

2011

Association for Conservation Information
Awards Results

Annual Meeting held in Shepherdstown, West Va.
July 16-19, 2012

Compiled by Kim G. Nix, Awards Chair

One-time Publication—Brochure

First Place

Score: 317

ARIZONA GAME AND FISH DEPARTMENT

Non-lead Ammunition: Conserving Wildlife with Superior Performance

Second Place

Score: 301

MICHIGAN DEPARTMENT OF NATURAL RESOURCES

Salmon in the Classroom

Third Place

Score: 288

ARIZONA GAME AND FISH DEPARTMENT

Leave Baby Wildlife Alone

Category Chair: Kristen Gillman, Oklahoma Department of Wildlife Conservation

Judges

Russell Stevens has a Bachelor of Science in biology from Southeastern Oklahoma State University and a Master of Science in animal science from Angelo State University. He is a regional manager and a wildlife and fisheries consultant in the Agricultural Division's consultation program at the Samuel Roberts Noble Foundation in Ardmore. His areas of interest include wildlife habitat improvement, wild turkey management, white-tailed deer management, range management, prescribed fire, brush sculpting, plant identification, feral hog impacts and waterfowl issues. He has authored *The Feral Hog in Oklahoma*, *Collecting and Interpreting White-tailed Deer Population Data*, *Quality of Native Plant Forage Species Important to White-tailed Deer and Goats in South Central Oklahoma* and *How Much Does it Cost to Burn?* He co-authored *Grasses of Southern Oklahoma and North Texas: A Pictorial Guide* as well as *Trees, Shrubs and Vines: A Pictorial Guide*.

Gary Lantz is a Norman, Oklahoma, based freelance writer specializing in natural history and outdoor recreation. His work has appeared in *National Wildlife*, *American Forests*, *Backpacker*, *Sierra*, *Chevy Outdoors*, *Canoe*, and other conservation magazines.

Joy Jenkins is senior editor of "TulsaPeople" magazine, where she has worked for seven years in roles including assistant editor and city editor. She also serves as editor of the *Tulsa Guest Guide*, a hotel book for the Tulsa area. Previously, Jenkins served as copy editor at the "Oklahoma Gazette." Jenkins holds a bachelor's degree in journalism from The University of Oklahoma and a master's degree in mass communications/media management from Oklahoma State University. She is a board member for the Society of Professional Journalists, Oklahoma Chapter, and is immediate past president of the Association for Women in Communications, Tulsa Chapter. She also serves as a board member for Leadership Tulsa and Street School.

One-time Publication—Other

First Place

Score: 311

MISSOURI DEPARTMENT OF CONSERVATION

Xplor Bookmark

Second Place

Score: 303

MISSOURI DEPARTMENT OF CONSERVATION

Elk Placemat

Third Place

Score: 270

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

2011 Paddlefish Research and Processing Center Map

Category Chair: Tom Dickson, Montana Fish, Wildlife & Parks

Judges

Tom Dickson is the editor of “Montana Outdoors,” the magazine of Montana Fish, Wildlife & Parks. He is also the author of two books on fish natural history and has written for “National Wildlife,” “Sporting Classics” and “Fly Fisherman.” During the past two decades, while working in Montana and for the Minnesota Department of Natural Resources, he has won 18 ACI first place awards for his magazine articles and various publications, including four first place magazine awards for “Montana Outdoors.”

For the past 10 years, **Luke Duran** has been the art director of “Montana Outdoors.” During that time the magazine has won four first place awards in the ACI magazine category and three first place article awards. He is also the owner of Element L Design.

Melissa Frost was the regional information and education manager for Montana Fish, Wildlife & Parks in Bozeman for six years. Before that she worked for the Greater Yellowstone Coalition and other nongovernmental conservation groups. She is currently completing her master’s degree in mental health counseling at Montana State University. She and her partner, an architect and painter, are collectors of contemporary ceramics, sculpture, and fine art prints.

