

# 2022 AHP Equine Media Awards

for material published in 2021

## PUBLISHING MEDIA DIVISION

### EDITORIAL CONTENT

#### **Class 1**

##### **Breaking-News or Investigative Reporting Single Article**

8 entries

#### **1st**

##### **Quarter Horse News**

##### ***Oklahoma Cow Horse Owner Found Dead, 2 Remain Missing***

Molly Montag, Author and Editor

Kelsey Pecsek Hruska, Editorial Director

November 5, 2021

This article brings the "wow" factor and an element of mystery. It effectively reports and digs deeper into who these people were according to those close to them. The headline is gripping. Readers can't help but get pulled in, no matter their equine background. The article is well written and organized.

#### **2nd**

##### **USDF Connection**

##### **Persevering Through the Storm - The 2021 FEI North American Youth Championships**

Chelsey Burris, Author

Published in YourDressage.com

September 2021

This article has a strong headline, followed by an even more substantial introduction. The shock of the disaster is gripping to readers. Then this piece satisfies with the gratification of industry youth finding success through a rough start. It is well written, with strong support.

#### **Class 2**

##### **News Reporting Related Feature Single Article**

16 entries

#### **1st**

##### **NRHA Reiner**

##### ***Fighting Fires Together***

Katie Navarra, Author

Kelsey Pecsek Hruska, Editor

January 2021

Firsthand accounts and on-the-ground reporting made this story exceptional. This was an important story to tell, and you more than did it justice by also including information other reiners could use and historical trends. Outstanding from start to finish.

## **2nd**

### **BloodHorse**

#### ***Some Six Months After Derby, Medina Spirit Case Stalls***

Frank Angst, Features Editor

October 27, 2021

The reporter explained a complex story in simple terms and seamlessly pulled together several moving parts. The article is well-sourced, well organized, and a great read. Top-notch!

## **3rd**

### **Milton Toby**

#### ***The Path Behind and Ahead: Due Process, the Derby, and the Dancer's Image Playbook***

Milton C. Toby, Author

July 2021

Published in BloodHorse

You took what could have been a boring legal saga and made it rather riveting. Thorough reporting and clear, crisp writing make this story a great read on an intriguing and relevant chapter in racing history. You also did a great job explaining why this case was so important.

## **Honorable Mention**

### **StreamHorseTV**

#### ***People's Champion Whitmore Invites Us On His Next Adventure***

Natalie Mayrath, Author

December 4, 2021

What an awesome lead! This article was so well-written. You pulled the reader right in and didn't let go. Great quotes and great anecdotes throughout. Excellent work.

### **The Team Roping Journal**

#### ***God's Time: Driggers and Nogueira Are Long-Due World Champs***

Chelsea Shaffer, Editorial Director

December 12, 2021

The article combined action and drama with some great behind-the-scenes insight. It was lively and fun to read, with excellent quotes to boot.

### **Class 3**

#### **Instructional Single Article**

24 entries

#### **1st**

##### **Practical Horseman**

##### ***Take Advantage of Trot Jumps***

John French and Elisabeth Prax, Authors

Arriana Boardman, Photographer

Fall 2021

This article draws readers in from the very start. The personal story breaks formality and makes the reader feel comfortable, adding credibility. I appreciated the section on common mistakes. Readers are able to learn from the article and apply the same exercises and tips to their riding. The piece is well written, organized, and flows well from start to finish.

#### **2nd**

##### **Canadian Horse Journal**

##### ***If Your Horse Could Drive...***

Kevan Garecki, Author

Early Summer 2021

The author of this article creates a comfortable space for the reader. There is an immediate authoritative tone; however, the reader never feels looked down on or criticized. Personal experiences add authenticity.

#### **3rd**

##### **NRHA Reiner**

##### ***Correcting the Crescendo***

Kelsey Pecsek Hruska, Photographer, Author, Editor

August 2021

With such a strong, vivid introduction, readers easily connect with the article. The author creates a conversational and welcoming tone, then carefully guides readers through the process of a rundown. The content is great, and readers can apply it to their own practice. The closing quote works very well.

#### **Honorable Mention**

##### **Allison Rehnborg**

##### ***Transitions Made Easy***

Allison Rehnborg, Author

November/December 2021

Published in Paint Horse Journal

This article tackles a topic that is an everyday obstacle for many horsemen. Readers will be interested in how to apply this to their practice. Even though the content focuses on beginning riders, the basics are still useful for experienced horsemen to review.

## **The Morgan Horse**

### ***Clinic: Summit at Salem***

Stephen Kinney, Editor

October 2021

This article stood out from the rest immediately. The choice to format in mostly dialogue brought the reader into the clinic. The interactions feel very personal as readers are guided through the clinic process by the dialogue and some scene descriptions.

## **Class 4**

### **Association Publication Horse Care Single Article**

8 entries

## **1st**

### **Lucile Vigouroux**

#### ***The Essential Equine Emergency Kit***

Lucile Vigouroux, Author

Spring 2021

Published in Off-Track Thoroughbred Magazine

This article is one a reader should tear out and review at least yearly. The intro sets up the topic well, and the article's structure is easy to follow. It provides a comprehensive list of medications and supplies and desirable skills. The necessary caveat to call the vet was not overlooked and appropriately ended the article.

## **2nd**

### **Paint Horse Journal**

#### ***Managing EPM***

Abigail Boatwright, Author

Jessica Hein, Editor

July/August 2021

Nicely done subhead/callout; it captures what the article is about in a nutshell. The article is easy to read and includes a real-life example readers can relate to. The text is concise but gives readers the information to suspect the disease and understand the treatment. Another welcome journalistic practice is employed: The final paragraph wraps it up - "brings it home."

## **Class 5**

### **Self-Supported Publication Horse Care Single Article**

19 entries

#### **1st**

##### **EQUUS Magazine**

###### ***Hanging in the Balance***

Wendee Walker with Christine Barakat, Authors

Autumn 2021

An excellent story about a harrowing ordeal, hope, and resilience was a riveting read. It provided insight from owner and vet into the long healing process and the sacrifices we make for our beloved animals.

#### **2nd**

##### **EQUUS Magazine**

###### ***Five Things To Consider When Refeeding A Starved Horse***

Lucile Vigouroux, Author

Spring 2021

Excellent work. This package is clear, concise, and provides valuable information. The illustrations and sidebars help round out a useful resource for anyone who has to deal with this unfortunate situation.

#### **3rd**

##### **Western Horseman**

###### ***The Resistance is Real***

Christine Hamilton, Author

Robin Peterson, DVM, Illustrator

April 2021

The writer makes a complex and kind of gross subject easy to read. The package has everything, from history to the latest innovations, and is presented in a way that readers can understand and learn.

#### **Honorable Mention**

##### **Elizabeth Moyer**

###### ***Getting Over Grooming***

Elizabeth Moyer, Author

May 2021

Published in Horse Illustrated

A great package that's super useful. The writer succinctly breaks down the tools and techniques and what to watch for to improve the grooming experience.

**Kristin Pitzer**

***The Grain-Free Dilemma***

Kristin Pitzer, Author

December 2021

Published in Barrel Horse News

The writer does an excellent job of detailing the science behind a trend. The article is well-researched and well-written and gives readers what they need to make educated decisions.

**Class 6**

**Association Publication Service to the Consumer Single Article**

17 entries

**1st**

**Katie Frank**

***Hobby Heaven***

Katie Frank, Author

Kelsey Pecsek Hruska, Editor

October 2021

Published in NRHA Reiner

Great content and very informative.

**2nd**

**Allison Rehnborg**

***The Winner's Way***

Allison Rehnborg, Author

2021

Published in Paint Horse Journal

Solid content, short and sweet but helpful.

**3rd**

**NRHA Pro Trainer Magazine**

***Catch Riding: A Win-Win***

Jennifer Paulson, Editorial Consultant

Sandy Cochran, Creative Director

Sara Honegger, Association Correspondent

Spring 2021

Well-written and informative. Good attribution.

