



EDITORIAL CONTENT

Breaking News or Investigative Reporting Single Article

3 entries

1st

USDF Connection

Unforgettable Moments from the FEI World Cup Finals Omaha 2023

Chelsey Burris, Author

YourDressage.org

April 9, 2023

Chelsey's decision to format this FEI World Cup Finals as a sort of "listicle" was admirable and she captured lots of details in a news round-up of the events. Her voice also shined through.

News Reporting Related Feature Single Article

2 entries

1st

Quarter Horse News

Equine Syndicates: The Future of High Dollar Horses

Amy Olson, Writer

June 8, 2023

A well-structured story about a newsy development in the most expensive circles of horse performance. The writer did a good job of explaining the value of a syndicate.

Instructional Single Article

11 entries

1st

Practical Horseman

2 Training Tools for Better Hunter Rounds

Louise Serio, Author with Jocelyn Pierce
Sandra Oliynyk, Photographer and English Content Director

Summer 2023

A very clean and snappy piece that was easy to follow and presented new information riders could immediately implement. That combo made this article the winning entry. The article nicely explained how the first exercise can improve your hunter rounds.

2nd

Paint Horse Journal

Buying Blind

Jessica Hein, Author

Fall 2023

This article covers a novel topic; the author offers some well-placed quotes and specific tips. The content improved when it moved beyond the obvious to specifics, such as how to phrase questions about the vet check. The anecdote sidebar was good.

3rd

Horse Illustrated

Backing with Ease

Daniel Johnson, Writer



March 2023

Daniel produced a nice one-pager explaining one of the most frustrating parts of owning a horse: pulling a trailer. The tips on practicing outside of planned hauling moments were useful. Also, it's set in a straightforward tone and applicable to all disciplines.

Association/Organization Publication Equine Media Horse Care Single Article

8 entries

1st

NRHA Reiner

Summer Strikes Back

Kelsey Pecsek Hruska, Editor

Holly Tarquinio, Art Director

Sara Honegger, Association Correspondent

Kristin Pitzer, Writer and Photographer

June 2023

Excellent writing flow gives the reader all they need to know about healing summer sores. The sidebar summarizing care procedures was a great addition.

2nd

USDF Connection

Tummy Troubles

Natalie DeFee Mendik, Author

November/December 2023

Incredibly comprehensive while still being easy to understand. The author did a great job breaking down everything about EGUS without getting too dry. The case studies at the end are great.

Self-Supported Publication Equine Media Horse Care Single Article

23 entries

1st

The Horse: Your Guide to Equine Health Care

Everything You Need to Know About Laminitis in Horses

Christa Lesté-Lasserre, Author

Stephanie L. Church, Editorial Director

Alexandra Beckstett, Former Managing Editor

TheHorse.com

November 29, 2023

"Everything" you needed to know? I thought that was a bold title, but it holds up. Drama in the lede was a grabber, thinking of the tiny bone supporting so much horse. Outstanding sources with explanations in clear language. Comprehensive, readable, and important. A clear winner.

2nd

Lucile Vigouroux

Prehabilitation Before Surgery

Lucile Vigouroux, Author

The Horse: Your Guide to Equine Health Care

Fall 2023

The "list" lede sharply draws attention to what lies in wait for the horse owner and transitions neatly to what needs to be done before surgery. Good work using two experts and having one specific patient example in "Jack." This can be a dense topic, but the terminology is easily understood—a must-read for owners whose horses are awaiting operations.

3rd

Horse Illustrated

Golden Days

Abigail Boatwright, Writer

October 2023

This is thorough advice for handling the later years of a horse's life. Input from an expert at an equine retirement facility is especially important. The sidebar includes how best to approach the inevitable end-of-life decision – expertly organized with good flow and clear writing.

Honorable Mention

EQUUS Magazine

The Promise of CBD

Heather Smith Thomas, Author

Autumn 2023

The use of CBD is a timely topic. This writer considers all of the prominent claims and examines each with the help of an expert. Useful sidebars include the legal and medical aspects.



Honorable Mention EQUUS Magazine

Your EPM Questions Answered

Heather Smith Thomas, Author
Summer 2023

Q&A formats tend to suffer a bit in writing contests, but this intro was strong enough, and the flow of the story was good enough to overcome it. The writer makes it obvious that EPM is less of a threat yet still a concern. Concise sidebar. More than one expert voice throughout.

Association/Organization Publication Equine Media Service to the Consumer Single Article

10 entries

1st

Paint Horse Journal

Under Fire

Jessica Hein, Author
Spring 2023

The article is well-researched and thorough. The writer does an excellent job of explaining the common thread among various issues and the big picture of what is at stake. The article also provides resources and a call to action for readers.

2nd

Megan Arszman

Time to Reinvigorate

Megan Arszman, Writer
Published in NRHA Reiner
May 2023

A timely article that provides vital resources and outside-the-box thinking in a post-pandemic world. The author does a great job providing resources and sharing valuable insights. It's well-reported and gives readers lots of food for thought.

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

15 entries

1st

The Horse: Your Guide to Equine Health Care

The Current Costs of Horse Ownership

Karen Hopper Usher, Author
Stephanie L. Church, Editorial Director
Alexandra Beckstett, Former Managing Editor
Winter 2023

This article reminds me of what I tell people: a reason to have horses is to keep from having too much money! The first paragraph explains the story's premise, which is helpful to the reader. It has multiple sources, which lends credibility. The article lists the basics of keeping a horse – not just the cost but the extra labor. Owning a horse is truly not for someone who is impulsively doing it. This article should be read by anyone wishing to own a horse.

2nd

Practical Horseman

How to Deworm Your Horse

Mary Kay Kinnish, Author
Sandra Oliynyk, English Content Director
Philip Cooper, Director of Art and Production
Summer 2023

The key to a successful consumer-oriented article is to present the information so the consumer can easily understand it. While not a story per se, this article uses graphics and plain language to explain worming. Even an experienced horse owner can learn the biggest threats and the best treatments from this article. Good point: The source of information was given in a note at the bottom that explained the source's expertise.

3rd

Anna Sochocky

Solving the Equine Asthma Riddle

Anna Sochocky, Equi-Libris, LLC, Author
TheHorse.com
April 2, 2023

The first paragraph jumps right into the topic, and there should be no misunderstanding by the reader about what the article is about. The article has multiple sources, which is good for credibility. It also is not overly technical in explaining different levels of asthma and its potential causes. It also does a good job of making clear that, while asthma won't go away, improving the horse's environment can be a big help.



