



ASSOCIATION *for*

CONSERVATION

INFORMATION, INC.

2017
Awards Results

Annual Meeting held at the
University Plaza Hotel and Convention Center
Springfield, Missouri
July 29–August 2, 2018

*Compiled by Blake Podhajsky, Awards Chair
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One-time Publication: Brochure

First Place **Score: 196**
NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
Know the Bear Facts – Black Bears in New Jersey

Second Place **Score: 195**
ARKANSAS GAME AND FISH COMMISSION
Beginners Hunt Club Rack Card

Third Place **Score: 184**
FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
Reel in and Recycle!

Maximum Score: 220
Low Score: 149

Judges:

Bill Graham

Graham is a Missouri Department of Conservation media specialist based in Kansas City who serves much of western and northwestern Missouri. A past president of the Outdoor Writers of America, Graham worked 25 years as a reporter and editor for The Kansas City Star newspaper. He is a lifelong angler, hunter and explorer of nature's ecosystems.

Kelly Adams

Kelly Adams is an information specialist for the Oklahoma Department of Wildlife Conservation. She works in various media types including print, digital and social media.

One-time Publication: Other

First Place **Score: 300**
MAINE DEPARTMENT OF INLAND FISHERIES AND WILDLIFE
Maine Outdoor Map and Guide

Second Place **Score: 293**
MISSOURI DEPARTMENT OF CONSERVATION
2017-2018 Seedling Order Form

Third Place **Score: 282**
U.S. FISH AND WILDLIFE SERVICE
Monarch Butterfly Postcard Series

Maximum Score: 330

Low Score: 224

Judges:

Susan Warner

As director of public affairs for the Vermont Fish and Wildlife Department, Warner oversees the Outreach Division including information and marketing, hunter education and conservation education programs. Previously, she was 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.

Jerry Kane

Kane is news manager in the Nebraska Game and Parks Commission's Communications Division. His duties include news releases, media liaison, and compiling, writing, editing and proofing content for in-house publications. He's worked for the commission 12 years.

Mel Severin

Severin has worked for the Nebraska Game and Parks Commission as a graphic designer for about a year. He said it feels great to use his skills to promote conservation and appreciation for the outdoors.

One-time Publication: Book/Report

First Place

ARKANSAS GAME AND FISH COMMISSION
Conserving Arkansas's Flooded Timber Legacy

Score: 295

Second Place

TEXAS PARKS AND WILDLIFE DEPARTMENT
Gambel's Quail in Texas: Biology and Management

Score: 294

Third Place

TEXAS PARKS AND WILDLIFE DEPARTMENT
Texas State Park Guide 2017, 14th Edition

Score: 292

Maximum Score: 330

Low Score: 213

Judges:

Joey Frazier

Frazier is editor of South Carolina Wildlife. A magazine feature writer and photographer her whole career, she now plans, writes for, edits and takes photographs for this magazine and leads a staff of three.

Josh Leventhal

Leventhal has spent 21 years as a reporter and editor for various newspapers and magazines, and has been editor of Wildlife in North Carolina the past two years.

Julie Hammonds

Hammonds is a free-lance editor and writing coach based in Flagstaff, Ariz. A nonfiction specialist who loves helping writers achieve their dreams, she has edited six nonfiction books and is working on three more.

News Release

First Place

NEBRASKA GAME AND PARKS COMMISSION
Study of Bighorn Lamb Deaths

Score: 269

Second Place

SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES
Two Men Charged With Harassment of Wildlife

Score: 268

Third Place

UTAH DIVISION OF WILDLIFE RESOURCES
I found a Deer Fawn. Now What?

Score: 265

Maximum Score: 300
Low Score: 206

Judges:

Patti Jett

Jett is public affairs coordinator for Baytown, Texas, and a Texas Association of Municipal Information Officers board member. She holds a bachelor's degree from Texas A&M University and is a graduate of the Certified Public Communicator Program at Texas Christian University.

Noah Austin

Austin is the associate editor of Arizona Highways, a monthly magazine published by the Arizona Department of Transportation to promote tourism in Arizona. A Wisconsin native, he came to Arizona in 2000 and has been at Arizona Highways since 2013. His other work as a writer and copy editor includes The Arizona Republic, the East Valley Tribune, PHOENIX magazine and The Associated Press.

Nadia Reimer

Reimer oversees the Kansas Department of Wildlife, Parks and Tourism statewide news release program and social media presence, and helps produce the agency's printed publications including Kansas Wildlife & Parks Magazine, for which she serves as managing editor. Reimer served as an ACI awards category chair in 2016 and awards judge in 2017.

Calendar

First Place

TEXAS PARKS AND WILDLIFE DEPARTMENT

2017-2018 Private Lands Calendar

Score: 280

Second Place

INDIANA DEPARTMENT OF NATURAL RESOURCES

Outdoor Indiana 2018 Calendar

Score: 268

Third Place

MISSOURI DEPARTMENT OF CONSERVATION

2018 Natural Events Calendar

Score: 266

Maximum Score: 300

Low Score: 222

Judges:

Amanda Nalley

Amanda Nalley lives in Tallahassee, Fla., where she has been the Marine Fisheries Management public information specialist for the Florida Fish and Wildlife Conservation Commission for seven years. When not talking about saltwater fishing and its regulations, she is a mom to a 3-year-old girl, a stepmom and a new homeowner. Her career began as a reporter for a local newspaper, and she likes to do it all: writing, taking photos, shooting and editing video, learning more about marketing, and dabbling in graphic design.

