## HONORABLE MENTION

## CHROME

### *Blond Ambition*

Jody Johnson, Creative Director  
Fall 2020

This entry has the perfect mix of classic, clean photography, creative typography, and good command of white space on every spread. A special shout-out for the use of mixed fonts and good placement for all callouts. Good use of the accent color yellow to tie all the pages together.

## US EQUESTRIAN

### *Return to Fitness*

Candice McCown, Designer  
Summer 2020

In a plethora of excellence submissions in this category, this one stood out for its creative use of lines, color, and graphics. The opening spread has a fun use of typography to suggest movement in the word "fitness". The article is held together nicely by creatively using the two bold colors in subheads, dotted lines, and rectangular boxes. The designer had the liberty of having negative space available and used it wisely throughout the article. The decision to use the photos somewhat smaller (after the opener) to give the reader more negative space was the right choice.

## SELF-SUPPORTED PUBLICATION EDITORIAL DESIGN

30 entries

## 1ST WESTERN HORSEMAN

### *Fresh Perspective*

Tammy Fernandez, Designer  
June 2020

This simple, striking design lets the photos sing and sing they do. Everything is spot on, the photos, the color, the flow. Textbook work here. Just outstanding.

## 2ND BLOODHORSE

### *Shoe In*

Catherine Nichols, Art Director  
January 25, 2020

This design is excellent all around. Great photos, great use of pull quotes, and great color make for a striking and cohesive design.

## 3RD KEENELAND MAGAZINE

### *A Way with Wood*

Catherine Nichols, Art Director  
Winter 2020

Great use of color and beautiful photos help make this a striking design that flows flawlessly. All of the elements work together perfectly.

## HONORABLE MENTION

## PRACTICAL HORSEMAN

### *Babington Strong*

Phil Cooper, Designer  
Summer 2020

Now that's a color palette. This is a fun, clean design that pulls the reader right along. It has great visuals, good flow, and is perfectly balanced.

## SIDELINES MAGAZINE

### *Kady Abrahamson: Balancing School with Riding, and Winning at Both*

Mark Kerley, Art Director  
Shawna Simmons, Photographer  
Jan Westmark, Editor  
Britney Grover, Author  
January 2020

We're seeing red. This is colorful, vibrant, and oh so fun. Great use of photos, pull quotes, and did we say color?, make this a winning design.



## PUBLISHING MEDIA DIVISION

# Specialty Classes

### PUBLISHING MEDIA EQUINE-RELATED CUSTOM PUBLICATION 8 entries

#### 1ST

#### **NEW BRIDGE POLO**

##### ***New Bridge Polo & Country Club 2020-2021***

Katie Roth, Editor/Publisher  
Shelly Marshall Schmidt, Photographer/Creative Director  
Jaime Johnson, Designer  
September 2020

This annual publication celebrates the 20 years of the New Bridge Polo and Country Club. The magazine contains well-crafted stories and features that promote and inform readers about New Bridge Polo life. The design of the magazine is impressive. Just the feel of it is superb. The layout and quality of the design of this magazine are impressive. The highly professional images, skillful typographic design, the extremely proficient use of white space all make this magazine a great example of superior publication design. Simply professional, from cover to cover, is how I would describe this winning entry.

#### 2ND

#### **WESTERN HORSEMAN**

##### ***Western Lifestyle Retailer***

Ernie King, Publisher  
Kami Peterson, Brand Manager  
Christine Hamilton, Editor  
Kathryn Barkey, Fashion Editor  
Spring 2020

At first glance, it is obvious that Western Lifestyle Retailer spotlights stylish western fashion; clothing, footwear, jewelry, and hats. With closer attention, the reader will soon discover that there are stories and features covering fashion trends, tips, and pertinent instructions for business owners and home décor offerings. The Nashville slant in this issue is exciting considering music is regularly the catalyst for fashion trends. The design of this magazine is enhanced by all the professional, appealing, and sometimes dramatic images that adorn the pages. The typographic treatments have all been skillfully executed to complement those photos in both the product promotions and editorials. This magazine is a strong asset to the manufacturer/ retail connection.

### EQUINE-RELATED FICTION BOOK 2 entries

#### 1ST

#### **JESSIE HAAS**

##### ***The Hungry Place***

Copyright 2020

This novel fits well for the intended age group. The characters develop well, and the tension builds the story to progress naturally. Descriptions are vivid, and vocabulary and morals are fitting for youth.

### EQUINE-RELATED NONFICTION BOOK 2 entries

#### 1ST

#### **ADRIENNE NEARY**

##### ***Coherent Horsemanship: Combining the Quantum and the Classical***

Copyright 2020

This is an exceptionally comprehensive and moving book that holds the potential to change lives. I'd readily recommend it to every rider and, especially, instructors. The first impression is "moving"; by the end, Neary has supplied a comprehensive guide to working with the horse through levels of "training." The quotes she employs play an important role both in making points and in illustrating well-recognized "experts" buying into the concepts, whether consciously, by the same name, or not. The Focus Concepts allow her to step out of the progression and delve into topics in depth. Frequent listings of added reading/sources allow those who wish to delve even deeper to do so readily. Illustrations greatly enhance understanding and, in some cases, even create an emotional response.



