

# 2012

Association for Conservation Information  
*Awards Results*

Annual Meeting held in Midway, Utah  
July 15-19, 2013

*Compiled by Kim G. Nix, Awards Chair*

## ***One-time Publication—Brochure***

### **First Place**

**Score: 295**

MINNESOTA DEPARTMENT OF NATURAL RESOURCES  
*A Homeowner's Guide to Creating a Healthy Yard*

### **Second Place**

**Score: 294**

UTAH DIVISION OF WILDLIFE RESOURCES  
*Utah Lake Recreational Access Information*

### **Third Place**

**Score: 290**

MISSOURI DEPARTMENT OF CONSERVATION  
*74<sup>th</sup> Midwest Fish and Wildlife Conference*

**Low Score: 225**

*Category Chair:* Phil Bloom, Indiana Department of Natural Resources

### ***Judges***

**Jeanine Bobenmoyer** is the Corporate Outreach and Marketing Manager for the Indiana Natural Resources Foundation. With more than 12 years of experience in the marketing industry, Jeanine's specialties include the digital and customer relationship marketing channels, emerging media and copywriting.

**Blair Jones** earned her fine arts degree in visual communications from the Herron School of Art at Indiana-University, Purdue-University, Indianapolis (IUPUI). She has six years of professional experience as an in-house graphic designer, including the last five with the Indiana Department of Natural Resources. As part of the IDNR's Division of Communications team, her main duties are design and layout of the annual Recreation Guide, advertising design for agency and non-agency publications and specialty signage.

**Jessica Sparger** has been with the Indiana DNR's Division of Communications for 13 years. As Assistant Director, she oversees the agency website and marketing plans, and assists in the management of several agency publications, including its signature product – *Outdoor Indiana* magazine. She also helps coordinate several DNR education programs, including *Becoming an Outdoors-Woman* and the *Hoosier Outdoor Experience*.

## ***One-time Publication—Other***

### **First Place**

**Score: 303**

TEXAS PARKS AND WILDLIFE  
*State Park Rack Cards*

### **Second Place**

**Score: 292**

TEXAS PARKS AND WILDLIFE  
*State Park Guide*

### **Third Place**

**Score: 281**

MISSOURI DEPARTMENT OF CONSERVATION  
*Media Contacts Print Ad*

**Low Score: 264**

*Category Chair:* Phil Bloom, Indiana Department of Natural Resources

### ***Judges***

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## ***One-time Publication: Books/Reports***

### **First Place**

**Score: 295**

NEBRASKA GAME AND PARKS COMMISSION

*A Field Guide to Wildflowers of Nebraska and the Great Plains*

### **Second Place**

**Score: 291**

ARIZONA GAME AND FISH DEPARTMENT

*An Introduction to Hunting Arizona's Small Game*

### **Third Place**

**Score: 280**

ALABAMA DEPARTMENT OF  
CONSERVATION & NATURAL RESOURCES

*Alabama Coastal Birding Trail Guide Book*

**Low Score: 236**

*Category Chair:* Susie Vance, Ohio Department of Natural Resources

### ***Judges***

Information not available

## ***Audio Program***

### **First Place**

**Score: 246**

SOUTH DAKOTA GAME, FISH AND PARKS

*Monarchs*

### **Second Place**

**Score: 244**

SOUTH DAKOTA GAME, FISH AND PARKS

*Sunscreen*

### **Third Place**

**Score: 242**

SOUTH DAKOTA GAME, FISH AND PARKS

*Birds Can't Smell*

**Low Score: 216**

*Category Chair:* Charlie Baglan, Kentucky Department of Fish and Wildlife

## ***Judges***

**Nathan Butler** is the Director of Operations and Affiliate Relations for the Kentucky News Network, a satellite based news, sports and agriculture provider that is a part of Clear Channel Media and Entertainment. He has spent the past 14 years in the radio industry in both on-air and programming management capacities. Nathan grew up in Cadiz, Kentucky, on the banks of Lake Barkley and is still an avid boater and outdoor enthusiast.

**Charlie Baglan** is the host and executive producer of Kentucky Afield Radio. He has been behind the mike and a broadcast writer for since 1981. With a Bachelor of Science degree in business, he writes and produces all radio public service advertising for the Kentucky Department of Fish and Wildlife, Kentucky Safe Boating, and the Kentucky Officer of Highway Safety. Baglan is a multiple ADDY winner, EMMY-nominated and member of the Kentucky Broadcasters Association.

**Mike Tarter** is President /CEO Forcht Broadcasting, which operates 20 radio stations in eight markets (six in Kentucky, one in Illinois and one in Indiana). He has been President/CEO since 2005. Previously he was Director of Sales, Key Broadcasting (Now Forcht Broadcasting) 2004-2005; General Manager, Clear Channel Radio, Somerset, Kentucky – 2001-2004; General Manager, First Radio Inc, Somerset, Kentucky –1996-2000; and account executive/sports director, First Radio, Somerset, Kentucky – 1985-1996. He is Past Chairman of the Kentucky Broadcasters Association, member of board of directors, executive committee; National Association of Broadcasters small market committee, Radio Advertising Bureau small market committee. Somerset Pulaski Co. Chamber of Commerce President, Somerset, Kentucky Rotary Club President. He Currently serves on Somerset Community College Foundation Board, Lake Cumberland Performing Arts board, Advisory committee of local chapter of Goodwill Industries, treasurer of the Kentucky Broadcasters Alliance for Radio and TV.