Service to the Horse Industry Single Article

13 entries

1st

The Horse: Your Guide To Equine Health Care

Where Have All the Horse Doctors Gone?

Lucile Vigouroux, Author

Stephanie L. Church, Editorial Director

Alexandra Beckstett, Former Managing Editor

TheHorse.com

September 7, 2023

The author does a phenomenal job of breaking down a complex issue. The article is clearly written and expertly reported. The graphics and packaging help organize a complex topic into simpler components.

2nd

Lucile Vigouroux

The Dwindling Supply of Equine Veterinarians

Lucile Vigouroux, Author

The Horse: Your Guide to Equine Health Care

Spring 2023

The author does an excellent job of putting a complicated issue into context and explaining what is at stake. The resources and potential solutions help make this a well-rounded article that serves the industry.

3rd

NRHA Reiner

Biohazard Basics

Jessica Lash, Writer and Photographer

Kelsey Pecsek Hruska, Editor

Holly Tarquinio, Art Director

Sara Honegger, Association Correspondent

November 2023

This package has it all. The information is vital for horse owners and is presented in a way that is clear and easy to understand. The sidebars, including the case study, provide succinct takeaways that drive home the importance of the issue and what reiners can do.

Association/Organization Publication Equine Media Personality Profile Single Article

15 entries

1st

The American Quarter Horse Journal

The Accidental Artist

Holly Clanahan, Author

March-April 2023

This article is nearly as well crafted as one of Wilson's extravagant bits. From the scene-setting lede to the smooth transitions to the skillful way the biographical information and pertinent quotes are woven into the story, this was a pleasurable read from start to finish. In a word, artful.

2nd

The American Quarter Horse Journal

Versatile

Becky Newell, Author

March-April 2023

What a dynamic lede. It makes you want to read on and know more about this energetic woman, even though she has been gone nearly 50 years. The lack of living colleagues made this a challenge, but the writer does track down one relative, and the story never flags—her colorful life flowers in this retelling.

3rd

Mid-Atlantic Thoroughbred

The WordSmith

Vinnie Perrone, Author

October 2023

How do you write a feature about a reluctant subject? Like this: by ferreting out terrific quotes from his colleagues and with a sense of humor. The author was admirably dogged in talking to Smith himself and mined some gold nuggets. You feel you know this old-school trainer when you're done reading.



Self-Supported Publication Equine Media Personality Profile Single Article

18 entries

1st

Keeneland Magazine

Sales Mainstay

Lenny Shulman, Author
Winter 2023

The language in this article is a cut above most. The first page, in particular, is full of colorful images. The biography clearly illustrates Keogh's development as a person and in the racing world. My interest was held throughout. It also demonstrates his values and service to the humans and horses crossing his path.

2nd

Sidelines Magazine

Lee and Sarah Tubman: A Love Story Down Centerline

Kimberly Gatto, Author
February 2023

This author did an admirable job of writing bios of two people united by their love of horses. The writing is clear and has a good cadence, keeping the reader's interest from start to finish.

3rd

Keeneland Magazine

What Friends Are For

Maryjean Wall, Author
Winter 2023

The beginning draws you right into the story – and gives you an immediate feel for Michael Blowen, who will introduce Silver Charm next. The story begins with their story but includes far more than this special pair. The ending is strong and reinforces what we've already learned about Blowen.

Honorable Mention

Horse&Rider

Through the Eyes of Leroy

Devin Conley, Author
Bonus Issue 2023

This profile was an interesting tale with a takeaway for others. The first page nicely leads you to how Mike and Kris found him.

Honorable Mention

Julie June Stewart

A Love for the Horse Comes Alive on Canvas

Julie June Stewart, Freelance Writer
Published in BloodHorse
May 2023

This journey into the mind of a racing painter begins with a night of hard work followed by a day-after fundraiser for Old Friends, the equine retiree community. The author imparts Clark's meaningful contribution to equine charities in a sentence or two. The conclusion succinctly sums up Clark. There was no opportunity to lose interest, as the writing kept the story moving.

Freelance Writer Personality Profile Single Article

10 entries

1st

Christina Keim

Charles Montgomery Has Made Foxhunting His Life's Work

Christina Keim, Author
Published in Chronicle of the Horse
December 18, 2023

From beginning to end, this entry stamps a seal of precedent unrivaled in the class. With a nearly perfect integration of sentence and verbiage variation, the reader waits for each depiction of Webb's life and experiences in the equine and hound disciplines. This story is an excellent example of how variations in the pace and rhythm of the story lend assistance to engaging the readership and maintaining interest from open to close. This is a masterpiece.

2nd

Kate Bradley Byars

Cowgirl to the Core

Kate Bradley Byars, Writer
Published in Western Life Today
Summer 2023

Stories such as "Cowgirl to the Core" are the kind that stick with you, especially after the initial read. This profile depicts the Western icon, Janie Johnson, not only as the Western world conduit she is but also simply as Janie. Stories such as this are superb because of the writer's innate talent to establish layers to the story and continuously build the



scaffolding of ideas into a beautiful, well-crafted final product. The writer expertly uses variations in flow and pace to carefully guide the reader through the story, from start to finish.

Association/Organization Publication Equine Media Feature Single Article

5 entries

1st

The American Quarter Horse Journal

The Legacy of Cowboy Photography

John Langmore, Author

July-August 2023

This feature is gripping, incredibly personal, and insightful. The opening is just wonderful, and the entire article is filled with memorable anecdotes and imagery – not just of the photos but the blood, sweat, and tears that went into them.

2nd

USDF Connection

The Branches, The Roots, and The Banner

Natasha Rombeck, Author

Published on YourDressage.org

June 28, 2023

A strong tale of what it takes to adapt to adversity. The writer's no-nonsense approach and sound advice make this a winner. Crisp writing and great insight.

Self-Supported Publication Equine Media Feature Single Article

10 entries

1st

Keeneland Magazine

How Secretariat Went Mainstream

Maryjean Wall, Author

Summer 2023

In a clever, skillful article, the author creates a strong voice to spin a new take on the beloved story we all know. Creativity is welded with humor and just a touch of scandal that keeps readers engaged. Utilizing short, feisty zingers, the author keeps clear of clichés. Long, complex sentences are balanced with short, simple sentences very effectively. I greatly enjoyed reading this piece.

2nd

On The Bit Magazine

A Walk Down The Horse Path

Allison Aldrich, Author and Photographer

Misty Adamson, Editor in Chief

December 2023

This beautiful article is written with wonderful imagery and depth of emotion. The intro has me right in the middle of the World Equestrian Center, feeling the butterflies at a big show. The sprinkling of simple words in all caps throughout the article effectively conveyed pride and love. The repetition of "I watched" put me in the author's shoes as time passed and Destini grew, discovered, and learned. This well-written piece is very touching and inspiring.

