

# 2023 AHP EQUINE MEDIA AWARDS

for material published in 2022

## MEDIA DIVISION

### EDITORIAL CONTENT

Breaking-News or Investigative Reporting/Single Article  
4 entries

1st

#### BloodHorse

##### *Initial Impact of Lasix-Free Racing*

Frank Angst, Features Editor  
March 2022

Such a complex topic and the data is daunting, yet the author did a nice job organizing a herd of stats into a cohesive story. The strongest voices came towards the end, and I would have liked to punch up the top of the story with a powerful quote. Good kicker, good work all around.

News Reporting Related Feature/Single Article  
4 entries

1st

#### American Farriers Journal

##### *HISA Considering More Shoeing Rule Changes*

Jeff Cota, Lead Content Editor  
September 2022

You did a great job covering an important, breaking issue. You have a crisp, clear writing style that clarifies the chaos of the rule changes. I would like to see more direct quotes/sources earlier in the story, but this is a really strong piece and an easy choice for the top of this class.

Instructional/Single Article  
15 entries

1st

#### Barrel Horse News

##### *So You Want to Ride Barrel Horses?*

Kristin Pitzer, Writer  
September 2022

Published in Barrel Horse News

Well-sourced and well-written, this is a perfect article for anyone considering barrel-racing. The article is comprehensive and easy to follow. The graphics and photos round it out perfectly.

2nd

#### Practical Horseman

##### *14 Tips for a Better Under-Saddle Class*

Keri Kampsen, Author  
Sandra Oliynyk, English Content Director  
Summer 2022

A wonderful package with good photography, useful graphics and bonus content, including those helpful judge's tips. The instructions are short and to the point and easy to follow. Great job.

3rd

#### Horse Illustrated

##### *Tackle Winter Woolies*

Daniel Johnson, Writer  
January/February 2022 issue

Good things often come in small packages. This article is concise but chock-full of great tips, resources, and advice. Great visuals complement the simple instructions.

## Association Equine Media Horse Care Single Article

2 entries

1st

### U/DF Connection

#### *New Hope for Laminitis*

Kara L. Stewart, Author

July/August 2022

This article is well-researched and exhaustive, providing readers with crucial information in an easy-to-follow way. The real-life case studies and takeaways on prevention make it particularly useful.

## Self-Supported Equine Media Horse Care Single Article

25 entries

1st

### Lucile Vigouroux

#### *Colic Prime Time*

Lucile Vigouroux, Author

October 2022

Published in The Horse

How many times have horse owners heard that changes in diet can lead to colic? Or that cold water in winter can lead to colic? Here's an article that provides owners with information confirming that horses are vulnerable to rapid changes in what goes in their mouths. The sources are two colic experts, so this lends credibility. The information is organized by topic, which is helpful to the reader, as are the shorter paragraphs. This article has information that every horse owner needs.

2nd

### EQUUS Magazine

#### *Not So Dumb, After All*

Nancy J. Bailey, Author

Spring 2022

This story is more than just about training a colt. It's about the assumptions people sometimes make about someone or something viewed as impaired or incapable of performing at a certain level. It makes me think of another horse I once read about. He was considered lazy and slow. His name was Seabiscuit. Pepperjack

and Seabiscuit should inspire the rest of us that we can do more than people perceive we are capable of.

3rd

### Canadian Horse Journal

#### *Practical Nutrition for Donkeys*

Shelagh Niblock, Author

Spring 2022

This thorough article clarifies that donkeys are not the same as horses regarding diet. It repeats this information without being overbearing. I feel confident that if I were to get a donkey or a mule, I would know how to feed it based on this article. A good explainer with helpful websites at the end.

## Honorable Mention

### EQUUS Magazine

#### *Your PPID Questions Answered*

Heather Smith Thomas with Christine Barakat, Authors

Winter 2022

I had heard of Cushing's long ago but have never experienced it in my horses, and I hope I never do. The package here is good, with a sidebar explaining the disease and treatment. This article answers many questions about PPID and what should be required reading for horse owners.

### Western Horseman

#### *Based on Black and White*

Lizzie Iwersen, Writer

April 2022

The typical horse owner may not think about getting X-rays of their feet, but this article explains why it's a good idea — even for a horse with no problems. Another good thing in the story is that it addresses what should be the cost of getting X-rays. A novice owner with a little knowledge of horse and hoof terminology should be able to follow.

## Association Equine Media Service to the Consumer Single Article

8 entries

1st

### NRHA Reiner

#### *Building The Band*

Kristin Pitzer, Author

Kelsey Pecsek Hruska, Editor

February 2022

One mark of a good article is its appeal to someone outside the intended audience. I'm not into reining horses, and I'm not looking for broodmares, but I found myself reading this article because it was interesting. This article had multiple sources, adding credibility and simplicity to its explanation of breeding concepts.

2nd

### Paint Horse Journal

#### *Building a Brand*

Abigail Boatwright, Author

Jessica Hein, Editor

July/August 2022

The point of this article was clear right off the bat. While aimed at people with horse-related businesses, it has useful information for anyone promoting their business. The sidebar was good, too, explaining various methods for getting the message out. The main bar did well describing the experiences of different business owners, including one specializing in marketing. The Marshmallow reference makes you smile.

## Self-Supported Equine Media Service to the Consumer Single Article

16 entries

1st

### EQUUS Magazine

#### *How to Help a Nervous Horse*

By Heather Smith Thomas

Winter 2022

Nice work on the lede, especially the advice to seek veterinary care before tackling behavioral issues. Practical advice, good organization, useful sidebar on the importance of the human factor, and sound advice from an expert.

2nd

### Western Horseman

#### *Drought on the Range*

Andria Hautamaki, Author

July 2022

You earn high marks for the research and the deft handling of information and advice for ranchers on coping with drought.

3rd

### Kristin Pitzer

#### *Pain in the Gas Tank*

Kristin Pitzer, Author

June 2022

Published in Horse Illustrated

I always appreciate when writers use a lot of voices and precise information, and you did both of these. Anyone who hauls horses for long or short trips can use your story as a checklist to trim fuel costs. Transitions were smooth, and the kicker was neat. This article was a tidy piece of work.

### Honorable Mention

### Horse&Rider Magazine

#### *Smart Money Moves*

Carrie King with Alexis Bennett, Author

Nichole Chirico, Editor

Summer 2022

I applaud any story about finances that includes dollar amounts. Breaking up the story to cover different types of equestrian styles was smart.

### Practical Horseman

#### *Rating Helmet Safety*

Laurel Scott, Author

Amy K. Dragoo, Photographer

Fall 2022

Keying a complex topic to a relatable person was a strong way to tie human interest to a technical story. Dotoli's pursuit of better head protection for riders led to input from several experts – the more voices, the better. The "helmet lab" studies were easy to understand, and the need for further testing should interest all riders.

## Service to the Horse Industry Single Article

15 entries

1st

### Mid-Atlantic Thoroughbred

#### *Gotta Be the Shoes*

Nolan Clancy, Author

April 2022

I love that you use such a personal story approach to tell this story. You use an engaging, conversational tone that connects with your reader. I love the frequent use of quotes to tell your story and the details. A top-tier entry that I enjoyed and easily rose to the top of this class.