Rinee Merrit

Merrit has been a graphic specialist for three years with the Oregon Department of Fish and Wildlife. She has worked as a professional graphic designer and web content manager since 2010, working free-lance for many clients and as an in-house designer for the ODFW and Hewlett-Packard. She has a master's degree in adult education and a bachelor's degree in horticulture as well as a certificate in prepress technology. She owns a business in graphic design, website management and fine art. At ODFW, she creates outdoor and indoor signage, trailer wraps, logos, brochures, flyers, calendar design, retail displays, outdoor recreation panels, fliers, stickers, packaging, posters, illustrations, infographics and other materials as needed for the agency.

Andrea Jones

Jones was the information and education manager for Montana Fish, Wildlife and Parks in southwestern Montana. A former broadcast journalist with a good amount of camera work under her belt, she holds a master's degree in journalism.

Education

First Place NEBRASKA GAME AND PARKS COMMISSION <i>Trail Tales Magazine</i>	Score: 267
Second Place MISSOURI DEPARTMENT OF CONSERVATION <i>An Introduction to Fishing</i>	Score: 240
Third Place ALABAMA DEPT OF CONSERVATION AND NATURAL RESOURCES <i>How to Use Alabama's Game Check Video</i>	Score: 236
	Maximum Score: 300
	Low Score: 181

Judges:

Carol Lyn Parrish

Parrish has 33 years' experience in outreach and education at the Florida Fish and Wildlife Conservation Commission. She is well-versed in customer service and in understanding conservation agencies and their missions.

Alix Pedraza

Pedraza serves as the diversity outreach manager for the South Carolina Department of Natural Resources. Originally from Colombia, Pedraza facilitates SCDNR communication and education initiatives that connect Spanish-speaking communities and African-American communities to natural resources information, public events, opportunities and advisories. The Wildlife Society honored Pedraza with the 2016 Diversity Award for her invaluable contributions to South Carolina's Hispanic outreach efforts and her dedication to natural resources conservation.

Kellie Tharp

Tharp is the education branch chief for the Arizona Game and Fish Department. With a master's degree in environmental science and policy and a bachelor's degree in wildlife biology, Tharp has more than 15 years of experience in wildlife conservation and education. She is chairman of AFWA's Education Subcommittee and its North American Conservation Education Strategy Steering Committee, and she served as the primary investigator for a 2013-14 multistate conservation grant project. She was the 2011 recipient of AFWA's Mark Reeff Award for young professional of the year, is an alumna of Cohort 9 of the National Conservation Leadership Institute, and served as a coach for Cohorts 10, 11 and 12.

Photography

First Place**Score: 282**

MISSOURI DEPARTMENT OF CONSERVATION

*Bushwacker Conservation Area Scenic***Second Place****Score: 276**

MISSOURI DEPARTMENT OF CONSERVATION

*Celestial Triangle Over Mina Sauk Falls***Third Place****Score: 269**

INDIANA DEPARTMENT OF NATURAL RESOURCES

*Skamania Steelhead***Maximum Score: 300****Low Score: 172*****Judges:*****Linda May**

May has served as an environmental educator for the Georgia DNR's Wildlife Resources Division for more than 23 years. As outreach coordinator for the Nongame Conservation Section, she publicizes the state's rich biodiversity and teaches how to conserve wildlife and their habitats. Through public programs, festivals, art contests, educational videos and other initiatives, May enjoys sharing her knowledge and enthusiasm. A well-seasoned amateur nature photographer, she regularly contributes photos for DNR e-newsletters, social media posts, annual reports and other media. She earned a wildlife management degree from the University of Georgia's Warnell School of Forestry and Natural Resources.

Don P. Brown

Since 2014, Brown has served as associate editor of Outdoor Oklahoma magazine, the official publication of the Oklahoma Department of Wildlife Conservation. The Tulsa native holds a bachelor's degree in photojournalism from Oklahoma State University, and spent more than 20 years in newspaper photography, photo editing, reporting and copy editing. His efforts have been recognized by the Associated Press, Oklahoma Press Association, American Copy Editors Society, American Press Institute, Society of Professional Journalists and the Association for Conservation Information. Brown also has experience as a portrait and wedding photographer, and as a photo print and film processor.

Kyle Martens

Martens spent nearly five years in television broadcasting before shifting his efforts to natural resources communications. He led divisions at two TV stations, an AmeriCorps nonprofit, and now Nebraska's state forestry agency. His teams procured two broadcasting Emmy Awards (2009, 2010) for their stories in the "breaking news" and "severe weather" categories. He has also received several awards for website design and digital content creation. He is in his final year at the University of Nebraska-Lincoln, pursuing a master's degree in natural resource sciences.

Success on a Shoestring

First Place **Score: 194**
GEORGIA DEPARTMENT OF NATURAL RESOURCES
Georgia Lapsed Angler Email Campaign

Second Place **Score: 187**
ALABAMA DEPT OF CONSERVATION AND NATURAL RESOURCES
Alabama Hunting Newsletter

Third Place **Score: 181**
FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
Northern Bobwhite Quail Sightings Webpage

Maximum Score: 200
Low Score: 106

Judges:

David G. Allen

Allen is a public relations coordinator at the University of Georgia, serving the College of Agricultural and Environmental Sciences (CAES) and UGA Extension. Since arriving at UGA in 2015, he has helped launch new CAES and UGA Extension websites while elevating the social media presence for both organizations. Previously, he served as a communications and outreach specialist for the Georgia Department of Natural Resources' Wildlife Resources Division, developing the organization's social media presence into one of the most engaging and widely followed state wildlife agencies online.