Freelance Writer Feature Single Article

16 entries

1st

Amy Witt

California Cowgirl

Amy Witt, Writer and Photographer

Jamie Changala, Photographer

Published in Chrome Magazine

Fall 2023

Words can't describe the caliber of this entry. Simply put, it is a stand-alone feature that sets the precedent for the rest of the class and arguably for writers throughout the industry. This story is written in a sophisticated manner, effortlessly blending imagery, quotations, and factual content into a smoothly delivered output. Easily one of the best articles I have ever read. Phenomenal entry!

2nd

Shannon King

Back in the Saddle

Shannon King, Author

Published in Texas Parks and Wildlife Magazine

August/September 2023

Among all the entries in the class, this piece is the outlier. But I'm a firm believer that being different is a good thing. The author of this entry comes from a place of brokenness and shares her story of experiencing the healing power of horses with the audience. The raw emotion conveyed through this author's prose will impact every reader. Couple this



with an eloquent writing style; the story is hard to beat and one of the most impactful ones I have ever read.

3rd

Kara L. Stewart

Off the Track and Into the Ring

Kara L. Stewart, Author

Published in USDF Connection

September/October 2023

From the moment I read the introduction, I fell in love with the author's writing style. From sentence structure variation to changes in pace and flow, the author crafts a beautifully composed entry with a graceful, fast pace analogous to the horses she so adeptly describes. Everything about this article is edgy, spurring the reader to continue to the next part of the story. Flawless introduction, resonating ending – the author should be beyond proud.

Honorable Mention

Megan Arszman

From the Racetrack to the Ranch

Megan Arszman, Writer

Published in Off-Track Thoroughbred

Winter 2023

So much can be said for this entry. The introduction to this story captivated me, painting a picture of the days of old and making me question and appreciate the versatility of the horse. Coupled with breathtaking imagery in the introduction, this was arguably one of the most informative entries in the entire lineup. I live for this kind of content, which is enlightening, masterfully crafted, and happy for the heart. The author should be exceptionally proud of this entry.

Honorable Mention

Kristin Pitzer

Nix the Nerves

Kristin Pitzer, Author

Published in Reined Cow Horse News

March/April 2023

When I say I had a blast reading this article, I genuinely mean it. The writer of this feature is a phenomenal author who seamlessly weaves an intricately designed feature that is a standout in the lineup. She does everything from pace to rhythm to impactful quotation to sentence variation.

Personal Column Single Article

11 entries

1st

Horse Illustrated

1,200-Pound Pill

Kimberly Ann Harrison, Writer

October 2023

Based on the novel subject matter, a flair for writing, and the strength and depth of personal reflection upon not only her kids' unusual entry into the horse world but also upon her journey as a mother of "labeled" children seeking a different path forward, Kimberly Harrison takes first in the personal column class. While her prose takes some unnecessary whacks at mainstream media, Kimberly's ability to use her perch to say something important and necessary about the world at large and the transformative effect horses can have on people, families, and youth development – and to tie that all together structurally – is commendable.

2nd

Horse Illustrated

Smelling Like a Rose

Courtney S. Diehl, DVM, Writer

September 2023

Reading Courtney Diehl reminds me of reading James Herriot as a child. Her column structure is well organized and reads swiftly, and her subheads are certainly pithy. Taken on its merits, this column rises to second place for its humor, great lead, character development, and highly readable quotes.

3rd

Mid-Atlantic Thoroughbred

You Ready To Defend Racing?

Joe Clancy, Author

July/August 2023

This entry takes third place in a highly competitive category, largely because of the important subject of equine welfare that's risen to the level of national news and Joe Clancy's ability to explain the many players and issues at stake deftly. One hopes Joe will keep writing about this topic, and with the power of the pen more at the forefront.



Editorial Event Coverage Single Article

14 entries

1st

Jennifer Bryant

Made in America

Jennifer Bryant, Writer and Photographer

Published in USDF Connection

July/August 2023

This highly readable package about the FEI World Cup Dressage Final from Jennifer Bryant sets itself apart from other entries in this category because of her attention to detail. The succinct background details dropped throughout about horse and rider, and circumstances made this judge want to keep reading. I also appreciated her giving unfamiliar readers the background on the FEI's history and how it takes place. Also, nice pullout Q&A on the lawyer and amateur rider's trajectory.

2nd

NRHA Reiner

Coming Together

Kelsey Pecsek, Author and Editor

Holly Tarquinio, Art Director

Sara Honegger, Association Correspondent

April 2023

This entry covers a new event built to bring together "Western" performance sports and experiment with how to draw in crowds. The subject matter is new, which helped elevate this piece. Overall, it was nicely done.

3rd

USHJA In Stride

John French and Paradigm Show the Way in the USHJA International Hunter Derby Championship

Tricia Booker, Author and Editor

September 2023

The descriptive and lyrical lead with the nail-biting "will he or won't he" element made the beginning of this article the best in the entire class. It is well written, smooth, and most importantly, it drops many proper nouns and other major details later in the story, not to slow the beginning. Overall, it is a good piece that centers the action.

Editorial Series

11 entries

1st

NRHA Reiner

Million-Dollar Milestones

Kelsey Pecsek, Editor

Holly Tarquinio, Art Director

Sara Honegger, Association Correspondent

Lindsay Humphrey and Larri Jo Starkey, Authors

April, May, August, November 2023

The writing in this series is crisp, clear, and concise, easily rising to the top of the class. You have great subjects for your stories, which always helps. The authors do a great job of telling those stories and intertwining their quotes to give your readers direct access to these industry icons.

2nd

Western Horseman

Conformation Confidence

Andria Hautamaki, Writer

March, April, May, June, July, August 2023

I enjoyed this series and your writing style. You do a nice job of weaving the basic information in with the quotes and an even better job of integrating those quotes throughout your stories so that your readers are getting good, solid information and hearing directly from industry leaders.

3rd

Christina Keim

From Rescue to Ribbons Series

Christina Keim, Author

Published in Chronicle of the Horse

January to December 2023

In this series of articles, the author has a clear writing style and does a great job integrating the quotes from the subjects throughout the stories – and the fact that they are heart-warming stories doesn't hurt either.



