

2015

Association for Conservation Information  
*Awards Results*

Annual Meeting held in Lake Tahoe, Nevada  
July 11–15, 2016

*Compiled by Julie Hammonds, Awards Chair*  
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## ***One-time Publication: Brochure***

### **First Place**

**Score: 313**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*Texas State Park Rack Cards*

### **Second Place**

**Score: 304**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*Conservation License Plates Bass Plate Rack Card*

### **Third Place**

**Score: 292**

COLORADO PARKS AND WILDLIFE  
*Your Guide to Colorado's 42 State Parks*

**Low Score: 253**

***Category Chair: Jenifer Wisniewski, Georgia***

### ***Judges:***

**David G. Allen** is a communications coordinator for the University of Georgia College of Agricultural and Environmental Sciences. He works on implementing web communication strategies that will help increase enrollment and public awareness for the college. He served as a communications and outreach specialist for the Wildlife Resources Division of the Georgia Department of Natural Resources from 2011 to 2015, during which he helped the division grow into one of the most engaging and widely followed state wildlife agencies across social media.

**Robin Hill** is a communication specialist and a 15-year veteran with the Wildlife Resources Division of the Georgia Department of Natural Resources. Her focus includes coordinating a major fundraiser, promoting the agency's wildlife license plates and developing branding for the agency at tradeshow and other public events. Previous roles include media relations, marketing and crisis management.

**Ryan Holt** is an ACI-award-winning communication designer working for the Georgia Department of Natural Resources. He crafts messaging for a variety of media, ranging from interactive online visualizations to traditional print advertisements in publications and magazines. Always absorbing and distilling information, he enjoys every opportunity to clarify, simplify and repackage complex information. Fortunately, at a government agency, he is provided a fresh and steady supply.

## ***One-time Publication: Other***

### **First Place**

**Score: 309**

KANSAS DEPARTMENT OF WILDLIFE, PARKS AND TOURISM  
*Kansas Wildlife & Parks Magazine: 50 Years of Deer Special Issue*

### **Second Place**

**Score: 299**

WYOMING GAME AND FISH DEPARTMENT  
*Wyoming Outdoor Hall of Fame Invitation*

### **Third Place**

**Score: 296**

ARKANSAS GAME AND FISH COMMISSION  
*Arkansas Wildlife Magazine Flash Drive*

**Low Score: 261**

***Category Chair: Lance Cherry, New Mexico***

### ***Judges:***

**Lou Metzger** has 27 years' experience helping marketing teams realize their concepts as finished products in print and digital media. Representing global print and content management company RR Donnelley since 2002, he has worked closely with the government sector on various projects in New Mexico and Colorado, and has led several national government initiatives. An avid fly-fisherman and fly-tyer, Metzger particularly enjoys fishing in Rocky Mountain waters. He is a volunteer aquatic education instructor for the New Mexico Department of Game and Fish.

**Zen Mocarski** has spent the past 14 years working with state wildlife agencies in Arizona and New Mexico. Now the editor of New Mexico Wildlife magazine for the New Mexico Department of Game and Fish, he's won a number of writing awards, including an ACI award for a story about black-footed ferrets. Mocarski received his bachelor of science degree in journalism from Northern Arizona University in 1985, then spent several years working at newspapers in Texas and Arizona prior to taking a job with the University of Nevada in Reno, where he worked as an assistant sports information director and designed media guides.

**Aaron Wiley** began his career in design while nerding-out to computer code in 1999 for website presentations. Combining both technical and design backgrounds, his work has since focused on public information as well as the art and design community. As a former member of Microsoft's www.office.com team, his work has been available in your own MS Word and MS PowerPoint templates since 2008. His client designs have appeared in major design magazines and for international audiences since 2003. He won the 2014 ACI award for a complete renovation of the New Mexico Department of Game and Fish website portal. He has an associate's degree in website development and design and a bachelor's degree in visual arts, and is a web designer for the New Mexico Department of Game and Fish.

## ***One-time Publication: Book/Report***

**First Place** **Score: 325**  
GREAT OUTDOORS COLORADO  
*GOCO 2015 Annual Report*

**Second Place** **Score: 301**  
NEBRASKA GAME AND PARKS COMMISSION  
*Statewide Comprehensive Outdoor Recreation Plan (SCORP), 2016–2020*

**Third Place** **Score: 299**  
COLORADO PARKS AND WILDLIFE  
*Colorado Natural Areas Program: Triennial Report to Governor Hickenlooper*

**Low Score: 239**

***Category Chair: Kim Nix, Alabama***

### ***Judges:***

**Peggy Collins** is the photo editor/e-newsletter editor for the Alabama Tourism Department. She maintains the agency's vast photo library and provides print-ready images for use in various publications produced by the department. Collins also edits Tourism Tuesdays, the agency's weekly e-newsletter. In addition, she proofreads many of the documents produced in the Public Relations and Marketing departments. Collins is president of the Center for Commerce Chapter of the Alabama State Employees Association. She is a Senior Practitioner of the Public Relations Council of Alabama, which is part of the Southern Public Relations Federation.

**Emily Vanderford** is a park naturalist for the Alabama State Parks Division. She works to provide interpretive information to park visitors via website and social media outlets. She attended Mississippi State University, where she received a bachelor of science in forestry, with a concentration in wildlife management. She also completed a master of science degree in forestry from MSU with a research project focused on private forest landowners and Extension programming.

