

READ FIRST: ENTERING THE 2022 AHP EQUINE MEDIA AWARDS

How to Prepare Entries Before You Submit Online

Mark Your Calendar with the Deadline Date

- ◆ Entries must be received **on or before February 10, 2022, at 11:59 p.m. Eastern**
- ◆ No late entries accepted. No exceptions.

Know Your AHP Membership Category

- ◆ Publishing Media member
- ◆ Media Professional member
- ◆ Business member
- ◆ Business Nonprofit member
- ◆ College/University member

Review the General Information & Guidelines and Class Lists Carefully

Each membership category has a list of eligible classes with descriptions. Please view and/or download the appropriate class list and guidelines files to help you select the classes you plan to enter and submit them correctly.

- ◆ General Information & Guidelines [pdf]
- ◆ Publishing Media Member Class List [pdf]
- ◆ Media Professional Member Class List [pdf]
- ◆ Business, Business Nonprofit, College/University Class List [pdf]

Gather the Media Files You Need to Upload

- ◆ Access the files you will need for your entries ahead of time. Please have your entry files (article, photo, links, videos, etc.) ready to upload.
- ◆ Editorial Content, Design, and Covers require PDF files of the entire article or ad. **Any entry that requires uploading an article or ad that includes two-page spreads should be exported as a PDF as a spread, not a single page.**
- ◆ Use electronic link submission field for online articles.
- ◆ Photographs/Illustrations require an image file (jpg, png) plus a PDF of entire print article in which the illustration or photograph was published to provide the judge a comprehension of how the entry was used.
- ◆ Videos require an mp4 file plus screenshot image (jpg file) verifying 2021 publication date
- ◆ Podcasts require an mp3 file plus an image file (jpg) to use as a thumbnail.
- ◆ Electronic Publications (PDF files or link to Digital Edition)

Collect Links for Your Online and Electronic Submissions

Examples of entries that require links include: Online Editorial Content, Multimedia, eNewsletters, Electronic Publications, Electronic Books

- ◆ Single Link Submission: Enter URL address that links directly to the entry.
- ◆ Multiple Link Submission: Enter URL addresses with a return between each link to keep each link on separate line.
- ◆ Multimedia content that is password-protected must include an access code or password.

Verification of Publication

All entries must include verification that the entries were published in 2021. Entries that do not provide verification of 2021 publication date will be requested to submit an email message from the publisher or owner verifying the entry's date and place of publication before the entry is processed.

Verification can be provided in several ways on the entry form.

- ◆ The 2021 publication date is clearly published on the entry.
- ◆ Upload screenshot or image showing the 2021 published date of the entry (folio, cover page, posted date, copyright)
- ◆ Upload statement from the publisher or owner verifying the entry's date of publication.

Write a Target Readership Statement

This statement refers to the audience each entry was created to reach or engage and is required for all entries to assist the judge to better understand the target reader.

Review Your Mission Statement

A mission statement should be a short statement that explains the whole point behind your publication, newsletter, or website. It should answer the following questions:

- ◆ Who are you writing for or the audience you reach?
- ◆ What does your content focus on or provide to your readers?
- ◆ What are your accomplishments, core values, goals?

Samples of mission statements:

*"Connecticut Weekender is a **website** that helps CT residents and visitors find fun things to do. Through our events calendar and blog posts, we feature places to visit, activities to experience, restaurants to try, and events to brighten a boring weekend. There's always something fun to do in Connecticut."*

*"In 1925, Harold Ross established The New Yorker as a lighthearted, Manhattan-centric magazine—a "fifteen-cent comic paper," he called it. Today The New Yorker is considered by many to be the most influential **magazine** in the world, renowned for its in-depth reporting, political and cultural commentary, fiction, poetry, and humor. In addition to the weekly print magazine, newyorker.com has become a daily digital destination for news and cultural coverage by staff writers and contributors. In print and online, The New Yorker stands apart for its commitment to truth and accuracy, for the quality of its prose, and for its insistence on exciting and moving every reader."*

*"The Wikimedia Foundation, Inc is a **nonprofit charitable organization** dedicated to encouraging the growth, development and distribution of free, multilingual content, and to providing the full content of these wiki-based projects to the public free of charge."*

*"The News Journal is a weekly **newspaper** providing news, advertising and information to enrich the lives of the people in the Florence area. Committed to the community, we offer a voice for the people, promote events, recognize achievements and present information in a fair and accurate manner. We desire to be a trusted source of local information and advertising content that is useful and valuable to the readers we serve."*

Please note the classes below that require a mission statement.