## **Honorable Mention**

### **Kristin Pitzer**

#### ***Second Career Start***

Kristin Pitzer, Writer

December 2021

Published in NRHA Reiner

Informative and well-written.

### **USDF Connection**

#### ***The Gift Horse***

Natalie DeFee Mendik, Author

January/February 2021

Solid content and writing.

## **Class 7**

### **Self-Supported Publication Service to the Consumer Single Article**

16 entries

#### **1st**

### **Megan Arszman**

#### ***Building Your Dream Team***

Megan Arszman, Writer

April 2021

Published in Horse Illustrated

Your article had everything I look for in a good piece. The writing was crisp, clear, and engaging. The paragraphs were short, sweet, and impactful. You did a fabulous job incorporating effective, meaningful quotes from great sources around the country into your article in a meaningful, well-structured way. When I write reviews and tips for other entries on how to improve their articles, this is a perfect example.

#### **2nd**

### **Quarter Horse News**

#### ***Diversifying***

Abigail Boatwright, Author

Kelsey Pecsek Hruska, Editorial Director

Molly Montag, Editor

Spring 2021

This article quickly rises into the top tier of a tough class. You do a great job providing detail in a clear, crisp style. You also do a great job of using quotes to help lead your reader through the article and keep them interested and engaged. A perfect example of how to incorporate quotes into your story.

### 3rd

#### **Horse&Rider Magazine**

##### ***Sale Barn 101***

Chelsea Shaffer, Author

Fall 2021

You did an excellent job of incorporating conversational quotes in a meaningful way that helps engage readers and keep them moving through the story. I liked that you used a variety of sources from different sales to add a fuller perspective.

### **Honorable Mention**

#### **Barrel Horse News**

##### ***Pick Your Pad***

Kristin Pitzer, Writer

March 2021

Published in Horse Illustrated

This entry was a nice piece on blanket selection. I liked how you built your quotes into your story and that you included input from several different blanket manufacturers. You did a great job keeping a good flow throughout your article.

#### **Allison Rehnborg**

##### ***Have Kids, Will Trail Ride***

Allison Rehnborg, Author

August 2021

Published in Horse Illustrated

I liked your story and thought you did a great job sharing some great tips. I liked how you handled your quotes and wove them into the story. I liked that you incorporated both generations.

### **Class 8**

#### **Service to the Horse Industry Single Article**

11 entries

### **1st**

#### **Horse Illustrated**

##### ***Help for Hard-Working Equines***

Kim MacMillan, Writer

July 2021

An eye-opening piece of journalism about a noble effort. It is good to present the plight of equines in the developing world with matter-of-fact writing, describing the history of the cause without resorting to sensationalism. It is still a sad story, but one with a hopeful ending thanks to the organization so well portrayed. The photos are compelling; the How to Help box is a wise inclusion. And the vignettes on the ambassadors help to make the case on a personal level.



## 2nd

### **The Morgan Horse**

#### ***Breed Research: Morgan Show and Sport Bloodlines: A Comparison***

Stephen Kinney, Editor

Jack Stang, Author

January/February 2021

A thorough, exhaustive survey of the Morgan horse line breeding gives you everything you need to know about the horses. It provides invaluable granular information for owners and breeders while posing difficult questions about the gene pool. And it's interesting to learn about the horses and the genetic basis for their excellence and popularity. A lot of work went into compiling this piece, and the comprehensive tables and great photographs enhance an already impressive report. The number of citations shows how carefully the project was compiled and constructed.

## 3rd

### **USDF Connection**

#### ***Cinderellas' Gloves***

Ross Creech, Author

September 3, 2021

Published in YourDressage.com

What a wonderful and heartwarming story. It's told smartly, with a great payoff, and is a bit of a tear-jerker. Good mixing of quotes and narrative, with photos adding even more context. While the riders are the main focus, their horses get a good turn as well. Good construction and prose.

## Class 9

### **Association Publication Personality Profile Single Article**

27 entries

## 1st

### **Chrome**

#### ***For the Love of 'Caboy's'***

Rachel Griffin, Author

Jessica Hein, Editor

Spring 2021

This story is an excellent example of how to write a profile. The subject overcame opposition when she wanted to get into the hat business. Adversity is what builds the characters we do profiles on; those stories should tell us what the subject had to go through to succeed. On a personal level, she lost a sister to cancer and suffered her own bout of breast cancer but found a way to honor her sister and help others. This makes our subject humane, another critical element for profiles. The writing is clear and easy to follow. The lead paragraph is not too long; the story makes excellent use of subheads — a good choice of quote to end the story.

## 2nd

### **Mid-Atlantic Thoroughbred**

#### ***Perfect Place***

Vinnie Perrone, Author

November 2021

The writing in this story is the kind that paints a picture and doesn't resort to obvious word choices to describe a scene. I've never heard of this trainer, but I followed this excellent story to the end. It uses quotes with substance woven into the story in appropriate places - all in all, a beautiful effort.

## 3rd

### **The American Quarter Horse Journal**

#### ***The Bronze Age***

Holly Clanahan, Managing Editor

April/May 2021

This story has many pluses. It does a good job of explaining things that not everyone knows. The writing is a notch above. Although it's sophisticated, the writing is not above the heads of its readers. It is easy to follow and a very good article about a very good artist.

## **Honorable Mention**

### **Mid-Atlantic Thoroughbred**

#### ***Everyday Sensation***

Paul Halloran, Author

May 2021

At first, I thought, ho-hum, a story about a trainer who had his 1,500th win. But the story has great quotes — and a great ending. That ending details the drama of whether Walters would get to 1,500 wins and the low-key celebration that followed. It's one of the few articles that mention the impact of covid.

### **The American Quarter Horse Journal**

#### ***Renaissance Woman***

Holly Clanahan, Managing Editor

February 2021

This story had several elements that I liked but are most often missing in profiles. What challenges did the subject face? How did the subject learn what they know about their area of specialty? What were some of their low moments, and how did the subject overcome them? I also like that this story includes a mention of her family because it makes the subject more human. The beginning of the story was good and drew me in.

## **Class 10**

### **Self-Supported Publication Personality Profile Single Article**

19 entries

#### **1st**

##### **Keeneland Magazine**

###### ***Consummate Horsewoman***

Jacqueline Duke, Editor

Mary Jean Wall, Author

Spring 2021

A skillful opening graf brings a long-dead subject to vibrant life. One wants to know more about Josephine and is rewarded with a deeply researched saga that flows smoothly. It was a treat to read about her life.

#### **2nd**

##### **Sidelines Magazine**

###### ***Hey Hey We're the Daughters! Davy Jones' Devotion to Horses Lives On in His Daughters***

Kimberly Gatto, Writer

Lori Ovanessian, Photographer

Jan Westmark Bauer, Editor

August 2021

The pop culture hook blended seamlessly into how Davy Jones's daughters are honoring his legacy of love for horses. Lots of lively detail and good quotes from several voices. An enjoyable read from start to finish.

#### **3rd**

##### **Horse Illustrated**

###### ***A Whale of a Time***

Sarah Evers Conrad, Writer

June 2021

Fun subject, good quotes, the story flows well. Nice light touch. Question ledes are risky, but this one works.

#### **Honorable Mention**

##### **Sidelines Magazine**

###### ***Elyse Hart: Horses, Heroin and Hope***

Laura Scaletti, Writer

Kristin Lee, Photographer

Jan Westmark Bauer, Editor

June 2021

A moving story about the healing power of horses and a young woman's battle with drug and alcohol addiction. Good flow and insightful quotes from Elyse.

**The Team Roping Journal**

***Serving Those Who Served***

G.R. Schiavino, Managing Editor

September 2021

A sensational topic that you handled without overt sentiment, both pluses in a writing contest. Great job getting many voices for the story.

**Class 11**

**Freelance Writer Personality Profile Single Article**

10 entries

**1st**

**Christina Keim**

**A Closer Look at Heart of Phoenix**

Christina Keim, Author

Summer 2021

Published in Untacked

What a compelling story about a great organization! One person CAN make a difference. As told here, Tina Creamer began in a small way and snowballed it into a large effort to help unwanted horses. The telling of Phoenix's story made it very real and pulled your heartstrings. And the conclusion to the article showed how the cause caught on and the many ways people are helping.