**Kimberly Wright** is the city of Montgomery's webmaster and has worked for the past decade in communications. A 2001 graduate of Auburn University with a degree in industrial design, she served seven years as the managing editor and designer for the Alabama Wildlife Federation's quarterly magazine and has done her fair share of print and digital newsletters. In her role with the city of Montgomery, Wright manages its website and intranet. She is a member of the Public Relations Council of Alabama and the National Association of Government Web Professionals.

## ***Audio Program or Podcast***

### **First Place**

**Score: 291**

KENTUCKY DEPARTMENT OF FISH AND WILDLIFE  
*Sportsmen on Winter Water PSA*

### **Second Place**

**Score: 282**

MISSOURI DEPARTMENT OF CONSERVATION  
*Discover Nature Notes: Pileated Woodpecker*

### **Third Place**

**Score: 270**

KENTUCKY DEPARTMENT OF FISH AND WILDLIFE RESOURCES  
*Kentucky Fishing PSA*

**Low Score: 224**

***Category Chair: Darrin Hill, Oklahoma***

### ***Judges:***

**Steve Garman** earned his bachelor's degree in radio/TV speech from the University of Oklahoma in 1968 and a master's in broadcast journalism from OU in 1971. Subsequent experiences in radio, television, advertising, public information and fundraising have given him unique insight into all aspects of electronic communication and its various disciplines. As owner and operator of Garman Productions, LLC, for the past 35 years, he brings seasoned management to all operations, projects and personnel.

**Dr. David Nelson** is a professor of mass communication and the faculty advisor to UCentral Radio, KZUC-LPFM. He received his bachelor of arts in radio/TV communication from Cameron University. He holds a master of arts in communication from the University of Oklahoma and a doctorate in higher education with a special emphasis in mass communication from Oklahoma State University.

**Steve Schiffner** cohosts the Hook and Hunt Radio Show on the Radio Oklahoma Network. He was raised in northwestern Oklahoma. Schiffner has more than 40 years' experience in the radio industry.

## *News Release*

### **First Place**

**Score: 294**

MONTANA FISH, WILDLIFE AND PARKS

*A Little Bit of Courtesy Goes a Long Way*

### **Second Place**

**Score: 290**

MONTANA FISH, WILDLIFE AND PARKS

*Being Bear-Friendly in Montana is a Commitment*

### **Third Place**

**Score: 287**

NEVADA DEPARTMENT OF WILDLIFE

*Bats Get a Bad Rap on Halloween*

**Low Score: 252**

*Category Chair: Kenny Johnson, Alabama*

### **Judges:**

**Dr. Jill Narak** received her bachelor of arts in English from Creighton University, and her doctor of veterinary medicine at Iowa State University. She completed postgraduate specialty training in neurology and neurosurgery at Auburn University and has authored several textbook chapters in the field of small animal neurology and neurosurgery. Dr. Narak is an assistant professor of neurology and neurosurgery at Auburn University's College of Veterinary Medicine. In her free time, she is an avid hiker and voracious reader.

**Adam Powell** is the capitol reporter for the online news-source Alabama Today, serves as secretary for the Alabama Pro Chapter of the Society of Professional Journalists and is a member of the National Education Writers Association. Powell also writes a weekly column on state politics for Lagniappe in Mobile. He studied print journalism and creative writing at Troy University and has spent 10 years writing for a variety of state and national news sources, including the Wall Street Journal. He enjoys afternoon baseball games, jazz on vinyl and days spent with his two children.

**David Rainier** joined the Information and Education staff at the Alabama Department of Conservation and Natural Resources in 2006 after 14 years as outdoors editor of the Mobile Press-Register. Rainier shares his love of the outdoors in a weekly column on outdooralabama.com. When not out hunting, fishing or exploring the outdoors for story material, Rainier can be found pampering his vegetable garden at his home near Silverhill.

## *Calendar*

### **First Place**

**Score: 280**

MISSOURI DEPARTMENT OF CONSERVATION  
*2016 Natural Events Calendar*

### **Second Place**

**Score: 278**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*2016 Texas State-Fish Art Contest Calendar*

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

**Score: 277**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*Texas Private Lands 2015–2016 Calendar*

NEW HAMPSHIRE FISH AND GAME DEPARTMENT  
*2016 New Hampshire Wildlife Calendar*

**Low Score: 237**

**Category Chair: Tom Dickson, Montana**

### **Judges:**

**Bruce Capdeville** was raised in Montana and educated at Oregon State, then warmed up in Los Angeles and worked for nine years at Genesis, Inc., an ad agency in Denver, before moving to Helena in 1995 and starting Real World Design.

**Tom Dickson** is the editor of Montana Outdoors and a former writer for the Minnesota Conservation Volunteer. Over the past 22 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.

**Luke Duran** has been the art director of Montana Outdoors since 2002. During that time, the magazine has won 10 first- or second-place awards in the ACI magazine category, seven first- or second-place ACI article awards, and two first-place awards from the National Association of Government Communicators. He is also the owner of Element L Design in Helena.

## ***Education***

### **First Place**

**Score: 279**

NEBRASKA GAME AND PARKS COMMISSION

*Trail Tales Magazine*

### **Second Place**

**Score: 253**

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

*Alabama Eastern Indigo Reintroduction Program*

### **Third Place**

**Score: 246**

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

*Prescribed Burn*

**Low Score: 160**

***Category Chair: Jamey Emmert, Ohio***

### ***Judges:***

**Carrie Elvey** has a biology and secondary education degree from Ohio's Hiram College. She has over 25 years' experience in teaching in the outdoors. She is currently the senior naturalist at The Wilderness Center, where she runs the adult education and Ohio Certified Volunteer Naturalist programs. Prior to that, she worked at the Manice Education Center in Massachusetts as a field instructor, assistant director and acting director. She received the OCVN Teacher of the Year Award in 2010.