One-time Publication: Books/Reports

First Place

Score: 315

MISSOURI DEPARTMENT OF CONSERVATION

Cooking Wild in Missouri

Second Place

Score: 308

MISSOURI DEPARTMENT OF CONSERVATION

Discover Missouri Natural Areas

Third Place

Score: 303

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

A Field Guide to Oklahoma's Amphibians and Reptiles

Category Chair: Kristen Gillman, Oklahoma Department of Wildlife Conservation

Judges

Richard Zahm is a park ranger with the Washita Battlefield National Historic Site. He is involved with the Great Plains Trail of Oklahoma driving loops that explore western Oklahoma's diverse wildlife species.

D'Anna Mallow has been the Environmental Education Specialist and Volunteer Coordinator at the Wichita Mountains Wildlife Refuge for the past 10 years. She develops, designs and teaches natural resource based curriculum for kindergarten through college students. D'Anna earned her Master of Science in Biology from Midwestern State University, concentrating in wildlife management. Her thoughts about natural resources are best described by E.B. White, "I wake up each morning, torn between a desire to save the world and a desire to savor it."

Carol Cole-Frowe is a full-time freelance writer/editor and veteran journalist specializing in profiles, environmental, science, business and health reporting. She has written or edited at several daily Oklahoma newspapers, the "Oklahoma Gazette," The Associated Press, Agence France Presse and several regional and national magazines. She was the AP/ONE Carl Rogan Sweepstakes winner in 2005 and co-winner in 2008 with M. Scott Carter. Cole-Frowe was honored with the Ben Frizzell Media Award from the Oklahoma Floodplain Managers Association in 2006 for her coverage of flooding issues. The Altus Times won back-to-back Sequoyah Awards in Division 2 from the Oklahoma Press Association during Cole-Frowe's tenure as managing editor. She has won numerous Associated Press and Oklahoma SPJ awards for reporting, photography, design and layout. Cole-Frowe was the recipient of Oklahoma SPJ's First Amendment Award in 2001.

Audio Program

First Place

Score: 271

KENTUCKY DEPARTMENT OF FISH AND WILDLIFE RESOURCES

Your Lifejacket's Got Your Back

Second Place

Score: 221

MISSOURI DEPARTMENT OF CONSERVATION

Forward Pass

Third Place

Score: 212

MISSOURI DEPARTMENT OF CONSERVATION

Winter Rap

Category Chair: Richard Roberts, Texas Parks and Wildlife

Judges

For the past 11 years, **Cecilia Nasti** has been producer and host of Texas Parks and Wildlife's statewide radio series "Passport to Texas." Prior to joining TPWD, she spent 20 years working as a producer, on-air personality and news director and commercial and public broadcasting stations in Texas.

Carol Farrell has nearly 20 years of experience in broadcasting, specializing in television, on-air promotions. She has worked at broadcast outlets in Washington, DC, South Carolina, California, Ohio and Texas.

Richard Roberts is a 30-plus year veteran of the broadcast industry, having produced informational programming since 1981, with several years of radio work prior to that. Currently, he is the executive producer for the Texas Parks and Wildlife Department, overseeing both TV and radio production.

Print News Release

First Place

Score: 277

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

FWS Asks Fishermen to Report Giant Tiger Prawn

Second Place

Score: 269

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

Wildlife “Rescues” Can Do More Harm Than Good

Third Place

Score: 268

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

Wanted: Public Help in Mapping Fox Squirrel Sites

Category Chair: Jamey Graham, Ohio Division of Wildlife

Judges

Jim Michaels serves as News Director at 570 WKBN radio and Clear Channel radio in Youngstown, Ohio where he began in 1984. Among many other accomplishments, Jim has been honored by the Associated Press for “Best Feature Reporting” and “Best Reporter.” He currently resides in Canfield with his wife and two sons.

