

## MEDIA PROFESSIONAL MEMBER CLASS LIST



# Media Professional Member Class List

OPEN TO AHP MEDIA PROFESSIONAL MEMBERS

### READ FIRST: How to Prepare Entries Before You Submit Online

- ◆ Entries must be dated and published in 2021 in a AHP Publishing Media member print or electronic publication or website or published online at the Media Professional Member's associated website unless otherwise noted in classes allowing material published in non-members.
- ◆ Paid 2022 AHP Media Professional members are allowed to submit entries in Publishing Media editorial content classes. Entries must be accompanied by a letter of written support from the Publishing Media Member that published the entry to eliminate duplicating the entry in the same class. Publishers have first right to enter the article themselves. **Letters of support may be submitted as email messages.**
- ◆ Verification of publication in 2021 is required for all entries.
- ◆ Member is responsible for submitting original work first published in 2021
- ◆ 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 non-member publications or custom print publications including supplements is NOT eligible for any classes other than the following classes\* (11, 14, 19, 20, 30, 31) unless the annual publication is an AHP Publishing Media member in 2022.  
\*Class 11: Freelance Writer Personality Profile Single Article; Class 14: Freelance Writer Feature Single Article; Class 19: Equine-related Public Awareness Journalism Article; Class 20: Freelance Writer Equine-related Journalism Article; Class 30: Freelance Editorial Photograph; Class 31: Freelance Marketing Photograph.
- ◆ Target Readership or Audience refers to the audience the entry was created to reach or engage.
- ◆ Electronic publication is defined for this contest as a multimedia publication in PDF or Digital Edition format.
- ◆ Any foreign entries must be translated into English.

## Editorial Content Classes (print or online)

- ◆ Editorial content entries must include the entire article including ads as published. **It is important that the text is clear and legible for the judges to read otherwise the entry will not be considered as a finalist.**
- ◆ Judging in editorial content classes will be based on **writing only**, not design, multimedia or rich media.
- ◆ Photographs and sidebars may be included when necessary to the comprehension of the content.

### Class 1

#### Breaking-News or Investigative Reporting Single Article (print or online)

A timely and concise account of a breaking-news event or investigative reporting.

Entries will be judged on creative writing style, content, grammar, clarity, style, and newsworthiness.

### Class 2

#### News Reporting Related Feature Single Article (print or online)

A feature story that is related to a breaking-news event.

Entries will be judged on creative writing style, content, grammar, clarity, style, and newsworthiness.

### Class 3

#### Instructional Single Article (print or online)

An article that provides how-to information in a step-by-step format.

Entries will be judged on creative writing style, clarity, grammar, content, and usefulness to the reader.

Photographs and sidebars may be included when necessary to the comprehension of the content.

**Class 4**

**Association Publication Horse Care Single Article (print or online)**

An informative article dealing with the care of horses.

Entries will be judged on creative writing style, content, grammar, clarity, and comprehensiveness. Photographs and sidebars may be included when necessary to the comprehension of the content.

**Class 5**

**Self-Supported Publication Horse Care Single Article (print or online)**

An informative article dealing with the care of horses.

Entries will be judged on creative writing style, content, grammar, clarity, and comprehensiveness. Photographs and sidebars may be included when necessary to the comprehension of the content.

**Class 6**

**Association Publication Service to the Consumer Single Article (print or online)**

A single article that provides a service to the reader, including consumer-oriented articles, etc.

Entries will be judged on creative writing style, content, grammar, clarity, and usefulness.

Photographs and sidebars may be included when necessary to the comprehension of the content.

**Class 7**

**Self-Supported Publication Service to the Consumer Single Article (print or online)**

A single article that provides a service to the reader, including consumer-oriented articles, etc.

Entries will be judged on creative writing style, content, grammar, clarity, and usefulness.

Photographs and sidebars may be included when necessary to the comprehension of the content.

**Class 8**

**Service to the Horse Industry Single Article (print or online)**

A single article that provides technical or specific information for the horse industry and is inclined to inform and serve the industry as a whole.

Entries will be judged on creative writing style, content, grammar, clarity, and usefulness.

Photographs and sidebars may be included when necessary to the comprehension of the content.

**Class 9**

**Association Publication Personality Profile Single Article (print or online)**

A single article, including biographies, interviews, and Q&A, that focuses on a single individual (human or equine), organization, or group.

Entries will be judged on creative writing style, grammar, content, and the ability to hold the reader's interest.

**Class 10**

**Self-Supported Publication Personality Profile Single Article (print or online)**

A single article, including biographies, interviews, and Q&A, that focuses on a single individual (human or equine), organization, or group.

Entries will be judged on creative writing style, grammar, content, and the ability to hold the reader's interest.

**Class 11 OPEN TO AHP MEDIA PROFESSIONAL MEMBERS ONLY**

**Freelance Writer Personality Profile Single Article (print or online)**

A single article, including biographies, interviews, and Q&A, that focuses on a single individual (human or equine), organization, or group.

Entries will be judged on creative writing style, grammar, content, and the ability to hold the reader's interest.

Articles may be published in print or online and dated 2021 in **any member or non-member** print or electronic publication or website.