Karen Hudson

Hudson is the statewide marketing specialist for the Missouri Department of Conservation. She develops marketing programs and projects using integrated approaches to engage key audiences and meet agency goals. She also teaches online marketing classes for Columbia College based in Columbia, Mo.

Video Short

First Place

MISSOURI DEPARTMENT OF CONSERVATION
Nature's Calling – MDC 80th Anniversary

Score: 573.5

Second Place

COLORADO PARKS AND WILDLIFE
Livin' the Wildlife: Bighorn Sheep

Score: 571.5

Third Place

TEXAS PARKS AND WILDLIFE DEPARTMENT
Sounds of Sea Rim

Score: 568

Maximum Score: 600

Low Score: 206

Judges:

Mary Johns

Johns of Montgomery, Ala., is director of news services for the Alabama Farmers Federation. She joined the organization in 2012 and has served as co-host, reporter and writer for the group's "Simply Southern TV" since the program began in 2015. Previously, she worked in radio in Lexington and Bowling Green, Ky. She has a degree in broadcasting and journalism from Western Kentucky University and was named the outstanding senior in the program's Broadcast News division in 2007.

J.H. "Scooter" Whatley

Whatley began working in the television production business in 1986, shooting news for the CBS affiliate in Jackson, Miss. He then worked as a cinematographer at Mississippi Public Broadcasting, The Outdoors Channel, the Golf Channel, and ESPN sports. He currently shoots for the Mississippi Department of Wildlife's TV show "Mississippi Outdoors" while still freelancing for ESPN and other live sporting events in the Southeast. He's shot camera of African safaris and the Pope in Vatican City, and he said he's blessed to do what he does for a living.

James A. Swan

Swan, Ph.D. is co-executive producer of the "Wild Justice" docu-reality show on the National Geographic Channel, which was inspired by a documentary about California game wardens that he produced. A trailblazer in the fields of environmental education and environmental psychology, he has written for and consulted on more than 100 produced TV shows and has written 10 nonfiction books and more than 800 articles and columns about the psychological aspects of connection with nature. He has taught environmental communications, psychology and ecology at the Universities of Michigan, W. Washington State, Oregon and Washington. James' connection to nature began while growing up on an island in Lake Erie. He has a website at www.jamesswan.com.

Video PSA

First Place

NEVADA DEPARTMENT OF WILDLIFE

Don't Be Number Seven, Always Wear a Life Jacket

Score: 573.5

Second Place

TEXAS PARKS AND WILDLIFE DEPARTMENT

Be Safe, Stay Sober

Score: 554.5

Third Place

MISSOURI DEPARTMENT OF CONSERVATION

Get Nature Your Way

Score: 523.5

Maximum Score: 600

Low Score: 454

Judges:

Heidi Ferguson

Ferguson works for the Georgia Department of Natural Resources as a videographer and marketing specialist. She was co-winner of a first-place ACI award.

Todd Craighead

Craighead has worked for the Oklahoma Department of Wildlife Conservation for 23 years as an information specialist. He's a producer and host of the agency's long-running television show, "Outdoor Oklahoma."

Mike Christensen

Christensen has more than 20 years of content production experience. He studied film in college and after graduating spent five years working on feature films and broadcast TV projects across the country. In 1999, he and some friends started a marketing and production company called FreedomZone (www.freedomzone.com), which gave him great opportunities to create content for brands and networks including Pepsi, Mountain Dew, MTV and NBC. After years of traveling and seldom seeing his family, he joined the Utah Division of Wildlife Resources, where he loves it and feels blessed to be able to help share conservation stories.

Video Long

First Place

TEXAS PARKS AND WILDLIFE DEPARTMENT

Grubh's Bugs

Score: 513

Second Place

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

FLOW: The Chipola River Story

Score: 489.5

Third Place

PENNSYLVANIA GAME COMMISSION

Ruffed Grouse

Score: 482.5

Maximum Score: 600

Low Score: 272

Judges:

Tony Dolle

Dolle has worked in public relations, communications and marketing the past 40 years as a writer, editor, photographer and public relations executive. He is a past president of the Outdoor Writers Association of America (OWAA), the Association of Great Lakes Outdoor Writers (AGLOW) and has served as the corporate liaison for OWAA and the Outdoor Writers Association of Canada. He is an award-winning photographer and a Pulitzer Prize-nominated writer. He is president of the Tennessee Clean Water Network and is a free-lance writer based near Nashville.

Danielle Kent

Kent, a video producer for South Carolina Department of Natural Resources, has worked in broadcast television for more than 20 years in various positions including director, producer and editor. While working for PBS, he was on the creative team that produced numerous award-winning TV shows and documentaries. Currently, he films and edits commercials and educational videos, and enjoys coaching and playing soccer in his free time.

Peg Craft

Craft is digital media producer for the Missouri Department of Conservation. Previously, she worked in production for PBS in Los Angeles, and in corporate video in St. Louis and Michigan for clients including Upjohn, Maritz and Anheuser Busch. Among her favorite accomplishments in the outdoors was recording with James Earl Jones for a prairie documentary, with talented musicians for an "On the Water" music video, and putting together a multimedia blog.

Television Series

First Place

Score: 555.5

TEXAS PARKS AND WILDLIFE DEPARTMENT
Texas Parks and Wildlife

** Because there were only three entries in this category, only the winning entry is recognized.*

Maximum Score: 600

Low Score: 383.5

Judges:

Dan Bertalan

As a multiple Emmy-winning director, cinematographer and editor, Bertalan is driven by a passion to make the world a better place for all species by crafting broadcast television, documentaries for PBS, online videos, curriculum and classroom media that empower audiences to think critically about their roles in shaping Earth's future. With more than 500 productions to his credit, his stories connect with viewers by using a combination of visual and psychological engagement techniques.