2nd

### Paint Horse Journal

#### *Marked for Greatness*

Jessica Hein, Author

January/February 2022

What I enjoy most about your story is the personal experience you add to this discovery. Personal details, quotes, and excitement set your article apart from other stories in this division. You have a great conversational tone to draw your readers in and do a wonderful job incorporating direct quotes and using your sources to tell your story.

3rd

### Elizabeth Moyer

#### *Help for Hard Times*

Elizabeth Moyer, Author

November/December 2022

Published in Horse Illustrated

This piece has great information, with valuable resources for horse owners who fall on hard times. Your crisp, clear writing style easily puts this story in the top tier of this division. You do a great job of using quotes to help engage your readers.

## Association Equine Media Personality Profile Single Article

12 entries

1st

### NRHA Reiner

#### *No. 19*

Kelsey Pecsek Hruska, Editor

March 2022

This submission exudes infallibility. The author crafts a heartfelt, impactful story of the late Jack Brainard – his life, inspiration, and legacy. Every sentence contributes to a deeper understanding and appreciation of the precedent established by Brainard. This submission provides emotional appeal, has impactful contributory quotations from supplementary sources, and meshes all trains of thought, theory, and reflection into a beautifully constructed feature. This story encapsulated the epitome of high caliber writing.

2nd

### Abigail Boatwright

#### *Compelled to Serve*

Abigail Boatwright, Author

August 2022

Published in The American Quarter Horse Journal

Few stories can leave a reader speechless, humbled, and inspired in such rapid succession as this feature. The writer crafts a memorable depiction of Carisa Kimbro, a National Guard hero and fellow horse enthusiast. This submission encapsulated all elements of effective storytelling throughout.

3rd

### USDF Connection

#### *The Game-Changer*

Kelly Vencill Sanchez, Author

July/August 2022

Published in USDF Connection

This submission encapsulates all elements of high caliber technical writing. The author capitalizes on the usage of targeted, impactful direct quotations and blends this with contributing supplementary viewpoints that relay the competitiveness and passion expressed by Assouline. This submission packs a punch in all the right ways and is written to command

attention and authority among its contemporaries.

*Self-Supported Equine Media*  
 Personality Profile *Single Article*  
 21 entries

1st

**Western Horseman**

*Cow Horse Cowboy*

Jennifer Denison, Author

February 2022

The author did a great job keeping my attention and telling an engaging story. The writing style was clean and interesting. Incredible job!

2nd

**Julie June Stewart**

*Complementary Colors*

Julie June Stewart, Author

November 2022

Published in BloodHorse

The author did a wonderful job maintaining my attention throughout the story and keeping me engaged in the very interesting and intriguing story.

3rd

**Abigail Boatwright**

*Watching Them Grow*

Abigail Boatwright, Author

December 2022

Published in Western Horseman

Wonderful story! I enjoyed the author's style as it was easy to follow. Overall, the submission is very strong and engaging.

**Honorable Mention**

**Anna Sochocky**

*Bill McMullin Dressage for Life and Life for Dressage*

Anna Sochocky, Author

February 2022

Published in Sidelines Magazine

The author used different literary tactics to move the reader along.

**Julie June Stewart**

*Powerful Portrait*

Julie June Stewart, Author

May 2022

Published in BloodHorse

The author did a great job maintaining my attention and keeping me engaged as a reader. The narrative is very informative and easy to read.

**Freelance Writer Personality Profile**

*Single Article*

19 entries

1st

**Allison Rehnborg**

*Lyle @ Home*

Allison Rehnborg, Author

Spring 2022

Published in Chrome

You did a wonderful job weaving this profile together. I love your colorful language and how you wove your quotes into your story. Overall, a wonderful profile.

2nd

**Anna Sochocky**

*Nigel Fennell: From Shoeing Horses to Sculpting Them*

Anna Sochocky, Author

Fall 2022

Published in The Chronicle of the Horse

Untacked

A fabulous story that had me dragging my husband into the room to share it with him. You have a great story to tell, and you write in a clean, efficient manner that I can really appreciate. I enjoyed this story, which made me want to watch my Secretariat movie.

3rd

**Kate Bradley Byars**

*Pigott's Posse*

Kate Bradley Byars, Writer and Photographer

April 2022

Published in Western Horseman

What a fun, inspirational story. You do a great job with this story, and it's easy for your audience to know your subject. I like how you integrate the quotes into your story. You do a

great job keeping your writing crisp and concise with a good flow.

### Honorable Mention

#### Jennifer Denison

##### *Best of Both Worlds*

Jennifer Denison, Author  
November/December 2022

Published in Cowgirl Magazine

You have a very vivid, colorful writing style that I appreciate. I love the quotes you integrated into your story and your crisp, clear style. Overall, you do a great job telling the story.

#### Christina Keim

##### *From Rescue to Ribbons: The Journey of a Pony Called Quest*

Christina Keim, Author  
October 18, 2022

Published on Chronicle of the Horse website  
When it comes down to the final placings, sometimes it just comes down to the stories that grab you and make you drag your family members in to show or tell them about a story. That's what moved your entry into the top tier of this class. This story captured my interest - which is the mark of a good writer.

### Association Equine Media Feature

#### Single Article

17 entries

#### 1st

##### Chrome

##### *The Concrete Cure*

Jessica Hein, Author  
Fall 2022

You'd better not swing a miss when you have a subject like this one. You knocked it out of the park. That love for horses can be pursued in an unlikely setting like Philadelphia runs through every paragraph — special handling of a special topic.

#### 2nd

##### The American Quarter Horse Journal

##### *Josey Time*

Holly Clanahan, Managing Editor

Bee Silva, Photographer

September-October 2022

From the jump, I wanted to know more about this colorful woman, and you sure delivered. With lots of voices, fascinating yarns, rich detail, and highly organized, this article is just about flawless.

#### 3rd

##### The American Quarter Horse Journal

##### *The Voice*

Julie Bryant, Freelancer Writer

Joe Duty, Photographer

November-December 2022

The first dozen grafts of this profile (right through the football story) are about as good as it gets and quickly build interest in this colorful man — a story to be proud of.

### Honorable Mention

##### Off-Track Thoroughbred Magazine

##### *The Amateur Owner Lifestyle*

Alexandra Beckstett, Author and Managing Editor

Summer 2022

Focusing on one (nurse Rachel Showers) can be the best way to snag a reader's interest when writing about a large topic or several subjects. Extra voices in the sidebar were a plus.

##### U/Equestrian Magazine

##### *A Barn for All*

Glenye Cain Oakford, Author

Winter 2022

Thoughtful work, and you did a good job of gathering many voices.

## Self-Supported Equine Media Feature Single Article

16 entries

### 1st

#### Western Horseman

##### *Slider Cowboys*

Ryan T. Bell, Author

February 2022

This captivating tale deftly weaves together Hell's Canyon's rich history, geology, and culture, told (and photographed) from the saddle-eye view. Top-notch as first-person narratives go. The writing style is firm and constant. So much good research and reporting. Great explainer on the "sliders" and one rider's experience. Extremely well done.

### 2nd

#### Western Horseman

##### *First Class Cargo*

Jennifer Denison, Author

January 2022

This blow-by-blow, barn to plane to barn account is detailed and interesting. The well-explained process gives the reader a sense of being right there. No stone appears unturned in this report, and while the author is along for the trip, she never inserts herself in the story, an admirable and difficult task with this kind of journalism. Including the family's participation underscores a universal theme for almost all horse owners.