## ***Print News Release***

### **First Place**

**Score: 287**

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES  
*Angler Hooks Prehistoric Surprise*

### **Second Place - TIE**

**Score: 281**

ARIZONA GAME AND FISH DEPARTMENT  
*Arizona Hunters Deserve Recognition for Voluntarily Reducing Lead Available to California Condors*

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION **Score: 281**

*Our Nation's Symbol Soars in Florida*

### **Third Place**

**Score: 279**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*FWC Increases Lionfish Harvest Opportunities, Asks Public to Help*

**Low Score: 233**

*Category Chair:* Kim Nix, Alabama Department of Conservation and Natural Resources

### ***Judges***

**Marla Ruskin** graduated from Auburn University with a bachelor's degree in fine arts/graphic design. She grew up in Bullock County as the daughter of a forester, so loving and respecting the outdoors came naturally. She has more than 18 years of experience in branding, collateral and print design, and shares this marketing knowledge with the Alabama Wildlife Federation. As Communications Specialist, Marla assists in communicating Alabama Wildlife Federation's message using the quarterly magazine, newsletters, and other print and digital media. She is an active member of the American Advertising Federation of Montgomery where she has served as President, ADDY chair and Public Relations chair, as well as serving as Fundraising chair on the district level. She currently lives in Pike Road, Ala., with her husband Danny and 4-year-old son Parker.

**Kristi Gates** has more than 10 years of experience in public relations and strategic communication in the private, non-profit and public sectors. She has worked the last seven years at the Alabama Department of Mental Health, focusing on the development of public education campaigns and resources designed to overcome the stigma associated with mental illnesses, developmental disabilities and substance use disorders. Gates has both a bachelor's and master's degree from Auburn University Montgomery in marketing and public administration, respectively. She is president-elect of the Public Relations Council of Alabama's Montgomery chapter, a freelance writer for *RSVP Montgomery* magazine and a board member of Child Protect.

**Terri Faulkner** is Communications Coordinator of Dixie Electric Cooperative, one of the fastest growing electric cooperatives in Alabama. She serves as media relations representative and corporate spokesperson for the company, which is based in Montgomery, Ala.

## ***Calendars***

### **First Place**

**Score: 278**

ARKANSAS GAME AND FISH DEPARTMENT  
*2012-2013 Arkansas Wildlife Calendar*

### **Second Place**

**Score: 277**

NEW HAMPSHIRE FISH AND GAME DEPARTMENT  
*2013 New Hampshire Fish and Wildlife Calendar*

### **Third Place**

**Score: 272**

MISSOURI DEPARTMENT OF CONSERVATION  
*2013 Missouri Natural Events Calendar*

**Low Score: 223**

*Category Chair:* Aaron Meier, Nevada Department of Wildlife

## ***Judges***

**Aaron Meier** has been a public information officer with the Nevada Department of Wildlife (NDOW) since 2006 and the Publications Coordinator for NDOW since 2008. Besides his public relations duties, he handles the layout and design of all brochures, magazines, posters and billboards produced by NDOW. Meier is also a staff photographer for the Department. He earned his bachelor's degree in Journalism from California State University at Northridge in 2000.

**Tim Torell** is a professional wildlife photographer based in Reno, Nevada. His images have graced several magazines and newspapers, including multiple issues of *Nevada Magazine*. Besides being a contract photographer for the Nevada Department of Wildlife, Mr. Torell is also the staff photographer for the Animal Ark Wildlife Sanctuary near Reno. He also puts out an annual wildlife calendar. Tim was recognized as the Photographer of the Year three consecutive years (2009-2011) by the Reno Photo Club.

**Teresa Moiola** has been in public relations and public outreach with the State of Nevada for 11 years and is currently serving as the Conservation Education Division Chief for the Nevada Department of Wildlife. She writes regularly for a variety of agency publications as well as oversees many of their design aspects. She recently led a team that redeveloped and redesigned the entire agency website. Moiola, a Certified Public Manager, also holds a BA in Public Relations/Journalism from the University of Nevada Reno. In addition, she completed course work in Biological Science, with a focus in wildlife biology and pre-veterinary among other areas of science.