**2nd**

**Jennifer Bryant**

***The Fairy-Tale Horse***

Jennifer Bryant, Writer

January 12, 2021

Published in YourDressage.com

An exceptional tribute to a special horse. The writing is first rate. We travel through time as the team comes together and progresses up the ladder of dressage. Laura's decision to retire Verdade at the article's conclusion was heart-wrenching.

**Class 12: Association Publication Feature Single Article**

15 entries

**1st**

**Off-Track Thoroughbred Magazine**

***Unbiased***

Alexandra Beckstett, Managing Editor

Spring 2021

Hurray for this article on gender equality! I had heard people describe mares as "moody," but in my personal experience of owning both mares and geldings, I found the geldings to be slightly more difficult. I also found that neither one was so difficult that I would never buy either a mare

or a gelding. This article provides scientific evidence and anecdotal experience to tell readers, "Don't condemn a horse because of its gender!"

## **2nd**

### **USDF Connection**

#### ***A Lesson in Courage***

Molly Ryan, Author

April 23, 2021

Published in YourDressage.com

Every horse deserves a chance. That's the lesson of this story told through the forgiving eyes of his owner and trainer. Anyway, he is a beautiful horse, and the owner is right to be proud of her work with him.

## **3rd**

### **The American Quarter Horse Journal**

#### ***America's Superhorse, Rugged Lark***

Becky Newell, Editor-In-Chief

March 2021

A story about an accomplished horse with a personality. The anecdotes added much more to the story than the typical quotes, which may say a horse/person/event was great without giving specific examples. Good to include an explanation for how a horse can move from the appendix registry to the permanent one. I like that the story has multiple sources.

## **Class 13**

### **Self-Supported Publication Feature Single Article**

20 entries

## **1st**

### **Elizabeth Moyer**

#### ***A Lid for Every Pot***

Elizabeth Moyer, Author

October 2021

Published in Horse Illustrated

This lede is an excellent example of taking a specific and using it to introduce a reader to the big picture. The story flows beautifully. Lots of information, many voices, great quotes, good kicker. It's so well done that I read it multiple times to find something to nitpick, and I couldn't. Flawless start to finish.

## 2nd

### **Horse Illustrated**

#### ***Equines Fighting Fires***

Stacey McKenna, Writer

July 2021

The descriptive lede immediately grabs a reader's attention. It's interesting that equines once pulled firewagons, and now they're being used to fight fires in a new way. Good topic, neatly handled.

## 3rd

### **Western Horseman**

#### ***Born & Bred Babbitt***

By Jennifer Denison

August 2021

It takes a lot of skill to allow a story with this much history to breathe so easily. Nice lede puts you right at the table with the cowhands, and many characters and voices flow gently throughout the generations. The unexpected sad ending was presented in a dignified manner — a very good job capturing living history.

## **Honorable Mention**

### **Barrel Horse News**

#### ***Straight from the Horse's Mouth***

Kristin Pitzer, Writer

July 2021

Unusual topic, always a bonus in a writing contest. Excellent work getting input from two clients. A sidebar explains Daigle's start in the field.

### **Quarter Horse News**

#### ***Shining Spark: How Sweet He Is***

Betsy Lynch, Author

Kelsey Pecsek Hruska, Editorial Director

Molly Montag, Editor

Spring 2021

When you use a cliché as a lede, you enter treacherous waters, but I give you points for threading the theme through your story. A light touch with your storytelling, and your writing flowed nicely through the highs and lows.

## **Class 14**

### **Freelance Writer Feature Single Article**

9 entries

#### **1st**

**Megan Arszman**

#### ***When Government Regulates the Horse Industry...***

Megan Arszman, Writer

September/October 2021

Published in Equine Chronicles

A sentence into this entry, and I am invested in whatever is to follow in pursuit of the story's outcome. With a thrilling approach to conveying the implications of HISA, every word, every prose, and every paragraph intermittently weaves together a gilded story that relays how the topic at hand affects our industry. The variations in sentence structure, subject utilization, direct and indirect quotations, and industry parallels make this an unrivaled, innovative piece pertinent to many facets of the horse world. This article is high-quality, edgy, imperative writing that sets a precedent not soon to forget.

#### **2nd**

**Kate Bradley Byars**

#### ***Quality Communications***

Kate Bradley Byars, Author

August 2021

Published in Barrel Horse News

This entry is wholesome content to the highest degree, and the level of quality is notable from the very beginning. It is fluffy and feel-good but correctly and illustratively does so with a distinct purpose to educate the reader and tell Brandon's story rather than the writer's story.

## **Class 15: Personal Column Single Article**

19 entries

#### **1st**

**Quarter Horse News**

#### ***Together & Better For It***

Justin High, DVM, Author

Kelsey Pecsek Hruska, Editorial Director

Molly Montag, Editor

Spring 2021

An interesting read that made a technical topic easy to understand and follow.

**2nd**

**USDF Connection**

***Free Rein: Finding Balance***

Tillie Jones, Author

March/April 2021

Great topic and writing.

**3rd**

**Practical Horseman**

***Breeches That Fit***

Jennifer Finch, Author

Spring 2021

A solid piece on a much-needed discussion.

**Honorable Mention**

**Jennifer Bryant**

***20 Years Later***

Jennifer Bryant, Writer

September 11, 2021

Published in YourDressage.com

Solid piece.

**USDF Connection**

***Dressage on the Last Frontier***

Rosa Meehan, Author

April 9, 2021

Published in YourDressage.com

Interesting topic.

**Class 16: Editorial Event Coverage Single Article**

20 entries

**1st**

**USDF Connection**

***Worth the Wait***

Diana de Rosa, Author

November/December 2021

This is comprehensive coverage of one of the world's biggest sporting events. It's the winner because of the sheer amount of information and the writer's comprehensive reporting and control over the structure.



## **2nd**

### **Paint Horse Journal**

#### ***Champions, Unite***

Jessica Hein, Author

Allison Armstrong Rehnborg, Author

January/February 2021

This well-structured article exemplifies event coverage. The writer picked interesting subjects who won and rounded out their personalities, so they weren't all saying the same thing. In short, the vignettes are snappy, from the Black rider talking about the importance of racial representation to the wedding proposal couple to the rider overcoming cancer. The writer does a nice job of weaving in pandemic-related references without having them dominate the story.

## **3rd**

### **NRHA Reiner**

#### ***Clearing the Path***

Kelsey Pecsek Hruska, Editor

August 2021

A well-paced and well-written article. The writer's ability to capture the comprehensiveness of this event and to develop Hercules and Dare helped land third place. Nice descriptions of what happened and what made the lead horse and rider special.

## **Honorable Mention**

### **Barrel Horse News**

#### ***Building a Legacy***

Kailey Sullins, Editor with Blanche Schaefer

February 2021

The writer focused much of the story on one person, which helped place the entry. It was a good decision to put all the technical placing and breeding info at the end.

### **USHJA In Stride**

#### ***John French Finds His Fifth WCHR Professional Challenge Victory***

Tricia Booker, Author and Photographer

November 2021

Nicely written and comprehensive story that flows well. A masterful beginning with relevant information led to a punchy quote. The writer covered a lot of ground and offered a lot of information from the event.

### **Class 17: Equine-related Editorial Series**

11 entries

#### **1st**

##### **New York Horse**

##### ***The Healing Horse***

Renee Gadoua, Author

Janis Barth, Author

December 2021

Both stories are tied to the therapeutic power of horses while standing on their own. Emotional without being maudlin. All subjects convey their feelings eloquently. Non-horse readers would enjoy these pieces.

#### **2nd**

##### **USHJA In Stride**

##### ***Horse Behavior and Care Series***

Michelle Bloch, Author

January, March, May, July, September, November 2021

Strong series, especially how the writer contrasted/compared human thoughts/reactions to a horse's. The cribbing lede was especially good. The series included many voices (from experts), good sidebars, very clear explanations, and logical organization. Useful information for any horse lover.