### 3rd

#### Abigail Boatwright

##### *The Cowboy Way*

Abigail Boatwright, Author

August 2022

Published in Western Horseman

What a great idea to survey cowboys in different regions with the same questions. The answers come back different but the same in a lot of ways. The results show the shared love of the culture that softens the realities and frank discussion of the business. The overall article hits home. Cowboys may be a dying breed, but they're still going strong.

## Honorable Mention

### Megan Arszman

#### *Easing the Perils of the Wild Horse*

Megan Arszman, Writer

May 2022

Published in Horse Illustrated

This entry is a thorough, well-written, and well-reported piece on an interesting situation that won't be resolved soon. The writer presents a lot of information. The article is presented clearly and directly and goes a long way in helping the reader understand what is going on — great reader-interest material.

### Anna Sochocky

#### *The Standardbred*

Anna Sochocky, Author

November/December 2022

Published in Horse Illustrated

This entry is an excellent portrait of a hearty, versatile, and oft-overlooked breed, tightly presented but not short on detail. Nor does it overstate or overstay its purpose. The history and description of the Standardbred are clearly described, with shout-outs to Messenger and Hambletonian 10.

## Freelance Writer Feature Single Article

13 entries

### 1st

#### Janis Barth

##### *Finn's Second Act*

Janis Barth, Author

Fall 2022

Published in Momentum (SUNY Morrisville alumni magazine)

Great article. I appreciate the personal emotion that comes through. The explanation of the donation process will be very helpful for someone considering donating a horse to a university. The conclusion is beautifully bittersweet. Fantastic article.

2nd

**Megan Arszman**

*Sweat It Out*

Megan Arszman, Writer

July/August 2022

Published in The Equine Chronicle

This article is well-organized and stimulating to readers. It is an interesting topic and relevant to many horse owners. Research findings is presented in a natural way that is useful for owners.

3rd

**Megan Arszman**

*Easing the Perils of the Wild Horse*

Megan Arszman, Writer

May 2022

Published in Horse Illustrated

This article is well-researched and supported. I appreciate the logical approach to an issue that can cause high emotions. Well done.

Personal Column / Single Article

12 entries

1st

**Horse Illustrated**

*Prolonging a Procedure*

Courtney S. Diehl, DVM, Writer

July 2022

A colorful and engaging read. The author makes us feel for Skip and anyone who tries to give him veterinary care. Just a fun read and a bit of a nail-biter from start to finish. Excellent.

2nd

**Mid-Atlantic Thoroughbred**

*Dreaming of a Reset for Racing*

Joe Clancy, Author

January 2022

Well-written and concise, this column starts and finishes strong. The writer packs in a lot of information and insight without bogging the reader down. And the analogies are, as the writer would say, e-v-e-r-y-t-h-i-n-g.

3rd

**American Farriers Journal**

*Frankly Speaking: HISA Can Restore its Credibility by Communicating*

Jeff Cota, Lead Content Editor

September/October 2022

Like its intro, this column is punchy and powerful. It makes a strong case with solid examples and sound research. Great from start to finish.

Editorial Event Coverage / Single Article

11 entries

1st

**Barrel Horse News**

*Roll On*

Blanche Schaefer, Writer

February 2022

This is a great article with a very thought out and well-paced story. Overall, this was an exceptional read and a great story to keep fans waiting for next year's big story in rodeo.

2nd

**Jennifer Bryant**

*Great Danes*

Jennifer Bryant, Writer and Photographer

November/December 2022

Published in USDF Connection

This entry was an exceptional read. One of the things that stood out was how the author captured the intensity of dressage, which is very challenging, especially in a sport of such elegance and grace. This story had me on the edge of my seat from the start.

3rd

**Barrel Horse News**

*The Pinnacle*

Blanche Schaefer, Writer

January 2022

There was a great use of quotes, allowing the winners to tell their stories. The author did a great job of breaking up the multiple stories in a way that flowed well and was engaging to read.



**Editorial Series**

10 entries

**1st****U/HJA InStride*****Horse and Rider Care Series: Systems of Action & Organization***

Michelle Bloch, Author

Tricia Booker, Editor

January, March, May, July, September, and November 2022

This series has advice useful for anyone, even people without horses. It addresses the need for a system — whether for running a stable, training rides, or going to a show. The stories include comments from those experienced in setting up systems and anecdotes to give examples of the outcomes of situations where there was a system or no system.

**2nd****Jennifer Bryant*****World Championships 2022***

Jennifer Bryant, Writer and Photographer

August 5-11, 2022

Published on YourDressage.org

I admit I am no expert in dressage, but I could follow this series well enough to appreciate the stories. The reporting wasn't so deep in dressage lingo that an average reader couldn't follow along. The writer wrote about contestants in positive ways without gushing over them. Each part had plenty of color that helped the reader visualize the scene. And importantly, the writer showed a knack for putting these stories together with little touches that kept the reader engaged and contained details that participants would want to see.

**Human-Animal Bond Article**

10 entries

**1st****Jade Currid*****Subtle & Steady***

Jade Currid, Writer

March 2022

Published in Western Horseman

This story packs a punch – in a good way. Flawless writing, matched with a seamless

progression of topics and focus, made this submission a major contender. The submission is an eloquently written feature that leaves the reader wanting more. Variation of sentence structure, quotation, and illusion makes this writing style next-level.

**2nd****Sidelines Magazine*****Alex Martini: The Heart of an Eventer***

Britney Grover, Writer

Pam Jensen, Photographer

Jan Westmark Bauer, Editor

April 2022

This story is an incredible testament to the heart, grit, and determination it takes to succeed, whether in the arena, the day-to-day drums of life, or the dark parts of our history that cause the most pain and suffering. From this story comes the innate depiction of the heart of a tenacious eventer and her loyalty to the equestrian industry that contributes to a happy, meaningful life, regardless of the potential danger.

**Public Awareness Journalism Article**

4 entries

**1st****Canadian Horse Journal*****Canada's Wild Horses: An Uncertain Future***

Tania Millen, Writer

Winter 2022

This entry is incredibly thorough and well-researched. The author explains why these horses matter and what is and isn't being done to protect them. Excellent work.

**Equestrian Lifestyle Journalism**

8 entries

**1st****The American Quarter Horse Journal*****Spiritual Connections***

Becky Newell, Editor-in-Chief

March 2022

There is a nice light touch to this story. I especially like how you handled the banter between the Novaceks, which makes the readers feel like they're eavesdropping. You

gave equal weight to each of the three subjects. The story flowed well and was never repetitive.

## 2nd

### L.A. Sokolowski

#### *Dressage Paraiso*

L.A. Sokolowski, Author

July/August 2022

Published in USDF Connection

It's tough to read this story without thinking, "I want to go," and that's a compliment. The lede is solid. There is a lot of information and background threaded seamlessly through the story, with many voices to keep the story lively.

## Freelance Writer Equine Journalism

### Article

19 entries

## 1st

### Jade Currid

#### *Subtle & Steady*

Jade Currid, Writer

March 2022

Published in Western Horseman

This type of article is so profound that the reader can open their mind and consume the information easily. The use of quotes in this article was incredible. The quotes and the different perspectives make this a top article in the field.