**Class 12**

**Association Publication Feature Single Article (print or online)**

A single article that focuses on general subjects that are not technical in nature and are considered the feature article of the issue.

Entries will be judged on creative writing style, interest to the reader, grammar, and content.

**Class 13****Self-Supported Publication Feature Single Article (print or online)**

A single article that focuses on general subjects that are not technical in nature and are considered the feature article of the issue. Entries will be judged on creative writing style, interest to the reader, grammar, and content.

**Class 14 OPEN TO AHP MEDIA PROFESSIONAL MEMBERS ONLY****Freelance Writer Feature Single Article (print or online)**

A single article that focuses on general subjects that are not technical in nature and are considered the feature article of the issue. Entries will be judged on creative writing style, interest to the reader, grammar, and content.

Articles may be published in print or online and dated 2021 in **any member or non-member** print or electronic publication or website.

**Class 15****Personal Column Single Article (print or online)**

A single article in a column that is a personal view of the author about events and/or activities.

Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.

**Class 16****Editorial Event Coverage Single Article (print or online)**

Editorial content that covers an equestrian event defined as a horse show, conference, convention, race, symposium, anniversary, etc.

Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.

Timely accounts of news-breaking events and related stories should be entered in the News Reporting classes 1 and 2.

**Class 17****Equine-related Editorial Series (print or online)**

A series of articles that have a sense of continuity of subject identifying them as a series.

Entries may also include instructional series that provide how-to information in a step-by-step format.

Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.

The majority of articles in a series must be published in 2021. Series article carried into a Winter 2022 or January 2022 issue may be submitted, however content of the 2022 article is not eligible in any other class.

A series that is published in a single publication is eligible.

Articles published in a personal column are not eligible for this series class. Please enter personal column single articles in class 15.

**Class 18****Equine-related Human-Animal Bond Article (print or online)**

A single editorial article that best reflects and promotes the strengthening of the human-animal bond, highlighting the relationship between horses and people.

Entries will be judged for exceptional quality and on the ability to convey this concept and connect with the reader.

**Class 19****Equine-related Public Awareness Journalism Article (print or online)**

A single editorial article that encourages and stimulates public awareness of equestrian sport and horse ownership outside the horse industry.

Entries will be judged for exceptional quality and on ability to convey this concept and connect with the reader.

Articles may be published in print or online and dated 2021 in **any member or non-member** print or electronic publication or website.

**Class 20 OPEN TO AHP MEDIA PROFESSIONAL MEMBERS ONLY****Freelance Writer Equine-related Journalism (print or online)**

Entries must be equine-related and will be judged on content, clarity, creative writing style, and grammar.

Article may be published in a AHP Publishing Media **member or non-member's** print or electronic publication or website including the Media Professional member-owned website and dated 2021.

# Multimedia Classes

- ◆ Entries must be dated 2021 and published in 2021
- ◆ All multimedia content is eligible if it meets the criteria in the class and is owned by the submitting member.
- ◆ Entries must be original to the entrant (first publication of the work), dated 2021.
- ◆ Multimedia classes that require a Mission Statement include Classes: 21, 25

## Class 21

### **Publishing Media Equine-related eNewsletter**

eNewsletter will be judged on the effectiveness of the editorial content and design in meeting the Mission Statement.

Two different issues of the eNewsletter published in 2021 must be submitted.

eNewsletter must be published by an AHP Publishing Media or Media Professional member.

eNewsletter must have been published at least 4 times and dated 2021.

eNewsletter must be subscription based, free or paid.

eNewsletter may be distributed online or via email.

Class requires a Mission Statement.

Verification that the eNewsletter was published in 2021 is required.

## Class 22

### **Publishing Media Equine-related Video**

One single equine-related video created by an AHP Publishing Media or Media Professional member.

Video is judged on concept, quality of craft, integration, and overall end-user experience.

Verification that video was published in 2021 is required.

## Class 24 OPEN TO MEDIA PROFESSIONAL MEMBERS ONLY

### **Freelance Equine-related Podcast**

An original single podcast broadcast online in 2021 by a Media Professional member.

Podcast judged on entertainment value, production quality and creative content.

Verification that podcast was published in 2021 is required.

## Class 25

### **Publishing Media Equine-related Website**

A website owned by an AHP Publishing Media or Media Professional member.

Website will be viewed live and judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the equine industry.

Class requires a Mission Statement.

# Visual Media Classes

- ◆ Equine-related photograph or illustration must have been published in print or online in an AHP Publishing Media Member publication or website or the Media Professional member-owned website.
- ◆ Online photograph or illustration should be a static image, not rich media.
- ◆ PDF or link in which the photograph or illustration was published is required to provide the judge comprehension of how the entry was used.
- ◆ Photograph or illustration used on publication front covers as editorial is eligible.
- ◆ Photograph or illustration may be black and white or color.
- ◆ Photograph or illustration must have been published in 2021. Entries published in advertising or as part of a portfolio or image gallery are ineligible for Classes 27-30.

## Class 27

### **Editorial Action Photograph (print or online)**

Performance horse(s) in competition, training or work, including extreme action sports such as rodeo, racing, jumping, obstacles, as well as horse(s) at liberty.