Human-Animal Bond Article

13 entries

1st

Mid-Atlantic Thoroughbred

A Moving Preakness

Joe Clancy, Author

Cappy Jackson, Photographer

May 2023

Who normally gets interviewed in a story about a famous racehorse? The owner, the trainer, and the rider. But to commemorate Secretariat's 1973 Preakness win, the author interviewed people who normally wouldn't have been interviewed. And in a matter of years, their recollections would be lost. So much is made of Secretariat's Belmont win, but his Preakness move early in the race was impressive, too. It's good to tell that story through the eyes of the witnesses. That's another wonderful thing about this story – it's not the writer telling us it was a great race and a great horse; it's the people he interviewed.

2nd

USDF Connection

Bringing Back Their Smile

Jason Webb, Author

Published on YourDressage.org

October 30, 2023

It's funny how one's life changes when what appears to be a problem is a solution. This couple didn't appear to think of Fjords as a performance horse until one landed in their laps. The article details this couple's personal and professional background, which helps lay the foundation for how this story developed. The writer of this entry is not shy about addressing the turmoil they faced as a couple when the wife's desire to ride high-strung horses met with reality. He also pokes fun at appropriate times, which helps lighten the mood. The story ends on a positive note.

3rd

Anna Sochocky

Trauma to Trust

Anna Sochocky, Equi-Libris, LLC, Author

Published in Western Horseman

October 2023

Mustangs are often depicted in movies as these wild creatures that defy human control. This story

presents them in a different and much more positive light.

Public Awareness Journalism Article

5 entries

1st

Sidelines Magazine

Rebecca Hart: Three Favorite Moments on Her Way to Para Dressage Success

Lindsay Y. McCall, Author

July 2023

I love every aspect of this story. The author effectively crafted a well-written read that meets the reader with a lively flow of pace and heart that is difficult to accomplish. This entry elicits empathy, inspiration, and unrivaled optimism amid life's challenges – a phenomenal entry.

2nd

Canadian Horse Journal

Canadian Pony Club Then & Now

Tania Millen, Author

Canada's Equine Guide 2023

So many aspects of this entry seem to hit the heart with a lasting impact. It is an incredible example of storytelling. From depicting the history of the CPC to detailing the intricate passion equine enthusiasts have for their animals, this story weaves together hard-hitting information with so many well-devised, heartfelt take-home messages. This well-done article addresses both the good and the bad of the equine industry in a professional, easily interpretable manner.

Equestrian Lifestyle Journalism Article

6 entries

1st

Christina Keim

#chafeforcharity: Snapshots From a Mongolian Horseback Adventure

Christina Keim, Author

Published in Chronicle of the Horse Untacked

Winter 2023

This article starts strong with beautiful imagery and ends strong with powerful reflection. I felt like I was in the saddle with you, learning to ride the Mongolian horses and being in awe of the culture and the land. The piece is informative yet tells the story of an



equestrian finding a deeper connection to the animals we all love. I am intrigued and more motivated than ever to see for myself. This article is a hot topic for any equestrian interested in the history of horsemanship – plus, it's for a good cause.

2nd

The American Quarter Horse Journal

Waylynn's Way

Holly Clanahan, Author

July-August 2023

This entry is a wonderful, surprisingly in-depth article with much emotion, strength, and inspiration. It is well-written with a bit of humor. Waylynn is a fascinating person with a cool story. I feel as if I know her just from reading the article.

Freelance Writer Equine Journalism Article

13 entries

1st

Patti Schofler

The Story of A Colt Named Kurt

Patti Schofler, Author

Published in Chronicle of the Horse Untacked

Spring 2023

What a fabulous topic. The lede is intriguing enough to hook a reader. This article is a winner, as you handled history and science with the appeal of fuzzy Kurt.

2nd

Megan Arszman

Lessons Learned: Barn Fires

Megan Arszman, Author

Published in Equine Chronicle

November/December 2023

Well-researched, with a strong lede and expert who can provide information clearly and succinctly. The story moves logically from best prevention practices to planning if those safeguards fail.

3rd

Julie June Stewart

A Love for the Horse Comes Alive on Canvas

Julie June Stewart, Freelance Writer

Published in BloodHorse Magazine

May 2023

The "in the moment" lede works nicely. The author quotes notable people about Clark's art to enrich the story. His bio is blended with a silky touch and rich descriptions of some of his artwork. The story flows well, and the kicker shows that the writer has maintained her own enthusiasm for the subject.

VIDEOGRAPHY

Equine Media Video

6 entries

1st

The BloodHorse

Finding Peace Behind Bars: Joan Peralta

Corrie McCroskey, Videographer and Video Editor

Published on www.bloodhorse.com

December 14, 2023

These types of videos seem to connect well with audiences. Overall, great shots.

2nd

The Florida Horse

Florida Thoroughbred History Moment - Silver Charm

Tammy A. Gantt, Producer/Director

Kaplan Media, Production

May 10, 2023

I love short, informative videos. This one is done well, and it reinforces images with talking context.

Business Equine-related Commercial Marketing Video

10 entries

1st

SmartPak

Power Your Passion

Mariah Hammersmidt, Supervising Producer

Director of Photographer, Colin Witherill and Landon Whinery

Published on Smartpakequine.com

February 19, 2023

This is a superb video with gorgeous cinematography, including drones and slo-mo. The voiceover is well-recorded, and a solid script drives the narrative. An excellent selection of background music tracks complements the visuals.



2nd**Boehringer Ingelheim****Free to Move Joint Health**

Liz Dryburgh, Boehringer Ingelheim, Brand Manager
 Greg Dutton, broadhead + Co., Creative Director
 RFD TV

September 2023

This video is a cool ad with an innovative angle utilizing the independent shadow effect to drive the message home. The audio is superb, with excellent VO and music in the mix. The cinematography is great.

Business Equine-related Storytelling or Documentary Video

12 entries

1st**Equine Network LLC*****Trials and Triumphs: A Horseman's Journey to the Olympic Stage***

Mariah Hammerschmidt, Supervising Producer
 Landon Whinery, Director of Photography
 Shane Faye, Cinematographer
 Mike Scalisi, Writer/Editor
 Leah Beck, Assistant Producer
 Chris Ivanovskis, Post Production Manager
 Pedar Morganthaler, Colorist
 Jason McDaniel, Sound Design
 November 5, 2023

This video is about as professional as it gets – overall quality, content, audio, imagery, and interest. It has all the pieces to create great content. Awesome job.

2nd**Platinum Performance, Inc.*****A Celebration of Internal Medicine Veterinarians***

Platinum Performance Team
 June 1, 2023

The content is great, concise, and short. You got your message across and showed how a team works.