## ***Education and Outreach***

### **First Place**

**Score: 255**

NEW MEXICO DEPARTMENT OF GAME AND FISH  
*Wildlife Conservation in New Mexico*

### **Second Place**

**Score: 250**

TEXAS PARKS AND WILDLIFE  
*Save Water for Wildlife*

### **Third Place**

**Score: 243**

VIRGINIA DEPARTMENT OF GAME AND INLAND FISHERIES  
*The White-tailed Deer in Virginia*

**Low Score: 187**

*Category Chair:* Randy Zellers, Arkansas Game and Fish Commission

### ***Judges***

**Uta Meyer** joined Audubon Arkansas as Youth Programs Manager in February 2013. Uta develops and implements environmental education programs and activities for K-12 students and the general public at the Little Rock Audubon Center. Her experiences as an educator have included work with the Arkansas Game and Fish Commission, Sierra Club's Central Arkansas Group, New York University's Wallerstein Collaborative for Urban Environmental Education, America Reads Program, Jane Goodall Institute's Roots and Shoots Program, Horticultural Society of New York's Greenhouse Program at Riker's Island, and the New York Academy of Sciences After-school STEM Program. She received her B.S. in Environmental Science from the University of Central Arkansas in 2011 and her M.A. from New York University in Environmental Conservation Education in January 2013.

**Scott Nauman** is a radio producer with KARN news radio in Little Rock, Arkansas. In addition to general programming, he focuses his efforts on "The Dave Elswick Show," a weekly program devoted to conservative views and talk. He also produces the Arkansas Game and Fish Commission's weekly radio show "Call of the Wild," which is broadcast on the Arkansas Radio Network.

**Angela Sanchez** is Senior Graphic Artist at NLC Marketing, Inc. In addition to her layout and design work at NLC, Angela served as Graphic Artist and Webmaster for the Arkansas Game and Fish Commission for seven years. Her work for the AGFC garnered many national awards, including a few from the Association for Conservation Information.



## ***Photography***

### **First Place**

MINNESOTA DEPARTMENT OF NATURAL RESOURCES

*Mother's Day*

**Score: 272**

### **Second Place**

ARKANSAS GAME AND FISH COMMISSION

*Sweet 16*

**Score: 266**

### **Third Place**

INDIANA DEPARTMENT OF NATURAL RESOURCES

*Bald Eagle*

**Score: 260**

**Low Score: 204**

*Category Chair:* Julie Hammands, Arizona Game and Fish Department

### ***Judges***

**Colleen Miniuk-Sperry** is a full-time outdoor photographer and writer whose publication credits include National Geographic calendars, *Arizona Highways* magazine, and various other calendars, magazines and books. She is the author and co-photographer of "Wild in Arizona: Photographing Arizona's Wildflowers." A photography instructor for Arizona Highway Photography Workshops and other outlets, Colleen is an active associate of Through Each Others Eyes and a member of Outdoor Writers Association of America.

**Bill Watt** is a former information and education program manager with the Arizona Game and Fish Department and former member of ACI. He keeps busy writing and photographing for a variety of outdoor magazines. He is a 14-year member of the Outdoor Writers Association of America.

After a long career at the Arizona Game and Fish Department, **Bruce Taubert** retired to devote himself full-time to photography. He has a Ph.D. in wildlife management and has been a photographer for over 40 years, spending his spare time photographing wildlife and wildlands. He's taught a wildlife photography course at a local community college for several years and now leads photo workshops. Bruce has been published in magazines such as *Arizona Highways*, *WildBird*, *Birders World*, *Ranger Rick* and *Arizona Wildlife Views*. He has contributed to many brochures and several books and websites. He also produced most of the bat photos for the Arizona Game and Fish Department's poster "Bats of Arizona."

## ***Big Ideas, Small Budgets***

### **First Place**

**Score: 285**

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION  
*Wildlife Inmate Services (WiSe) Program*

### **Second Place**

**Score: 269**

TEXAS PARKS AND WILDLIFE  
*Outdoor Activity of the Month in Texas State Parks*

### **Third Place**

**Score: 253**

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION  
*WiSE Horticulture Program*

**Low Score: 202**

*Category Chair:* Don King, Tennessee Wildlife Resources Agency

### ***Judges***

**Steve Hall** is the Multimedia Director of The Renaissance Center and has been since 1998. He produces television stories, as the Managing Producer for TWRA's "Tennessee's Wildside" show and produces documentaries, while overseeing day-to-day production activities. In his career, he has produced several video concerts including Three Dog Night, Crystal Gayle and The Statler Brothers Farewell Concert among other talents. More recently he developed a partnership with Nashville Public Television for production of **Civil War 150**, a series of documentaries, and personally produced **Civil War Songs and Stories, Shiloh: The Devil's Own Day**, and **Rivers and Rails: Daggers of the Civil War**. These are a few awards Steve has been honored to receive: the "George Foster Peabody Award" for his contribution to "Significant Documentaries" at WSMV-TV in Nashville and "First Place Documentary" from the National Education Writers Association presented by Apple co-founder Steve Wozniak. Numerous regional Emmy Awards, Telly Awards and accolades from The Associated Press.

**Annette Nole Hall** has worked her way up through the ranks of radio and television news for 30 years. Landing a reporter's job for WSMV-TV in Nashville was one of her favorites. She was also called on to produce for ABC's Good Morning America and World News Tonight. Annette has also freelanced for CNN, CBS and MSNBC. Federal Emergency Management Agency hired her to work on the agency's News Desk. During her career, she has won numerous awards including a Mid-South Regional Emmy. Today she is a Field Reporter/Editor for TWRA's "Tennessee's Wildside" show.