Doc Kokol

Kokol directs the Office of Strategic Initiatives at the Florida Fish and Wildlife Conservation Commission. He has held a series of communication leadership positions in the public and private sectors. Kokol was the chief operating officer of White Hawk Pictures, a national film and video production firm that had Winn Dixie, Mercedes Benz and Florida State University as clients. Kokol served as communication director for Associated Industries of Florida, Florida Department of Health, Florida Agency for Health Care Administration and Florida Fish and Wildlife Conservation Commission. He has won a national Emmy award and several Addy awards.

Kipp Woods

Woods is a video producer for the Missouri Department of Conservation. He has worked for MDC for 27 years. He was executive producer and host of the department's TV show "Missouri Outdoors" for 17 years. The TV show was discontinued in 2007. Since that time, he has helped coordinate, produce and manage many of MDC's online videos and MDC's YouTube channels. Previously, Woods worked at TV stations in Kansas and Missouri, including the Joplin and Springfield markets.

Audio Program or Podcast

First Place

Score: 185

MISSOURI DEPARTMENT OF CONSERVATION
Nature in Totality

Second Place

Score: 158

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
125th Anniversary of the New Jersey Division of Fish and Wildlife

Third Place

Score: 153

ARIZONA GAME AND FISH DEPARTMENT
Arizona Game and Fish Outdoor Expo Radio Ad

Maximum Score: 210

Low Score: 138

Judges:

David Nelson

Nelson is a professor of mass communication and faculty adviser to UCentral Radio, KZUC-LPFM at the University of Central Oklahoma. He holds a bachelor's degree in radio/TV communication from Cameron University, a master's degree in communication from the University of Oklahoma, and doctorate in higher education with emphasis in mass communication from Oklahoma State University. He has worked in higher education for 23 years. Nelson has been a panelist and presenter at various local, state and national conferences. He worked 10 years in the broadcast industry in Oklahoma and Texas as a sports photojournalist, radio sports director, high school and college football radio color commentator, radio personality, radio program director, radio public service director and radio news director. He has performed voice-over work for numerous organizational training videos, radio commercials and station imaging campaigns.

Micah Holmes

Holmes is an information and education supervisor at the Oklahoma Department of Wildlife Conservation and has been with the agency about 15 years. After receiving a bachelor's degree in wildlife and fisheries ecology from Oklahoma State University, he began his career as a reporter for a small-town newspaper. He oversees the department's online, print and televised communication efforts and acts as the organization's media spokesman. As immediate past president of the Association for Conservation Information, he has taken an active role in the conservation communications field including graduating from the National Conservation Leadership Institute, participating in the RBFF's marketing efforts, the CAHSS development working group, and as a trainer at the Oklahoma Wildlife Resource Professional course.

Jason Harmon

Harmon, from Lebanon, Tenn., has been with the Tennessee Wildlife Resources Agency for 11 years. He is the digital media specialist in the Communications Division and host of the agency podcast, "Tennessee WildCast." Harmon also manages social media, helps with website content and design, and shoots/produces video and photos. When not working, he enjoys hunting and fishing, and performing with The Road Crew as a drummer and vocalist.

External Newsletter

First Place

NEW HAMPSHIRE FISH AND GAME DEPARTMENT
Wildlines

Score: 273

Second Place

GEORGIA DEPARTMENT OF NATURAL RESOURCES
Georgia Wild E-newsletter

Score: 230

Third Place

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
FWRI Monthly Highlights

Score: 227

Maximum Score: 300
Low Score: 157

Judges:

David O. Lucas

Lucas, from Pelion, S.C., attended the University of South Carolina in Columbia. He lives in Beaufort, S.C., where he is regional public information coordinator for the Coast and Pee Dee regions for the South Carolina Department of Natural Resources. He writes and edits the agency's S.C. Natural Resources Blog and helps manage the agency's Facebook page. Previously, Lucas was editor of South Carolina Wildlife magazine for eight years, after 20-odd years of working in daily newspaper journalism and technical writing, and other state agency public information and administrative roles. Lucas also has experience as a cannery worker, forklift driver, fisheries technician, campground attendant, Zamboni driver, gas station attendant, line cook, bar back, law enforcement dispatcher and window washer.

Jane Gustafson

With more than 20 years in the fields of communications, marketing and public relations, Gustafson has served the last 15 years as the assistant division chief and marketing manager of Nebraska Game and Parks, with various responsibilities including heading the Creative Team of Designers, emails, outreach, social media, crafting marketing strategy, budgets, producing various collateral material, newsletter, TV, radio, print ads, billboards and any other kind of promotion.

Dorothy Zimmerman

Zimmerman has been a multimedia communications professional for Florida Sea Grant, headquartered at the University of Florida, for 17 years. She also serves in a dual appointment as assistant director for the communications division of the Institute of Food and Agricultural Sciences Extension Program at the University of Florida. In this dual capacity, she is responsible for the planning and implementation of communications programs, products and services that support the research and outreach needs of Sea Grant researchers and extension faculty throughout Florida.

Online Community Engagement

First Place

COUNCIL TO ADVANCE HUNTING AND THE SHOOTING SPORTS
National R3 Community

Score: 279

Second Place

IOWA DEPARTMENT OF NATURAL RESOURCES
Iowa DNR Social Media

Score: 267

Third Place

TEXAS PARKS AND WILDLIFE DEPARTMENT
Hurricane Harvey Response

Score: 260

Maximum Score: 300

Low Score: 167

Judges:

Keith Shannon

Shannon is the digital strategist for the U.S. Fish and Wildlife Service Northeast Region, in Hadley, Mass., just 10 miles down the road from his hometown. Shannon has helped organize and lead multiple USFWS social media campaigns, including 2015's Ivory Crush in Times Square, and regularly speaks at regional and national workshops about social outreach.