3rd**Boehringer Ingelheim*****Memphis Slim Testimonial***

Kristy Stengard, Boehringer Ingelheim, Brand Manager
 Greg Dutton, Broadhead + Co., Creative Director

October 24, 2023

This video has much of what you need to make a compelling story. The images were good, and your talent told the story in a concise structure.

Nonprofit Equine-related Video

3 entries

1st**Humane Society of the United States*****One Year Later: Blind Horse's World is Completely Changed After Being Rescued***

Kelly Guerin-Buckley, Videographer and Producer
 Kristen Walker, Videographer and Director
 Hayden Fowler, Videographer
 November 16, 2023

A powerful video. The footage of the cruel situation was artful and did a fantastic job of conveying how terrible a situation Magnolia was found in. The interviews are well-edited to tell the story and to connect the viewer with Magnolia as a creature deserving of care. An excellent edit accomplishes the video objective of conveying hope, love, joy, and connection with the horses.

MULTIMEDIA**Equine-related Podcast**

14 entries

1st**United States Hunter Jumper Association*****USHJA On Course Podcast Episode 21: Leading Change with Ryder Richardson***

Terisé Cole, Host and Senior Content/Editorial Manager
 January 23, 2023

Terisé has a great vocal presence and does a pleasant job delivering the news items and interacting with the guest. The editing of the opening and music bed selection is well done and sets a nice tone for the episode. The podcast's approach to sensitive material within the episode is professional and compassionate.



2nd United States Hunter Jumper Association

USHJA On Course Podcast: The Horsemanship Quiz Challenge with Kylie Cohen

Terisé Cole, Host and Senior Content/Editorial Manager

April 17, 2023

This is an excellent episode. Terisé has a great vocal presence, and the editing throughout the opening is solid, with fun musical beds. The scripting to lead into the quiz challenge and introduce the guest is well done. Interaction with the guest is energetic and fun.

3rd Platinum Performance, Inc.

It Starts Within Podcast: The War Horses Challenge

Platinum Performance Team

July 8, 2023

The episode had a solid opening. It was well-scripted, recorded, edited, and mixed. Jessie Bengoa has a great personality and delivery on the mic and does a wonderful job interacting with her guests.

Freelance Equine Podcast

8 entries

1st Lisa Wysocky

Celebs With Horses: William Shatner and His Life With Horses

Lisa Wysocky, Host
Horse Radio Network

April 11, 2023

The host has wonderful energy, and allowing listeners to ask questions is great for audience engagement. The production quality was very good, and the length was just right.

2nd Kate Bradley Byars

Episode 47: Considering Content Creation

The Freelance Remuda Podcast /
freelanceremuda.com

Kate Bradley Byars, Co-host
Abigail Boatwright, Co-host

August 8, 2023

This podcast was very well done, with good production quality and great interviews. The topic of brand marketing would be valuable to media professionals and brand owners in the equine space.

Equine-related Website

7 entries

1st ASPCA Right Horse

MyRightHorse.org

Christie Schulte Kappert, Senior Director of Equine Welfare

Cailin Caldwell, ASPCA Right Horse Program Director
Brenna Jennings, Senior Director, Digital, ASPCAPro
Caitlin Cerra, Developer, Radial Development Group
Natalie Pierce, Office Manager, Radial Development Group

The website has a clean design, is simple to use, and has clear calls to action. The search function works great, and the account features are nice for potential adopters. Very well done.

2nd BloodHorse

BloodHorse.com

Frank Angst, Editorial Director
Anne Eberhardt Keogh, Visuals Director
Joe Perez, Managing Editor
Byron King, News Editor
Eric Mitchell, Bloodstock Editor
Lauren Gash, Sales Editor
Karen Johnson, Features Editor
Molly Rollins, Assistant Editor
Debbie Tuska, Assistant Editor
Sean Collins, Assistant Editor
Corrie McCroskey, Video Editor
Christine Wittmer, Sr. Web Producer
Michelle Benson, Web Producer
Jules Clarke, Digital Design Manager
Nicole Stafford, Copy Editor

This site is a great example of organizing a ton of information. There's so much content to look at, but I didn't have trouble finding anything. The mobile site is even better than the desktop version, and I liked how section sponsors were featured.



Equine Media Single Issue or Multi-Issue Electronic Publication

2 entries

1st

BloodHorse

BloodHorse Daily

Jules Clarke, Digital Design Manager
Michelle Benson, Digital Content Coordinator
Chris Wittmer, Senior Web Producer
Frank Angst, Editorial Director
Byron King, News Editor
Joe Perez, Managing Editor
Eric Mitchell, Bloodstock Editor
Karen Johnson, Features Editor
Anne Eberhardt Keogh, Visuals Director
Corrie McCroskey, Video Editor
Molly Rollins, Assistant Editor
Sean Collins, Assistant Editor
Bob Ehalt, Correspondent
Tracy Gantz, Correspondent
May 7, 2023 and November 5, 2023
The editorial team did a great job compiling this magazine, laying out the full magazine, and encouraging innovation and connection to the mission statement.

VISUAL MEDIA

Editorial Action Photograph

8 entries

1st

Mid-Atlantic Thoroughbred

Storm Chasers

Scott Serio/Eclipse Sportswire, Photographer
November 2023

At first, this seems a standard, workmanlike racing photo, but it's much more. Catching all the action, colors, hooves, rain, concentration, and tension was surely more a result of skill and planning than just firing the shutter.

2nd

USDF Connection

Altitude

Jason Hekkert Photography, Photographer
Submitted to USDF by Annette Spinetti-Duncan
Published on YourDressage.org

May 12, 2023

The contrasts in color and tones make this shot a cut above the rest. Thanks to clever composition and excellent exposure, it catches the eye in one way and then another. It's full of surprises.

Editorial Human-Animal Bond Photograph

9 entries

1st

Hoofcare Publishing

Saying Hello

Paula da Silva, Photographer/Arnd Bronkhorst Agency
Fran Jurga, Publisher
Equine Assisted Services Research Report
Quarter 1, 2023

This image beautifully portrays the soul-deep connection and trust between a child and a horse. This vision is both endearing and breathtaking. The photographer used natural, available light in this scene to create a mood that enhances the moment's emotion. This photograph is a true winner.

2nd

BloodHorse

Up to the Mark and Exercise Rider Nick Merritt at Keeneland

Anne M. Eberhardt, Visuals Director
Published in BloodHorse Daily
October 22, 2023

Pride and love emanate from this rider's expression and demeanor as he snuggles this contented horse. The composition is wonderful, with the frame of the stall encompassing the main subjects and aided by the soft, deep perspective of the background. The exposure is crisp, and the slight action blur of the man's hand stroking the horse adds more emotion to this sweet moment.