Entry will be judged based 90% on technique; 10% on editorial use.

**Class 28****Editorial Human-Animal Bond Photograph (print or online)**

Photo must illustrate the bond between horse and human and include a horse with a person, or parts of horses and humans interacting in a way that illustrates a positive bonding of human and horse.

Entry will be judged based 90% on technique; 10% on editorial use.

**Class 29****Editorial Photograph (print or online)**

Equine-related photograph that may be a portrait or scene.

Entry will be judged based 90% on technique; 10% on editorial use.

**Class 30 OPEN TO MEDIA PROFESSIONAL MEMBERS ONLY****Freelance Editorial Photograph (print or online)**

Equine-related photograph that may be a portrait or scene.

Entry will be judged based 90% on technique; 10% on editorial use.

Photograph must be equine-related and may be published on an AHP Publishing Media **member or non-member's** print or electronic publication or website including the Media Professional member-owned website.

**NEW CLASS****Class 31 OPEN TO MEDIA PROFESSIONAL MEMBERS ONLY****Freelance Marketing Photograph (print or online)**

Equine-related photograph used in advertising or marketing to increase awareness, create interest, generate sales or engagement, and/or sustain brand loyalty.

Photograph will be judged based 75% on technique; 25% on effectiveness.

Photograph must be equine-related and may be published on an AHP Publishing Media **member or non-member's** print or electronic publication or website including the Media Professional member-owned website.

**Class 32****Editorial Illustration (print or online)**

Illustration must be equine-related and may be used on front covers as editorial.

Illustration may be any medium including computer-generated.

Entry may be a single illustration or a series of related illustrations published in a single article or front cover.

Entry will be judged based 90% on technique; 10% on editorial use.

## Publishing Media Design Classes

### PUBLISHED IN PRINT OR ELECTRONIC PUBLICATION ONLY

- ◆ Design entries must have been published in an AHP Publishing Media Member print or electronic publication in 2021.
- ◆ Media Professional Members who are paid 2022 AHP members are allowed to submit entries in design classes if they are the designer of the entry.
- ◆ Any entry that requires uploading an article that includes two-page spreads should be exported as a PDF as a spread, not a page.

**Class 33****Publication Single Advertisement Design (print or electronic publication)**

Design, layout, and composition must have been created by publication staff or freelance designer, not an ad agency or advertiser.

Entries may be any size and either black and white or color.

Advertising design entries will be judged on design and the effectiveness of the ad to communicate and promote the message and/or product to the target audience.

Excludes brochures, tip-ins, or inserts that are not bound into the publication.

**Class 34****Association Publication Cover Page Design (print or electronic publication)**

All elements of front cover, including logo, cover lines, and design, will be evaluated for effectiveness.

A flip cover or tip-on is not considered a separate cover. A wrap cover may be judged as one cover if the back cover is a continuance of the front cover, such as a spread.

All publication formats, including magazines, tabloids and newspapers, and electronic publications are eligible.

**Class 35****Self-Supported Publication Cover Page Design (print or electronic publication)**

All elements of front cover, including logo, cover lines, and design, will be evaluated for effectiveness.

A flip cover or tip-on is not considered a separate cover. A wrap cover may be judged as one cover if the back cover is a continuance of the front cover, such as a spread.

All publication formats, including magazines, tabloids and newspapers, and electronic publications are eligible.

**Class 36****Association Publication Editorial Design (print or electronic publication)**

Editorial design entries are judged on the effectiveness of the design to communicate the editorial content.

Entry may be multiple pages, one-page, and two-page editorial design; Entries may be either black and white or color.

Entire editorial article must be submitted online as a PDF file in two-page spread as published including any ads that appear on any page of the layout.

**Class 37****Self-Supported Publication Editorial Design (print or electronic publication)**

Editorial design entries are judged on the effectiveness of the design to communicate the editorial content.

Entry may be multiple pages, one-page, and two-page editorial design; Entries may be either black and white or color.

Entire editorial article must be submitted online as a PDF file in two-page spread as published including any ads that appear on any page of the layout.

## Specialty Classes

- ◆ All print and electronic entries must submit online entry form.
- ◆ Hardcopy entries for Class 39 must be shipped to the AHP office to arrive by the deadline date, February 10, 2022.
- ◆ Insert entry in envelope and ship to: AHP Equine Media Awards, 49 Spinnaker Circle, South Daytona, FL 32119
- ◆ Electronic books must be submitted on the entry form using a direct link to the book to view or download.

**Class 39****Publishing Media Equine-related Book (print or electronic)**

Class judged based on 90% content and 10% design.

Examples of fiction books include narratives, children's books and novels.

Examples of non-fiction books include biographies, histories, memoirs, instructional, self-help, business and photography books.

Hardback, paperback, or electronic-book format (including digital edition, eReader such as Kindle, or PDF)

First copyright date must be 2021; Reprinted editions are ineligible.

Entrant must be listed as a credit in the book.

If the class has sufficient number of entries in all divisions, the class will be divided into Fiction and Non-Fiction.

*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.*