Jane Beathard has been a reporter since 1989, which includes serving as a media relations coordinator for St. Anthony Medical Center in Columbus, Ohio followed by writing news releases for state government for a total of 12 years. Now in retirement, Jane keeps busy by covering stories for a local hometown paper, The Madison Press, as well as making contributions to the popular outdoor paper, Ohio Outdoor News. Jane obtained an M.A. in journalism from The Ohio State University.

Brenda Layman is a freelance writer whose work appears in “Ohio Valley Outdoors,” “Pickerington” magazine, and “Columbus Underground.” She has also been published in “Ohio Game & Fish,” “Kentucky Game & Fish,” “Greenmaple Wellness,” and “The Columbus Dispatch.” Her story, “A Fish Story,” is included in the recently released anthology, “Across Town,” published by Columbus Creative Cooperative. She is a board member of the Outdoor Writers of Ohio and the Ohio Writers’ Guild, and she received second place for Best Internet Article of 2012 in the Outdoor Writers of Ohio craft awards last year. Brenda is the owner of Select Authors, an Internet business that promotes independent authors. She lives with her husband, Mark, in Pickerington, Ohio.

Calendars

First Place

Score: 284.4

MISSOURI DEPARTMENT OF CONSERVATION

2012 Missouri Natural Events Calendar

Second Place

Score: 284

WYOMING GAME AND FISH DEPARTMENT

2012 Wyoming Wildlife Calendar

Third Place

Score: 272

NEW HAMPSHIRE FISH AND GAME DEPARTMENT

2012 New Hampshire Fish and Wildlife Calendar

Category Chair: Lydia Saldaña, Texas Parks and Wildlife

Judges

Charles J. Lohrmann currently works as Editor-in-Chief and Publisher of “Texas Highways” magazine, the official travel magazine of the state of Texas, a position to which he was promoted from Editor of the magazine. Before joining the staff of Texas Highways, Lohrmann held the positions of Associate Publisher and Managing Editor of “Texas Parks & Wildlife” magazine. Past editorial positions include editor of “Continental” magazine, and the editorship of several regional and local publications in Texas and the Southwest. A long-standing interest in Native American art led to co-authorship of a book on American Indian trade blankets and feature articles on related topics in “Native Peoples” magazine, “Southwest Art” magazine and other regional arts publications.

Rachel Dashnaw is the Director of Calendar Buying at Calendar Holdings in Austin, TX. They will operate approximately 930 seasonal calendar stores (Go! Calendars) in the 4th quarter. The web retail site, www.calendars.com, carries over 6,500 individual calendars titles.

Laurence Parent was born and raised in New Mexico. After receiving a petroleum engineering degree at the University of Texas at Austin, he practiced engineering for six years before becoming a full-time freelance photographer and writer specializing in landscape, travel, architecture and nature. His latest book is *Photography Austin, San Antonio & the Texas Hill Country*, released in 2012, preceded by *Texas State Cemetery* released in 2011, and *Death in Big Bend*, a book on fatalities and rescues at Big Bend National Park. *Big River, Rio Grande*, was released in 2009. Hundreds of his photos appear in calendars every year. Magazine article and photo credits include *National Geographic Traveler*, *Men’s Journal*, *Outside*, *Backpacker*, *Sierra*, *Natural History*, *National Parks*, *Newsweek*, *Arizona Highways*, *Travel & Leisure*, and the *New York Times*. He contributes regularly to publications such as *Texas Highways*, *Texas Monthly*, *New Mexico Magazine*, and *Texas Parks & Wildlife*. Commercial clients include Temple-Inland, Southwest Airlines and BBVA Compass Banks.