Editorial Photograph

14 entries

1st

Mid-Atlantic Thoroughbred

The Eyes Have It

Scott Serio/Eclipse Sportswire, Photographer
November 2023

Often, the best part of a candid photo involving people is the expression on the subjects' faces. The



photographer captured a great moment here, enhancing it with the skillful use of sharp focus and freeze motion right down to the raindrops. This image will surely evoke joy from the onlooker. The youthful exhilaration on the children's faces in the foreground is priceless; then, one might notice the child in the back looks a bit lost. Ah, the emotions of youth – what could be more pure?

2nd Horse Illustrated

Parting Shot: Frosty Eyelashes

Frank Sorge, Photographer
November/December 2023

This narrative image testifies to how a horse endures in the frozen winter. The crystallized lashes and teary trails down the horse's face tell the story. It is a great close-up because no image would be this clear if it were just an extreme blow-up. The photographer did a fine job with this tightly cropped photo. Kudos for not capturing him or herself in the reflection in the eyeball. This very inviting image with an endearing quality makes it rather special.

3rd USDF Connection

Golden

Photographer: Sara Shier
Submitted to USDF by Rise Above Equestrian
Published on YourDressage.org
June 23, 2023

This image is fascinating. The photographer shooting across the curved back of one horse to the upper face and neck of another was a unique way of framing this highly adorned subject. The overall composition works well; the photographer knows how to back the subject off the image's right edge. If the dense black background was an add-on, it was done well. The contrast adds to the beauty of the photo.

Freelance Editorial Photograph

10 entries

1st Douglas Lees

Flying Through the Water, Steeplethon Race

Douglas Lees, Photographer
Published In & Around Horse Country
November 9, 2023, Holiday 2023 Issue

Beautiful photo! The photographer did a great job capturing the action in this shot and using a shutter speed that was quick enough to capture the water. I also appreciated how the shot captures the four horses and riders moving across the screen. It tells the story very well.

2nd Douglas Lees

Taking Flight

Douglas Lees, Photographer
Published in Fauquier Times
November 15, 2023

Great action shot! The photographer did a great job capturing the horse and rider in motion and keeping them as the prominent elements of the picture. I appreciate how the horse spans the image, including the tail in motion.

Editorial Illustration

10 entries

1st The American Quarter Horse Journal

Dogie

Russ Grimes, Illustrator
March-April 2023

The entire set complements each other perfectly and tells a compelling story. The images are unique, and the use of color washing is wonderful. Everything works so well together.

2nd Susan DiFelice

PNHS 2023 Poster/Program Cover Art

Susan DiFelice, Illustrator
October 2023

This illustration is so vibrant and is rendered from such a great perspective. All the rich, little details add up to make this a winner. Wonderfully done.



DESIGN

Equine-related Single Advertisement Design

17 entries

1st

The Florida Horse

Greetings From Florida

John Filer, Creative Director
Nancy Moffatt, Senior Graphic Designer
Tammy A. Gantt, Concept
March 2023

Fantastic job! Your great use of text and color draws the reader in. Everything is perfectly balanced. And it makes me want to book a ticket, stat!

2nd

Platinum Performance, Inc.

Kenda Lenseigne "It Starts Within"

Platinum Performance Team
Published in Horse and Rider
September 2023

Wow! The star of the show is an excellent photo, but everything works to complement it. The design is well-balanced, and the text is a great color that is easy to follow.

3rd

Straight Arrow, Inc

Ground Breaking Clean

Ashyn Flanagan, VP of Communications
Jean Smith, Graphic Designer
Amy Witt, Equine PR Specialist
Emily Candemlo, Equine PR Specialist
Cadence Williams, Photographer
Published in Barrel Horse News
August 2023

This design capitalizes on a great photo. The use of simple text, clean lines, and good proportions makes this a winner. Excellent work.

Honorable Mention

Straight Arrow, Inc.

Going the Distance

Ashyn Flanagan, VP of Communications
Jean Smith, Graphic Designer

Amy Witt, Equine PR Specialist
Emily Candemlo, Equine PR Specialist
Shannon Brinkman, Photographer
Published in Chronicle of the Horse
April 2023

Great action shot! I love the simple color scheme and fonts and how the rider's hat perfectly matches the logo. Everything comes together so well.

Honorable Mention

Straight Arrow, Inc.

Quic Color: The Professional's Solution

Ashyn Flanagan, VP of Communications
Jean Smith, Graphic Designer
Amy Witt, Equine PR Specialist
Emily Candemlo, Equine PR Specialist
Andrew Ryback, Photographer
Published in Practical Horseman
Fall 2023

Beautiful photo! This ad has a clean design that helps highlight the product. Good job!

Association/Organization Publication Equine Media Cover Page Design

13 entries

1st

Paint Horse Journal

All In

Jody Johnson, Creative Director
Spring 2023

Wow! The star of the show is a great photo. Everything is well-balanced, and the text pops, too.

2nd

Sonoma County Horse Journal

Summer 2023 Cover

Kari Ontko, Artist and Designer
Patti Schofler, Managing Editor

This stunning illustration makes the reader want to crack open the magazine: beautiful color and fun elements from top to bottom.

3rd

Sonoma County Horse Journal

Fall 2023 Cover

Kari Ontko, Designer
Kelly Kenneally, Photographer



Patti Schofler, Managing Editor

This is a compelling cover. The photo is perfectly balanced and grabs your attention. The use of color is spot on. Nice work.

Self-Supported Publication Equine Media Cover Page Design

11 entries

1st

Keeneland Magazine

Spring 2023 Cover

Catherine Nichols, Designer

Jacqueline Duke, Editor

The phrase "a picture is worth 1000 words" applies to this cover. Eye-popping color draws the reader in. Since the art director was not required to add cover lines, the illustration's colorful textured background was not interrupted. The choice to use this vibrant illustration as the cover art makes this entry a winner.

2nd

Sidelines Magazine

January 2023 Cover

Mark Kerley, Designer

Adrienne Morella, Photographer

Jan Westmark-Bauer, Editor

All the cover elements in this entry work well—a handsome nameplate with a partially silhouetted image and well-placed cover lines. The cover photo shows the rider's admiration for the horse. It was a great choice, with good cropping.

3rd

Hoofcare Publishing

Equine Assisted Weathervane

Fran Jurga, Designer

Equine Assisted Services Research Report
Quarter 2 2023

This cover is defined by elegant simplicity. The centered weathervane with the enhanced color background is striking. The entry is beautiful with a tasteful nameplate to boot. No cover lines made it easier for the designer to keep it simple.