## PUBLISHING MEDIA DIVISION

# General Excellence

### GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION UNDER 15,000 8 entries

#### 1ST EVENTING USA

Leslie Mintz, Editor and Graphic Designer  
July/August 2020 and September/October 2020  
The editorial team has created a very strong approach to cover this organization. And not afraid to dive in on a wide range of topics from diversity to animal communication. How-to/Instructional material is not only well written but well-illustrated, which is helpful even for the most experienced reader. It's clear that the editorial staff not only chooses topics wisely but also works through the best way to cover information for the industry. The sponsored content — which is well labeled — remains helpful, too. This means the reader always knows who is talking to them. The design of the publication is crisp, and clear — and is helpful to the reader. An interesting feature is the "day in the life" approach, which allows a personal look at the subjects' lives.

#### HONORABLE MENTION

##### Off-Track Thoroughbred Magazine

Marla Bickel, Publisher  
Stephanie Church, Editor-in-Chief  
Alexandra Beckstett, Managing Editor  
Brian Turner, Art Director  
Spring 2020 and Summer 2020

It's clear from the "letters" section that this publication connects with readers and is working to create a community in the OTTB industry. Given the diversity of how these horses take on their 'new' lives, the editorial staff works to cover the range. And the reader is often given a solid background on topics covered, including helpful tips. Sidebars/related stories help capsule what's being said in the main story. Content is crisply written. And on the whole, this brand serves its market well.

### GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION 15,000 AND OVER 4 entries

#### 1ST THE AMERICAN QUARTER HORSE JOURNAL

Patty Tiberg, Marketing and Business Development Chief Officer  
Jim Jennings, Editor Emeritus  
Becky Newell, Editor-In-Chief  
Tim Archer, Director of Art, Production and Design  
Holly Clanahan, Managing Editor  
Andrea Caudill, Editor  
April/May 2020 and November 2020

This was a tough category to judge given the level of content and design deployed at this level. The American Quarter Horse Journal is raising the bar with its updated publication. First, the overall look and feel are top quality, but the brand is also well-organized drawing the reader through content consistently. The use of photography as an opener sets a tone for the reader, perhaps to relax and enjoy further reading. What they find is a diverse range of information aiming to cover the many aspects of Quarter Horse ownership. The writing is tight, engaging, and flows smoothly. Solid editing is at work across this brand. Photography is top-notch and AQHA is investing to make sure the photography helps tell the story. Yet the association's mission is not left behind with critical information stationed at the end of the issue where the reader can always quickly jump to find it. The design is solid and well thought out. A top-notch effort all around.

### GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000 8 entries

#### 1ST ARABIAN HORSE TIMES

Lara Ames, Publisher  
Charlene Deyle, Editor  
Melissa Pasicznyk, Designer  
April 2020 and July 2020

Arabian Horse Times is dedicated to the Arabian horse, the national and international community it serves, and enthusiasts that delight in the breed. The editorial offerings are tailor-made to fit the readership of this publication. There are appealing features and well-written stories about farms and their owners, breeders, and professionals in the industry, spectacular events and so much more. The design of this publication is superlative. The oversized format is bold and the weight and sheen of the cover and paper stock are pleasant to the touch. The front covers, with their exquisite photos and elegant typographic design, visually complement the subject. The interior design carries on the theme of elegance with highly professional layouts and typographic treatments.



## HONORABLE MENTION

### SIDELINES MAGAZINE

Jan Westmark, Editor

Mark Kerley, Art Director

October 2020 and November 2020

Sidelines Magazine is for, and about, horse people at all levels of equestrian skill and interest in hunter-jumper, dressage, and eventing. There are many enjoyable feature stories on owners and riders where the reader learns about their lifestyle and horses. Depending on the direction of the story, the reader might be instructed, inspired, motivated, or purely entertained by these wonderful features about dedicated horse people. The well-designed and positioned typography add to the allure of the high gloss covers featuring charming photos accentuated by attractive white borders. The interior design is eclectic, each layout complementing the flavor and theme of the story. The editorial text is neatly designed around the great photos creating a reader-friendly flow.

**GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION**  
**CIRCULATION 15,000 AND OVER** 10 entries

## 1ST

### KEENELAND MAGAZINE

Jackie Duke, Editor

Catherine Nichols, Art Director

Tom Hall, Copy Editor

Jennifer Singleton, Creative Services Director

Anne M. Eberhardt, Visuals Director

Summer and Winter 2020

Keeneland is the official publication of the Keeneland Racecourse. The editorials cover a wide range of interesting topics that would surely appeal to its bluegrass readership. Besides features on the great Thoroughbreds and Keeneland personalities; local artists and restaurateurs also get to take the spotlight; giving the readers a broader view into the Keeneland experience. The large format, lavish feel, classic masthead, and beautiful artwork that compose the covers are sophisticated. They are a perfect representation of the theme of these publications. The interior has that same quality as the covers, with stunning images amidst beautifully managed typographical design. Even the additional elements that comprise the header lines in the top corners are finely and carefully designed.

## HONORABLE MENTION

### HORSE ILLUSTRATED

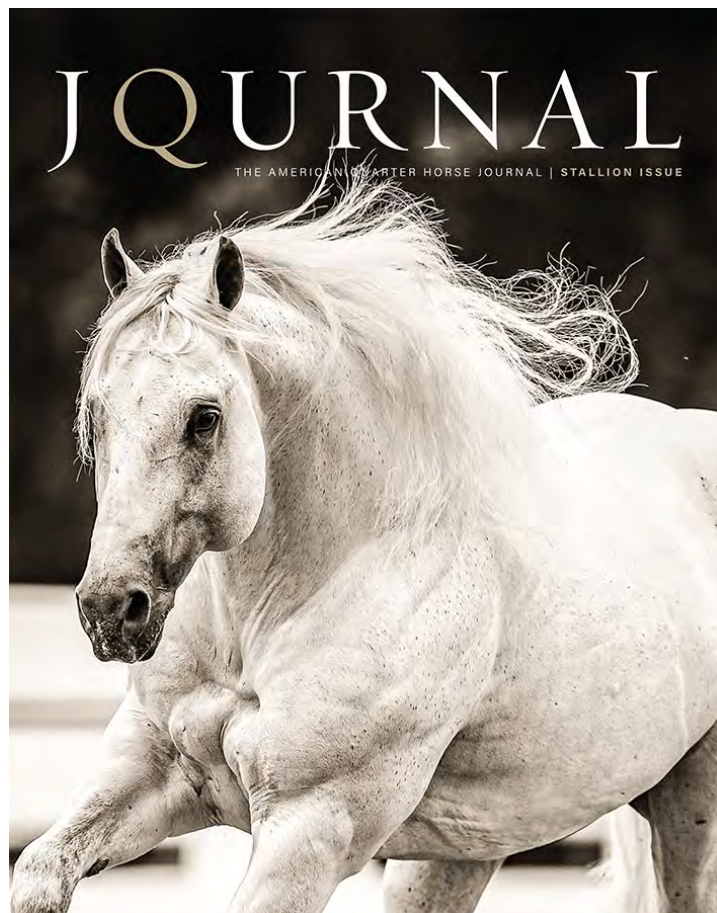
Holly Caccamise, Editor

Sarah Evers Conrad, Digital Content Editor

Cynthia Kassebaum, Art Director

January 2020 and June 2020

Horse Illustrated is a magazine that is inclusive of all breeds of horses and all disciplines of horsemanship. The information in the stories and features speak to all horse people with a great deal of assorted information. The content in the magazine would appeal to Horse Illustrated's broad target audience. The introductory covers are luminous through splendidly sunlit images. The powerful masthead and colorful groups of cover lines add excitement. Inside, the magazine design has a refreshing cohesive feel; it is the stylized typography in the headlines, along with the black and brown color pallet and skillful use of white space that create this good experience. The photos that complement the stories are narrative and well-positioned.



## WINNER

### THE AMERICAN QUARTER HORSE JOURNAL

Patty Tiberg, Marketing and Business Development Chief Officer

Jim Jennings, Editor Emeritus

Becky Newell, Editor-In-Chief

Tim Archer, Director of Art, Production and Design

Holly Clanahan, Managing Editor

Andrea Caudill, Editor

The AQHA magazine is full of informative and entertaining articles written in an engaging, conversational tone. The clean design results in a magazine that is enjoyable to page through. Subjects, text, graphics, and other elements all work together to fulfill the magazine's mission statement. This publication can stand in the same ranks as any architectural, lifestyle, or enthusiast magazine published in New York and other major media centers.



## **BUSINESS EQUINE-RELATED SINGLE PRINT ADVERTISEMENT** 26 entries

### **1ST**

#### **CENTRAL GARDEN & PET**

##### ***Laser Sheen Finishing Spray***

Julie Hoefling, Marketing Manager, Central Garden & Pet  
Ben Krueger, Design Director, McCord Design Group  
Very attractive and useful advertisement. I love the use of "lines" in the design. Good use of the horse's mane to outline the seven benefits. Very effective advertisement.

### **2ND**

#### **SMARTPAK**

##### ***ColiCare Made Our Comeback Possible***

Samantha Cuozzo, Art Director  
Emily Joyce, Director of Brand  
Viviane Pilicy, Marketing Manager, Health  
Dan Buttrick, Marketing Manager, Business Development  
Great photo. Love how the designer had the stirrup and foot go into the product space.