Jenifer Wisniewski

Wisniewski, an Alabama native, is the marketing and communications manager for the Georgia Department of Natural Resources. Her marketing successes have increased license revenue overall by over 25 percent in five years and reduced customer churn by 10 percent. She has a passion for sharing best practices among states and a drive for accomplishing R3 through marketing. Her success in Georgia has garnered much attention nationwide, and her efforts have been featured by organizations including ACI, CAHSS, RBFF, ATA, NSSF, WMI, AFWA and others.

Tristanna Bickford

Bickford is communications director for the New Mexico Department of Game and Fish. Only a few months with New Mexico, she has more than 11 years of experience with the Arizona and Wyoming game and fish departments.

Conservation Post of the Year

First Place

COLORADO PARKS AND WILDLIFE
Conserving Greenback Cutthroat Trout

Score: 283

Second Place

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
Big Leap for Florida Panther Conservation

Score: 265

Third Place

UTAH DIVISION OF WILDLIFE RESOURCES
Utah Elk Rescue

Score: 263

Maximum Score: 300

Low Score: 228

Judges:

Whitney Bishop

Bishop manages social media for the Texas Parks and Wildlife Department. Under her tenure, the agency has developed more than 150 social channels with 1 million-plus confirmed fans, driving loads of traffic to the agency's website. Agency social media posts have been featured on the Yahoo Homepage, The Weather Channel, USA Today, NHK Japan and numerous other media outlets. A graduate of the University of Texas at Austin, Bishop is also an award-winning video producer.

Kyndel McConchie

McConchie is the digital and social media coordinator for Fish Shimano. Previously she was the public information director for the South Carolina Department of Natural Resources where she managed Facebook, Midlands media relations, social media live-streaming, media training, and a wild game cooking show for SCDNR. Born and raised in the Texas Panhandle, she worked in television broadcasting and won regional and national Edward R. Murrow Awards for contributions to team coverage of Colorado's Waldo Canyon Fire in 2012.

Tim Akimoff

Akimoff is social media coordinator for Oregon Department of Fish and Wildlife. Before returning to his home state of Oregon, he worked as the digital director for WBEZ, Chicago Public Radio, where he managed the station's digital properties and worked with national shows including "This American Life" and "Wait, Wait ... Don't Tell Me." He also spent two years running Alaska's NBC station KTUU's digital content, chasing pirate ships in the Aleutian Islands and covering two Iditarod sled-dog races. Previously, Akimoff was one of the ink-stained wretches in the trenches covering local government at newspapers in Oregon and Montana.

Graphics: Layout

First Place

TEXAS PARKS AND WILDLIFE DEPARTMENT
Prime State Park Campsites

Score: 282

Second Place

WYOMING GAME AND FISH DEPARTMENT
Taking the High Road

Score: 272

Third Place (TIE)

ARKANSAS GAME AND FISH COMMISSION
*Rick Evans Grandview Prairie Conservation
Education Center Auto Tour Signs*

Score: 252

WYOMING GAME AND FISH DEPARTMENT
Special Delivery

Maximum Score: 300

Low Score: 156

Judges:

Amanda Hrubesh

Hrubesh, from Atlanta, is webmaster and lead graphic designer in the Wildlife Resources Division of the Georgia Department of Natural Resources. She graduated from Clemson University in 2013 with a bachelor's degree in graphic communications. She started in the State Parks and Historic Sites Division then transferred to the Wildlife Resources Division in 2017. She helped with transitioning to Drupal 7 and designing the current GADNR website. She offers assistance to the Commissioner's Office on a regular basis and said she honestly has the best job in the world.

Maria LaRocca

LaRocca is art director at South Carolina Wildlife magazine of the South Carolina Department of Natural Resources in Columbia, S.C. She has a background in graphic design, photography, and publication layout and design.

Jonathan Carlucci

Carlucci is principal public information officer for the New Jersey Division of Fish and Wildlife. He works with graphics and publications, photography and video, and is a Facebook administrator.

Graphics: Advertising/Display

First Place

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
MarineQuest Logo

Score: 174

Second Place

VIRGINIA DEPARTMENT OF GAME AND INLAND FISHERIES
Virginia DGIF Branding Logo

Score: 162

Third Place

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
Manatee Decal 2017

Score: 161

Maximum Score: 200

Low Score: 96

Judges:

Darrin Hill

A seasoned TV producer for “Outdoor Oklahoma,” Hill previously worked in other video production houses and TV stations before starting a career in conservation. He also worked as a genius/trainer for Apple Inc. for 10 years and received formal recognition from the late Steve Jobs for his service.

Micah Holmes

Holmes is an information and education supervisor at the Oklahoma Department of Wildlife Conservation and has been with the agency about 15 years. After receiving a bachelor’s degree in wildlife and fisheries ecology from Oklahoma State University, he began his career as a reporter for a small-town newspaper. He oversees the department’s online, print and televised communication efforts and acts as the organization’s media spokesman. As immediate past president of the Association for Conservation Information, he has taken an active role in the conservation communications field including graduating from the National Conservation Leadership Institute, participating in the RBFF’s marketing efforts, the CAHSS development working group, and as a trainer at the Oklahoma Wildlife Resource Professional course.