**Jason Larson** is a lifelong Ohio resident who has spent his career exploring and teaching about natural history. Larson has developed natural history and educational programming for non-profit organizations, state and county park systems, and institutions of higher learning. Currently employed at Gorman Nature Center, he always makes an effort to work with students, teachers and school district officials to develop programming that meets the needs of all parties involved in the educational process.

**Mike Sustin** grew up in Russell Township in Geauga County, Ohio, and currently teaches science at his alma mater, West Geauga High School in Chesterland. His mission is to provide deeply meaningful and enriching experiences for all students in the West Geauga Local School District. In the past, he has coordinated K–12 professional development, provided service learning opportunities for his high school seniors with partner second-grade classes, and directed the creation of a rain garden and outdoor learning venue on the high school campus. His efforts earned him recognition from the North American Association for Environmental Education as the 2010 K–12 Educator of the Year.



## ***Photography***

### **First Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*A Good Day for Turtles*

**Score: 295**

### **Second Place**

NEBRASKA GAME AND PARKS COMMISSION  
*Chat Canyon Sunrise*

**Score: 288**

### **Third Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*Dixie Fiddler*

**Score: 282**

**Low Score: 231**

***Category Chair: Nadia Reimer, Kansas***

### ***Judges:***

**Jon Blumb** has been documenting outdoor subjects since completing graduate school at the University of Kansas Department of Design in 1981. His favorite subjects include hunting, fishing, hunting dogs, camping and scenic landscapes. Blumb's photos are "mood shots," which share the visual details and atmosphere which catch his attention on an outing. He strives to record the visual mementos that make him glad to be there, and make him want to keep going out there. Driven by his interest in sweeping landscapes, Blumb started making black-and-white panoramas with a film camera in 2002. He processes the film and scans the negatives for digital prints and publication.

**Bob Gress** is a photographer, birder and naturalist. He has photographed birds and mammals for publications for more than 35 years. Over 4,000 of his photos have appeared in a wide variety of publications, including most major nature magazines and more than 65 books. He coauthored "Birds of Kansas, The Guide to Kansas Birds and Birding Hot Spots" and "Faces of the Great Plains: Prairie Wildlife." Gress was a major contributor of photos to The Smithsonian Book of North American Mammals and The Guide to Colorado Mammals. One of his photos, a koala and joey, is on display in the Smithsonian Museum of Natural History's "Best of the Best" nature photography exhibit.

**Dan Witt** is a freelance wildlife photographer living near Cheyenne Bottoms and Quivira National Wildlife Refuge in Kansas. He photographs waterfowl and other migratory birds extensively and his images, as well as writings, appear in several publications, including Kansas Wildlife & Parks magazine.

## ***Success on a Shoestring***

### **First Place**

**Score: 269**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*Oklahoma Controlled Hunts Market Research and Promotion Campaign*

### **Second Place**

**Score: 255**

NEBRASKA GAME AND PARKS COMMISSION  
*Nebraska International Migratory Bird Month*

### **Third Place**

**Score: 250**

CALIFORNIA DEPARTMENT OF FISH AND WILDLIFE  
*Getting Nosey with Bears*

**Low Score: 162**

***Category Chair: Amanda Stroud, South Carolina***

### ***Judges:***

**Glenn Gardner** got started in the video production business in 1984 when a laptop computer was a four-function calculator. He joined the South Carolina Department of Natural Resources in 1990, and has been video production manager since 2006. Gardner is responsible for script writing, taping and editing many of the department's video products.

**Alix Pedraza** joined the South Carolina Department of Natural Resources in May 2014, after completing her degree in wildlife management. A native of Colombia, South Carolina, Pedraza shares her love of the outdoors with the growing South Carolina Hispanic population as the department's Hispanic outreach coordinator. Pedraza is responsible for the department's Hispanic website, Facebook page and other publications, and represents the department at festivals and events throughout the state.

**Amanda Stroud** has worked with the South Carolina Department of Natural Resources for over 10 years in communications and outreach. As assistant director of the Office of Media and Outreach, she continues to work closely with all divisions of the agency on marketing, outreach, publications and property signage. When not at work, Stroud spends her time on the water with her family.

## ***Television Series***

### **First Place**

ARIZONA GAME AND FISH DEPARTMENT

*Arizona Wildlife Views*

**Score: 567**

### **Second Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Texas Parks & Wildlife Television*

**Score: 539**

### **Third Place**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

*Outdoor Oklahoma*

**Score: 489**

**Low Score: 484**

***Category Chair: Carol Lynde, Arizona (ret.)***

### ***Judges:***

**Sean Gates** is the chief photographer of KPHO-TV and KTVK-TV in Phoenix. He oversees a team of 28 that shoots and edits content for more than 80 hours of news programming every week. Prior to Phoenix, Gates was the chief photographer at KXLY in Spokane, Washington. He also spent time in Washington, D.C., shooting and editing for Nightly Business Report on PBS. Gates started his career at WDTV in Clarksburg while finishing his bachelor's degree at the School of Journalism at West Virginia University. He has earned three Regional Emmy Awards and one Regional Edward R. Murrow Award.