#### **3rd**

##### **Nation Media**

##### ***The Luhmühlen Tour Diaries, Parts 1-8***

Tilly Berendt, Author and Photographer

June 7 through June 26, 2021

Published in EventingNation.com

Charming and conversational, these diaries give a reader a backstage pass to the eventing world. Humor is very hard to pull off, but this writer has the combination of a light touch and the power of rich details.

### **Class 18: Equine-related Human-Animal Bond Article**

20 entries

#### **1st**

##### **American Farriers Journal**

##### ***A Full Set and a Full Circle***

Jeff Cota, Lead Content Editor

July/August 2021

The biggest gifts sometimes come in the smallest packages. The writer says so much in a few words. This touching story shows that we can bond with animals that aren't even ours in such a powerful way.

## **2nd**

### **New York Horse**

#### ***Mustang Strong***

Renee Gadoua, Author

December 2021

From beginning to end, the writer does an excellent job of providing insights and painting vivid pictures for readers. The image of Stevens taking solace in her horse even when she was undergoing chemo is powerful. The story truly does demonstrate the healing power of horses.

## **3rd**

### **Sidelines Magazine**

#### ***Elyse Hart: Horses, Heroin and Hope***

Laura Scaletti, Writer

Kristin Lee, Photographer

Jan Westmark Bauer, Editor

June 2021

A powerful tale of perseverance, faith, hope, and love. Love for a horse and a daughter. Elyse has a wonderful, strong voice, and the writer does an excellent job of telling her story.

## **Honorable Mention**

### **Mid-Atlantic Thoroughbred**

#### ***Hope from Loss***

Sara Gordon, Author

November 2021

The opening paragraphs are well crafted. They hook the reader, and the crisp writing and great storytelling keep them hooked.

### **Sidelines Magazine**

#### ***From Polocrosse to Eventing Nothing Stops Andrew Diemer***

Ruby Tevis, Writer

Pam Jensen, Photographer

Jan Westmark Bauer, Editor

June 2021

Well written and well reported with great quotes. The writer conveys complex topics with ease and tells a touching story.

**Class 19: Equine-related Public Awareness Journalism Article**

6 entries

**1st**

**Sidelines Magazine**

***Maeve & Moose: Beating Cancer With the Help of the Cornell University Equestrian Team***

Britney Grover, Writer

Jan Westmark Bauer, Editor

December 2021

It's easy to overwrite when given an emotional topic like this, but you showed admirable control. The setup to introducing horse therapy was flawless, and your lab coat/breeches transition made me want to applaud. The writer provided lots of voices, and the grimmer aspects of her treatment were given their due. A winner from start to finish.

**2nd**

**Canadian Horse Journal**

***Solo Horse Packing Adventures in Canada's Southern Rocky Mountains***

Tania Millen, Author

Spring 2021

The author's language is descriptive and flows gently. It's a ride many readers would be happy to take.

**Class 20: Freelance Writer Equine-related Journalism Article**

9 entries

**1st**

**Elizabeth Moyer**

***Getting Over Grooming***

Elizabeth Moyer, Author

May 2021

Published in Horse Illustrated

This grooming article explains why some horses don't like being groomed. We forgot that horses could simultaneously be tough as nails and extremely sensitive. Thumb's up for getting multiple sources, using subheads, and having a sidebar listing good and bad signs of grooming.

**2nd**

**Elizabeth Moyer**

***Riding Toward College***

Elizabeth Moyer, Author

Fall 2021

The author gave some really good ideas on using horsemanship to get into college. I liked how the horsemanship experience can be explained as relevant to what is sought when applying to colleges. And you pointed out the need to remember that horsey things have to be explained to

non-horse people. You contacted students from different universities and other people, so you had multiple sources.

## MULTIMEDIA

### **Class 22: Publishing Media Equine-related Video**

7 entries

#### **1st**

##### **Horse Network**

##### ***"She Knew What She Was Doing" PSA***

Misdee Wrigley Miller, Executive Producer

Carrie Kehring, Executive Producer

Ross Babbit, Producer

Forest Erickson, Producer

Cody Guiler, Producer

Carley Sparks, Producer

August 4, 2021

A tough topic that needs to be told. This story was so far from what you would expect to see in this industry. You not only maintained high production quality with lighting, sound, and composition, but you told a story. The story was sad, but it ended with triumph and a message that would help others.

#### **2nd**

##### **The Team Roping Journal**

##### ***Wesley Thorp "At the Barrier" Presented by ADM***

Mariah Hammerschmidt, Video Producer

Zachary Baker, Director of Photography and Editor

April 26, 2021

I bet you spent a lot of hours on this one. I enjoyed the story and loved how you kept the generational family tradition.

### **Class 23: Publishing Media Equine-related Podcast**

6 entries

#### **1st**

##### **StreamHorseTV**

##### ***The Trailblazing Horsewomen Livestream***

Natalie Mayrath, Interviewer

March 8, 2021

This entry was a highly enriching podcast with remarkable guests and a wise moderator, an heirloom piece for the industry.

**2nd**

**EquiManagement**

***Disease Du Jour: Equine Foot Lameness***

Kimberly S. Brown, Group Publisher, Equine Health Network

Laurel Scott, Digital Editor

Dr. Ty Wallis, Guest

Merck Animal Health, Sponsor

July 29, 2021

Excellent content and value to the industry.

**Class 24: Freelance Equine-related Podcast**

8 entries

**1st**

**Julianne Neal**

**Whinny Tales: Round Pen Minute "Dealing With Depression"**

Julianne Neal, Host, Producer/Director

August 16, 2021

Very well recorded and mixed. The story is engaging, and the music creates a pleasant mood to sit back and enjoy the tale.

**2nd**

**Abigail Boatwright**

***The Freelance Remuda, Episode 37: Discussing Graphic Design with Avery Shifflett***

Abigail Boatwright, Co-Host

Kate Bradley Byars, Co-Host

August 24, 2021

A delightfully different type of equine podcast that covers aspects of the business that seem overlooked by too many industries. The host is bright and energetic during the interview. The guest picked up on that energy. Together, the discussion is lively and enjoyable.

**Class 25: Publishing Media Equine-related Website**

7 entries

**1st**

**Quarter Horse News**

***Quarterhosenews.com***

Molly Montag, Editor

Kelsey Pecsek Hruska, Editorial Director

This website does what it's supposed to do in a clean, easy-to-use format. Very well designed with minimal fluff.

**2nd**

**BloodHorse**

***BloodHorse.com/horse-racing***

Claire Crosby, Editorial Director

Byron King, News Editor

Frank Angst, Features Editor

Eric Mitchell, Bloodstock Editor

Anne M. Eberhardt, Visual Director

Christine Oser, Associate Editor

Molly Rollins, Associate Editor

Christine Wittmer, Sr. Web Producer

Michelle Benson, Web Producer

Lauren Gash, Sales Editor

Jacob Chaney, Videographer

Bob Ehalt, Correspondent

Tracy Gantz, Correspondent

Mary LaRue, Correspondent

The BH+ site is straightforward and well organized. Pages are very well organized and easy to use.

**Class 26: Publishing Media Equine-related Single Issue or Multi-Issue Electronic Publication**

7 entries

**1st**

**Arabian Horse Times**

***AHT Digital: 2021 Arabian Breeders World Cup***

Lara Ames, Publisher

Jaime Johnson Stachler, Designer

May 12, 2021

I love the use of videos with incredible photos and stories. The spread was very attractive and kept a consistent look and feel throughout the magazine - great use of interactive media throughout.

**2nd**

**BloodHorse**

***BloodHorse Daily***

Team BloodHorse

May 2, 2021; November 7, 2021

I appreciate the interactivity in this submission, how each line in the table of contents was hyperlinked to a section, and how each ad was hyperlinked to a corresponding website.

## VISUAL MEDIA

### **Class 27: Editorial Action Photograph**

15 entries

#### **1st**

**Shelley Paulson**

***Best Foot Forward***

Shelley Paulson, Photographer

February 2021

Published in The Horse

The photograph is spectacular. It captures just the right moment from just the right angle. The color is spot on.