**Donald Hosse** has been with the Tennessee Wildlife Resources Agency for 21 years. He is responsible for programs such as Becoming an Outdoors Woman (BOW), Beyond BOW, Wounded Warrior events and Youth Mentor. Also, he instructs National Archery in the Schools Program, National Fishing in Schools Program and Hunter Education classes. Along with these programs he is also involved with a variety of educators, teachers, scouts and Envirothons.

## ***Television Series***

### **First Place**

**Score: 575**

TEXAS PARKS AND WILDLIFE

*Texas Parks and Wildlife*

### **Second Place**

**Score: 558**

TENNESSEE WILDLIFE RESOURCES AGENCY

*Tennessee's Wild Side*

### **Third Place**

**Score: 468**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

*Outdoor Oklahoma*

**Low Score: 440**

*Category Chair:* Kipp Woods, Missouri Department of Conservation

## ***Judges***

**Dave Appleton** is the owner of UpRiver Productions near Springfield, Missouri. He has more than 25 years of experience in the outdoor video industry as a producer, shooter and editor. Appleton has played a role in producing nearly 1,000 outdoor television shows since 1998 including many for Bass Pro Shops. He is winner of numerous Telly awards as well as the SEOPA Excellence in Craft Award many years running.

**Jim Karpowicz** has more than 30 years of experience in the TV industry including 24 as an independent producer in Columbia, Missouri. Karpowicz began his career working at TV stations in St. Louis and Springfield. He has produced numerous shows and stories for the Missouri Department of Conservation, Missouri Department of Natural Resources and the Saint Louis Zoo. His work has garnered regional Emmy and Telly awards.

**Tom Newcomb** is the owner of Black Truck Pictures in St. Louis, Missouri. His 35 years of experience includes work as a director of photography, producer and writer. He was the primary videographer on "Missouri Outdoors," the Missouri Department of Conservation's television series for 13 years. During that time he won 10 Midwest Regional Emmy awards for his work as a cinematographer on that show. Now his clients include Bass Pro Shops, CBS News and regional commercial work.

## ***Television PSA***

### **First Place**

**Score: 555**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

*Trophy Catch by the Three Legends*

### **Second Place**

**Score: 549**

TENNESSEE WILDLIFE RESOURCES AGENCY

*Charlie Daniels—Family in the Outdoors*

### **Third Place**

**Score: 531**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

*Davie Pet Amnesty Day*

**Low Score: 508**

*Category Chair:* Vicki Ervin, Ohio Division of Wildlife

### ***Judges***

**Vicki Mountz** has been a prominent member of Ohio's outdoors and conservation community for more than 30 years. She spent more than 25 years in the Ohio Department of Natural Resources including many years as head of information and education for the Division of Wildlife. She was the longtime executive producer and host of the cooking segment of the Wild Ohio television program, billed as "The Wild Game Gourmet." During the path of her career she was a licensed Lake Erie charter fishing guide, managing editor of fishing and hunting magazines, a freelance outdoor writer, past president of the Outdoor Writers of Ohio, and member of the Outdoor Writers of America. She is currently a freelance outdoor communicator residing in central Ohio with a special focus on cooking, gardening, hunting, fishing and kayaking.

**Matt Eiselstein** is the deputy chief of communications at the Ohio Department of Natural Resources. He graduated from the University of Kentucky and previously worked in TV news for 17 years. He worked on news assignment desks for WOIO/WUAB in Cleveland for five years before working at WBNS in Columbus for 12 years.

Working for the Ohio Division of Wildlife since 2004, **Tim Baldwin** has logged many hours in the woods and on the waters in Ohio. With camera in hand Tim shoots with the dedicated sportsmen and women from around the state, hunting, fishing and telling their conservation stories. Tim's work has also included ESPN, The Golf Channel, ABC and CBS sports, JEGS Racing and The McGraw-Hill Company.

## ***Video Other***

### **First Place**

**Score: 597**

TEXAS PARKS AND WILDLIFE

*112 Million Years in the Making*

### **Second Place**

**Score: 587**

TEXAS PARKS AND WILDLIFE

*Saving the Southern Plains Bison*

### **Third Place**

**Score: 549**

ARIZONA GAME AND FISH DEPARTMENT

*Eagle Nest Reborn*

**Low Score: 294**

*Category Chair:* Laura Mclean, Association of Fish and Wildlife Agencies

### ***Judges***

Information not available.