**John McKnight's** career in TV and radio news spanned 30 years, most of which were spent working in Atlanta at WSB-TV and WGNX-TV. He is a multiple Emmy and AP award winner. McKnight is a skilled reporter, producer, editor and anchor. In addition to everyday reporting and anchoring, he created a special unit that made unique stories which were used in promoting the daily news program, including an hour-long documentary on environmental issues in Georgia. McKnight is retired from broadcasting now, but still active in talent coaching.

**Kipp Woods** is a video producer for the Missouri Department of Conservation. He has worked there for 25 years. He was executive producer and host of the department's TV show, Missouri Outdoors, for 17 years. Since the show was discontinued in 2007, he has helped coordinate, produce and manage many of MDC's online videos and for MDC's YouTube channels. Before coming to MDC, Woods worked at TV stations in Kansas and Missouri, including the Joplin and Springfield markets.

## ***Video Short***

### **First Place**

**Score: 579**

COLORADO PARKS AND WILDLIFE

*"Women Afield" Promotional Video*

### **Second Place**

**Score: 562**

GREAT OUTDOORS COLORADO

*GOCO Inspire Initiative*

### **Third Place**

**Score: 558**

SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES

*South Carolina Wildlife Magazine Promo 2015*

**Low Score: 324**

***Category Chair: Aaron Meier, Nevada***

### ***Judges:***

**Ryan Coleman** is an Emmy-nominated director who has overseen the production of multiple PSAs for the Nevada Department of Wildlife. He specializes in creating custom marketing plans and producing compelling and creative content for a variety of businesses.

**Ford Corl** is a four-time nominee and two-time Emmy-award-winning director. Born and raised in Tucson, Arizona, he earned his degree in media and digital arts from the University of Arizona film school. There he was taught the art of filmmaking and storytelling. Ford's short films have played in film festivals around the country. He has worked in the film/television industry for more than 10 years, and has directed live programs for PBS and NBC as well as been an editor and motion graphic artist for large-scale production companies.

**Ashley Scott** has always had a passion for film and video. While growing up in Texas, she developed her writing, producing and directing skills. She has invested the past 10 years working in media, including broadcast, documentary and film work. Scott has been a part of several film sets, including two feature films and several short films. One of the two short films she wrote and directed has been screened at film festivals; the other is in post-production. She has won multiple awards for screenwriting and filmmaking and an ADDY award for camera and editing on a public service television show.

## ***Video Long***

### **First Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*Owls Underground*

**Score: 581**

### **Second Place**

ARIZONA GAME AND FISH DEPARTMENT  
*A Triumph for Pronghorn Antelope*

**Score: 570**

### **Third Place**

ARIZONA GAME AND FISH DEPARTMENT  
*A Growing Population of Mexican Wolves*

**Score: 569**

**Low Score: 346**

***Category Chair: Abe Moore, Texas***

### ***Judges:***

**Judy Maggio** is a respected, veteran journalist who spent three decades as the lead news anchor in Austin, Texas. She served as managing editor at KVUE-TV and KEYE-TV. When she chose to retire from broadcast news, she launched JudyMaggioMedia, a video production and communications consulting firm. She recently wrote and directed a documentary on Austin politics called "10-Won."

**Sean McQueeney** is a producer/editor based in Austin, Texas. He has edited shows for A&E, CNN, Discovery, and TLC. His latest projects include the documentary "A Song for You: The Austin City Limits Story" and the feature film "Follow."

**Barry Stone** was born in Lubbock, Texas, and earned a master of fine arts degree in photography from the University of Texas at Austin. His work is represented by Klaus von Nichtssagend Gallery in New York and Art Palace in Houston. He is the founding member of the artist collective Lakes Were Rivers. He is an associate professor and the coordinator of the Photography Program in the School of Art and Design at Texas State University. His work has been nationally and internationally exhibited, most recently at Gaa Gallery Projects in Cologne Germany, The Lianzhou Photography Festival in China and Klaus von Nichtssagend Gallery in New York City. His photographs have been acquired by many collections, including the Cleveland Clinic, Fidelity Mutual Corporation and the Museum of Fine Arts Houston.

## *External Newsletter*

**First Place\***

**Score: 272**

GEORGIA DEPARTMENT OF NATURAL RESOURCES

*Georgia Wild*

**Low Score: 244**

*Category Chair: Susan Warner, Vermont*

### *Judges:*

**John Hall** came to the Vermont Fish and Wildlife Department from the U.S. Fish and Wildlife Service in 1968. A former director of the Information and Education (now Outreach) Division, he is back working part-time after retiring in 2010.

**Tom Rogers** works in information and outreach for the Vermont Fish and Wildlife Department. His work focuses on the interface of social and ecological systems, taking an interdisciplinary approach to conservation that includes a strong social science component. He is particularly interested in the public's perception and understanding of science, and how that affects their relationship with fish and wildlife. Tom holds a bachelor of arts from Colby College and a master of science from the University of Montana.

As director of public affairs for Vermont Fish and Wildlife Department, **Susan Warner** oversees the Outreach Division, including information and marketing, hunter education and conservation education programs. She is the past director of communications for information technology and publications manager at Dartmouth College. She has more than two decades experience in advancement, medical and scientific writing and publishing, and communications strategic planning.