#### **2nd**

**BloodHorse**

***Americans Seek Third Straight BC Juvenile Turf Win***

Anne M. Eberhardt, Photographer

November 5, 2021

This photo is eye-catching, colorful, and vibrant. The photographer's use of a higher angle and the inclusion of shadows makes the composition even more compelling.

#### **3rd**

**Hoof Beats**

***Eye on the Prize***

Mark Hall, Photographer

November 2021

What a fun, expressive shot. This horse is definitely in on the action and in it to win it.

### **Class 28: Editorial Human-Animal Photograph**

4 entries

#### **1st**

**Shelley Paulson**

***Winter Sparkle***

Shelley Paulson, Photographer

Winter 2021

Published in US Equestrian

This image encompasses everything editorial - it is creative, has continuity, and the colors in the photo are beautiful. Not only is emotion conveyed through the horse and the young lady, but the iciness and coldness of the photograph and its colors make the reader/ viewer imagine themselves in the scene. This photograph positively displays the beautiful exploitation of color



theory and further represents how combining tangibles with intangibles to convey a story is correctly and effectively done.

### **Class 29: Editorial Photograph**

16 entries

#### **1st**

##### **American Farriers Journal**

##### ***Forging a Horseshoe***

Jeff Cota, Photographer

April 2021

A marvelous environmental photograph, it is so narrative of the strength of the blacksmith and the extreme heat of the process. The photographer enhanced the focal point with impeccable exposure; sharp focus on the subject matter's illumination, frozen action on the smoke rising from the fieriness of the practice - all while keeping the tools of the trade and the background soft yet legible. This image portrays amazing photographic skills.

#### **2nd**

##### **The American Quarter Horse Journal**

##### ***The Lineup***

Kendra Brinkman, Photographer

March 2021

This amazing photograph is the perfect introduction to the editorial. The photographer did a superb job of framing this composition. The pallet of colors and the tactile qualities of the horses are enhanced by hard, natural illumination and perfect exposure.

#### **3rd**

##### **The American Quarter Horse Journal**

##### ***Kokernot 06 Ranch***

Scott Van Osdol, Photographer

September/October 2021

This scenic image evokes the feeling of man and nature in harmony. The photographer chose the perfect time of day when the sun illuminated the horizon to create the perfect backdrop for crisp silhouettes. The tent light brings forward that same golden hue and fades out toward the ground, making this composition perfectly balanced and interesting.

## Honorable Mention

### Horse Illustrated

#### ***Gypsy Vanner - Parting Shot***

Tracey Buyce, Photographer

November/December 2021

This capture will stop the viewer in their tracks; endearing and comical, it stands alone as the whole story. The photographer did a great job with sharp focus exposing each hair and follicle of this Gypsy Vanner.

### The American Quarter Horse Journal

#### ***Steam***

Chris Dickinson, Photographer

November 2021

The photographer did a stellar job capturing the heat emanating from this horse's body. The rim lighting that kisses the horse's back, separating the dark background from the body, is just the correct amount of illumination to make the rising steam visible.

## Class 30: Freelance Editorial Photograph

5 entries

### 1st

#### **Douglas Lees**

#### ***An Act of Levitation***

Douglas Lees, Photographer

Fall 2021

Published in Untacked

Everything combines well here - great color, a great moment, and great action make for a great photo.

### 2nd

#### **Melissa Fuller**

#### ***Sabine Schut-Kery, Her Journey to Olympic Silver***

Melissa Fuller, Photographer

October 2021

Published in Sidelines Magazine

This image is a nice portrait that captures the subject's personality. The subject seems warm and relaxed. The side lighting makes the photo.

### **Class 32: Editorial Illustration**

7 entries

#### **1st**

#### **The American Quarter Horse Journal**

##### ***Out of Control***

Jean Abernethy, illustrator

December 2021/January 2022

A funny illustration for a funny article. When you read the story, the illustration becomes even more comical. The characters are well done. The drawing is excellent. Colors are well placed to focus on the startled figure in the foreground.

#### **2nd**

#### **The American Quarter Horse Journal**

##### ***Stink, Stank, Stunk***

Frederick Stivers, Illustrator

March 2021

Interesting style and technique. The viewer's eye moves around the composition and creates energy. Angles and lines take your eye around the illustration. The flying teeth complete the picture.

## DESIGN

### **Class 33: Publication Single Advertisement Design**

9 entries

#### **1st**

#### **Sidelines Magazine**

##### ***Don't Just Stand There***

Mark Kerley, Designer

Melissa Fuller, Photographer

Jan Westmark Bauer, Editor

February 2021

I love the asymmetrical lines created by the horse and human standing beside each other. This ad effectively catches the eye and then directs it toward the main message. The first line of text relates to the picture but is also a call to action for the reader. The purpose of the ad is clear, and the ad is appealing.

**2nd**

**The American Quarter Horse Journal**

***Nettles Stirrups***

Tim Archer, Art Director/Designer

Doug McElreath, Photographer

March 2021

This ad is simple yet effective. It is clear what the product is, and if more information is needed, the phone, website, and company email are all listed.

**Class 34: Association Publication Cover Page Design**

16 entries

**1st**

**The Florida Horse**

***November 2021 Cover***

Remi Bellocq, Illustrator

Nancy Moffatt, Senior Graphic Designer

This billboard-style cover is unique and fresh in its design. The marquis' border of Broadway lights, engulfing the bold masthead in a sea of white space, really creates a genuine theatrical feel. Kudos to the illustrator who came up with this comic representation of the two competitors; it is priceless. The handwritten cover lines couldn't be more perfect for this whimsical composition.

**2nd**

**The American Quarter Horse Journal**

***Braids***

Bee Silva, Photographer

Tim Archer, Art Director

February 2021

The word that best describes the design of this cover is dramatic. The photo is the allure; the horse is the dichotomy of strength and gentleness exemplified by the twist of his neck and his calm expression. The illumination of the braids falling across his neck creates a captivating contrast of light and shadow. The placement of the classic masthead in white and gold against the dense background is extremely complementary, creating a great cover design.

**3rd**

**Mid-Atlantic Thoroughbred**

***Preakness Bouquet***

Barrie Reightler, Designer

Lydia A. Williams, Photographer

July 2021

This cover design is a treasure. It is expressly cohesive in word and composition. The color of the masthead, derived from the Black-eyed Susan blanket draped over the jockey's lap, visually

connects the magazine's brand to the winning theme of the image. The jockey's expression and thumbs-up pose evoke sheer joy. The main cover line in white is bold and justly positioned.

## **Honorable Mention**

### **Chrome**

#### ***Locks to Love***

Jody Johnson, Creative Director and Designer

Jessica Hein, Editor

Spring 2021

The powerful photo of this magnificent horse in action is enticing, and it is a great focal point for this cover. The fade of the burnt umber hue in the masthead draws the eye down to the horse. The positioning of the banner with the swash of the "R" swooping down and following the line of the horse's neck is beautiful. The location of the main cover line is ideal.

### **The American Quarter Horse Journal**

#### ***Horses in the Snow***

Jenn Zeller, Photographer

Tim Archer, Art Director

December 2021/January 2022

This cover design is just stunning. It's like a white-out on a winter's day when the only reality is the beautiful animals standing in the snow in front of you. The photo choice in this composition is captivating. With its fragile lines and two-tone fill, the masthead is positioned perfectly to complement the layout.

## **Class 35: Self-Supported Publication Cover Page Design**

18 entries

### **1st**

#### **Hoofcare Publishing**

##### ***HoofSearch Cover: Feathered Foot of a Newborn Foal***

Fran Jurga, Design

Tim Flach, Photographer

February 2021

Everything works seamlessly here. The main image is compelling, the design is clean and stark, and the text minimal. Great contrast and color too.

### **2nd**

#### **BloodHorse**

##### ***Looking For More***

Catherine Nichols, Art Director

Wally Skalij, Photographer

November 2021

A striking portrait helps carry this cover. The design is well-balanced, warm, and inviting.