### **3RD**

#### **MARS EQUESTRIAN**

##### ***MARS Equestrian Print Ad***

Shawna Simmons Whitty, Photographer/Designer  
Zack Berry: Marketing/Art Direction  
Great photo and extremely clean advertisement. Love how the photo guided the viewer's eye across the page and used white space to contrast the horse's feet. Overall, it is very attractive.

## **HONORABLE MENTION**

#### **BUCKEYE NUTRITION**

##### ***Winning Mindset - SAFE 'N EASY Performance***

Kristen Janicki, Technical Marketing Specialist  
Michael Schaller, Printing Concepts/Graphic Design  
An attractive ad with good use of colors, image, and details to showcase the product's usefulness to a horse. I appreciate how it used the horse as a diagram for the target areas of the product.

#### **CENTRAL GARDEN & PET**

##### ***Horse Care Loyalty Ad***

Alyssa Barngrover, Marketing Manager, Central Garden & Pet; Dobromir Hristov, Account Supervisor, Hawkeye  
Great image and use of colors. Attractive spread of products on the bottom ribbon.

## **BUSINESS EQUINE-RELATED PRINT AD CAMPAIGN** 5 entries

### **1ST**

#### **STRAIGHT ARROW PRODUCTS, INC.**

##### ***Your Moment to Shine Ultimate Gloss Ad Campaign***

Briana Saccheri, Designer and Content Creator  
This ad campaign is versatile. It uses the movement of a banner, which contains a phrase that appeals to the readers' motivation for achievement. All photos include a horse or dog with a shiny, healthy coat, which boasts the purpose of the product. Some photos use movement to compliment the movement in the banner. All ads include a website for purchasing the product.

### **2ND**

#### **STRAIGHT ARROW PRODUCTS, INC.**

##### ***It's Not Easy Being a Cowgirl Ad Campaign***

Kailei Picciotti, Designer/Communications Manager  
This ad campaign for Cowgirl Magic Ultra Hydrating Cream appeals to the target audience with eye-catching photos. The design frames the photos and draws attention to the campaign phrase, and the product. It is clear what the advertisement is for, and effective in catching attention. It explains what the product is, without overwhelming text.

## **BUSINESS EQUINE-RELATED MULTIMEDIA AD CAMPAIGN** 11 entries

### **1ST**

#### **THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (ASPCA)**

##### ***The ASPCA's Right Horse Initiative: Foster Campaign***

Emily Weiss, Vice President of Equine Welfare  
Christie Schulte Kappert, Program Director, The Right Horse Initiative  
Alexandra Garza, Manager, Media & Communications  
Milena Vauclair, Manager, Social Media/Media & Communications  
Bhavana Lalwani, Coordinator, Social Media  
Cailin Caldwell, Manager, Equine Welfare  
I certainly can't argue with the numbers on this campaign — it was a big success. Very nice work leveraging social media, email, press releases, and your partner network to get people looking at the site and signing up to foster or adopt horses. The toolkit was a great idea as well.





## 2ND

### **STRAIGHT ARROW PRODUCTS, INC.**

#### ***It's Not Easy Being a Cowgirl Multimedia Ad Campaign***

Kailei Picciotti, Designer/Communications Manager  
 Briana Saccheri, Designer/Content Creator  
 Great job keeping branding consistent and messaging concise while leveraging multiple media platforms and brands. The messaging was effective given the engagement numbers.

## 3RD

### **CENTRAL GARDEN & PET**

#### ***Farnam AQHA World Show Multimedia Campaign***

Stash Easton, Marketing Director; Martha Lefebvre, Senior Marketing Manager; Julie Hoefling, Marketing Manager, Ben Krueger, Design Director, McCord Design Group  
 Great job at leveraging an event sponsorship to get your product name out there. I liked the simple "partnership" messaging and the event drew lots of engagement to the campaign content. I thought the video was very well done.

#### **BUSINESS EQUINE-RELATED ADVERTISING/ MARKETING SOCIAL MEDIA CAMPAIGN** 12 entries

## 1ST

### **CENTRAL GARDEN & PET**

#### ***2020 Farnam Super Mask Super Model Contest***

Martha Lefebvre, Senior Marketing Manager; Anna Brunetti, Marketing Coordinator; Alexandra Porush, Digital Marketing Manager  
 Great graphics, clear and concise text, and high engagement brought this entry to the top.

## 2ND

### **UNITED STATES EQUESTRIAN FEDERATION**

#### ***Member Monday***

Taylor Bicandi, Assistant Content Producer  
 Kate Strom, Graphic Designer  
 Clean, professional, and meaningful visuals set this campaign apart from others in the class. High engagement further pushed this entry to the top.