*\*When fewer than four entries are received in a category, only a first place is awarded, per the bylaws.*

## ***Online Community Engagement***

### **First Place**

**Score: 282**

IOWA DEPARTMENT OF NATURAL RESOURCES

*Iowa DNR Social Media*

### **Second Place**

**Score: 258**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

*FWC Online Community Engagement Strategy*

### **Third Place**

**Score: 227**

GEORGIA DEPARTMENT OF NATURAL RESOURCES

*Retention Pilot Program*

**Low Score: 188**

***Category Chair: Shanna Chatraw, Florida***

### ***Judges:***

Working with the Wildlife Resources Division of the Georgia Department of Natural Resources from 2011–15, communications and outreach specialist **David G. Allen** expanded the division's social media presence, focusing on hunter and angler recruitment and retention. Through the implementation of Allen's campaigns and strategies, the division grew into one of the country's most engaging state wildlife agencies across social media. Allen established the division's YouTube channel, Instagram profile, Foursquare shooting range listings and the Georgia Wildlife blog. He now works as a communications coordinator with the University of Georgia College of Agricultural and Environmental Sciences, where he continues working with social media and serving in other public relations and marketing roles.

A former TV news anchor and reporter with eight years' experience in Louisiana and Florida who covered the BP oil spill cleanup, **Angela Cruz Ledford** is now a West Palm Beach resident and an advocate for conservation, endangered species and the natural world. As manager of public relations and communications for Discover the Palm Beaches, the official tourism marketing corporation for Palm Beach County, she promotes the area's beautiful, unique ecosystem, which contains a portion of the delicate Everglades. Cruz Ledford also volunteers as public relations director of the Philippine American Society of Palm Beach County, Inc., and assists in PR efforts for the Justin Bartlett Animal Rescue organization.

**Keith Shannon** has parlayed a degree in journalism from UMass Amherst into a career as the social media manager for the Northeast Region of the United States Fish and Wildlife Service. He hosts trainings for the Fish and Wildlife Service on using social media effectively, and is a self-professed "stats geek." He also shoots and edits video for the Service and was part of a two-man team that broadcasted the June 2015 Ivory Crush in Times Square to a worldwide audience.

## ***Conservation Post of the Year***

### **First Place**

ARIZONA GAME AND FISH DEPARTMENT

*Deer Canal Rescue*

**Score: 287**

### **Second Place**

PENNSYLVANIA GAME COMMISSION

*#HanoverEagletNews*

**Score: 276**

### **Third Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

*Endangered Florida Panther Returned to the Wild*

**Score: 273**

**Low Score: 236**

***Category Chair: Alicia Wellman, Florida***

### ***Judges:***

**Tim DeClaire** is director of global public relations at Visit Florida, the Sunshine State's official tourism marketing corporation, Florida's official source of travel planning information for visitors across the globe. DeClaire is in charge of global publicity, corporate communications and social media across international regions, including China, the United Kingdom, Canada, Mexico and Brazil. With 15-plus years of experience in communications, he has worked for Groupon, Nintendo, Turner Broadcasting, Discovery Channel and Walt Disney World, among other top brands.

**Niki McKinnell** is the director of teen driving safety at the Florida Department of Highway Safety and Motor Vehicles, where she leads educational efforts and campaigns to keep Florida teens safe on the road. She previously worked at the Florida Department of Children and Families, where she was director of digital media and outreach before being promoted to chief marketing officer. She has rebranded and launched social media, marketing and public relations campaigns for the Florida Department of Education, Florida Healthy Kids and the Florida Dental Association, as well as other organizations. She has also worked in the press office at the Florida Department of Environmental Protection. McKinnell has volunteered with and served in an advisory capacity for many organizations, including Brehon Family Services, the Epilepsy Association of the Big Bend and The Tallahassee Ballet. She has a bachelor's degree in public relations from the University of Florida.

**Dani Tinker** is the digital content specialist for the U.S. Fish and Wildlife Service, finding creative ways to captivate and engage audiences online. She has a particular knack for building community and filling gaps with digital content. She describes herself as a "nerd with constant curiosity and passion for the wild and natural world."



## ***Graphics***

### **First Place**

**Score: 284**

GEORGIA DEPARTMENT OF NATURAL RESOURCES

*Weekend for Wildlife at Sea Island Logo and Collateral*

### **Second Place**

**Score: 280**

UTAH DIVISION OF WILDLIFE RESOURCES

*Ice Safety Infographic*

### **Third Place**

**Score: 279**

WYOMING GAME AND FISH DEPARTMENT

*"May the Forest be With You" T-shirt*

**Low Score: 181**

***Category Chair: Chris Haefke, Missouri***

### ***Judges:***

**Susan Ferber** has been a graphic designer and art director for 37 years. She has a bachelor of fine arts degree from the Columbus College of Art and Design in Columbus, Ohio, and has worked in corporate and academic settings, producing a wide range of printed and web materials. In addition, she has run a freelance design business throughout her career, switching to that full-time in 2003. Her projects have included those for agribusiness; financial, historical, healthcare, conservation, and publishing organizations; and book design and packaging. When not busy with design projects, she enjoys photography, hiking and travel.

**Jenn Rogers** is a graphic designer and has been working professionally since 2008 after attending Park University in Parkville, Missouri. Rogers specializes in designing for letterpress printing at Hammerpress in Kansas City, Missouri, where she lives with her husband and two dogs and two cats.