Internal Communication

First Place (Tie)

Score: 253

GEORGIA DEPARTMENT OF NATURAL RESOURCES

We are DNR: Wildlife Resources Edition

MISSOURI DEPARTMENT OF CONSERVATION

Employee Newsletter July 11-17

Second Place

Score: 252

MONTANA FISH, WILDLIFE AND PARKS

FWP Branding Webinar

Third Place

Score: 249

COLORADO PARKS AND WILDLIFE

Colorado Parks and Wildlife Internal Employee Newsletter

Maximum Score: 300

Low Score: 212

Judges:

Dan Henkel

Henkel, APR, is an Indianapolis-based communicator and advocate with experience in nonprofit, government, agency and consulting work. He has used his strategic approach to benefit government agencies, professional associations, institutions and an array of causes and organizations. He has worked extensively in the sectors of environmental/resource, health and fitness, medicine, science, the arts, education and public policy. Recognitions include Sagamore of the Wabash, Distinguished Hoosier, and awards from several professional organizations.

Jeff Obrecht

Obrecht was born and raised in eastern Nebraska. He grew up hunting bobwhites and pheasants, and fishing farm ponds, creeks and the Platte River. He earned a wildlife degree from the University of Nebraska. He has worked for 32 years in information and education with the Wyoming Game and Fish Department and now serves as Wyoming Wildlife associate editor/information officer. His career highlights include working with famed Wyoming Wildlife editor Chris Madson, becoming a certified shotgun instructor for hunting with nontoxic shot, serving as interim Wyoming Wildlife editor for a year, and enjoying the privilege of a longtime career in wildlife.

Greg Lucas

Lucas, born and raised in South Carolina, has worked for the S.C. Department of Natural Resources for the past 28 years in a variety of education and outreach positions. He has been a field editor for South Carolina Wildlife magazine, serves on the coordinating committee for the Upstate Master Naturalist program and has taught a Jocassee Gorges class with the Osher Lifelong Learning Institute (OLLI) at Clemson University for the past 16 years.

Website

First Place FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION <i>FloridaNatureTrackers.com</i>	Score: 513
Second Place GEORGIA DEPARTMENT OF NATURAL RESOURCES <i>Wildlife Resources Division Website</i>	Score: 497
Third Place WYOMING GAME AND FISH DEPARTMENT <i>2017 Wyoming Hunting Guide</i>	Score: 496
	Maximum Score: 600 Low Score: 469

Judges:

Erin Landry

Landry is senior digital performance manager at Digital Air Strike, one of the top social media marketing agencies in Arizona. She is a graduate from Arizona State University's Walter Cronkite School of Journalism and Mass Communication and has resided in the Scottsdale area for more than 10 years. Previously, she worked for the Arizona Game and Fish Department, assisting public information officers with wildlife news and social media.

Tim Peterson

Peterson is creative and interactive director at the Texas Parks and Wildlife Department in Austin. He started TPWD's first web usability testing program nearly 10 years ago. Along with his small group, he introduced the concept of user-driven, accessible web development where design decisions are driven by analytics, research and industry standards. Tim is UX Certified by the Nielsen Norman Group.

Patty L. Epley

Epley is webmaster with the South Carolina Department of Natural Resources, where she has worked for 14 years. She has more than 20 years' experience in web design, layout, graphics and photography.

Communication Campaign

First Place

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Never Dump Your Tank!***Score: 291****Second Place**

GEORGIA DEPARTMENT OF NATURAL RESOURCES

*Targeted Emails to Drive Revenue***Score: 286****Third Place**

KANSAS DEPARTMENT OF WILDLIFE, PARKS AND TOURISM

*Never Miss a Memory***Score: 279****Maximum Score: 300****Low Score: 210*****Judges:*****Laurin Beckroge**

Beckroge, from Columbia, S.C., is marketing coordinator for the South Carolina Department of Natural Resources. She earned a bachelor's degree in journalism and mass communications (advertising) from the University of South Carolina in 2016 and has worked for the agency since. She assists with planning and implementation of agency communications and outreach campaigns. She coordinates media buys and assists with the creation of marketing materials such as printed matter, digital ads, social media posts/ads and any other components that align with campaign strategies.

Samantha Pedder

Pedder, from Pennsylvania, works for the Council to Advance Hunting and the Shooting Sports as director of business development. She started her career in wildlife biology and has shifted focus on ways to engage people in outdoor recreation. She has also worked for the National Shooting Sports Foundation and the Pennsylvania Game Commission. She has been engaged with ACI for a half-dozen years and values the opportunity to volunteer as an awards judge.

Matt Harlow

Over the past 30 years, Matt has helped local, national and global organizations communicate with audiences to sell products, engage employees and customers, and influence policy. He is a consummate marketer. He has taught college marketing classes and presented to marketing and advertising organizations across the country. Harlow has served as an officer in the American Advertising Federation for more than 20 years and held offices at the local, regional and national levels. When not working, he walks the woods, picks pawpaws, fishes, kayaks and camps. He and his family have paddled the Minnesota Boundary Waters, the Mississippi Backwater and the Inland Waterways of South Carolina (not all on the same trip!). At DJ Case, his passion for marketing communications and nature have come together to serve clients and, more importantly, the planet. Harlow works with clients to develop messaging and communications strategies and manage projects to engage people in conservation. He has an MBA with a marketing emphasis and a bachelor's degree in marketing from the Fisher College of Business at The Ohio State University, and a bachelor's degree in advertising from The Ohio State University School of Communication.