## 3RD

### **UK AG EQUINE PROGRAMS**

#### ***UK Equine Week of Service***

Kristen Wilson, Academic Coordinator, UK Ag Equine Programs  
 UK Wildcat Wranglers, Project Creative and Implementation  
 Holly Wiemers, UK Ag Equine Programs, Communications  
 Sabrina Jacobs, UK Ag Equine Programs, Intern  
 Erin DesNoyers, UK Ag Equine Programs  
 I truly loved this campaign. Engaging by using multiple forms of media to engage the audience created excellent PR for the organizations that UK Equestrian worked with and accomplished the goal of creating a sense of connection during a time when it was greatly lacking. Kudos to the ingenuity and clever use of tools at your disposal.

#### **BUSINESS EQUINE-RELATED SHORT VIDEO (2 MINUTES OR UNDER)** 7 entries

## 1ST

### **THE HUMANE SOCIETY OF THE UNITED STATES**

#### ***End Horse Soring***

Patrick Roberts, Producer, HSUS Video Team  
 December 14, 2020  
 Talk about making your point in under two minutes. This graphic, frank report is a no-holds-barred look at an alarming, outrageous set of atrocities many people are probably not aware of. The well-edited and presented footage is so sensational that I initially wondered whether these incidents were isolated and perhaps blown out of proportion. Research shows the abuse is more widespread than that and is ongoing. This entry seems outside the realm of the usual horse industry offerings, but it raises awareness of this problem and hopefully attunes everyone to the possibility that abuse may be happening in other areas of the horse world.



## 2ND NATIONAL REINING HORSE ASSOCIATION

### *Together, We Rein On*

Lindsay Humphrey, NRHA Public Relations & Communications Manager  
Sara Honegger, NRHA Youth & Professionals Programs Manager  
April 10, 2020

This touching, bittersweet short video conveys the plaintive status of the reining horse world in pandemic times. Great footage and stills and the soft background music come together with the voiceover. A good script with a natural delivery that sounds as if it's spoken by a rider. That much narration is often way too much, but it works here as a special message to the reining horse world.

## BUSINESS EQUINE-RELATED LONG VIDEO (OVER 2 MINUTES) 10 entries

### 1ST EQUINE NETWORK, LLC *Tractor Supply and Equine WellBeing Team Up to Help Arizona's Wild Horses*

Mariah Hammerschmidt, Executive Producer  
Amanda Bodkin, Producer  
Zach Baker, Director  
Tucker Neary, Director of Photography  
December 15, 2020

A beautiful film with a touching message of rescue. Excellent cinematography. Excellent interviews. Excellent editing and sound mixing. Very well produced and directed.

### 2ND EQUINE NETWORK, LLC *A Home for Every Horse and Absorbine Give Thanks*

Mariah Hammerschmidt, Executive Producer  
Amanda Bodkin, Producer  
Zach Baker, Director  
Tucker Neary, Director of Photography  
November 19, 2020  
Excellent cinematography. Excellent interviews. Excellent editing and sound mixing. Very well produced and directed.

## BUSINESS EQUINE-RELATED NEWSLETTER 7 entries

### 1ST UK AG EQUINE PROGRAMS

#### *Equine Science Review: Highlighting Research & Outreach Efforts at the University of Kentucky*

Holly Wiemers, Author, Editor, UK Ag Equine Programs  
Jordan Smith, Designer, UK Agricultural Communications  
April 2020 and July 2020

This publication reads as much more than a newsletter. The content is well-researched and well-written, as would be expected from a university of this caliber. Photo selection and placement effectively highlight key points of each article. Overall, this publication does an excellent job of delivering content appropriate for the target audience and meeting its mission statement.

### 2ND KENTUCKY EQUINE RESEARCH *Seasonal Spotlight*

Erin Hsu, Marketing Director  
Mark Llewellyn, Technical Writer  
Shawna White, Digital Specialist  
June 15, 2020 and December 7, 2020

This newsletter displayed a friendly, engaging tone that draws readers in. It struck a nice balance between teaser content that provided context and links to more in-depth articles. The design is clean, and different segments of content are nicely bucketed. The photo selections do not have the feel of stock photography, which imparts a sense that the author institution is truly an expert in this area.

## BUSINESS EQUINE-RELATED WEBSITE 6 entries

### 1ST KENTUCKY EQUINE RESEARCH *ker.com*

Erin Hsu, Marketing Director  
Mark Llewellyn, Technical Writer  
Shawna White, Digital Specialist

This site nails it in the "service to industry" category. The content is spot-on for its audience. Overall, this site is lean, clean, and functional, which means it loads quickly, is easy to find what you're looking for, and it works well on different devices.



## 2ND

### SMARTPAK

**SmartPak.com**

Kent Phillips, VP Omnichannel Marketing

Dina Lyons, Senior UX Designer

Evan Goncalo, Senior Product Designer

This site is well-organized. Kudos for being very mobile-friendly. There are lots of useful tools on the site in addition to multiple ways to find the products you're looking for.