**Paul Tosh, MFA**, has been a tenured associate professor of art and art history at the University of Missouri-Kansas City since 2001. His area of emphasis is graphic design, typography and illustration. Along with teaching, Tosh has been a professional designer and illustrator since 1981. He also does fine art, recently exhibiting as part of the Fletcher Exhibit, Social & Politically Engaged Art, at the Reece Museum in Johnson City, Tennessee.

## ***Internal Communication***

### **First Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*Field Notes*

**Score: 291**

### **Second Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*Bear Check Station Operator Training Video*

**Score: 273**

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

TENNESSEE WILDLIFE RESOURCES AGENCY  
*Shoptalk*

**Score: 264**

MONTANA FISH, WILDLIFE AND PARKS  
*Late Night Tonight With Eddie McDougal*

**Low Score: 247**

***Category Chair: Ryan Kennemur, North Carolina***

### ***Judges:***

**Kerry Linehan** is a human dimensions biologist with the North Carolina Wildlife Resources Commission. She has responsibility for conducting and coordination human dimensions projects for the Inland Fisheries Division.

**Margaret Martin** is the communications manager for the North Carolina Wildlife Resources Commission. She oversees news media communications for the agency and coordinates internal communications through the Wildlife Education Division.

**Russell Wong** is a fisheries biologist and outreach program supervisor for the Inland Fisheries Division of the North Carolina Wildlife Resources Commission. He formerly worked as a reporter for the Augusta Chronicle-Herald and as assistant director of communications for the North Carolina Bar Association.

## *Website*

### **First Place**

WYOMING GAME AND FISH DEPARTMENT  
*Interactive Hunt Planner*

**Score: 288**

### **Second Place**

WYOMING GAME AND FISH DEPARTMENT  
*wgfd.wyo.gov*

**Score: 272**

### **Third Place**

NEBRASKA GAME AND PARKS COMMISSION  
*OutdoorNebraska.org*

**Score: 267**

**Low Score: 231**

*Category Chair: Amanda Nalley, Florida*

### **Judges:**

**Peter Lakanen** is Tallahassee native and a consultant and entrepreneur for internet business solutions.

As manager of digital development at the Herald-Tribune in Sarasota, Florida, **Bjorn Morton** works across news, advertising and circulation on strategy, implementation and operation of digital products. His professional career started at the Tallahassee Democrat, where he held a variety of newsroom roles.

**Marissa Ponder** got her master's degree in environmental management from Duke University with a focus on large landscape analysis. She resides in Colorado and works at a health care startup, Welltok, on the cognitive computing team. When she is not out hiking, her work focuses on natural language processing systems as well as app design.

## ***Communications Campaign***

### **First Place**

GEORGIA DEPARTMENT OF NATURAL RESOURCES

*Wildlife License Plate Promotion*

**Score: 288**

### **Second Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

*Lionfish Removal and Awareness Campaign*

**Score: 285**

### **Third Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Zebra Mussels Public Awareness Campaign*

**Score: 277**

**Low Score: 182**

***Category Chair: Phil Bloom, Indiana***

### ***Judges:***

**Jeanine Bobenmoyer** is the digital editor for Midwest Parenting Publications, which owns and operates seven parenting magazines in the Midwest region. Prior to her 12-year-stint in the marketing industry, she served as the corporate outreach and marketing manager for the Indiana Natural Resources Foundation.

**Capt. William Browne** is chief public information officer for the Division of Law Enforcement in the Indiana Department of Natural Resources. In addition to general communications efforts for the division, he oversees all district law enforcement public information officers, including their news releases and social media efforts.

**Scott Davis** is senior webmaster for the Division of Communications in the Indiana Department of Natural Resources. During his eight years with the agency, he has led efforts into social media, video and mobile applications. Before joining the department, he worked in the newspaper industry for more than 20 years. He has a master's degree from Ball State University in digital storytelling.

## ***Poster***

### **First Place**

WYOMING GAME AND FISH DEPARTMENT  
*Wyoming Conservation Art Stamp Show Poster*

**Score: 273**

### **Second Place**

NEVADA DEPARTMENT OF WILDLIFE  
*Free Fishing Day Poster*

**Score: 248**

### **Third Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*Big Catch Poster*

**Score: 243**

**Low Score: 233**

***Category Chair: Sally Mills, Virginia***

### ***Judges:***

**Sally H. Mills** serves as the editor of Virginia Wildlife magazine and has been with the Virginia Department of Game and Inland Fisheries for eight years. She has worked in the conservation field for more than 30 years, primarily as a freelance writer and publications designer. In that capacity, her work spanned everything from regional, grassroots activism to state and federal government editing contracts.

**Lynda L. Richardson** spent 30-plus years as a freelance wildlife and environmental photographer, shooting for clients such as the National Wildlife Federation, The Nature Conservancy and Smithsonian. Her assignments took her to Africa, Central and South America, and throughout the United States. She now happily combines her love of magazine work, photography and design as the art director for Virginia Wildlife magazine.

**Robert L. Walker, Jr. (Lee)** is the Agency Outreach Division Director for the Virginia Department of Game and Inland Fisheries and has been with the agency for 29 years. His job involves responsibility for supporting the mission of the department through education, public relations, marketing and various communication and customer service efforts designed to increase awareness about Virginia's wildlife and natural resources.