## 2nd

### Allison Rehnborg

#### *Lyle @ Home*

Allison Rehnborg, Author

Spring 2022

Published in Chrome

This article is a great journey through Lovett's horse journey. I think it can bring more people into the industry through the appeal of music.

## 3rd

### Julie June Stewart

#### *Powerful Portrait*

Julie June Stewart, Author

May 2022

Published in BloodHorse

Just like the title states, this is a very powerful piece. This article deserves every accolade it will receive, as it will receive more.

## Honorable Mention

### Megan Arszman

#### *Easing the Perils of the Wild Horse*

Megan Arszman, Writer

May 2022

Published in Horse Illustrated

The article used a great use of brief descriptions that helps the readability of this work. Overall, the author did a great job of explaining what could potentially be a complex topic.

### Paige Cerulli

#### *The Start of It All: Top Riders Reflect on Their First Pony*

Paige Cerulli, Author

Early Summer 2022

Published in Northeast Equestrian Life Magazine

The article did an amazing job at giving real stories about some of the professional's first mount. I believe many people could relate to and enjoy this article, especially hearing it from the professionals presented throughout it.

## MULTIMEDIA

### Equine Media Industry Video

22 entries

## 1st

### Chelsea Schneider

#### *I'm Going to Run for a Million*

Chelsea Schneider: Co-Director and Co-Producer

Lee Schneider: Videographer, Editor, Co-Director

and Co-Producer

August 2022

Beautiful cinematography. Clean narrative audio.

The nicely staged scene with the little girl and her Mom sets the video up as a piece of nostalgia, further supported by the dreamlike quality of the cinematography of the girl with the horses, a well-written script and excellent music selection. Super high energy ending after the child exclaims she'll ride for a million — an excellent video full of nostalgia and inspiration.

## 2nd

### Practical Horseman

#### *Confidence Game - An OTTB to Remember*

Mariah Hammerschmidt, Producer

Zach Baker, Videographer

James Wooster, Videographer

September 22, 2022

Published on Practical Horseman OnDemand  
Beautiful cinematography. Very cinematic. Nice interview with very clean audio. A good mix of music. Nice use of slow motion. Clean and inspired editing. Very high-quality video overall.

## 3rd

### Kathryn Lauritzen

#### *The 24 Behaviors of the Ridden Horse in Pain: Shifting the Paradigm of How We See Lameness*

Kathryn Lauritzen, Director

Sue Dyson, Executive Producer

Matt Manroe, Graphics Consultant

Megan Phillips, Impact Producer

Jody Ambrose, Impact Producer

September 29, 2022

The cinematography is lovely. Audio is well mixed with an inspired musical choice to set an emotional tone for the storytelling immediately. Excellent use of photos and b-roll to support the narrative, video editing, and audio design. Excellent use of graphics to highlight behaviors. A very well-produced video.

## Honorable Mention

### EQUUS Television Network

#### *FEI Director of Games Operations Tim Hadaway - 2022 FEI World Championships Interview with Diana De Rosa*

Diana De Rosa, Interviewer

Tim Hadaway, Interviewee/FEI Director of Games Operations

Jacqueline Taylor, Director/Video Production

Reagan Smollen, Graphics

John Barlett, CEO

August 19, 2022

The host is engaging with the guest. Multiple camera setup makes for a comfortable and easy-to-watch live interview edit. Audio is clean on both guest and host. Background music is perfectly mixed not to become distracting to the

interview. The graphics are clean, and the purple with the gold is a nice blend. Good use of B-Roll in the interview.

### The Florida Horse

#### *Medina Spirit 2021 Florida Bred Horse of the Year*

Tammy Gantt, The Florida Horse Contributing Editor, Executive Producer

Brock Sheridan, The Florida Horse Editor-in-Chief, Associate Producer

Kaplan Media Inc., Producer

Barbara Hooper, Voice Over

March 27, 2022

Excellent music with a well-balanced mix to a studio-quality voice-over. Nice B-Roll selections to support the story. Outstanding edit overall.

### Equine Media Industry Podcast

5 entries

## 1st

### Practical Horseman

#### *Practical Horseman Podcast: Carrie Kehring*

Julia Murphy, Host and Producer

Carrie Kehring, Guest

January 7, 2022

A clean and pleasant introduction to the Why We Ride mission, establishing for the audience why this interview is important to listen to. Important disclaimer for sensitive listeners before starting the interview. Guest, Carrie Kehring, is well-spoken. This podcast covers an important topic representing some of the best-use scenarios for an industry podcast.

## 2nd

### Horse&Rider Magazine

#### *Ep. 77 Staying Fit For Your Ride During Winter Months with Kelly Altschwager*

Nichole Chirico, Podcast Host and Producer

Alexander Moon, Podcast Editor

November 2022

Horse&Rider's Podcast The Ride

The host has a lovely voice that is soothing, engaging, and very pleasant to follow. Her vocal is clean and professional but still natural and casual. The host does a good job interacting with the guest, bringing in her own experiences in life and equine experience. It makes for a

nicely flowing, easy conversation between the guest and the host that helps contextualize the information for the audience. This podcast's production's overall quality, combined with an engaging guest, make it a top-level entry.

## Freelance Equine Podcast

9 entries

1st

### Heather Wallace

*Adulthood with Horses Episode 8: The Care and Feeding of Horse Husbands with Glenn Hebert*

Heather Wallace, Co-Host

Natalie Keller Reinert, Co-Host

Glenn Hebert, Horse Radio Network, Guest Host  
September 23, 2022

I laughed so hard through this podcast. This podcast rates high on all three categories of judging: entertainment value, production quality, and creative content.

2nd

### Julianne Neal

*The Mustang Discovery Ride Podcast: America's Horse on America's Trail Episode 19: Horses For Mental Health Part 1*

Julianne Neal, Producer/Director

October 18, 2022

What an amazing story. This podcast has great timing with the world (hopefully) becoming aware of the importance of mental health.

## Equine Media Industry Website

6 entries

1st

### BloodHorse

*BloodHorse.com*

Claire Crosby, Editorial Director

Frank Angst, Features Editor

Byron King, News Editor

Joe Perez, Managing Editor

Eric Mitchell, Bloodstock Editor

Anne M. Eberhardt, Visuals Director

Lauren Gash, Sales Editor

Molly Rollins, Asst. Editor/Writer

Corrie McCroskey, Asst. Editor/Writer

Chris McElligott, Videographer

Bob Ehalt, Senior Correspondent

Tracy Gantz, West Coast Correspondent

Debbie Tuska, Asst. Editor

Chris Wittmer, Sr. Web Producer

Michelle Benson, Web Producer

The website is stellar. The design is super clean, easy to read, and thoughtfully organized. I love that I can view all the top headlines with minimal scrolling, but many entry points are also toward the bottom of the page.

2nd

### Susan DiFelice

*Allpony - Horsemanship for Kids Website*

Susan DiFelice, Owner/Creator

I love the concept of this website – the games, quizzes, and learning modules are addictive.

Overall this is a well-organized and designed site and a wonderful tool for students and instructors alike.

## Equine Media Industry Single Issue or Multi-Issue Electronic Publication

2 entries

1st

### USHJA InStride

*USHJA In Stride Digital-Only Special Issue: IHSA Edition*

Tricia Booker, USHJA In Stride Editor, Editorial

Direction, Editing, Writing, and Photography

Michelle Miller, Designer, Equine Network

May 2022

This issue has a clean design, is easy to navigate and read, and does a great job meeting its mission statement. I appreciated the interactivity and web-friendliness of this digital issue.