**BUSINESS EQUINE-RELATED PODCAST** 11 entries

## 1ST

### UNITED STATES HUNTER JUMPER ASSOCIATION

***Evolving from the Emerging Athletes Program with Jacob Pope***

Terisé Cole, Host, Writer, Editor and Producer

November 2, 2020

This was a delightful podcast. The storytelling was great. I appreciated the spontaneity between the host and guest. Follow-up questions by the host helped bring out the best in your guest. Audio quality was consistent throughout.

## 2ND

### EQUINE NETWORK, LLC

***Beyond the Saddle Ep 16: CMO at SmartPak, Carma Caughlan***

Katie Clinebell, Host and Producer

Carma Caughlan, Interviewee

May 20, 2020

Delightful and informative conversation. Both host and guest interacted well with each other. Follow-up questions were pertinent to the conversation. Well done.

## 3RD

### EQUINE NETWORK, LLC

***Beyond the Saddle Ep 23: Kentucky Horse Park Mounted Police, Capt. Lisa Rakes***

Katie Clinebell, Host/Producer

Captain Lisa Rakes, Interviewee

August 26, 2020

Fascinating guest and subject. I appreciated the conversational tone throughout. You covered a lot of ground. Kudos for not removing the pauses and "um" statements, as they added to the conversational feel of the piece.

**BUSINESS EQUINE-RELATED CUSTOM PUBLICATION (PRINT)** 2 entries

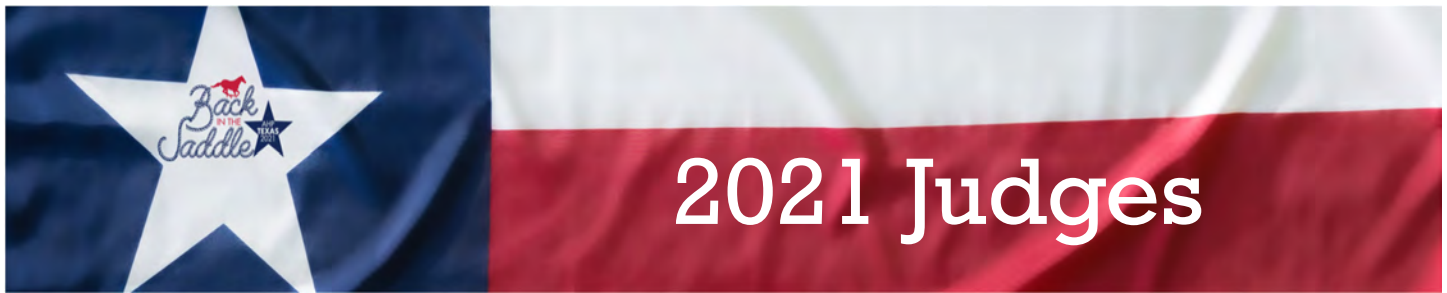
## 1ST

### BREYER ANIMAL CREATIONS

***Just About Horses®***

Stephanie Macejko, Editorial Advisor

This custom publication is filled with a lot of information for the model horse collector. Even novice collectors will have the information they can use to build their collection, and more. The information provided is helpful and delivered in a way that creates value for the reader. It's the level of information and the service to the industry that carries the submission to the top. There is so much value in the content provided in this publication.



# 2021 Judges

**TERRY L. AUSTIN** is Sunday Editor and Night Design Editor at the Arkansas Democrat-Gazette with more than 30 years' experience in daily newspapers. He is responsible for producing the front page, helping decide news and photo play and overseeing the nightly production of the news sections. He also plans and produces the Sunday news sections. He has won numerous awards in APME, SPJ and other competitions.

**GREG BENENATI** has worked as a commercial photographer, photojournalist, photo retoucher, and graphic artist. He has a bachelor's degree in photojournalism from the Rochester Institute of Technology in New York. He and his wife Katherine are originally from Maryland and currently reside in Salem, Oregon.

**KATHERINE BENENATI** works in communications for the state of Oregon. She has been in public affairs for about a decade. She previously worked as a reporter and editor at newspapers in Maryland, California, and Arkansas before moving to Oregon. She and her husband live in Salem with their two dogs.

**MCKENNA BUSH** is a graduate student and research assistant in the Department of Agricultural Leadership, Education, and Communications at Texas A&M University. Her undergraduate degree in agricultural communications and journalism, and agricultural leadership and development spurred her initial interest in scientific communication research. Her personal research focuses on connecting policymakers and stakeholders through science communication, as she has learned the key to success in policy is carrying a collective voice with stakeholders. In her free time, she enjoys spending time with friends and family, working out, reading, and taking her Brittany Spaniel, Piper, on adventures.