## ***External Newsletter***

### **First Place**

**Score: 581.5**

NEW HAMPSHIRE FISH AND GAME DEPARTMENT

*Wild Times for Kids*

### **Second Place**

**Score: 542**

WYOMING GAME AND FISH DEPARTMENT

*Wyoming Wildlife News*

### **Third Place**

**Score: 520**

NEW YORK DEPARTMENT OF ENVIRONMENTAL  
CONSERVATION

*DEC Outdoor Discovery*

**Low Score: 418**

*Category Chair:* Jeff Williams, Arkansas Game and Fish Commission

### ***Judges***

**Kelley Cooper** is the staff photographer at Arkansas Children's Hospital where she documents the daily life of the hospital's sick and injured patients and its hard-working staff. Cooper is a nationally award-winning photographer with more than 30 years of experience. She earned a bachelor's degree in broadcast journalism from the University of Arkansas at Little Rock and is in the midst of a Master of Arts in applied communications from UALR. She lives in Sherwood, Ark., with her husband Jeff and cat April.

**Simon Lee** is a former journalist, ad man and digital savant who currently makes his living as a marketing and communications executive focusing on health and activities-based lifestyle promotion. As a co-founder of Lee & Stafford, Simon's work has included CLIO-award efforts for global health care companies and the development of [www.SportingLifeArkansas.com](http://www.SportingLifeArkansas.com). He likes long walks in the park, sunsets and puppies. He lives with his wife Rebekah and two sons, Noah and Bauer, in Little Rock, Ark.

**Anna Swaim** is the communications director for the Arkansas Forestry Association, a 1,200-member advocacy group. She manages the association's member communications, social media, Internet presence and public outreach efforts. Swaim has 20 years of business communications experience. She holds a bachelor's degree from Hendrix College and a Master of Arts in journalism from the University of Arkansas at Little Rock.

## ***Online Community Engagement***

### **First Place**

**Score: 284**

IOWA DEPARTMENT OF NATURAL RESOURCES

*Iowa DNR Social Media*

### **Second Place**

**Score: 282**

UTAH DIVISION OF WILDLIFE RESOURCES

*Utah Division of Wildlife Resources' Social Media*

### **Third Place**

**Score: 259**

OHIO DIVISION OF WILDLIFE

*Ohio Division of Wildlife's Online Community Engagement*

**Low Score: 196**

*Category Chair:* Kristina Summers Conservation Ecologist and Social Media Consultant

### ***Judges***

**Karen Miller Russell** teaches public relations at the University of Georgia, specializing in social media marketing. She has been active on social media since 2006, and was named one of PR Week's Top 30 Tweeters in 2010 and a top web-savvy professor in 2012. She earned her Ph.D. at the University of Wisconsin-Madison and serves as editor of the Journal of Public Relations Research.

**Melissa Cummings** has been with the Georgia DNR's Communications Office for 13 years. In her position, she coordinates communications efforts (news releases, ceremonies, special events, media relations) for game management, fisheries management and law enforcement. She has been an active partner and witness to agency communications efforts changing from paper/mailed news releases to majority now online publications and a strong focus on web and social media outreach.

## ***Graphics***

### **First Place**

**Score: 285**

NEW MEXICO DEPARTMENT OF GAME AND FISH  
*Celebrating 100 Years of Conservation in New Mexico*

### **Second Place**

**Score: 284**

ARIZONA GAME AND FISH DEPARTMENT  
*“Choosing a Hunting Dog” Graphic Design*

### **Third Place**

**Score: 278**

MISSOURI DEPARTMENT OF CONSERVATION  
*“Back to School” from XplorMagazine*

**Low Score: 178**

*Category Chair:* Jodie B. Owen, North Carolina Wildlife Resources Commission

## ***Judges***

**Lee Ratcliffe** is a user experience designer. He works in the financial industry making sure web applications and websites are effective, efficient and easy to use. He previously held positions as web designer, webmaster and graphic designer. Lee has designed print collateral, websites and web apps for small businesses, government agencies and a large regional bank.

**James Sample** is a self-taught illustrator and graphic designer, who studied web design in Tempe, Arizona. Although hailing from Toronto Canada, Sample now resides in Raleigh, North Carolina, where he manages a web design group for a Fortune 500 financial company. He takes on occasional projects through his company Ships Wake Creative and is currently on the production team as a graphic designer for a documentary film called [One Simple Question](#). You can find his portfolio at [jamesample.com](http://jamesample.com).

**Chris Carlson** received a Bachelor of Fine Arts from East Carolina University in spring of 1984. Upon graduating, he began work with the North Carolina Forest Service as a graphic designer. He has been working as a graphic designer, painter and illustrator for the past 29 years. Chris is currently the Information and Education Chief for the North Carolina Forest Service.



## ***Internal Communications***

### **First Place**

**Score: 262**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*The Wildlife-O-Gram*

### **Second Place**

**Score: 260**

TEXAS PARKS AND WILDLIFE  
*Wild About Safety Program*

### **Third Place**

**Score: 255**

MISSOURI DEPARTMENT OF CONSERVATION  
*Conservation Currents*

**Low Score: 210**

*Category Chair:* Don Cash, Texas Parks and Wildlife

### ***Judges***

**Michael Moore** worked as a reporter and city editor of the *Missoulian* newspaper in Missoula, Montana, for 27 years. He covered just about everything during those years, and wrote frequently about outdoor recreation. He now works as policy director for United Way of Missoula County. For the past 25 years, he has been a rock and ice climber, putting up more than 50 new routes in western Montana. Moore has made numerous first ascents of unclimbed rock faces in the western U.S., and he is a board member of the Bitterroot Climbers Coalition and a member of the American Alpine Club.