## VISUAL MEDIA

### Editorial Action Photograph

8 entries

1st

#### Horse&Rider Magazine

##### *Ryan Rushing*

Nichole Chirico, Photographer

June 2022 (Bonus Issue)

The photo is a definition of an action shot: great color, great exposure, and great focus throughout the depth of field. Everything comes together perfectly here.

2nd

#### BloodHorse

##### *Malathaat Distaff Champion*

Anne M. Eberhardt, Photographer

November 6, 2022

Published in BloodHorse Daily

Talk about up close and personal. The grimaces and mud make this intense and interesting. The colors pop too. Nicely done.

### Editorial Human-Animal Photograph

5 entries

1st

#### Shelley Paulson

##### *Angels on Earth*

Shelley Paulson, Photographer

June 2022

Published in Horse Illustrated

A beautiful, touching photo that gains more weight considering the subject at hand. It more than illustrates the comfort that the therapy horses provide and the comfort derived from them. The second horse in the background supplies extra emotion, whether by plan or choice. At first look, before reading the text, I assumed it was a staged shot, but knowing the story shattered that impression. It hits hard.

2nd

#### U/DF Connection

##### *They Say To Never Give Up On The Thing You Can't Live Without; For Me, That Thing Is The Horse*

Photo courtesy of Bryanna Tanase

July 26, 2022

Published on YourDressage.org

This evocative photo stands as timeless imagery of horse and rider. Still, this one transcends the standard tropes and the physical realities of a woman and a horse who doesn't care — a lot to unpack there.

### Editorial Photograph

17 entries

1st

#### Mid-Atlantic Thoroughbred

##### *Sky Beauty*

Scott Serio / Eclipse Sportswire Photo

January 2022

Perfection. Everything comes together so well here — the dramatic sky, the horse's prance, the rider's posture. Outstanding silhouette.

2nd

#### The American Quarter Horse Journal

##### *Ranching On the Rocks*

Chris Dickinson, Photographer

November-December 2022

A captivating scene. The photo is well composed and compelling with nice color. Great shot.

3rd

#### Shelley Paulson

##### *Pony Power*

Shelley Paulson, Photographer

Summer 2022

Published in US Equestrian

The photographer captured a tender moment very well. This photo is beautifully lit and well-composed. And what a mane.

## Honorable Mention

### The American Quarter Horse Journal

#### *Boots*

Bud Force, Photographer

February 2022

A well-crafted portrait. The subject is interesting and captured in a nice moment — great lighting and angle.

### U/DF Connection

#### *Favory Aurelia and Bill Clements*

Photographer John Borys

September 20, 2022

Published on YourDressage.org

A vibrant shot. Beautiful light and color and great timing make this scene compelling. Well done.

### Freelance Editorial Photograph

11 entries

#### 1st

#### *Shelley Paulson*

##### *Horses of Iceland*

Shelley Paulson, Photographer

November 4, 2022

Published on Shelley Paulson Photography Blog

This photograph is magnificent. The long sharp depth-of-field used by the photographer perfectly holds up every element of this gorgeous scene where the contrast of light and texture is abundant. The background's towering landscape and billowing clouds evoke deep serenity, while the foreground elicits excitement from the charging horses and disrupted water. I give kudos to Mother Nature and the photographer who did this spectacle justice with skillful exposure, shutter speed, and vantage point.

#### 2nd

#### *Douglas Lees*

##### *Celebrate 100 Years of Gold Cup*

Douglas Lees, Photographer

May 4, 2022

Published in Special Edition of the Fauquier

Times 2022 Virginia Gold Cup

This photograph is just gorgeous. The detail has been perfectly frozen in time, from the spray of

water droplets to the reflective image in the smooth mirror of wet beneath the horse's hoofs. This great action shot was no beautiful accident. The photographer skillfully calculated all his camera settings and consummately located himself to capture this scenario perfectly.

#### 3rd

#### *Douglas Lees*

##### *3rd Fence, 125th Maryland Hunt Cup*

Douglas Lees, Photographer

Summer 2022

Published in In And Around Horse Country

This jump capture is so narrative and clean that the rider and horse's professional, calm demeanor shines through the lens of a highly proficient photographer. This image tells a story of an exciting, polished equestrian event and a crowd that loves watching the rider and horse's accomplishments.

### Freelance Marketing Photograph

5 entries

#### 1st

#### *Jennifer Denison*

##### *It's Cool to be Cowboy*

Jennifer Denison, Photographer

September 2022

Published in Western Horseman Magazine

A great photo, vibrant font color, and nice fading make this a compelling and well-balanced ad design.

#### 2nd

#### *Kate Bradley Byars*

##### *Shiney Outlaw*

Kate Bradley Byars, Photographer

Cannon Quarter Horses, Owner

November/December 2022

Published in Reined Cow Horse News

The photo is great, well-used, and draws the reader in. Nice color and balance throughout, this design is well balanced.

## Editorial Illustration

9 entries

### 1st

#### Hoofcare Publishing

##### *Trust*

Michael Dumas, Artist

September 2022

Published in HoofSearch

This artwork is sublime. It evokes awe at first glance and even more admiration upon closer scrutiny. Upon seeing the position of the subject matter in this composition and finding it is entitled "Trust," it stops your heart, perhaps because of the impending danger or the realization of protective intuition in the world of nature. Whatever it is, this painting is thought-provoking and beautiful.

### 2nd

#### The Florida Horse

##### *Old Warriors-Knights of the Round Table*

Remi Bellocq, Illustrator

Brock Sheridan-Editor-in-Chief, Concept

January 2022

This editorial cartoon is the perfect commentary on the story it introduces regarding the status of knighthood achieved by highly successful thoroughbred racehorses with longevity. The artist did a stellar job with this mixed-media rendering. The rough blending, shading, and smudging of these armor-clad champions and their surroundings put the visual humor over the top. This illustration is a highly successful and narrative rendering.

## DESIGN

### Equine Media Single Advertisement

#### Design

4 entries

### 1st

#### Chelsea Schneider

##### *Legacy Reining Breeders Sale*

Chelsea Schneider, Designer and Photographer

June 2022

Published in The American Quarter Horse Journal

The design of this advertisement is dramatic in every sense of the word. From the valuable action image of the competitor to the impressive color pallet reversed out of the dense background to the slight stitching holding everything together, this is an extremely successful and striking advertisement. The designer's attention to every element in this composition is huge. The targeted audience won't miss this one!

### Association Equine Media Cover Page

#### Design

13 entries

### 1st

#### Chrome

##### *Cowboy Man*

Jody Johnson, Creative Director & Designer

Jessica Hein, Editor

Spring 2022

The ethereal quality of this cover makes this a winner. The clouds and the foreground give the viewer a feeling of expansiveness. Rather than crop tighter on the subject, which would be the common logic, the art director chose to show more background that emphasizes the vastness and beauty of the landscape — a beautiful job.

2nd

**The American Quarter Horse Journal***Flingin Roses*

Bee Silva, Photographer

Tim Archer, Art Director

November-December 2022

The peaceful quiet of this cover is very eye-catching. The art director used restraint in sizing the photo and keeping the background and nameplate harmonious with the horse colors. The only subtle motion is the swept mane.

