

## CATEGORY 10 - MEDIA CAMPAIGNS

### MEDIA CAMPAIGNS

Category Chair - Kathy Love, Missouri

Rank Agency #1 #2 #3 Total

#### JUDGE # 1

**Joel Vance** is a nationally known outdoor writer. Former OWAA president and recipient of the coveted Jade of Chiefs award, Vance's influence on portraying outdoor adventures and the ethical pursuit of fish and wildlife is seen in the work of many esteemed writers. He is the author of several books on hunting and fishing.

#### JUDGE # 2

**LeAnn McCarthy** is the morning show co-host and public service director for a group of Midwest radio stations based in southwest Missouri. Her electronic media experience ranges from news anchor to program director at radio stations in small, medium and large markets. McCarthy lives with her husband, a 20-year-old cat and a 7-month-old son.

#### JUDGE # 3

**Brent Frazee** has been the outdoor editor for the *Kansas City Star* since 1980. A graduate of Drake University, Frazee has won numerous awards for outdoor writing. He was honored as Communicator of the Year by the Conservation Federation of Missouri and most recently took first place in the OWAA competition for Best Shooting Sports Story of 1999.

Rank	Agency	#1	#2	#3	Total
1	Texas Parks and Wildlife <i>2000 Birding Classic</i>	99	95	100	
2	Oklahoma Department of Wildlife Conservation <i>Hackberry Flat Restoration Project</i>	69	85	80	234
3	South Carolina Department of Natural Resources <i>Hold It! Keep South Carolina's Waters Clean</i>	79	91	60	230
4	Florida Fish and Wildlife Conservation Commission <i>Florida Black Bear Festival</i>	74	90	60	224
4	National Wild Turkey Federation <i>National Wild Turkey Federation Thanksgiving Media Campaign</i>	65	89	70	224
5	New Hampshire Fish and Game Department <i>New Hampshire Wildlife Habitat Stamp and Print Program</i>	75	82	60	217
6	Minnesota Department of Natural Resources <i>Minnesota Fish and Wildlife Funding Package</i>	82	83	50	215