Poster

First Place

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
Coyote-Pet Safety Infographic Poster

Score: 275

Second Place

TEXAS PARKS AND WILDLIFE DEPARTMENT
Invasive Species in Texas Infographic Poster

Score: 273

Third Place

ALABAMA DEPT. OF CONSERVATION AND NATURAL RESOURCES
Crayfishes of Alabama Poster

Score: 261

Maximum Score: 300
Low Score: 209

Judges:

Taylor Brown

Brown is the assistant marketing and communications manager for the Wildlife Resources Division of the Georgia Department of Natural Resources. During her five years at GADNR, Taylor has had a variety of responsibilities including legislative affairs, editing the Hunting and Fishing guide, and managing the division's website and social media.

Donna Schimonitz

Schimonitz of Lincoln, Neb., has been a graphic designer for more than 30 years, 20 of those at the Nebraska Game and Parks Commission. The Communications Division has received numerous local and national awards for design, illustration, color, photography and content. Schimonitz exhibits in local, state and national art competitions. She has art in private collections in Florida, Hawaii, Maine, Nebraska and its neighboring states. Her subjects are of nature, illustrated with graphite, acrylic or computer. Growing up on a dairy farm, she developed her love of exploring and enjoying the outdoors.

Taylor Main

Main, from Columbia, S.C., has worked in social media and as a photographer and videographer with the South Carolina Department of Natural Resources for about a year.

Regulations Publication

First Place

ARKANSAS GAME AND FISH COMMISSION
2017-2018 Arkansas Waterfowl Hunting Guide

Score: 181

Second Place

NEVADA DEPARTMENT OF WILDLIFE
Nevada Small Game Hunting Guide

Score: 173

Third Place

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
NJ's Freshwater Fishing Digest

Score: 169

Maximum Score: 200

Low Score: 149

Judges:

Jessica L. Elmore

Elmore, from Columbia, S.C., is a public information coordinator at the South Carolina Department of Natural Resources. She coordinates form/license production and has overseen production of the South Carolina Hunting and Fishing Regulations for two years. She volunteers with SCDNR's Diversity Outreach Program.

Nathan Gonzalez

Nathan Gonzalez has served as a public information officer with the Arizona Game and Fish Department in Phoenix for more than three years. Prior to helping spread the message about wildlife conservation in Arizona, he served as public information officer for Coconino County, the second-largest in the country. He was also a print journalist for 10 years, writing for newspapers in New Mexico, Utah and Arizona. He's an award-winning storyteller and social media video producer who has overseen the production of multiple publications for audiences ranging from 30,000 to 3 million.

Magazine Wildlife Article

First Place **Score: 284**

MONTANA FISH, WILDLIFE AND PARKS

Green Grazing

Second Place **Score: 273**

MISSOURI DEPARTMENT OF CONSERVATION

The Butterfly Effect

Third Place **Score: 270**

TEXAS PARKS AND WILDLIFE DEPARTMENT

New In Town

Maximum Score: 300

Low Score: 211

Judges:

Cindy Thompson

Thompson is managing editor for South Carolina Wildlife magazine published by the S.C. Department of Natural Resources. She has served as public information coordinator for the SCDNR in the Wildlife and Freshwater Fisheries Division and in the agency's Communications Division. Previously, she was administrative coordinator in the Office of the Commissioner at the South Carolina Department of Agriculture, and was an account representative with a private-sector marketing and communications firm for more than five years.

Kelly Bostian

Bostian has been the outdoors writer for the Tulsa World for 10 years, where he also does his own photography and video for the Sunday Sports Outdoors page as well as regular front-page stories on wildlife and the environment. He is an eight-time winner of the Oklahoma Newspaper Foundation's Outdoors Writer of the Year Award. Bostian is a lifelong outdoorsman and 1985 graduate of Iowa State University. Immediately after graduating, he took his bachelor's degree in journalism and mass communications, and his minor in fisheries and wildlife biology, to Fairbanks, Alaska. He worked 23 years at the Fairbanks Daily News-Miner, the first 10 years as outdoors writer and jack of all trades in the newsroom, darkroom and composing room, and 13 years as managing editor for that newsroom's transition into the digital age. He has been married to DeAnna for 32 years. They have two adult daughters, and a 3-year-old yellow Labrador retriever who answers to the name of Whiskey.

Rick Lavender

Lavender has worked in communications with the Georgia Department of Natural Resources since 2007, creating content focused on conserving nongame wildlife. Previously, he covered the outdoors, environment and government for more than 20 years as a newspaper reporter and editor, served as a Game & Fish magazines editor, and free-lanced. He holds a master's degree in journalism.

Magazine Destination, Historical or Cultural Article

First Place

Score: 287

WYOMING GAME AND FISH DEPARTMENT
Progress at Pine Creek

Second Place

Score: 277

INDIANA DEPARTMENT OF NATURAL RESOURCES
737 and Counting?

Third Place

Score: 265

U.S. FISH AND WILDLIFE SERVICE
Conserving Paradise

Maximum Score: 300

Low Score: 197

Judges:

Julia McSherry

McSherry is a free-lance writer in northern Colorado and is the 2018 High Plains Library District Writer in Residence. In the late 1970s and 1980s, she was editor of Louisiana Conservationist Magazine and public information officer for the Louisiana Department of Wildlife and Fisheries. For 17 years, she was publications director then associate vice president for marketing communications at Loyola University New Orleans, where she directed a staff of 18 that produced 600 print publications annually and operated the university website. She lives in Greeley, Colo., where she manages Julia McSherry Communications LLC and a small acreage with two horses, two dogs, two barn cats and a small flock of hens. She is working on a cookbook/memoir about moving from the South to the West, living on a “ranchette,” raising farm fresh-food and doing her best to live a sustainable life.