3rd

**U/Equestrian***Pony Power*

Candice McCown, Creative Director

Summer 2022

Adorable pony and children photo. Good choice of image to attract the reader's attention. Good placement of cover lines and nameplate. Overall a warm, inviting cover.

**Self-Supported Equine Media Cover****Page Design**

16 entries

1st

**New Bridge Polo***New Bridge Polo & Country Club Magazine 2022-2023*

Katie Roth, Editor &amp; Publisher

Shelly Marshall Schmidt, Photographer &amp; Creative Director

Jaime Johnson, Designer

September 2022

"Exquisite" is the word that comes to mind when viewing this artfully constructed magazine cover. The cover photograph is breathtakingly symmetrical with perfectly matching rim lighting, eye reflections, halter braid highlights, and shadows. Once the photograph captures the viewer, the designer makes sure not to interrupt that connection by keeping the brand elements small and offset. The ironic thing is by doing this, the artist gave the classically designed logo intense prominence. This is a beautiful and successful magazine cover.

2nd

**Hoofcare Publishing***One of the Family*

Fran Jurga, Design

Frederick George Cotman, Artist; courtesy of Walker Art Gallery, National Museums Liverpool (UK)

July 2022

Published in HoofSearch

The visual message of this cover rendering is truly inviting and a delight to anyone who is a horse lover. The painting is aptly titled "One of the Family." This heartfelt sentiment visually connects this design to the contents of the magazine. The warm color of the classically designed masthead, drawn from gold tones in the painting, thoroughly complements this composition.

3rd

**BloodHorse***Eclipse Awards*

Catherine Nichols, Art Director

Anika Miskar, Photographer

March 2022

This cover design is quite striking. The dynamic monochromatic cover photo creates a perfect canvas that complements the publication's theme and visually supports the main feature. The contrasting white typography is potent and well-positioned within the composition. This is a very memorable and compelling cover design.

**Honorable Mention****Sidelines Magazine***Luca and Ella Endzweig*

Mark Kerley, Designer

Melissa Fuller, Photographer

Jan Westmark Bauer, Editor

August 2022

This magazine cover design is delightful thanks to the endearing image of the two young equestrians making heart hands that display their love for horses. This is the perfect sentiment to promote the theme of this publication and appeal to its targeted audience. The designer did an excellent job with the typography utilizing great choices of fonts, color,



and placement of the lead article line and supporting cover lines.

### Western Horseman

#### *Baxter Black*

John Shallenberger, Art Director  
December 2022

This unique magazine cover has humorous flair and charm. The masthead is boldly recognizable with its mustard-colored banner and black typography, but the illustration of the cowboy with that impish grin, walrus mustache, and red buckaroo scarf on an applique patch steals the attention. This design makes a wonderful magazine cover.

### Association Equine Media Editorial Design

22 entries

#### 1st

### The American Quarter Horse Journal

#### *Ranching On the Rocks*

David Brown, Graphic Designer  
Tim Archer, Art Director  
November-December 2022

Beautiful, well-placed, cropped photography makes this entry a winner. The art director showed restraint in letting the breathtaking photos draw the reader in. The classic clean typography enhances the elegant feel of the article. Each spread was well thought out — a beautiful job through and through.

#### 2nd

### Chrome

#### *Lyle @ Home*

Art Vasquez, Designer  
Jody Johnson, Creative Director  
Jessica Hein, Editor  
Spring 2022

This submission has lovely creative details, starting with the @ (at symbol) used in place of the O in Home to how the designer creatively used thick and thin lines within the photos and callouts. The action strip along the first spread added interest to the page and broke up the space nicely. All the pages hold together well.

#### 3rd

### Chrome

#### *Scents & Sensibility*

Ron Bonge, Designer  
Jody Johnson, Creative Director  
Jessica Hein, Editor  
Winter 2022

A fun title and a well-organized entry. The creative director used color to tie all pages together and added a nice touch of the "scent" graphic in the background of all the pages. Clean and neat design with fun elements added.

### Honorable Mention

### Paint Horse Journal

#### *Gene Pool Puzzle*

Designer: Art Vasquez  
Creative Director: Jody Johnson  
Editor: Jessica Hein  
November/December 2022

The creative director had fun with this article using the subtle puzzle in the background. Using the DNA strands ties the article together. Other elements included an innovative use of the puzzle theme in the small "question" sidebars and a nice graphic emblem with headline type.

### The Florida Horse

#### *Atomically Explodes*

Nancy Moffatt, Senior Graphic Designer  
November 2022

The visuals and typography on the opener depict "Atomically explodes." Nice execution of layering images. Good placement of type. Background artwork carries to the third page without affecting the readability of the type.

### Self-Supported Equine Media Editorial Design

16 entries

#### 1st

### BloodHorse

#### *The Apprentices*

Catherine Nichols, Art Director  
July 2022

The opening truck of this editorial design is dramatically enticing. The portrait of the

apprentice jockey is priceless with her confident smile and power stance. The typographic design and hairline rules in white against the dense pallet are distinguished. The following pages follow suit with excellent, story-defining layouts. The design of the body copy is clean and skillfully positioned, and the designer did an impeccable job with the use of white space.

## 2nd

### **EQUUS Magazine**

#### ***Three Simple Rules for Effective Spring Grooming***

Philip Cooper, Director of Art and Production  
Spring 2022

The successful editorial design is inviting. Every element and photo are a testament to the theme of the story. The typographical treatment of the headline is skillful. Within the headline, the reader is introduced to the butterfly whose repeating presence throughout the composition creates cohesiveness in design. The opening images of the horse and the field of flowers blending visually attest to the content.

## 3rd

### **Practical Horseman**

#### ***Plan for the FEI World Cup Finals***

Philip Cooper, Director of Art and Production  
Fall 2022

The introductory pages of this editorial design are marvelous. The nightscape across the double truck is rich in color and illumination, giving the designer a great base to work with. The typographical treatments in contrasting white are classically designed. The trophy photo and image of the crowd help tell the story at hand. The design of the pages that follow is clean and cohesive, making this a fine composition from start to finish.

## Honorable Mention

### **Practical Horseman**

#### ***Summer Coat Care***

Philip Cooper, Director of Art and Production  
Summer 2022

This very attractive editorial design complements the story's theme of "Summer Coat Care" completely. The great photo of a

horse getting hosed down across the spread and the striking typography and bright headline color create a strong introduction to this composition. The treatment of the typography throughout the rest of the layout is well thought out.

## **Quarter Horse News**

### ***Highlight Reel***

Holly Tarquinio, Art Director  
Spring 2022

The designer deserves kudos for her refreshing use of white space. The bold brush font of the headline and sub-heads gives them distinction and guides the viewer through the chronology of events. The yellow film strips running across the pages create flow throughout the composition. The shadows behind the narrative photos create depth, and the treatment of the captions with their slender sanserif font is clean and well-positioned.

## **SPECIALTY DIVISION**

Equine Media Industry Single Issue

Custom Print Publication

4 entries

## 1st

### **EquiManagement**

#### ***EquiManagement Business Special Issue***

Kimberly S. Brown, Editor  
Phil Cooper, Art Director  
Laurel Scott, Content Specialist  
Summer 2022

This special edition magazine is geared toward "the business" of equine management. Veterinarians tend to be educated experts in their field, love what they do and are excited by the evolving science in their profession. Still, the business tasks they have to do could go neglected. This publication could be the cure to the business blues. It includes some serious information for veterinarians on how and what to do to build a successful practice. The designer did a stellar job of continuity with a consistent color pallet of black and teal throughout the design, photos that are narrative of the storyline, and uniformity of typographic design with large classic headlines and neatly laid out body copy.