TIP: Create a file for your Mission Statement, then copy and paste into the field as needed.

The Publishing Media/Media Professional classes that require a Mission Statement include:

- ◆ Class 21: Publishing Media Equine-related eNewsletter
- ◆ Class 25: Publishing Media Equine-related Website
- ◆ Class 26: Publishing Media Equine-related Single Issue or Multi-Issue Electronic Publication - Publishing Media Members Only
- ◆ Class 40-43: All General Excellence Print Publications – Publishing Media Members Only

The Business member classes that require a Mission Statement include:

- ◆ Class 50: Business Equine-related eNewsletter
- ◆ Class 51: Business Equine-related Website
- ◆ Class 53: Business Equine-related Single Issue or Multi-Issue Print Publication

Ready to Submit Online

Member entry forms available online on January 19.

Have all your entries handy before you start.

- ◆ The Submitter is the individual who will be submitting your entry forms online. This may be a staff person, yourself, or an agency and will be the person contacted for questions and receive notifications about the submissions.
- ◆ Members need to login to the Member Center at www.americanhorsepubs.org to access the Equine Media Awards submission page to enter. Please contact Chris Brune at ahorsepubs@aol.com if you need assistance.
- ◆ The submission page requires members to **SIGN IN** if you have an account or **SIGN UP** for a new Submittable account with an email address, password and your name.

Complete all required fields listed with a red asterisk.

Select Classes in Dropdown Menus

You select the classes you wish to enter from the dropdown list for your member category only.

The class lists are divided into three fields on the entry form:

- ◆ Classes for Publishing Media and Media Professional members only.
- ◆ Classes for General Excellence for Publishing Media print members only.
- ◆ Classes for Business, Business Nonprofit and College/University members only.

You can enter only one class per entry form and only classes for your membership category.

Classes Requiring Shipping Hard Copy Submissions

- ◆ Entries in Classes 38-43, 53, must be entered as a hard copy of the publication or book (unless electronic editions are allowed) and shipped to the AHP office. In addition to mailing the physical entries, entrants must complete an entry form online for these classes. Hard copy print entries must be shipped to the AHP office to arrive by the deadline date February 10, 2022.
- ◆ Shipping address is:
AHP Equine Media Awards
49 Spinnaker Circle
South Daytona, FL 32119

Note the classes that require shipping to AHP office:

- ◆ Class 38: Publishing Media Equine-related Single Issue Custom Print Publication
- ◆ Class 39: Publishing Media Equine-related Book (send print entries)
- ◆ Classes 40-43: General Excellence Print Publication (all classes)
- ◆ Class 53: Business Equine-related Single Issue or Multi-Issue Print Publication

Additional Entries

- ◆ Every entry requires a separate entry form. When you have completed your entry form, you will click on "Enter the EMAs" button.
- ◆ You will be redirected to the "SUCCESS" page.
- ◆ To start your next entry, click on the "Back" button in the upper left-hand corner to return to the entry form.
- ◆ If you have submitted your last entry, you may close the window. You may submit additional entries until the deadline date.
- ◆ The Submitter will receive an email notification message for each entry submitted.

Online Payment of Entry Fees

Submittable requires that all Submitters provide payment information when submitting their entries via their built-in credit card processing system. Online payment is the only option available. For each entry you submit, a \$35 fee will be charged to the credit card you provide. Submittable will send a receipt for each entry fee paid to the Submitter's email address. The Submitter can request a list of total submissions and fees paid by emailing Chris at ahorsepubs@aol.com after the deadline. Any eligible refunds will be managed by the AHP office.

Questions?

- ◆ Contact Chris Brune at ahorsepubs@aol.com