**Brian A. Broom** is a graduate of the University of Southern Mississippi journalism program. He has worked in print media for more than 25 years as a photographer, videographer and writer. Currently, he is the Outdoors Editor at The Clarion-Ledger newspaper in Jackson, Mississippi.

**Robert Heath** is a Video Production Specialist with the City of Austin Channel 6. He began his media education with RTF courses at LBJ High School. Robert volunteered as a radio announcer with KAZI 88.7 FM radio in Austin. He also directed, wrote scripts, acted and did set design, with for Austin Community Television. After working in video production at KTBC-TV Austin, Robert joined the City of Austin Channel 6.

## ***Website***

### **First Place**

**Score: 287**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*MyFWC.com*

### **Second Place**

**Score: 284**

OHIO DIVISION OF WILDLIFE  
*www.wildohio.com*

### **Third Place**

**Score: 280**

ALABAMA DEPARTMENT OF CONSERVATION  
AND NATURAL RESOURCES  
*www.outdooralabama.com*

**Low Score: 275**

*Category Chair:* Eddie McKenna, Texas Parks and Wildlife

## ***Judges***

**Alyssa Neir** is a senior project environmental planner at Golder Associates, Inc in Redmond, Washington. She has a Bachelor of Arts degree from the University of Pennsylvania in environmental studies and urban studies and a Master of Water Resources degree from the University of New Mexico. She has more than seven years of experience working worldwide on water resource and environmental planning projects for public sector and private clients in the natural resources industry. She enjoys hiking, fishing and snowmobiling and her family often hunts small game.

**Christopher Bairnsfather** is a lifelong technology enthusiast currently involved in strategic sales and business development at Complete Tablet Solutions, whose partners in online customer service innovation have included Panasonic, Fujitsu, Hewlett Packard and many others. He is also a lifelong angler, fishing the wilds of Louisiana in his youth and frequently taking his children freshwater and saltwater fishing across the American South. Christopher has traveled the world extensively and hosts a weekly radio show.

**Dr. Gabriel Cisneros** received his B.A. in Environmental Analysis at Pomona College and his M.D. at University of Pittsburgh School of Medicine. He is a life-long outdoor enthusiast whose favorite pastimes include wilderness backpacking. He has explored parks and wildlife areas in states all across the country and abroad and is a strong believer in conserving nature for the benefit of future generations. Currently he is a practicing pediatrician in Pennsylvania and is enjoying his first year of fatherhood.

## ***Communications Campaign***

### **First Place**

TEXAS PARKS AND WILDLIFE

*Hello Zebra Mussels, Goodbye Texas Lakes*

**Score: 291**

### **Second Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

*MarineQuest 2012*

**Score: 273**

### **Third Place**

NEVADA DEPARTMENT OF WILDLIFE

*Nevada Dream Tag*

**Score: 267**

**Low Score: 172**

*Category Chair:* Don King, Tennessee Wildlife Resources Department

### ***Judges***

**Doug Markham** is the Wildlife Information Officer with the Tennessee Wildlife Resources Agency (TWRA) and has been since 1987. Doug's education is from Middle Tennessee State University in Mass Communications. He is a member of the MTSU Journalism Wall of Fame. He served as past president of Southeastern Outdoors Press Association. He has also been the Outdoors radio show host for 99.7 WTN for 10 years and makes regular appearances on TWRA's "Tennessee's Wildside" show.

**Don Crawford** was born and raised in Hendersonville, Tenn., and is a 1982 graduate of Hendersonville High School. Attended Volunteer State Community College in Gallatin, Tenn. for 2 ½ years before transferring to Tennessee Tech University in Cookeville, Tenn. He graduated in 1987 with a B.S. in Wildlife Management and a minor in English and Chemistry. He began his career with the Tennessee Wildlife Resources Agency (TWRA) in December 1987 as a wildlife officer for approximately 10 years, then promoted to Boating/Hunter Safety Coordinator for Region 3. Accepted promotion to the Nashville office as the Statewide Hunter Education Administrator for around five years, then promoted to his current job as the Assistant Chief of Information and Education. This is his 26<sup>th</sup> year with TWRA.

**Lee Wilmot** serves as the Wildlife Information Specialist for the Tennessee Wildlife Resources Agency. Duties include the preparation of news releases from the Nashville office, editor for the agency's monthly employee newsletter, copy editor and *Insider* editor for the agency's magazine, *Tennessee Wildlife*. He also takes photographs and handles the newsroom section of the agency's website. A graduate of Tennessee Tech, he joined TWRA in 2007, after almost 25 years as collegiate sports information director, primarily at Tennessee-Martin.