Education and Outreach

First Place

Score: 268

NEBRASKA GAME AND PARKS COMMISSION

Trail Tails

Second Place

Score: 261

MISSOURI DEPARTMENT OF CONSERVATION

See How the Turkey Grows

Third Place

Score: 252

MICHIGAN DEPARTMENT OF NATURAL RESOURCES

Salmon in the Classroom

Category Chair: Kristen Gillman, Oklahoma Department of Wildlife Conservation

Judges

Robert Gibbs is the Rogers County Conservation District education coordinator. He oversees the District Reserve programs trying to cover as many of the students PASS skills and Bench Marks for Excellence as possible. The reserve has hosted more than 6,700 students for various events. Robert has also worked with Director of the Oklahoma Tourism and Recreation Department's State Parks Division, to make "Bellringer" DVDs. The production of Bellringers DVDs is a joint project between Tourism and the state Department of Education to address Priority Academic Student Skills standards for middle school science. The videos are used by middle school science teachers to introduce students to lessons about the environment. Robert and the Rogers County Conservation District has also played an important role in the Wildlife Beneath Your Feet booth at the Oklahoma Wildlife Expo giving children have the chance to dig for bugs in compost, learn how to identify animal tracks, create art with soil painting and learn about Oklahoma's wildlife through unique skins and skulls displays.

Karla Beatty has been employed with Oklahoma Conservation Commission as Conservation Programs education coordinator for over 10 years. She has served on the executive boards for the National Project WET (Water Education for Teachers) and Oklahoma Association for Environmental Education, the planning committee for Oklahoma Wildlife Expo, and represents Oklahoma Conservation Commission as chair of the Oklahoma Environmental Education Coordinating Committee.

Sue Hokanson has been the naturalist at Quartz Mountain Nature Park since 1996. She did student teaching in Grand Haven High School and PJ Hoffmaster State Park (Michigan) and was hooked on state parks. She landed in Oklahoma via Senegal, West Africa, thanks to an unforgettable Peace Corps experience.

Photography

First Place

Score: 275

ARIZONA GAME AND FISH DEPARTMENT

Rainbow Trout Release

Second Place

Score: 274

ARIZONA GAME AND FISH DEPARTMENT

Bighorn Capture

Third Place

Score: 263

MISSOURI DEPARTMENT OF CONSERVATION

Purple Coneflower on Golden Prairie

Category Chair: Vicki Ervin, Ohio Division of Wildlife

Judges

Tim Daniel, Public Information Officer for the Ohio Division of Wildlife, is a lifelong resident of Ohio. He has been employed by the Ohio Division of Wildlife as a photographer and event planner for 16 years. He has a degree in business administration from Franklin University and has been on the board of directors of the Ohio Wildlife Center in Columbus, Columbus Audubon and the Outdoor Writers of Ohio. His other volunteer efforts have been with Farmers and Hunters Feeding the Hungry, A Kid Again, Big Brothers and the Ohio Young Birders Club. Tim's photography is sometimes featured in local and national publications as well as websites. The main uses for his photos are in ODNR publications including "Wild Ohio magazine," Wild Ohio eNewsletter, ODNR's website and various brochures and publications.

Mark Layman has been an avid photographer for about 30 years. Since 2006, Mark has been publishing his photographs. His photos have appeared in "Parkscope" (the magazine of the Columbus, Ohio Metro Parks), "Ohio Valley Outdoors," and "Suite101" online magazine. He has also gone on hunting trips as a photographer in order to record the event for the hunters. Mark does website design and management work, as well as book cover design, and applies his photography skills to help clients achieve their desired imagery. Mark lives in central Ohio with his wife, Brenda, who is a writer. He is a software engineering manager and has worked in the telecom industry for almost 32 years. You can see some of Mark's photographs at www.rockbassmedia.com.

Mike Mainhart is a freelance photographer who has provided photography for the "Ohio Outdoor News," "Ohio Valley Outdoors," the "Toledo Blade," "Leisure Living," "Virginia Sportsman" and several county visitor's bureaus in Ohio and Pennsylvania. Mike has also photographed for Ohio Division of Natural Areas and Preserves, Mosquito Lake State Park and Meander Reservoir. He is a current member of the Kentucky Outdoor Press and the Outdoor Writers of Ohio, where is currently serving on the board.

Big Ideas, Small Budgets

First Place

Score: 278

MISSOURI DEPARTMENT OF CONSERVATION

Invasive Species Alert: ZOMBIES!