**3rd**

**Western Horseman**

***Seeing Through Smoke***

September 2021

Kelly Wise, Designer

Chris Dickinson, Photographer

This well-designed cover with a compelling image, good use of text, and muted colors make this a winning cover.

**Honorable Mention**

**Sidelines Magazine**

**Nick Haness**

January 2021

Mark Kerley, Designer

Lori Ovanessian, Photographer

Jan Westmark Bauer, Editor

You can't go wrong with a zebra and a tux! What a great use of color. The design is crisp, clean, and compelling.

**Western Horseman**

**Born & Bred Babbitt**

August 2021

Kelly Wise, Designer

A very nice image and great color scheme make this a winner.

**Class 36: Association Publication Editorial Design**

18 entries

**1st**

**Chrome**

***Quality. Class. Distinction.***

Brian Rawlings, Designer

Jody Johnson, Creative Director

Fall 2021

The headline of this editorial defines what the audience will discover in this in-depth look into the World Equestrian Center in Ocala, Florida - "Quality, Class and Distinction." The designer did a wonderful job of conveying the excitement and beauty of this complex through the use of images that do it justice. The aerial shots convey the enormity of the center. The color pallet of deep purple and gray is classy, and the treatment of the typography is top-notch in design and placement.

## 2nd

### **The American Quarter Horse Journal**

#### ***Twisting Tradition***

Steven Meckler, Photographer

Clint Swearingen, Graphic Designer

Tim Archer, Art Director

August 2021

This editorial design wraps itself around the story of a master rope maker. The designer used wonderful photos to corroborate the message of the story visually. The images are large, well-composed, well-positioned, and narrative. The typographic design has a classic feel with a lot of white space that offsets the headlines, text, and quotes and gives the photos prominence.

## 3rd

### **USHJA In Stride**

#### ***Eyeing Up the Situation***

Michelle Miller, Designer (Equine Network)

May 2021

An interesting editorial about the proactive responsibilities of all involved in or have a say in how a racing course and showgrounds can be set up and maintained to minimize disastrous accidents. The design of this editorial is clever, with the use of prisms as an artistic element replicated throughout the composition, creating visual cohesion. The prism factor visually speaks to the story's theme, and the artist blended the effect into the design perfectly. The layout of the typography is clean and reader-friendly.

## **Honorable Mention**

### **The Florida Horse**

#### ***Mucho Bueno!***

Nancy Moffatt, Senior Graphic Designer

JoAnn Guidry, Author

October 2021

The editorial design is a real attention grabber. The story is about the life and accomplishments of the magnificent Thoroughbred "Mucho Bueno." The headline, styled like maracas, is a clever way to make memorable the Spanish name. The flashy Mexican color pallet of the headline continues throughout the pages, along with Mexican-style design elements. The repetitive colors and art create a flow throughout the composition. Each photo in this story is a visual narration of an integral part of this horse's life.

## **US Equestrian**

### ***Planning Your Horse's Retirement***

Candice McCown, Creative Director

Summer 2021

The editorial design that supports the topic of this piece is graceful. The endearing photo that covers the opening spread evokes the feeling of love and attachment people have for their

horses. It is a beautiful sentiment and why this story is so important. The generous headline that glides across double spread is inviting. The gold, white and brown color pallet is rich and complementary to the great photos and clean typographic layout in this composition.

### **Class 37: Self-Supported Publication Editorial Design**

23 entries

#### **1st**

##### **BloodHorse**

##### ***Art As Bridge***

Catherine Nichols, Art Director

Anne M. Eberhardt, Photographer

May 2021

The article must have inspired the art director to design this special piece. This entry won for many reasons. The drop shadow irregular shapes for the headline and callout are a creative way to add interest and tie the pages together - details like depicting the artist's name in yellow balance the whole spread. The letterspacing in the headline is exquisite. The second spread is as striking as the opening spread.

#### **2nd**

##### **Western Horseman**

##### ***Drift Busters***

Kelly Wise, Designer

Sandy Powell, Photographer

December 2021

Classic elegant magazine design placed this entry. The art director has a good command of typography and placement from start to finish. Breathtaking photos with room to size them big give the pages an airy and "cold" seasonal feel. Readers feel "winter" as they flip through the pages.

#### **3rd**

##### **BloodHorse**

##### ***Bold Course***

Catherine Nichols, Art Director

April 2021

Bold opening spread. The art director had fun with the word "bold." Great idea to run the word vertically and use the "L" to frame the subhead panel. Little details like tucking the byline along the letter "L" make this entry deserving of placing. Excellent placement of copy on the opening spread and beautiful photography and sizing of photos throughout the submission.



## Honorable Mention

### **EQUUS Magazine**

#### ***Game On, Winter!***

Phil Cooper, Designer

Winter 2021

Lovely opening spread- beautiful photo grouped with strong typography. The art director enhanced the opener by doing an exquisite job of photoshopping the subtle snowflakes into the sky and superimposing them on the horse. The snowflake motif is carried throughout the article to tie the pages together. The pages are chock full of copy, but the art director does not make it look cluttered.

### **Western Horseman**

#### ***Trappings***

Kelly Wise, Designer

May 2021

A good description of this submission is "consistent smart design from page to page." Each spread works separately, and the design is uniform throughout the pages. Little details like the partial snout silhouette over the headline "Trappings" set this entry apart. Beautifully designed spreads make the reader want to keep turning the page for more.

## SPECIALTY DIVISION

### **Class 38: Publishing Media Equine-related Single Issue Custom Print Publication**

3 entries

#### **1st**

### **New Bridge Polo**

#### ***New Bridge Polo & Country Club Magazine 2021-2022***

Katie Roth, Editor and Publisher

Shelly Marshall Schmidt, Photographer and Creative Director

Jaime Johnson, Designer

September 2021

Everything about this magazine is high-end. The photography, content, and continuity of all facets of the piece are beautifully tied together and elegantly presented. The tangible feel of the magazine, coupled with an impressive shot on the cover and impressive branding, allows the reader/viewer to anticipate the quality of what is to come when turning the pages. The magazine is innovative, edgy, and impressive - publication creation done right.

**Class 39: Publishing Media Equine-related Book**

7 entries

**1st**

**Lisa Wysocky**

***The Mysterious Horse House***

Lisa Wysocky, Author

December 2021

With such a wide array of books in this class, I read, made notes, and then ruminated on each one. Which ones did I find myself thinking about or talking about with my friends, family, and co-workers? That engagement is what brought this book to the top of the class. The storyline was unique and engaging - well written with good dialogue - and the kind of book I would give a young adult, horse-loving bibliophile.

**2nd**

**Heather Wallace**

***Body Conditioning for the Horse and Rider***

By Heather Wallace

March 2021

This book was chock-full of good information for readers. I made notes and tried things out in the barn at night. I liked that the information was easy to follow and well explained and illustrated. In a tough class with a huge diversity of books, from young adult fiction to non-fiction reference tools, this is one I kept thinking about after I finished reading, and that's what moved it into the top tier.

## GENERAL EXCELLENCE

**Class 40: General Excellence Association Print Publication circulation under 15,000**

7 entries

**1st**

**Eventing USA**

Leslie Mintz, Editor and Graphic Designer

May and August 2021

Those interested in eventing get more than they expected in Eventing USA. The editor "gets it" that social media and online reporting mean that followers of the sport can get results of various events in real-time or close to it. Hence, this publication focuses on exceptional events and goes into more depth and interest, minimizing the overall results to lists or photos with captions. In addition, its features include some surprises like the importance of a course designer and statistics on how many competitors typically achieve certain results. Finally, the magazine includes association news, features on health issues, "how to" articles, and profiles - a well-rounded collection of information that should have something for everyone. The cover, table of contents, and layouts support the value.