## Equine-related Non-Fiction Book

8 entries

1st

**Katie Navarra**

### *Shoeing the Modern Horse*

Steve Kraus with Katie Navarra, Authors  
Trafalgar Square/Horse & Rider Books, Publisher  
November 2022

A valuable book for barn managers and horse owners, *Shoeing the Modern Horse* is comprehensive. Its organization is logical, and the table of contents and index make it easy to find information. Excellent illustrations support the content.

2nd

**Athletic Equestrian**

### *The Athletic Equestrian*

Sally Batton with Christina Keim, Authors  
Amanda Terbrusch, Ashley Yeaton, Olivia Yossa,  
Photographers  
Trafalgar Square/Horse & Rider Books, Publisher  
February 2022

I wish I had this book back when I started riding. *The Athletic Equestrian* addresses all aspects of rider physiology and fitness, clearly explaining the importance and the goal, with exercises to get you to that goal. The importance of rider turn-out and confidence also are addressed. Excellent illustration supports the text.

## Equine-related Fiction Book

4 entries

1st

**Natalie Keller Reinert**

### *The Project Horse*

Natalie Keller Reinert, Author  
April 26, 2022

I am a sucker for a good romance and enjoyed this read. The characters felt real, and I could see Posey's emotional struggle. I liked that the project horse mirrored what Posey thought of herself. I thought this was cleverly done.

# GENERAL EXCELLENCE

General Excellence Association

Publication circulation under 15,000  
3 entries

1st

**NRHA Reiner**

Kelsey Pecsek Hruska, Editor  
Holly Tarquino, Art Director  
Sara Honegger, Staff Liaison  
June 2022 and August 2022

The pair of editions submitted for this publication are incredible. The editorial content is high-caliber and appeals to readers with diverse interests within the western world. Each story effectively stamps personality and individuality throughout the editions. Additionally, the design, high resolution and appropriately sized photos, nearly flawless usage of color theory, and perfect white space and design proportionality set this publication apart. Simply put, this publication sets the standard.

General Excellence Association

Publication circulation 15,000 and  
over  
4 entries

1st

**The American Quarter Horse Journal**

Patty Tiberg, Chief Officer  
Jim Jennings, Editor Emeritus  
Becky Newell, Editor-In-Chief  
Tim Archer, Art Director  
Holly Clanahan, Managing Editor  
Clint Swearingen, Graphic Designer  
David Brown, Graphic Designer  
March and November/December 2022

The American Quarter Horse Journal is polished; from its impeccable visual design to its well-penned stories, it is a marvelous testament to the breed and the world surrounding them. The cover designs are dramatic, with beautiful portraits of the breed against deep, slightly illuminated backgrounds and a contrasting,

classically designed masthead. The thick satin cover stock sets off the whole design. The typographical design of the editorial content, with its uniform treatments of headlines, subheads, dashes of identical embellishments, and the perfect use of white space, creates cohesiveness in design throughout the composition of the magazine, making it decidedly reader-friendly. The subject matter of the features and stories is on-point. This publication aligns itself nicely with its mission statement.

**General Excellence** *self-supported*  
Publication circulation under 15,000  
5 entries

**1st**

### Quarter Horse News

Kelsey Pecsek Hruska & Molly Montag, Editorial Directors

Holly Tarquinio, Art Director  
April 2022 and November 2022

The Quarter Horse News issues are beautifully designed. They work closely toward the mission of the publication. The layout and design effectively raise awareness and interest in breeding resources. The design is also clean and professional.

### Honorable Mention

### *Sidelines Magazine*

Bob Bell, Publisher  
Jan Westmark Bauer, Editor  
Britney Grover, Assistant Editor  
Mark Kerley, Designer  
April 2022 and December 2022

The Sidelines magazine issues are clean, classy, and tell a great story. I loved the design of the cover, as well. The designer used great white space and coordinated colors with the theme of the publication.

**General Excellence** *self-supported*  
Publication circulation 15,000 and over  
5 entries

**1st**

### Keeneland Magazine

Jacqueline Duke, Editor  
Catherine Nichols, Art Director  
Rena Baer, Copyeditor  
Anne M. Eberhardt, Visuals Director  
Spring 2022 and Fall 2022

Keeneland is a magazine that includes content relevant to its audience and sets a classy tone that reflects that audience and location. It accomplishes weaving together both pieces of its mission - Thoroughbreds/racing and the area. Its artwork covers set it apart from others in this class. Kudos for the article on Keeneland employees - such crucial players in the business, who most often are invisible to attendees at races etc. A unique voice was something of a surprise. Keep up the good work.

### Honorable Mention

### Western Horseman

Amanda Devan, Editor  
Kailey Sullins, Managing Editor  
John Shallenberger, Art Director  
Dani Licklider, Director Western Brands  
John Lunn, Vice President  
Kelly Wise, Contributing Art Director  
Lizzie Iwersen, Contributing Editor  
Ross Hecox, Contributing Editor  
Jennifer Denison, Contributing Editor  
February and August 2022

Western Horseman's mission statement is very broad, and the content is as well – traversing backcountry horseback travel to personality profiles to features on craftsmen who support western horsemanship. Its diversity of topics ranges from practical to whimsical to political. The design includes good use of callouts and sidebars. Keep on providing a great mix of content for your readers.

## OVERALL PUBLICATION

### WINNER

#### The American Quarter Horse Journal

Patty Tiberg, Chief Officer

Jim Jennings, Editor Emeritus

Becky Newell, Editor-In-Chief

Tim Archer, Art Director

Holly Clanahan, Managing Editor

Clint Swearingen, Graphic Designer

David Brown, Graphic Designer

The American Quarter Horse Journal exudes quality from cover to cover. The front cover is elegant, simple, and uncluttered with type. This draws in the reader, and after the necessary splashy ads common to breed magazines, The American Quarter Horse Journal continues to beckon with beautiful photos, striking double-truck horizontals, or sepia-toned ranch portraits. The line between editorial and advertising thus is made clear and is continued over the contents page, anchored by a strong horizontal visual. The tone continues throughout the magazine – be dazzled by color advertising, be relaxed by editorial content with beautiful photos and excellent writing. Subscribers likely recognize the featured articles' visual cue: an eye-catching double-page photograph with a white inset block containing the headline, subhead, and contributors. Attention to detail extends to the back of the magazine, with clever illustrations on short columns. The magazine stands out in design and content, and its variety of article subjects serves its wide-ranging American Quarter Horse Association membership well.

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# BUSINESS DIVISION

Business Equine-related Single  
Advertisement Design  
15 entries

1st

**Boehringer Ingelheim**

*The Art of Horse*

Amanda McAvoy, Boehringer Ingelheim  
broadhead + Co  
October 2022

Published in AAEP Equine Veterinary Education  
This unique ad design is inventive and eye-catching, with great use of color. The ad is perfectly balanced and very striking.