## ***Posters***

### **First Place**

**Score: 259**

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

*Wildlife Officers: Law Enforcement Off the Pavement*

### **Second Place**

**Score: 250**

TEXAS PARKS AND WILDLIFE

*Caprock Canyons State Park Bison Celebration Days*

### **Third Place**

**Score: 243**

NEVADA DEPARTMENT OF WILDLIFE

*Fish Nevada*

**Low Score: 197**

*Category Chair:* Judith Hosafros, Wyoming Game and Fish

## ***Judges***

**Chris Botkins** attended Collins College of Art and Design in Tempe, Arizona. He worked for Sierra Trading Post as a designer. He also worked for Cabela's and the *Wyoming Tribune Eagle* newspaper. Currently, he is the webmaster for the Wyoming Game and Fish Department. He's a Cheyenne, Wyoming, native, and he and his wife are expecting their first child in October.

**Amber Leberman** was the web manager and associate art director for the Lutheran Magazine Group, a nationwide denominational publication in Chicago, Ill. She was with the Magazine Group for 13 years before beginning her work with the Wyoming Game and Fish Department. Currently, Amber is the editor of *Wyoming Wildlife News*, a periodical, and associate editor of *Wyoming Wildlife* magazine. Amber hails from southeast Wisconsin.

**Jerry Ziemann's** career in printing began for him right out of high school. He began his career at Pioneer Printing and Stationery in Cheyenne, Wyo., where he worked in camera during the days of film processing and platemaking. He became a plant manager and continued to work in every facet of printing, eventually buying Pioneer Printing and Stationery. Jerry has built a multimillion-dollar printing and publishing house, one of the largest, if not the largest, print house, in Wyoming and northern Colorado. Jerry is a Cheyenne native.

## ***Regulations Publications***

### **First Place**

**Score: 529**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*Oklahoma Fishing Regulations*

### **Second Place**

**Score: 518**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*Oklahoma Hunting Guide*

### **Third Place**

**Score: 512**

NEW JERSEY DIVISION OF FISH AND WILDLIFE  
*New Jersey Freshwater Fishing Digest*

**Low Score: 407**

*Category Chair:* Amanda Nalley, Florida Fish and Wildlife Conservation Commission

### ***Judges***

**Jason Arnold** is an award-winning Florida-based photographer. A third generation commercial fisherman, Arnold learned to respect marine wildlife at a very young age. His passion for the sea continued as he spent his formative years as a professional surfer. The photos he took during his years as a surfer developed into a profession, which is how Jason was introduced to the field of photography. After graduating from the Art Institute with a BA degree in Commercial Photography, Arnold's talent was recognized by some of the most well-known sports and celebrity photographers. He spent many years shooting professionally for the NFL, NBA, NHL, MLB and other professional sports leagues. In addition to action photography, Arnold is also well-known for his iconic portraits of pro athletes and celebrities. Some of his celebrity portraits include: Tiger Woods, LeBron James, Shaquille O'Neal and Michael Phelps. He began shooting underwater images as a side project, but this soon became his passion. Within six months, he was showcasing his photographs at Bass Pro Shop and the top magazines in the fishing industry were using his photographs. Arnold's underwater hobby soon developed into the successful company, Jason Arnold Underwater. Today, Jason Arnold's underwater photography is regularly featured in Sport Fish.

**Kati Schardl** is a Florida native and writer who spent 15 years documenting the arts and culture scene in Tallahassee for the *Tallahassee Democrat*. She's an avid birder and fisherwoman and grows her own food whenever possible. She has written about cooking, the natural world, gardening, hiking, music and other interests in her blog, *Driving Sideways*.

**Capt. Chuck Simpson** is a U.S.C.G. licensed captain in Tallahassee, Fla., fishing guide, journalist, and host of a local radio show called the "Deep South Outdoor Review."

## ***Magazine: Wildlife Article***

### **First Place**

**Score: 266**

TEXAS PARKS AND WILDLIFE

*Last Stand of the Red Wolf*

### **Second Place**

**Score: 265**

INDIANA DEPARTMENT OF NATURAL RESOURCES

*Hunters of a Different Feather*

### **Third Place**

**Score: 260**

WEST VIRGINIA DIVISION OF NATURAL RESOURCES

*The Search for Aquatic Turtles*

**Low Score: 227**

*Category Chair:* Lori Lynch, Arkansas Game and Fish Commission

### ***Judges***

**Mary Beth Schaefer** is currently on staff as a writing consultant at the Texas A&M University Writing Center. She is also working toward a master's degree in Texas A&M's science and technology journalism program. Outside of work at the Writing Center and graduate school, she does freelance editing, proofreading scholarly articles for publication. Schaefer's undergraduate studies at Brandeis University in health science and policy and work at the Writing Center have inspired her to pursue a career in science writing and editing.

An Arkansas native, **Ginny Porter** has been working in communications for 12 years with a primary focus on agriculture and conservation. Currently the marketing manager for the Nature Conservancy in Arkansas, Porter focuses efforts on educating the public about critical stream restoration projects, karst environments, fire restoration as well as the unique habitat and species found in Arkansas. Spending time outdoors in Arkansas is an easy task thanks to the opportunities the large numbers of conservation organizations in the state provide and Ms. Porter and her family take advantage of those opportunities frequently.