### **Honorable Mention**

#### **Off-Track Thoroughbred Magazine**

Marla Bickel, Publisher

Stephanie L. Church, Editor-In-Chief

Alexandra Beckstett, Managing Editor

Brian Turner, Art Director

Spring and Summer 2021

Off-Track Thoroughbred Magazine has a diverse group of readers and needs to represent Thoroughbreds that transition to many different disciplines. It does that well through a great variety of articles. It employs interesting covers with cover lines as an additional point of entry. The table of contents is clean, and the photographs appeal to various interests. Best of all, the features are not predictable. The Sport Trackers group allows readers to connect with others who share their interests and other electronic media add depth and breadth to the coverage.

#### **Class 41: General Excellence Association Print Publication circulation 15,000 and over**

3 entries

### **1st**

#### **The American Quarter Horse Journal**

Patty Tiberg, AQHA Chief Marketing and Business Development Officer

Jim Jennings, Editor Emeritus

Becky Newell, Editor-In-Chief

Tim Archer, Director Of Art and Graphic Design

Holly Clanahan, Managing Editor

Andrea Caudill, Senior Editor

Jenn Sanders, Sales Director

February and December 2021/January 2022

The American Quarter Horse Journal is an overwhelmingly great publication. Beautiful photographs on the cover and inside, all well-utilized to complement the accompanying stories. Inside, great work from start to finish. Shorty Koger had her moment last year, and of the varying features I read about her, this one was the most thorough and fascinating. Good stories throughout both issues that profiled the people and horses of the Quarter Horse world. A reader can learn a lot while being entertained by the writing, photography, and smart display the magazine offers, true hallmarks of meeting your mission statement.

**Class 42: General Excellence Self-Supported Print Publication circulation under 15,000**

5 entries

**1st**

**Driving Digest**

Ann Pringle, Editor

January/February and November/December 2021

Driving Digest evokes a feeling of friendship and goodwill that begins with the covers - one highlighting history and one suggesting family and fun. The table of contents provides connections for many different interests while being easy to navigate. The magazine reflects the diversity and versatility of the category "driving." It includes news from associations clearly, easily found, and easily digested. Features are clearly labeled. Layouts make good use of bold subheads. There is a good mix of feature subjects from practical to show results to profiles. And the "Just for Fun" page is fun!

**Honorable Mention**

**BloodHorse**

Team BloodHorse

June and October 2021

BloodHorse provides what it promises in its mission statement - and does so in a clean, digestible manner. The design includes varied covers with cover lines that offer entry points for various interests. The contents pages are clean and easy to digest, with plenty of articles. Layouts make good use of photos.

**Class 43: General Excellence Self-Supported Print Publication circulation 15,000 and over**

4 entries

**1st**

**Western Horseman**

Ross Hecox, Editor in Chief

Jennifer Denison, Senior Editor

Kailey Sullins, Managing Editor

Lizzie Iwersen, Associate Editor

Kelly Wise, Art Director

April and October 2021 issues

Western Horseman is a rollicking good publication that captures the romance of the West and the riders and horses which populate it. Many great photos to accompany well-written, interesting features, explainers and tips. Good profiles of people and horses such as women of the West, the steer wrestler, the auctioneer profile, the injured singer/horseman. The stories come with a backdrop of what it means to ride, breed, train, and care for the horses in the West. Overall this magazine covers all the bases while evoking the allure of trail life, barn life, and arena life.

## OVERALL PUBLICATION

### Winner

#### **The American Quarter Horse Journal**

Patty Tiberg, AQHA Chief Marketing and Business Development Officer

Jim Jennings, Editor Emeritus

Becky Newell, Editor-In-Chief

Tim Archer, Director Of Art and Graphic Design

Holly Clanahan, Managing Editor

Andrea Caudill, Senior Editor

Jenn Sanders, Sales Director

The American Quarter Horse Journal is the official publication of the American Quarter Horse Association. The content informs and entertains with feature stories on the interesting and dedicated influencers and ranchers, the stallions and broodmares, the craftsmen and artists, and much more. Each page is devoted to giving its fans deeper insight into the world of the American Quarter Horse within the standards of the AQHA.

The publication's design is well thought out from start to finish. The format and quality of cover and paper stock give the magazine a nice feel. Professional photography, cohesive composition, and classically designed typography culminate in an outstanding visual presentation.

This year the entries in the "General Excellence" class were all strong in adherence to content that supported the theme of their respective magazines. Each would appeal to its targeted audiences. Making the final choice was tough, but the decision that placed The American Quarter Horse Journal in the winner's circle was its unequaled overall design. Congratulations to the team that pulled together this victorious publication.

## BUSINESS DIVISION

### **Class 44: Business Equine-related Single Advertisement Design**

15 entries

#### **1st**

#### **W. F. Young, Inc.**

#### ***Flex+Max® "More Clear Rounds Per Scoop"***

W. F. Young, Inc., with the creative partnership of Signal Theory

November 2021

This ad design is exhilarating. The dimensional "shades of orange" canvas with its touch of honeycomb is riveting. All good visual advertising uses art to draw in the audience, but great advertising cements the product's name in the audience's mind. The horse jumping out of the container of rounds labeled "FLEX MAX" assures it will happen here. The artist handled the

multiple design elements in this ad with expert technique. The result is a remembered ad - a boost to the product it promotes.

## 2nd

### **National Reined Cow Horse Association**

#### ***2021 We'll Save You A Seat!***

Anna Morrison, Executive Director

Kate Bradley Byars, Communications Manager

Jeanette Dickens, Graphic Artist

First published in May and throughout 2021

This ad is just great! The full-bleed action photo of the Reiner is electrifying. The power of the image with the enthralled audience in the background illustrates the hook of the very clever headline. The reversed typography of the heading with the colorful show logos lined up below it, and a call to action below that leaves no doubt about the purpose of this ad. The designer did a great job with element placement and visual direction.

## 3rd

### **BUCKEYE Nutrition**

#### ***Gut Instinct***

Abby Strawder, Marketing Manager

Kristen Janicki, Associate Digital Brand Manager

Sara Lehman, eCommerce Category Manager

Hart, Agency of Record

June 2021

A successful advertisement quickly gets its message across to an existing or potential customer. The design of this ad does just that. The placement of the logo with its down arrows identifies the advertiser, and at the same time, it directs the reader's eye downward, creating a visual flow to the rest of the ad elements. The bold, floating headline is commanding, and the reversed body copy in the dense, textured background at the bottom is clean and legible. But the technique that gives this ad that extra something is the ghosted impression of the horse's digestive system across its belly, increasing the design's cohesiveness and bringing home the ad's message.

### **Class 45: Business Equine-related Ad Campaign**

4 entries

## 1st

### **Platinum Performance, Inc.**

#### ***It Starts Within Ad Campaign***

Platinum Performance Marketing Team

Wonderful job on these advertisements. I enjoyed seeing each person's testimony worked into the ad and the connection of starting within to the Platinum product.

**Class 46: Business Equine-related Multimedia Ad Campaign**

6 entries

**1st**

**ASPCA – The American Society for the Prevention of Cruelty to Animals**

***Adopt a Horse Month***

Emily Weiss, Vice President, Equine Welfare

Christie Schulte Kappert, Program Director, ASPCA's Right Horse

Carrie Straus, Director, Campaign and Advocacy Content

Alexandra Garza, Manager, Media and Communications

Susan Furukawa, Director, Planning and Projects

Bhavana Lalwani, Manager, Social Media

Milena Vauclair, Manager, Social Media

Olivia Lutz, Senior Director, Social Media

Kylie Augustine, Director, Membership Marketing & Content Strategy

Sandy De Lisle, Senior Manager, Content Development

Cailin Caldwell, Manager, Equine Content"

April to May 2021

I love how ASPCA used every platform at its disposal to get the word out about Adopt a Horse Month - and it worked. Nice job showcasing educational resources, adoptable horses, and success stories while maintaining a cohesive message. This campaign was a clear winner.

**2nd**

**Horseware Ireland**

***Through It All***

Fiona Collins, Marketing Manager

Sonja Obermayer, Trade Marketing Manager

Linda Curtis, Graphic Designer

Naomi Reid, Marketing Executive

Danielle Lawler, E-Commerce and Marketing Specialist

August 2021

Repositioning a brand can be a challenge, but this one was certainly a success: great storytelling and smart use of social media.