Second Place

Score: 249

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

Rebranding and Identity of

Alabama State Parks Golf Courses

Third Place

Score: 248

SOUTH DAKOTA GAME, FISH AND PARKS DEPARTMENT

SDGFP Hunt/Fish App

Category Chair: Don King, Tennessee Wildlife Resources Agency

Judges

Information not available

Television Series

First Place

Score: 554

TEXAS PARKS AND WILDLIFE

Texas Parks and Wildlife

Second Place

Score: 546

TENNESSEE WILDLIFE RESOURCES AGENCY

Tennessee's Wild Side

Third Place

Score: 534

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Outdoor Oklahoma

Category Chair: Randy Zellers, Arkansas Game and Fish Commission

Judges

Steve “Wild Man” Wilson is Public Affairs Coordinator for the Arkansas Game and Fish Commission. As part of his duties, he has produced and hosted the AGFC's weekly television program “Talkin' Outdoors at the Corner Café” for more than 20 years. This weekly program airs 52 times per year and has a dedicated staff of two.

Trey Reid is the videographer and co-host of the AGFC's weekly television program “Talkin Outdoors at the Corner Cafe.” In addition to his work in television, Reid also co-hosts the AGFC's weekly radio show “Call of the Wild.” He has been with the Arkansas Game and Fish Commission for six years. Before joining the AGFC, Reid co-hosted ESPN's BassCenter television show for two seasons. He also does video blogs and writing for Bassmaster.com each tournament year.

Scott Nauman has been a news radio producer for more than eight years in the Little Rock area. He currently works with Cumulus communications group, which hosts KARN news radio and produces the “AGFC's Call of the Wild” radio show in addition to daily talk radio segments.

Television PSA

First Place

Score: 539

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

Alabama State Parks—Your Other Back Yard

Second Place

Score: 478

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

Protect the Panther License Plate

Third Place

Score: 477

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

Practice What You Preach

Category Chair: Alan Fisher, Texas Parks and Wildlife

Judges

Dr. Tony DeMars is a Professor and Director of the Radio and Television Division in the Department of Mass Media Communication and Theater at Texas A&M University-Commerce in Commerce, Texas. His career includes over 30 years of experience in production and broadcasting. He holds a Ph.D. in Mass Communication from the University of Southern Mississippi.

Maureen Porter earned a degree in Radio-Television-Film from the University of Texas at Austin and for 20 years has worked in communications and public advocacy in the not-for-profit sector. As senior consultant of marketing/public relations, she manages and produces employee communications for Baylor University Medical Center at Dallas. Maureen credits a 1970s television PSA series with saving her father's life.

Bryan J. Russmann manages the J. B. Herrmann advertising agency in Temple, Texas. His career has included producing, directing, and editing at a number of independent production companies in and around Austin, Texas. Bryan has worked on commercials, corporate videos, political ads and public service announcements, and for several years he served as editor of a PBS-broadcast outdoor television series.

Video Other

First Place

Score: 580

TEXAS PARKS AND WILDLIFE

The State of the Gulf America's Sea

Second Place

Score: 566

PENNSYLVANIA GAME COMMISSION

Pennsylvania Game Commission Promo

Third Place

Score: 556

NEW HAMPSHIRE FISH AND GAME DEPARTMENT

Hike Safe: It's Your Responsibility

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

Judges

Kati Schardl is the Entertainment Editor for the “Tallahassee Democrat,” where she has spent 14 years charting the community’s cultural life. She is a North Florida native with a keen appreciation for the state’s natural beauties and wonders. Kati’s proudest moment as an outdoorswoman was catching a 40-inch bull redfish in Sikes Cut off St. George Island.