## ***Regulations Publication***

### **First Place**

**Score: 261**

INDIANA DEPARTMENT OF NATURAL RESOURCES  
*Indiana Hunting and Trapping Guide*

### **Second Place**

**Score: 260**

COLORADO PARKS AND WILDLIFE  
*Colorado Big Game Regulations Brochure*

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

**Score: 251**

NEVADA DEPARTMENT OF WILDLIFE  
*Nevada Fishing Guide*

INDIANA DEPARTMENT OF NATURAL RESOURCES  
*Indiana Fishing Regulation Guide*

**Low Score: 132**

***Category Chair: Jerry Kane, Nebraska***

### ***Judges:***

**Justin Haag** of Chadron, Nebraska, is a public information officer for the Nebraska Game and Parks Commission and a reporter and photographer for NEBRASKALand Magazine. Before beginning this position in 2013, he produced numerous publications as communications coordinator at Chadron State College and designed pages as an associate editor for the McCook Daily Gazette newspaper.

**Aaron Hershberger** has been an outdoor education specialist for the Nebraska Game and Parks Commission since 2007, where his focus has been hunting and shooting sports outreach. This has included a good deal of work in recruitment, retention and reactivation efforts within the state and beyond. Before this, he spent a decade as an outdoor educator and natural resource biologist at the local and federal level, working with diverse conservation topics. Hershberger has been associated with the Hunter Education program in Nebraska and Iowa and has been an instructor for 20-plus years.

**Tabitha Lavacot** is a graduate of the University of Tennessee and has worked for the Tennessee Wildlife Resources Agency for 20 years. She started as a wildlife officer before moving to the statewide office as a biologist in the wildlife division. There, she assisted big game coordinators for several years and was part of the team that edited hunting regulation guides. Currently, she works in a regional office in middle Tennessee as a wildlife manager, where she is regionally responsible for analyzing harvest data, setting seasons and overseeing multiple wildlife management areas.

## ***Magazine Wildlife Article***

### **First Place**

**Score: 284**

INDIANA DEPARTMENT OF NATURAL RESOURCES

*"Hoo" Will Show Up This Winter?*

### **Second Place**

**Score: 283**

MISSOURI DEPARTMENT OF CONSERVATION

*The Fight Against White-Nose Syndrome*

### **Third Place**

**Score: 278**

MONTANA FISH, WILDLIFE AND PARKS

*Gardening with a Gun*

**Low Score: 248**

***Category Chair: Dan Williams, New Mexico***

### ***Judges:***

**Kevin Holladay** is the conservation education coordinator for the New Mexico Department of Game and Fish and has been with the Information Education Division for 22 years. Before joining the department, he worked as a ranger at Grand Canyon, Arches, Glacier, Katmai, Olympic, Mount Rainier, Canyonlands and Glacier Bay national parks. He taught outdoor education at Yosemite National Park and has been a consultant for wildlife conservation and resource management for nonprofit groups in Bolivia, Belize and Botswana. He has a master's degree in education and a bachelor of science degree in biology.

**Ronald Short** is the publications editor for the New Mexico Department of Game and Fish. Prior experience includes art director and production manager for Grand Canyon Association, a nonprofit publisher, and director of publications and chair of the university press for Eastern Washington University. Short holds a master's degree in the psychology of art and studied at L'Accademia delle Belle Arti in Florence, Italy.

**Bill Tefft**, a New Mexico native, is manager of the Public Lands Information Center in Santa Fe, New Mexico. The information center is at the Bureau of Land Management State Office and is run by the nonprofit Public Lands Interpretive Association. At the information center, Tefft and his staff field questions from hunters, campers, hikers and others on how to use, access and enjoy our public lands.

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

### **First Place (Tie)**

**Score: 271**

INDIANA DEPARTMENT OF NATURAL RESOURCES

*Unveiling the Underground Railroad*

NEBRASKA GAME AND PARKS COMMISSION

*Riding the Rails: Nebraska's Cowboy Trail*

### **Second Place**

**Score: 269**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Trekking Across the Top of Texas*

### **Third Place**

**Score: 245**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Death of the Sea Wolf*

**Low Score: 207**

***Category Chair: Tom Harvey, Texas***

### ***Judges:***

**Marla Camp** is an award-winning journalist and the owner and publisher of Edible Austin, a bi-monthly print and online magazine, which connects readers to the local food culture and food producers in central Texas and helps transform the way we think about food. In 2009, Camp was appointed chair of the Sustainable Food Policy Board for the City of Austin and Travis County, which she helped found. She is also a faculty member in the Journalism School at The University of Texas.

**Marika Flatt**, travel editor, launched her magazine writing career in 2002, combining her love of travel, journalism, media and public relations. Flatt has been travel-writing nonstop since then and feels that part of her success in delivering an enticing travel feature is because her "day job" is running a literary PR agency, PR by the Book. A cum laude graduate of Texas A&M University, she lives in Austin with her husband, Doug, co-publisher of TLM, and three kids, who also love to travel. She can be heard on the statewide National Public Radio show "Texas Standard," offering weekend trip tips.

**Katy Vine** joined the editorial staff of Texas Monthly in 1997 and became a staff writer in 2002. She has written on a range of topics, including hip-hop legend Bun B, the West fertilizer explosion, barbecue pit masters, Warren Jeffs, the moon landing, the Kilgore Rangerettes, bass fishing, a three-person family circus, chess prodigies and a reclusive musician named Jandek. Her stories have appeared in the "Best American Sports Writing 2005," the "Best American Sports Writing 2006" and "Best Food Writing 2011."