Association/Organization Publication Equine Media Editorial Design

21 entries

1st

The American Quarter Horse Journal

Waylynn's Way

David Brown, Graphic Designer

July-August 2023

A superbly designed editorial – Everything about it smacks of great thought and design skill. The opening spread is inviting, with a wonderful environmental portrait of the story's subject adjacent to perfection in typography from the headlines to the body copy. The spreads that follow are just as beautifully manipulated with classic typographic design and narrative photos that visually complement the storyline.

2nd

The American Quarter Horse Journal

Ranch Works

Clint Swearingen, Graphic Designer

January-February 2023

The overall visual of this editorial design is breathtaking. The designer did a marvelous job of defining exquisite illustrations and superbly narrative photographs with the skillful use of white space, simple color palettes, and subtle typography. The composition is classy with its understated approach. Each element of design supports and enriches the theme of the editorial. This is a design champion.

3rd

The Florida Horse

Breaking The Glass Ceiling

Nancy Moffatt, Senior Graphic Designer

August 2023

This editorial has a crazy-good opening spread. The designer utilized lots of design techniques and was successful in every aspect, starting with a faded "Rosie the Riveter" as the canvas to our subject's winning pose, which crackles into a great photo of Arcangelo taking the Belmont Stakes, all the while supporting legible body copy. Nice work. The visual narrative treatment of the cracked headline was also a nice touch. The following pages are cleanly designed with the cracked glass element underlying the text, creating continuity in design. The cartoon that ends the composition is priceless.



Honorable Mention Chrome

The Queen of Fabric

Jana Thomason, Designer
Jody Johnson, Creative Director
Fall 2023

The predominant photo on the lead page of this editorial is the perfect introduction to the story's theme. The bright colors of the striking garment and the cool attitude of the woman will surely spark interest from any onlooker who lands on this page. The following spreads are composed of a complementary color pallet, photos that narrate the story well, winning typographic treatments, and skillful use of white space. The southwestern design top borders are a nice touch that creates continuity in design.

Honorable Mention The Florida Horse

Two for Two for 'Tornado

Nancy Moffatt, Senior Graphic Designer
Brock Sheridan, Author
December 2023

An exciting editorial design. The way the designer manipulated the photo with the lead horse, the subject of the story, in full-sharp color, and the trailing riders in soft focus behind him is powerful enough. Still, when you observe the tornado behind the pack, the scenario becomes even more dynamic. The treatment of the headline is clever and distinct. The sub-head and body copy off to the side are perfectly placed, complementing and not distracting from the excitement of the design.

Self-Supported Publication Equine Media Editorial Design

16 entries

1st Horse Illustrated

Journey to Iceland

Cynthia Kassebaum, Graphic Designer
Shelley Paulson, Writer and Photographer
July 2023

Breathtakingly stunning photography throughout this entry. The designer did a good job of sizing the photos and grouping them for maximum impact. The typography complements the photos but lets them

take center stage. Great pacing makes the reader not want to reach the end of the article.

2nd Keeneland Magazine

Sales Mainstay

Catherine Nichols, Designer
Winter 2023

The opening photograph is the perfect choice to emphasize the article's subject. Through lighting and sharp focus, the reader knows immediately that the article is about James Keogh – perfect placement and size of the headline, deck, byline, and caption. The art director picked up the black silhouettes from the photo and used black for panels and bands on all pages. Those details hold the whole article together.

3rd The Horse: Your Guide to Equine Health Care

Understanding Saddle Fit

Claudia Summers, Art Director
The Riding Horse 2023 Issue

The opening spread is beautiful, with great placement and size of the copy. All the copy elements work as a unit. Dynamic full-bleed photo. Fascinating and "not-what-you-would-expect" color choice for the word "saddle." The soothing blue-gray color is also used on the bullets and the pull quote to tie the pages together. The partial silhouette on the third page adds interest and emphasis.

Honorable Mention EQUUS Magazine

Brain Trust

Philip Cooper, Director of Art and Production
Spring 2023

A perfect illustration to match the headline and the perfect font for the headline! The chunky font that moves and flows suggests the potential movement of the head within the thick helmet. The color palette and accent font are used effectively throughout the article to tie everything together.



Honorable Mention Practical Horseman

How to Deworm Your Horse

Philip Cooper, Director of Art and Production
Summer 2023

This entry was placed because it took a lot of bulleted information and made it look interesting rather than confusing. The designer used charts, circles, silhouetted images, spot illustrations, and graduated photos to guide the reader through important information.

SPECIALTY PUBLISHING

Equine Media Single Issue Custom Print Publication

3 entries

1st

EQUUS Magazine

EQUUS Wellness Issue 2023

Laurie Prinz, Christine Barakat, Editors
Philip Cooper, Art Director

This guide to horse wellness is magnificently well-organized, written, and illustrated. It provides a full rundown of vaccination procedures, nutrition, parasite control, joint care, and digestive health, all comprehensively addressed with informative, well-executed graphics and sidebars. On-the-nose photography in every segment also provides an important service to the public.

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

2 entries

1st

Platinum Performance, Inc.

Platinum Magazine

Platinum Performance Team
Spring and Summer 2023

The high-quality products and supplements of the "Platinum" brand are interwoven into every aspect of this publication. This magazine is centered on equine wellness and well-being, which has its foundation in veterinary medicine, just like the main product line it successfully promotes. Enlightening stories and

features cover thriving Platinum Performance clients, valuable nutrition information, equine medical facilities, the latest advancements and treatments for equine health, renowned veterinarians, and so much more. The design of the publication is impressive. The large format and quality paper stock give the magazine a formal feel. The covers are notable with their prominent images and handsome typographic treatments. The interior design is cohesive, with a replicating color pallet, bold headlines, professional images, and a cleanly laid-out body copy. This magazine is highly reader-friendly and successfully enlightens its target readership while promoting the "Platinum Performance Products."

Equine-related Nonfiction Book

5 entries

1st

Trafalgar Square Books

Wild Horses of Skydog: Blue Zeus and Families

Clare Staples, Author

Jamie Baldanza & Steve Rymers, Photographers
Trafalgar Square Books, Publisher

2023

I have seldom read a nonfiction book with the emotional power packed into this one. By focusing on specific mustangs and families, the author deftly illustrates our treatment's catastrophic impact. She makes it real. The writing comes from the heart but also is very correct.