Natalie Pierre is a multimedia sports reporter for the “Tallahassee Democrat.” Her primary responsibility is producing video stories surrounding Florida State athletics, local athletes in Tallahassee, and major news events in the area. She is one of the Democrat’s leaders when it comes to multimedia initiatives, live video coverage, and video training. Originally from Lake Mary, Fla., Natalie previously spent time producing news and sports video stories for “USA Today” in McLean, Va., WXVT-TV in Greenville, Miss., and the Delta State University athletic department in Cleveland, Miss. Natalie received her master’s degree in broadcast journalism from Syracuse University’s Newhouse program, and her bachelor’s in journalism from Delta State University. The former collegiate volleyball player is happy to be back in the state she considers home. Living in a variety of different places over the last few years Natalie has gained a greater appreciation for the Florida sunshine, beaches, and sporting atmosphere. When Natalie’s not out enjoying the weather, or working in it, she’s inside rooting on some of her favorite sports teams.

Owen Keith Goodwyne is originally from Jacksonville, Fla. He lived there until leaving to attend Stetson University, where he graduated with bachelor degree in 1969. Goodwyne moved to Tallahassee and attended Florida State University Law School, where he graduated in 1974. He worked as a lawyer associated with William J. Roberts from 1971 to the present. He is married to Chrystelle Ivey of Marianna, Fla. He writes fiction as a second career and has published 10 stories.

External Newsletter

First Place

Score: 580

NEW HAMPSHIRE FISH AND GAME DEPARTMENT

Wild Times for Kids

Second Place

Score: 541

MISSOURI DEPARTMENT OF CONSERVATION

Kansas City Nature and You

Third Place

Score: 530

IOWA DEPARTMENT OF NATURAL RESOURCES

Clean Water Starts with Us

Category Chair: Don King, Tennessee Wildlife Resources Agency

Judges

Information Not Available

E-newsletter

First Place

Score: 374

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

Outdoor Alabama E-newsletter

Second Place

Score: 344

OHIO DIVISION OF WILDLIFE

Wild Ohio E-newsletter

Third Place

Score: 340

OHIO DIVISION OF WILDLIFE

Wild Ohio Educator E-newsletter

Category Chair: Rachel Bradley, Oklahoma Department of Wildlife Conservation

Judges

Dr. Katerina Tsetsura is an associate professor of strategic communication/public relations in the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. She has published more than 40 articles and chapters in peer-reviewed journals, internationally recognized books and research annuals and presented numerous conference papers. Prior to joining academia, she worked in journalism, public relations and advertising in Russia and the United States. Tsetsura is chair of the Public Relations Society of America's Global Affairs Committee and is a member of editorial boards of several leading journals including "Communication Theory" and "PR Journal."

Robert "Pritch" Pritchard partners with Professor David Tarpenning at the University of Oklahoma's Gaylord College of Journalism and Mass Communication is overseeing the new student-run advertising and public relations agency, Lindsey and Asp, which began in 2009. Pritchard has more than 25 years of professional experience as a public affairs officer in the U.S. Navy and eight years' experience as a public relations educator. Before joining the Gaylord faculty, he was a tenured associate professor and the public relations sequence coordinator at Ball State University. A member of the Public Relations Society of America College of Fellows, Pritchard has been very active on the national level, having served on numerous PRSA task forces and committees.

Mindy Robson is an account coordinator at Anglin Public Relations in Oklahoma City, Okla. She came to Anglin with experience in public relations agency work, social media and nonprofit communications and event planning. Robson is responsible for meeting with clients, determining needs, developing plans and programs to meet those needs, and for implementing production of communications tools, events and activities to meet client goals. Robson received a BA in Media and Strategic Communications with a focus in public relations from Oklahoma State University and is pursuing her MBA from Oklahoma City University. She is a co-membership chair of the Oklahoma City Chapter of the Public Relations Society of America and a volunteer for Allied Arts.