**TOM CURL**'s publishing experience includes a writer/photographer for Texas A&M Extension Service. experience includes Field Editor and Editorial Director of Progressive Farmer magazine, Managing Editor of Southern Living magazine, Editor-in-Chief of magazine division at Southern Progress Corp, Editor of Country magazine and Founding Editor of Birds & Blooms magazine. He was President/CEO of Reiman Publications. Curl is currently semi-retired and trying to forget how to put a knot in a necktie.

**DAVID S. DAWSON** is a 23-year veteran of the entertainment industry with expertise in all aspects of video and sound production and theatrical/concert lighting. Dawson also has extensive experience in web, mobile app and graphic design. He is a three time Pacific/Southwest Regional Emmy Nominee and his work has been featured in numerous film festivals and has won several awards for excellence in production. Most recently David won BEST DIRECTOR for his short film THINGS HAPPEN in the 2016 San Diego Film Awards. His production group intelXual entertainment was nominated for 13 awards in total, nabbing five including the aforementioned and BEST FILM for LEFTY. For much of the past decade he has run a successful multi-media and mobile/web development company in San Diego, CA. He is also the founder/host of the The IntelXual Podcast, where he discusses life, art and the business of show business with creative individuals from the entertainment industry in San Diego, Hollywood and beyond.

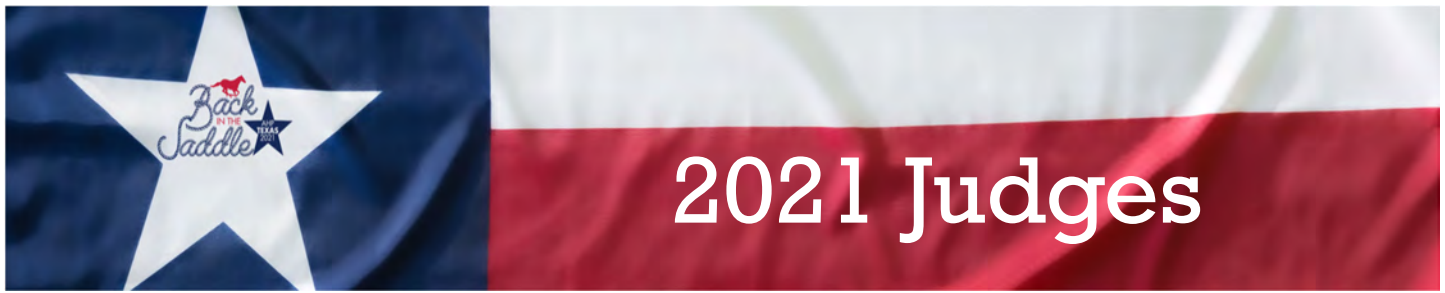
**DEB DUNSFORD** (Dr. Deb) has more than 30 years' experience as a university instructor teaching media writing, editing, public relations, technical writing, oral communication, study skills and English composition. More than 25 of those years are with Texas A&M University. She has served as TAMU's ACT advisor for more than 25 years.

Her professional experience includes 20 years in public relations, media writing and account service. Some of her clients have included Monsanto, BASF Ag Chem., Asgrow Seed, Sea Ray Boats, Azimuth Yachts, Armstrong Energy Service, Regions Bank and DirectAg.com. She has worked for an international top-10 public relations firm and a regional top-20 integrated communications agency.

Dunford has written for publications including *Modern Bride* magazine, the "High Plains Journal," "Grass & Grain" and Raleigh, North Carolina's, "News and Observer" newspaper. Her training duties have included media and presentation training for clients and county Extension agents, and crisis management planning for Kansas State University's Cooperative Extension Service

Her undergraduate degree is in Agricultural Journalism from Kansas State and her Master's and Ph.D. are in English from Texas A&M.

Her hobbies include knitting and fishing.



# 2021 Judges

**MARIE GARAFANO** is a former corporate graphic designer and illustrator who currently pursues her passion for Plein air painting.

**ALYSON HOGE** has worked since 1979 at the Arkansas Democrat-Gazette. She supervises politics, health and government reporters. Alyson has been horse crazy since birth. Her herd includes a rescued paint gelding and a mustang gelding adopted from the Bureau of Land Management. She and her husband David Hoge live near Little Rock.

**JANE HOUIN**, an agricultural advocate, has spent her career in agricultural communications. After graduating with honors from Purdue University's agricultural communications program, Jane pursued her master's degree in mass communication with a focus on risk communication. Jane spent 17 years as the public relations coordinator for the Ohio State University's Ohio Agricultural Research and Development Center before transitioning to career in soil and water conservation. She currently serves and the program administrator for Ashland Soil & Water Conservation District as well as operates a vibrant freelance communication business focusing on agricultural and equine business and event promotion. Jane lives on her family farm in the rolling hills of northeast Ohio where her family owns and operates a rodeo stock contracting business and she spends her free time traveling to rodeos, horse shows and karate tournaments with her three children.