2nd

**Freedom Health, LLC/SUCCEED**

*Give SUCCEED 60 Days*

Jackie Baker, Senior Director, Marketing  
Ellen Flint, Designer  
October 4, 2022

Published in Barrel Racing Report  
The photo makes this ad – it practically jumps off the page. A nicely balanced and eye-catching all-around ad design.

3rd

**Straight Arrow Inc.**

*Open Spaces in California - Boss of Gloss*

Amy Witt, Photographer  
Jean Smith, Graphic Designer  
Ashyn Flanagan, Communications VP  
June 2022

Published in The American Quarter Horse  
Journal

A nice central image. This design is clean, well-balanced, and compelling. Great job.

Business Equine-related Multimedia Ad  
Campaign  
4 entries

1st

**United States Hunter Jumper Association**

*Free Ride Equestrian/USHJA Apparel  
Collaboration*

Katie Rosenfels, Creative Direction & Apparel  
Collaboration, CEO, Free Ride Equestrian  
Cassidy Brooke, Photography USHJA x Free Ride  
Equestrian Owner, Cassidy Brooke Photography  
Meredith Eckstedt, Campaign Creative Director &  
Apparel Collaboration, Director of Brand  
Marketing & Strategic Partnerships, USHJA  
Suzanne Dorman, Managing Director of Design,  
USHJA, Designer

Louise Taylor, Managing Director of Marketing  
and Communications, USHJA

Joshua Mims, Video Producer, USHJA

This submission is the quintessential multimedia  
campaign, with everything well designed and  
planned. The down-to-earth photos and text  
make this a real event for viewers, and you've  
also included opportunities to sell your products.  
I like how you're writing text that speaks directly  
to your readers. It feels very genuine.

Business Equine-related Social Media  
Campaign  
4 entries

1st

**United States Hunter Jumper  
Association**

*We are Hunter Jumper Campaign*

Meredith Eckstedt, Director of Marketing and  
Strategic Brand Partnerships  
Suzanne Dorman, Managing Director of Art  
Louise Taylor, Managing Director of Marketing  
and Communications  
Rachel Mileski, Designer  
Joshua Mims, Video Producer  
Terisé Cole, Content/Editorial Manager  
Elizabeth Mayo, Marketing Manager

Great job with a social media campaign. The social media promotes and highlights the connection to the "We Are Hunter Jumper" campaign. It was also helpful to see a breakdown of paid and organic social media.

### Business Equine-related Commercial Marketing Video (Short Form)

5 entries

1st

#### Boehringer Ingelheim

##### *The Stable Life*

Amanda McAvoy, Jamie Pribyl, Julie Settlage, John Tuttle, Boehringer Ingelheim broadhead + co

October 2022

The Stable Life is a very well-made and thought-out commercial video. The shots matched well with the narration and were creative and stunning. The video created an emotion for the audience to take the journey. The audio levels were great. Awesome video!

2nd

#### Valley Vet Supply

##### *We'll Work Hard for You, So You Can Work Hard For Your Dreams*

Kori Simmons, Director of Marketing  
Aimee Robinson, Content Marketing Manager  
Jon Baade, Director  
Anthony Lucia, Professional Announcer for PRCA Pro Rodeo

December 2022

I loved the speed and the reinforcement of your imagery. The shots were done very well; the color was spot on. The audio levels were great, and the music choice was fast-paced. Great video.

### Business Equine-related Storytelling or Documentary Video (Long Form)

4 entries

1st

#### Straight Arrow Inc.

##### *More Than a Moment by Cowboy Magic*

Mariah Hammerschmidt, Videographer Equine Network

Ashyn Flanagan, Communications VP

Emily Candelmo, Equine PR

October 10-15, 2022

More Than A Moment set itself apart with its stunning cinematic shots and excellent sound quality. The production was a top-shelf effort and very well-edited. The story shares a lot of compassion, emotion, and "moments." I loved that the editors weren't afraid to add cell phone video to go along with the horse's personality.

### Nonprofit Equine-related Video

4 entries

1st

#### National Cutting Horse Association

##### *Your New Lifestyle Awaits: Kelsey Johnson*

Plugged-In Creative, Videographer

Taylor Breeding, Author

September 26, 2022

The content was not only well told but with great passion. The opening was great. Excellent level for background music. Overall, very well done.

### Business Equine-related eNewsletter

4 entries

1st

#### Freedom Health, LLC/SUCCEED

##### *SUCCEED Veterinary Center Monthly eNewsletter*

Jackie Baker, Senior Director, Marketing Sanctuary Marketing Group

February 22 and October 27, 2022

What makes this newsletter stand out is the blend of different content formats. I loved the idea of giving the reader a choice in how they engage with the content, and the growth in open rates and leads tells me that it's working.

## Business Equine-related Website

3 entries

### 1st

#### Kentucky Equine Research

##### *Kentucky Equine Research Website*

Megan Riddle, Marketing Coordinator  
Mark Llewellyn, Technical Content Writer  
Shawna White, Director of Digital Technology  
DBS Interactive

This is a highly effective website that is carefully organized and very user-friendly. I appreciate the searching capabilities that arrive at pertinent and helpful information. Videos are highly effective. The statistics show how useful and appreciated this is. Well done! Note: Does anyone ever try to use your website in an emergency situation? I realize your goal is not to be that resource, but you might want to mention what you want people to do in emergency situations on at least some of your pages. That way owners won't waste precious time trying to find answers for acute issues.

## Business Equine-related Podcast

3 entries

### 1st

#### United States Hunter Jumper Association

##### *USHJA On Course Podcast: The Thrill of Jumpers with Zoie Brogdon*

Terise Cole, Writer, Interviewer, Editor,  
Producer, Talent  
Suzanne Dorman, Graphic Designer  
May 23, 2022

What a delightful podcast. The interviewer did an excellent job of sounding natural and engaging with the guest. The guest felt comfortable with the process, which is a credit to the interviewer.

## Business Equine-related Single Issue or Multi-Issue Print Publication

5 entries

### 1st

#### Platinum Performance, Inc.

##### *Platinum Magazine*

Platinum Performance Marketing Team  
2022

These magazine issues regarding horses, horse people, horse health, and tons of related material are extremely thorough and all-encompassing. Content includes so much relevant material with subtle, informative links to products. The display is great throughout, and all the articles hit hard. The wellness check explainer and sidebars are a cut above the usual. Overall, great work that would stand out in any high-circulation horse magazine. Mission statement more than met. The effectiveness of the content is off the charts. The design is superb.

### 2nd

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

##### *National Museum of Racing and Hall of Fame Official Guide 2022*

Brien Bouyea, Hall of Fame and Communications Director  
Chris Mangini, Creative Director

This beautifully produced guide provides an overwhelming overview and specific aspects of the museum. One really will want to visit Saratoga Springs upon seeing it. The cover says it all, bolstered by the pleasing welcome intro pages. The retrospective piece on the museum and its rich history is well done in words and photos. The timeline is great. The spotlights on horses, jockeys, trainers, owners, and the pillars of the turf work well and enhance the museum's purview. The guide encapsulates the whole realm of thoroughbred racing quite well, and its mission statement is well fulfilled with highly effective content. The design overall is excellent.



# THANKS TO THE 2023 JUDGES!

Terry Austin  
Katherine Benenati  
Greg Benenati  
Kay Coyte  
David Dawson  
Sarah Harris  
Alyson Hoge  
Jane Houin  
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