Alan J. Bartels

Bartels is an award-winning writer and photographer from Nebraska. Hired by Nebraska Life Magazine in 2010, Bartels was recently promoted to editor.

David Brown

Brown, of Tight Line Communications, has spent 26 years working as a free-lance writer/photographer, primarily in the outdoors industry. He regularly contributes to Florida Sportsman, Louisiana Sportsman, Outdoor Life, Bassmaster.com, FLW Fishing, FLWFishing.com, Bassfan.com and Wired2Fish.com. The author of two fishing books, he has also scored numerous magazine cover shots.

Magazine Fisheries Article

First Place

WYOMING GAME AND FISH DEPARTMENT

Polishing a Gem

Score: 290

Second Place

MONTANA FISH, WILDLIFE AND PARKS

From Banning TNT to Scanning DNA

Score: 278

Third Place

U.S. FISH AND WILDLIFE SERVICE

Looks Are Deceiving for 'Scary-looking' Lamprey

Score: 266

Maximum Score: 300

Low Score: 221

Judges:

Aaron Meier

Aaron Meier has been a public information officer for the Nevada Department of Wildlife for 13 years. He has written hundreds of news releases, feature stories and magazine articles. His work has been recognized by ACI several times with awards for news release, communications campaign and poster design. Previously, he worked as sports information director at California State University-Northridge and as a sportswriter for the Los Angeles Times and the Los Angeles Daily News.

Troy Swauger

Swauger followed a journalism career for a decade before leaving Colorado in 1987 to serve as an information officer with the California Department of Fish and Wildlife. Then someone foolishly offered him the helm of the department's magazine, *Outdoor California*. He has shamelessly ridden the coattails of that publication as it continually earns the state's Gold Award for Magazines.

Larry Morgan

Morgan is a professor of English at the University of Wisconsin-Stevens Point, where he teaches professional writing courses including outdoor writing. Before he started teaching 11 years ago, Morgan was a journalist for 20 years. He is a former outdoor writer at the Corpus Christi (Texas) *Caller-Times*.

Magazine General Interest Article

First Place

Score: 290

MONTANA FISH, WILDLIFE AND PARKS

What About The Others?

Second Place (Tie)

Score: 270

CALIFORNIA DEPARTMENT OF FISH AND WILDLIFE

Deluge: Saving Millions of Salmon as the Oroville Dam Failed

TEXAS PARKS AND WILDLIFE DEPARTMENT

Harvey's Reckoning

Third Place

Score: 265

WYOMING GAME AND FISH DEPARTMENT

Power of the Fly

Maximum Score: 300

Low Score: 230

Judges:

Ally Caldwell

Caldwell is an account coordinator at GÜD Marketing, a full-service marketing and public relations firm in Lansing, Mich. She leads content marketing for the Michigan Wildlife Council, overseeing the process from ideation and strategy to execution to effectively highlight Michigan's unique wildlife and natural resources. Caldwell has guided the creation and placement of more than 80 stories in statewide newspapers and more than 80 television interviews since the inception of the council's campaign in 2016. She is a graduate of Michigan State University and a proud Michigan native.

Doug Nielson

Nielson is the southern region conservation education supervisor for the Nevada Department of Wildlife. He joined NDOW in 1993 and has served as a regional hunter education coordinator, a game warden, and the state's first boating education coordinator. In his off time, Doug is a freelance writer and pens a weekly outdoors column for the Las Vegas Review-Journal.

Kim G. Nix

Nix is the Information and Education Section chief for the Alabama Department of Conservation Natural Resources in Montgomery. She supervises print, electronic and video communications, and develops and implements marketing strategies for the department's outreach programs. She is a University of Alabama graduate with a major in journalism and a minor in political science. In 2001, she began serving as managing editor and then editor of "Outdoor Alabama" magazine until its demise in 2015.

Magazine

First Place MONTANA FISH, WILDLIFE AND PARKS <i>Montana Outdoors</i>	Score: 350
Second Place TEXAS PARKS AND WILDLIFE DEPARTMENT <i>Texas Parks & Wildlife Magazine</i>	Score: 341
Third Place INDIANA DEPARTMENT OF NATURAL RESOURCES <i>Outdoor Indiana Magazine</i>	Score: 331
	Maximum Score: 400 Low Score: 203

Judges:

Joanne Martonik

Martonik joined the RBFf team in February 2015 as marketing program manager. She manages state marketing programs, communications and outreach efforts with state agencies in leveraging RBFf's products and resources. She tailors RBFf programs to meet state agency needs and works with states on implementing these programs. She manages the annual State Agency Marketing Workshop and develops webinars and other resources to assist state agencies. Previously, she was the campaigns and outreach coordinator at the Consumer Federation of America in Washington, D.C., where she worked with more than 65 coalitions of organizations across the country to form local America Saves campaigns to encourage people to save money and reduce debt. She also worked for a historic park preservation organization in Washington, D.C., and a land trust in Helena, Mont. Martonik earned a bachelor's degree at Virginia Tech. When not working, she enjoys hiking, swimming and camping and is always up for a fishing trip.

Todd R. Berger

Berger is the senior editor of Geosynthetics magazine in Roseville, Minn. Previously, he was director of publishing for the Grand Canyon Association, director of interpretive and creative services for the Western National Parks Association, and acquisitions editor for Voyageur Press, working on print and digital publishing on hundreds of publications related to conservation, wildlife, hunting and fishing, and outdoor activities. He lives in St. Paul, Minn.