**TANAH LOWE** lives in New Mexico where she is currently completing her master's degree in agriculture extension education with a minor in English. She serves on the Board of Directors for Southwest Quarter Horse Association and has competed on the New Mexico State University Ranch Horse Team for the past four years.

**SHANNON NORRIS**, Ph.D. is an Assistant Professor at New Mexico State University focusing in Agricultural Communications. She graduated from Texas A&M University in 2020 with a Ph.D. in Agricultural Leadership, Education, and Communications and certificates in Advanced Research Methods and Homeland Security. For her doctoral dissertation, she developed a curricular framework for the U.S. Army Special Operations Command (USASOC) to use when conducting agricultural assessments in Middle Eastern conflict zones. She enjoys connecting her background in agriculture and food production to homeland defense efforts. Shannon grew up on a beef cattle ranch in southwestern New Mexico and has been around horses her whole life.

**BRIANNA PARKER** has 10 years of experience in writing and editing digital content and trade association publications and received a bachelor's degree in Political Science and English from the University of South Carolina.

**SHARON REUTER** is a partner in a successful design firm specializing in publication design. Sharon has 30 plus years' experience and has won numerous national design awards. Projects include designing startup magazines, one-time publications, apps, custom publishing and redesigning existing magazines and newsletters. Prior to starting Reuter and Associates, located in Baltimore, Sharon worked for Ziff-Davis Publishing, Conde Nast and Time Warner in New York City.

**ERIN RICHARDS** is a national news correspondent for USA TODAY. She is also a lifelong horsewoman who has participated in hunter-jumpers and eventing, as well as 4-H and Pony Club. She previously freelanced for publications such as Chronicle of the Horse and US Equestrian. She lives and works in Milwaukee, Wisconsin.

**SHERRY ROSS** covered many Triple Crown and Breeders' Cup races in her sports writing career with publications like the N.Y. Daily News. She switched disciplines to become the radio color analyst for the New Jersey Devils and became the first woman to provide play-by-play for an NHL radio broadcast.

**JEN RUSSELL** is a digital product manager for Farm Journal, where she oversees the company's editorial websites and digital publishing platforms. Previously, she worked as an editor and journalist. A lifelong horse lover, she spent most of her youth riding and showing in 4-H. She lives on her family farm in Pennsylvania with her Fox Trotter, Rosie, and Appaloosa, Danny.

**LINDA SMITH** has had a lifetime love of horses that started with lessons in hunt seat, led to summer camp and, finally, her owned mounts as an adult. She had the good fortune to study with FEI event riders as well as a dressage Olympian. Her award-winning agricultural journalism career has spanned more than four decades.

**KATIE STERN** was a professor for 20 years, spanning the fields of graphic design, web design, and human-technology interaction at Nicolet College and the University of Wisconsin-Stevens Point. She taught her students that the needs of the customer must be honored in every step of strategic planning, testing, and development of graphics, websites, and online media. Katie's undergraduate degree in psychology and graduate degrees in art and computer graphics were ideal



preparation for evaluating human computer interactions. After retiring Emeritus Professor from the University of Wisconsin-Stevens Point in 2018, Katie applied her knowledge of teaching and multimedia at Sentry University, the corporate in-house learning development department of Sentry Insurance. Now a retiree of Sentry as well, Katie develops fabric patterns for her business, Career 5 Design. Her website is [www.career5design.com](http://www.career5design.com).

**JONI TANTILLO** has a 40-year long career as a commercial artist which encompasses graphic design for print publishing and advertising, illustration, website creation and photography. In her younger years, she engaged in private studies in fine arts and photography. Her love of all things creative and the need to earn a paycheck, prompted her to pursue a career in commercial arts. She took courses at the School of Visual Arts in New York City when she needed to learn more than what she was learning on the job. She then attended The Art institute of Pittsburgh where she earned her Associate of Science degree in photography. She worked her way up through the ranks from production artist, to designer, to art director and then business owner. If you ask her where she learned her most valuable lessons, she will tell you it

was working alongside publishers, editors and artists who were in the business. They were the ones who truly inspired and schooled her. She has great admiration and gratitude to these folks and in turn she passes along her skills to aspiring artists and photographers whenever possible. Last year she sheltered at home like most everyone. With events and would-be engagements cancelled, the workload was pushed off to a date to be determined. In the meantime, she helped a few eager entrepreneurs, who had lost their livelihoods to the pandemic. She helped them begin to put together visual plans for on-line businesses that will be Covid-proof and hopefully sustain them financially in the future. These pro-bono endeavors are as exciting as they are rewarding to Joni. She practiced photography daily to keep her chops up and mastered computer-illustration on the I Pad Pro. She is ready when the world opens up again to lend her creativity wherever she can.

**WILLIE VOGT** is editorial director for Farm Progress, the largest agricultural media company in the United States with 17 state and regional brands, Farm Futures, BEEF, National Hog Farmer and Feedstuffs.

AWARDS PROGRAM DESIGN BY  
**Christine W. Brune**



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