Graphics

First Place

Score: 288

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

Hunter Safety Trailer Wrap

Second Place (Tie)

Score: 266

MISSOURI DEPARTMENT OF CONSERVATION

The Underworld

Second Place (Tie)

Score: 266

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

NASP Shirt Graphic

Third Place

Score: 261

ARIZONA GAME AND FISH DEPARTMENT

Come for the Sun Ad

Category Chair: Susie Vance, Ohio Division of Wildlife

Judges

Columbus Native **Chuck Greenwalt** has been the graphic communications administrator for the Ohio Division of Wildlife since 1992. Prior to joining the division, he worked as a technical illustrator for a defense contractor and the art director for a national advertising firm. Chuck holds a degree in illustration and advertising from the Columbus College of Art and Design. He is a certified National Rifle Association Training Counselor, an instructor and resident photographer for the Becoming and Outdoors Woman program, and serves on the division's marketing team. In his free time he enjoys hunting, fishing and camping with his wife and son and creating original abstract expressionistic artwork.

Allison Shaw has been a hub-naturalist at Sharon Woods Metropark for nearly 15 years. She serves on several education and outreach committees to work with the local community and schools to promote conservation awareness and participation. Prior to working for the Columbus and Franklin County Metroparks System, Ali worked for the Dawes Arboretum in Heath, Ohio.

Jeff Basting has been an illustrator and designer for the *Toledo Blade* newspaper since 1993. He holds a bachelor's degree in fine arts from Cornell University and a master's degree in fine arts from The Ohio State University. Prior to working for the *Blade*, Jeff worked in advertising as well as university instructor. Jeff has exhibited fine arts prints in competitions across the country and around the world. His most recent accomplishment is the publication of *The Best of the Outdoor Page*, in collaboration with outdoor writer Steve Pollick.

Internal Communications

First Place

Score: 281

MISSOURI DEPARTMENT OF CONSERVATION

Conservation Currents

Second Place

Score: 270

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

The Inside Job

Third Place

Score: 259

WYOMING GAME AND FISH DEPARTMENT

2011 Wyoming Game and Fish Roundup

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

Judges

Gaylon Gwin retired several years ago from the Alabama Department of Conservation's Information and Education Section, where she was a staff writer for "Outdoor Alabama" magazine for 16 years. She holds a journalism degree from Harding University. Gaylon and her husband, Jerry, enjoy traveling and have visited all 50 states, always amazed at the variety and beauty of nature in this vast country. Gaylon's hobbies include reading, antiques, sewing, hunting, and helping her husband with renovation of their 100-year-old home.

Rebecca Leigh White has over 20 years of public relations/marketing experience. Currently she serves as Public Information Officer for the Alabama Department of Transportation in Montgomery, Ala. Rebecca Leigh enjoys fishing, boating, shooting, hiking and riding horses at her farm in her hometown of Pine Mountain, Ga. Additionally, because of her love of wildlife and commitment to preserving the environment, she enrolled her farm in the Georgia Conservation Land Program, which is dedicated to preserving a statewide network of land and water resources for current and future generations.

Lori Quiller became Accredited in Public Relations in December 2011 through the Public Relations Society of Alabama. She currently works for the Medical Association of the State of Alabama doing communications and public relations work. Lori is also a freelance writer and has been published in "Alabama Living," "Alabama" magazine and "River Region Living," among other publications, and has won awards for her fiction writing. She resides in Prattville, Ala.

Website

First Place

Score: 248

MISSOURI DEPARTMENT OF CONSERVATION

mdc.mo.gov

Second Place

Score: 239

WYOMING GAME AND FISH DEPARTMENT

wgfd.wyo.gov

Third Place

Score: 236

OHIO DIVISION OF WILDLIFE

lakeerieohiobirding.info

Category Chair: Scott Bonertz, Nebraska Game and Parks

Judges

Scott Bonertz is the Public Information Manager for the Nebraska Game and Parks Commission. He has played a large role in developing the Nebraska Game and Parks Commission's social media community. He has made Facebooking, tweeting, blogging, podcasting, and interactive marketing a regular practice at Game and Parks. As the public information manager, Scott serves as Webmaster of OutdoorNebraska.org and oversees the interactive and news teams. Before his current position, Scott was the Director of Marketing Communications at the National Strength and Conditioning Association Certification Commission. Scott previously has held roles in broadcasting, marketing and print.