## ***Magazine Fisheries Article***

### **First Place**

**Score: 283**

ARIZONA GAME AND FISH DEPARTMENT

*Lifeline of the Southwest — the Colorado River*

### **Second Place**

**Score: 273**

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

*Flexing Their Mussels*

### **Third Place**

**Score: 268**

CALIFORNIA DEPARTMENT OF FISH AND WILDLIFE

*Where the California Current Leads*

**Low Score: 204**

***Category Chair: Kathy Garza-Behr, Ohio***

### ***Judges:***

**Kipp Brown** is a fisheries biologist with the Division of Wildlife in the Ohio Department of Natural Resources, and is in his 20th year of service to the state of Ohio. Brown is a graduate of The Ohio State University with a bachelor's degree in natural resources–fisheries management. He has spent the majority of his life knee-deep in streams, ponds and lakes, catching or studying all manner of critters. He enjoys hunting, fishing and nature photography and lives with his lovely and patient wife, Jacqueline, and their two dogs.

**Tom Cross** hales from Winchester in Adams County, Ohio. He was an outdoor columnist for the People's Defender newspaper for 35 years. A regular contributor to North American Whitetail Magazine, Cross is the author of "Fishing Ohio," published by Lyons Press in 2008. He is past president of the Outdoor Writers of Ohio and was chairman of the OWO (Ohio) State Record Fish Committee for 11 years. Cross has won numerous awards for writing and photography. He was editor and producer of the Adams County Visitor and Community Guide and executive director of the Adams County Travel and Visitors Bureau. Cross lives on the family farm with his wife, Judy. They have three children and five grandchildren.

**Kathy Garza-Behr** is a wildlife communications specialist with the Division of Wildlife in the Ohio Department of Natural Resources. She started her career with the Division of Wildlife almost 20 years ago in the wildlife management section. She transferred to the Information and Education section in 2007. She says the change was rewarding because it allows her to carry out the division's mission by supplying current factual information about Ohio's fish and wildlife resources, as well as taking people into the field to experience nature hands-on. That includes fishing with youngsters or teaching someone the proper way to hold a bow or firearm and even how to identify birds and salamanders. When she's not at work, you can find her with her husband and three children. They enjoy hunting, fishing and other outdoor activities.

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

### **First Place**

**Score: 271**

ARIZONA GAME AND FISH DEPARTMENT

*Allure Under Ground*

### **Second Place (Tie)**

**Score: 270**

MONTANA FISH, WILDLIFE AND PARKS

*Secrets of a Morelling Master*

NEBRASKA GAME AND PARKS COMMISSION

*Leftover Dogs*

### **Third Place**

**Score: 262**

INDIANA DEPARTMENT OF NATURAL RESOURCES

*Creating Wildlife Habitat*

**Low Score: 168**

***Category Chair: Karen Parker, Florida***

### ***Judges:***

**Jeff M. Hardison** is the sole proprietor of a six-year-old daily news website that serves north-central Florida and beyond. HardisonInk.com gets a million hits a month and averages 10,000 unique visitors a month. Hardison is a multiple-award-winning writer and editor who has served as a reporter, business writer, bureau chief, managing editor, editor and executive editor for Florida weekly and daily newspapers.

**Lou Jones** has been the editor of the weekly Chiefland Citizen in Chiefland, Florida, since 2008. She has worked on a variety of newspapers, including USA Today. She took a break from journalism in the 1990s to become a chef, but got back into the newspaper business after moving to Florida.

**Glenn Parker** is a retired biomedical technician who devotes his days to taking care of his two dogs and his wife. He's an avid reader. His reading interests are varied and rather eccentric, but he favors nonfiction. He enjoys cooking, pen making, collecting various treasures from flea markets and thrift stores, and getting outside as much as he can before the Florida summers make that nearly impossible.

## *Magazine*

### **First Place**

**Score: 550**

MISSOURI DEPARTMENT OF CONSERVATION

*Xplor*

### **Second Place**

**Score: 543**

MONTANA FISH, WILDLIFE AND PARKS

*Montana Outdoors*

### **Third Place**

**Score: 539**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Texas Parks & Wildlife*

**Low Score: 440**

*Category Chair: Regina Knauer, Missouri*

### **Judges:**

**Paul Hackbarth** has served as managing editor of The Rolla Daily News, a six-day-a-week newspaper in south-central Missouri, since May 2013. He was a general assignment reporter for the Daily News for a year before moving up. Before Rolla, Hackbarth worked at the Washington Missourian newspaper, a twice-weekly publication in Washington, Missouri. Hackbarth graduated from the University of Missouri-St. Louis with a bachelor's degree in communications. Hackbarth also was editor-in-chief at the University of Missouri-St. Louis student newspaper, The Current.

**Judi Linville** is a former journalistic writing instructor and student newspaper adviser at the University of Missouri-St. Louis. As a member of College Media Advisers, she participated in judging student newspaper contests from around the nation and the state of Missouri. She has worked as a newspaper reporter, magazine editor, public information officer and library technical assistant. She holds a master's degree in English from the University of Arkansas-Fayetteville. Her avocations include birdwatching, gardening, quilting, photography, blogging, genealogy and travel.

**Jeff Starck** is the senior staff writer of Coin World. He began with the publication as the 2003 Margo Russell intern and has received more than 40 state and national awards since joining staff in 2004. He is the primary writer for the "World Coins" section and is responsible for Coin World's coverage of world coins and weekly international page. Starck graduated with a bachelor of arts degree from Webster University in St. Louis, where he was editor-in-chief of the weekly student newspaper.