**Class 47: Business Equine-related Social Media Campaign**

3 entries

**1st**

**Haygain**

***All About Haygain ComfortStall***

Bee Richardson, VP of Marketing

Brittany Hogan, Creative Design Lead

James Andrews, Social Media Coordinator

April through September 2021

This Instagram campaign was well done. The infographics were informative and sent a clear message about the product's ease of installation, durability, and benefit to horses. It made me want to buy it.

### **Class 48: Business Equine-related Short Video**

18 entries

#### **1st**

**Platinum Performance, Inc.**

***War Horses for Veterans by Platinum Performance***

Platinum Performance Marketing Team

November 11, 2021

An exceptionally important message is presented with respect and with care. The video does an excellent job of conveying the need of the veterans and the benefit of equine therapy for veterans recovering from war. The team did a superb job weaving all the various soldier's stories.

#### **2nd**

**Horseware Ireland**

***Through It All***

Fiona Collins, Marketing Manager

Sonja Obermayer, Trade Marketing Manager

August 27, 2021

Video is a beautiful, cinematic style of cinematography. Sunsets, action, and drone shots - this video has it all. Very well edited, narrated and color graded. A superb video throughout. Impressive work.

#### **3rd**

**Carr & Day & Martin**

***Carr & Day & Martin Brand Video***

Caroline Davis, Brand Manager

Stephanie Smith, International Sales Support

Laura Dee, Marketing Executive

Equine Productions

December 12, 2021

Very well shot, edited, and color graded video. The slo-mo on product usage is well-chosen, and the backlighting to highlight the spray is a nice touch. Choices throughout the production do a great job conveying a sophisticated high-end product for discerning tastes and equestrians who care for their horses. Excellent commercial.



## Honorable Mention

### **Equine Network LLC**

#### ***ACTV Icons, M.L. Leddy's Legacy of Quality Promo***

Mariah Hammerschmidt, Video Producer

Tucker Neary, Director of Photography

Landon Whinery, Cameraman

Summer B Simpson, Editor

September 12, 2021

Excellent production. Beautiful cinematography with excellent lighting. Edit is solid with nice shot selections, clean audio, and effective color grading.

### **National Reined Cow Horse Association**

#### ***2021 Snaffle Bit Futurity® Opener: Bobby Ingersoll***

Nathan Bouley, Video Producer

October 24, 2021

Excellent cinematography and editing. Great lighting on the interview. Audio is clear with a great choice of music, adding to the epic feats the riders and the horses are achieving. Fantastic job.

## **Class 49: Business Equine-related Long Video**

12 entries

### **1st**

### **Equine Network LLC**

#### ***The Drive to Brotherhood: Semper Fi & America's Fund Jinx McCain Horsemanship Program Presented by Sentinel Horse Feeds***

Mariah Hammerschmidt, Supervising Producer

Summer B. Simpson, Editor

Zachary Baker, Director of Photography

Alex Witkowicz, Director of Photography Second Unit

October 7, 2021

WOW, great video, great cause. The video shots were incredible - drone opening, color, and action spot on. Even the text font at the end was perfect, and the music choice was great.

### **2nd**

### **National Reined Cow Horse Association**

#### ***SHINING SPARK: 17 years as NRCHA Leading Sire***

Nathan Bouley, Video Producer

Kate Bradley Byars, Communications Manager

October 19, 2021

What an incredible story. The shots were absolutely perfect. Slow-motion fits this very well-told story.

**3rd**

**BUCKEYE Nutrition**

***What's Great about EQ8™?***

Dr. Nettie Liburt, Senior Equine Nutrition Manager

Abby Strawder, Marketing Manager

Kristen Janicki, Associate Digital Brand Manager

Sara Lehman, eCommerce Category Manager

Hart, Agency of Record

September 15, 2021

The video script was well-written and informative. The overall video is professional, and the graphics are spot on - overall, great job.

**Class 50: Business Equine-related eNewsletter**

4 entries

**1st**

**UK Ag Equine Programs**

***Equine Science Review***

Holly Wiemers, MA, APR, Communications and Managing Director

March and November/December 2021

The scientific content and articles related to professors and students were well-organized and professionally written. The clarity of writing and pertinence of the content sets this newsletter apart. The content, diagrams, and photographs directly relate to the organization's mission.

**Class 51: Business Equine-related Website**

6 entries

**1st**

**Kentucky Equine Research**

**[ker.com/equinews](http://ker.com/equinews)**

Erin Ryder Hsu, Marketing Director

Mark Llewellyn, Technical Writer

Shawna White, Digital Specialist

DBS Interactive

This site is simple and easy to use and contains so much helpful information. Navigating the site is problem-free, and the content library is amazing. Sometimes, simple really is best.

**2nd**

**Haygain**

**Haygain: The Haygain Way**

**[haygain.us/pages/haygain-way](http://haygain.us/pages/haygain-way)**

Bee Richardson, VP of Marketing

Brittany Hogan, Creative Design Lead

Kim F. Miller, Ambassador Liaison and Content Writer

James Andrews, Marketing Coordinator

Abby Barker, Marketing Executive

The Haygain Way is a nice product marketing site that gets right to the point. It's organized well, has calls to action in all the right places, and keeps the products front-and-center.

### **Class 52: Business Equine-related Podcast**

9 entries

#### **1st**

#### **The Humane Society of the United States**

#### ***Horse Racing Controversy: Are Cheaters Still Prospering?***

Producers: Chad Sisneros and Pat Ormsby

Hosts: Carrie Allan and Austin Vitaliano

June 2, 2021

The hosts' voices are smooth and pleasant. The podcast introduction is well-edited with a lively musical choice. Hosts are engaged with the guest, ask good questions, and lead the conversation effectively with their choice of questions.

#### **2nd**

#### **USHJA**

#### ***Changing Perceptions with Wren Zimmerman***

Terisé Cole, Author, Producer and Editor

July 14, 2021

The podcast is well-edited and mixed audio. The host is engaging and friendly. Guest audio is clear and well balanced with host audio. The guest is well-spoken and does a great job explaining her disability to make it relatable to anyone who isn't challenged by the same visual deficiency. Both ladies have a positive and energetic presence that keeps this interview engaging - a well-executed podcast.

### **Class 53: Business Equine-related Single Issue or Multi-Issue Print Publication**

7 entries

#### **1st**

#### **National Museum of Racing and Hall of Fame**

#### ***National Museum of Racing and Hall of Fame Official Guide 2021***

Brien Bouyea, Executive Editor

July 2021

This official guide to the National Museum of Racing and Hall of Fame for 2021 is a comprehensive publication geared toward its vast audience of Thoroughbred enthusiasts. The content honors and celebrates the "Hall of Fame" inductees for 2020 and 2021. The overall design of the magazine is well thought out. The large format and quality paper stock give the publication a nice feel. The front cover is classically attractive. Inside, the designer uses skillful composition techniques that make the massive amount of editorial and advertising reader-friendly. The content begins with a welcome and a "now-and-then" on the "National Museum of

Racing and Hall of Fame." It continues with wonderful profiles on each inductee, congratulatory messages, photos, and a brief record of all past inductees. This publication successfully adheres to the National Museum of Racing and Hall of Fame's mission statement. It is an asset to the world of Thoroughbred racing and the enthusiasts that follow and love the sport.

## **2nd**

### **Haygain**

#### ***Haygain Published Research: Supporting the Use of Haygain Hay Steamers***

Becky James, VP of Research and Development

Bee Richardson, VP of Marketing

Brittany Hogan, Creative Design Lead

December 2021

At first glance, this journal of "Haygain Published Research" has a very bold and serious look to it. The horizontal format, satin cover stock, and attractive design are distinct. Inside, the introduction and adjacent page, sporting the QR code, have a similar flair. Pages that follow are perfectly designed due to skillful, repetitive composition and color pallet. The content reveals previously published scientific research that supports Haygain's ideals in horse health, emphasizing respiratory well-being and the use of high-temperature hay steamers. The publication adheres to Haygain's mission statement and is an asset to its readership interested in the scientific facts that support the Haygain product.