2nd

Joe B. Armstrong

Horseman's Handbook: Horse Ownership, Care & Enjoyment

Joe B. Armstrong, Author

Gunsight Media, New Mexico, Publisher
2023

I admit it. I was skeptical that a book could meaningfully cover so many aspects of horse ownership. However, the author provides a good basis for all the topics he covers. The illustrations contribute greatly to the idea that a picture is worth a thousand words, allowing him to reduce descriptions. The writing is clear and easy to digest. Also important is that he provides sources for more in-depth information.



Equine-related Fiction Book

3 entries

1st

Kathy Simmers

Posey's Problem: A Pony Tale

Kathy Simmers, Author

2023

I connected with Posey's story; I think this story relates well not only to horse-loving children who may be outgrowing their first pony but also to the parents (and purchasers of the book) who can look back and remember their first ponies or the ponies their kids may be outgrowing. The story was heartfelt and relatable. I often struggle with where to place shorter children's books with longer books written for older audiences, but as I kept thinking back to Posey's story, I knew I had to place it first.

GENERAL EXCELLENCE

General Excellence Print Publication circulation under 10,000

6 entries

1st

Quarter Horse News

Morris Equine Group, Publisher

Molly Montag, Editor

Holly Tarquinio, Art Director

Tysha Holderby, EquiStat Director

Stallion Register Fall 2023, Spring 2023

Excellent work with both the Spring issue and the Stallion Register. Compiling such overwhelming information and presenting it in readable form is a monumental task well done. A sprightly mix of photos, retrospectives, and important articles highlight the Spring issue and convey a lot of news, features, and explainers. Many articles in both issues raise awareness, including a looming veterinarian shortage and shipping headaches facing breeders. These will be well-read and kept close at hand by many people.

Honorable Mention BloodHorse

Frank Angst, Editorial Director

Karen Johnson, Features Editor

Catherine Nichols, Art Director

Anne Eberhardt Keogh, Visuals Director

Jennifer Singleton, Creative Services Director

Scott Carling, General Manager

Debbie Tuska, Assistant Editor

Eric Mitchell, Bloodstock Editor

Nicole Stafford, Assistant Editor, MarketWatch

November 2023 and December 2023

There is so much packed into these issues! There is great cover art and tons of explainers to go along with features focusing on breeding and the history of the sport. Many subjects get addressed, informing readers about the latest information about things they might not know about. Features like the jockey agent, jockey mental health, the ongoing Pimlico-Laurel troubles, college breeding curricula, and the poignant story of Cody's Wish reflect the great work going on with BloodHorse.

General Excellence Print Publication circulation 10,000 to 20,000

4 entries

1st

The Horse: Your Guide to Equine Health Care

Stephanie L. Church, Editorial Director

Alexandra Beckstett, Former Managing Editor

Claudia Summers, Creative Director

Haylie Kerstetter, Digital Editor

Jennifer Whittle, Web Producer

The Riding Horse 2023, Winter 2023

The Horse has accomplished its goals in every way, with voluminous helpful information on all aspects of caring for horses. Great photos, informative graphics, and knowledgeable articles overflow from these pages. The far-reaching reports go beyond the usual tips (presented in fresh fashion) with gritty looks at what can trouble and endanger horses and interesting specials like how ownership costs can vary by region. The covers are excellent. The layout is effective without overpowering. A great service to the equine world.



General Excellence Print Publication circulation over 20,000

7 entries

1st

Western Horseman

Dani Lickliger, Director Western Brands
John Lunn, Vice President
Amanda Devan, Editor
Kailey Sullins, Managing Editor
Laurel Witt, Copy Editor
John Shallenberger, Art Director
August 2023 and November 2023

At a glance, everything about this publication smacks of the world of the Western horseman. The issues visually speak to the Western modality, from the narrative covers and Western-themed feature images to the event, fashion, and equine product advertisements. This publication celebrates the culture of the Western horse. The editorial content includes great stories and features about the ranchers, horsemanship, rodeos, and artisans, along with articles on food, equine health, western gear, and so much more. The overall design is strong and clean. The pure black headlines and text are refreshing amidst the multitude of color images. The compositions are well-balanced. The "RW" (Ride West) brand-like mark topping the story pages creates a flow throughout the layout. The audience involved in Western horsemanship, whether they are novices or pros, will surely find something to spark them in this magazine.

Honorable Mention Paint Horse Journal

Jessica Hein, Editor
Jody Johnson, Creative Director
Spring 2023 and Winter 2023

The Paint Horse Journal is a publication celebrating the perfectly versatile Paint horse. It is obtained by membership to the American Paint Horse Association or by subscription. Its audience comprises novice to professional equestrians, owners, breeders, and those who love the Paint horse. The subject matter is informative and compelling for the target audience. The publication includes diverse features such as profiles of the pillars of the paint horse community, instruction on raising horses, studies into equine disease and treatment, biographies of the champion

stallions and mares, and much more. This association magazine also lists show results, performance award standings, APHA meetings and event schedules, and all other pertinent information important to APHA members. The covers are striking, with images of earth tones, hues, and contrasting white typography. The designers did a stellar job of composing the interior of the publication, which contained a massive amount of information, editorial, and advertising. Somehow, it was handled so the reader didn't get lost. The earth tones and black for the basic color pallet, mimicking the hues of the cover, are one reason for the smooth visual flow. The clean typographical design, professional photographs, and ample white space are fresh air between the more densely populated pages. Paint Horse Journal is a well-thought-out and produced publication that reflects its mission statement.

General Excellence Overall Publication

Western Horseman

Dani Lickliger, Director Western Brands
John Lunn, Vice President
Amanda Devan, Editor
Kailey Sullins, Managing Editor
Laurel Witt, Copy Editor
John Shallenberger, Art Director
Combining the art of storytelling, stunning photography, service journalism, and advice, Western Horseman magazine floats to the top of its field, becoming the "crème de la crème" of what a print equine publication should be. The publication is an excellent example of what the future of print magazines is and will be. A job extremely well done. Congratulations.



Thanks to the 2024 Judges!

Terry Austin

Katherine Benenati

Greg Benenati

David Dawson

Sarah Harris-Christian

Alyson Hoge

Jane Houin

Samir Husni

Tanah Lowe

Shannon Norris

Sharon Reuter

Erin Richards

Brandon Roaten

Sherry Ross

Jen Russell

Linda Smith

Joni Tantillo



2024 Awards Team

AWARDS COORDINATOR

Christine W. Brune

AWARDS PRESENTATION

Christy M. West

AWARDS PHOTOGRAPHER

Diana De Rosa

AWARDS PROCESSING ASSISTANT

Judy Lincoln

PRESENTED BY



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