**Sandy Shepard** is a graduate of University of Arkansas at Little Rock and has been in public education for 20 years. She currently is a literacy specialist for the Bryant School District where she trains educators on learning theory and the craft of writing. Sandy and her family are avid outdoors enthusiasts.

## ***Magazine: Destination, Historical or Cultural Article***

### **First Place**

**Score: 286**

NEBRASKA GAME AND PARKS COMMISSION

*A.H. "Captain" Hardy –Saddle Maker & Marksman Extraordinaire*

### **Second Place**

**Score: 285**

TEXAS PARKS AND WILDLIFE

*The Lawman Who Busted LBJ*

### **Third Place**

**Score: 280**

WYOMING GAME AND FISH

*Signing On*

**Low Score: 235**

*Category Chair:* Tom Dickson, Montana Game and Fish

### ***Judges***

**Dave Books** is an outdoor writer and the former editor of *Montana Outdoors*. His articles and photographs have appeared in numerous magazines including *Field & Stream*, *Gun Dog*, *Ducks Unlimited* and *Sporting Classics*. A collection of his essays is being published later this year by University of Wisconsin Press.

**Ted Brewer** has written travel guidebooks to Utah, Prague, and the Czech and Slovak republics. A novelist, essayist, and former staff writer for *Best Friends* magazine, he has also contributed to *Montana Outdoors*, *Montana Quarterly*, *Geographical*, *Exquisite Corpse*, and other publications.

**Tom Dickson** is the editor of *Montana Outdoors* and a former writer for *Minnesota Conservation Volunteer*. Over the past 20 years his articles and publications have won 17 first place ACI awards and two first place awards from the National Association of Government Communicators. He is also the author of two books on fish natural history published by the University of Minnesota Press and has written for *National Wildlife*, *Sporting Classics* and *Fly Fisherman*.

## ***Magazine: Fisheries Article***

### **First Place**

NEW HAMPSHIRE FISH AND GAME DEPARTMENT  
*School's Out?*

**Score: 259**

### **Second Place**

ARIZONA GAME AND FISH DEPARTMENT  
*Tight Lines at Lees Ferry*

**Score: 255**

### **Third Place**

NEW HAMPSHIRE FISH AND GAME DEPARTMENT  
*Kayak Fishing*

**Score: 254**

**Low Score: 219**

*Category Chair:* Susie Vance, Ohio Division of Wildlife

### ***Judges***

Information not available



## ***Magazine: General Interest Article***

### **First Place**

**Score: 266**

TEXAS PARKS AND WILDLIFE

*Radar's Eye on Wildlife*

### **Second Place**

**Score: 258**

MISSOURI DEPARTMENT OF CONSERVATION

*In Pursuit of Jumpin' Jack Splash*

### **Third Place**

**Score: 250**

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

*The Huntress of Stanly County*

**Low Score: 187**

*Category Chair:* Kenny Johnson, Alabama Department of Conservation and Natural Resources

### ***Judges***

**Kali Piro** is an adjunct professor for University of Findlay and Rhodes State College in Ohio. She currently teaches technical communication, business communication, writing for the sciences, and composition. She received her MLA with English emphasis from Auburn University at Montgomery, and she received her BA in Professional Writing from the University of North Alabama.

**Michael Wall** was a journalist in the U.S. Virgin Islands and Atlanta, Ga., for 10 years before becoming a public relations specialist for Georgia State University and the Atlanta Regional Commission. Wall is a Society of Professional Journalists Green Eye Shade winner and an American City Business Journalist Eagle Award Winner. He currently serves as the Communications Director for Georgia Organics, the state's strongest alliance of independent farmers and community leaders promoting sustainable agriculture.

**M. David Hornbuckle's** fiction and articles have appeared in dozens of venues in print and on the web. His novel, *Zen, Mississippi*, was published by Tritone Media in 2010. He is also the author of a collection of short stories, *The Salvation of Billy Wayne Carter*. He is the founding editor of a literary magazine, *Steel Toe Review*, and the managing editor of a monthly newspaper, the *Birmingham Free Press*. He currently lives in Birmingham, Ala., and is studying creative writing at the University of Alabama-Birmingham.

## ***Magazines***

### **First Place**

**Score: 338**

NEW MEXICO DEPARTMENT OF GAME AND FISH  
*New Mexico Wildlife*

### **Second Place**

**Score: 335**

NEBRASKA GAME AND PARKS COMMISSION  
*NEBRASKAland*

### **Third Place (Tie)**

**Score: 332**

MONTANA FISH, WILDLIFE AND PARKS  
*Montana Outdoors*

### **Third Place (Tie)**

**Score: 332**

TENNESSEE DEPARTMENT OF WILDLIFE RESOURCES  
*Tennessee Wildlife*

**Low Score: 311**

*Category Chair:* Kristina Summers, Conservation Ecologist and Social Media Consultant

## ***Judges***

Information not available