Troy Kroeger, a Senior Information Technology Analyst, Nebraska Game and Parks Commission, provides website development support, networking and server management. Troy began his career as a police reporter for the Fremont (Neb.) Tribune in 1989 before joining Game and Parks in 1993 as production manager of the agency's awarding-winning "NEBRASKAland" Magazine.

Pat Engelhard is the Web Content Producer for Game and Parks and has worked in online content management and strategy in both the private and public sector. Her online career with the public sector spans 17 years. Pat also works in freelance and consulting and is involved in educational web based learning projects and research.

Communications Campaign

First Place

Score: 248

MISSOURI DEPARTMENT OF CONSERVATION
Elk Restoration

Second Place

Score: 239

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION
Oklahoma Wildlife Expo

Third Place

Score: 236

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
Draft Black Bear Management Plan

Category Chair: Liza Poinier, New Hampshire Fish and Game Department

Judges

Grace Lessner is the Director of Creative Services, Integrated Media & Communications for New Hampshire Public Television. Prior to NHPTV, she worked in communications for the Library of Virginia, the New Hampshire legislature, the Virginia Higher Ed Council, Fire Engineering magazine, a website, a city daily and a weekly newspaper.

Rob Kanter is communications coordinator for the School of Earth, Society, and Environment at the University of Illinois at Urbana-Champaign. In that role, he is author of “Environmental Almanac,” a weekly newspaper column, radio segment and blog that promotes understanding of the natural world and highlights environmental research by Illinois faculty. He also produces various other materials to promote the School and the departments that comprise it (Atmospheric Sciences, Geology, and Geography and Geographic Information Science), and teaches environmental writing.

Rachel Brittin is a communications officer for the Pew Environment Group in Washington, D.C. She manages all communications aspects of Pew’s Global Shark Conservation Campaign, which works with nations around the world to establish sanctuaries and other protections for sharks. Rachel is the former public affairs director of the Association of Fish and Wildlife Agencies (2004-2007).

Posters

First Place

Score: 278

PENNSYLVANIA GAME COMMISSION

Bird Migration and Important Bird Areas

Second Place

Score: 265

NEVADA DEPARTMENT OF WILDLIFE

Nevada Free Fishing Day

Third Place (Tie)

Score: 259

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

The Trail of a Twister

Third Place (Tie)

Score: 259

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Venomous Snakes of Oklahoma

Category Chair: Don Cash, Texas Parks and Wildlife

Judges

Steve Hall retired from Texas Parks and Wildlife with 26 years of service, most of those years as Education Director. He and his teams led programs that include mandatory hunter and boater education, target range grants, the sporting clays mobile range, a 4-H Shooting Sports partnership, aquatic education, Outdoors-Woman (BOW), Parrie Haynes Youth Ranch and the Archery in Schools program. He has served as president and vice president of the International Hunter Education Association, and currently serves on the boards of the National Bowhunter Education Foundation, Kid's Outdoor Zone and Austin Woods and Waters. He was inducted in the IHEA Hall of Fame in 2004 and recently into the Texas Hunter Education Hall of Fame. He loves to fly fish, bow hunt, and shoot shotguns; but, mostly he is all about teaching young people about the outdoors, conservation and wildlife.

Kim McBride is an Art Director with Liaison Resources for the Design Center at 3M in Austin, Texas, where she is responsible for all aspects of creative design, production, and execution of product brochures, large display graphics, and web graphics for 3M Austin and St. Paul Divisions. She has over 25 years of experience as a graphic designer, and has a Bachelor's degree in Visual Communication from Illinois State University.

Gary Walker is a Visual FX Supervisor who has worked on visual FX for 13 major motion pictures including Apollo 13, Castaway and What Lies Beneath, as well as episodic television shows like Stargate SG-1 and The Outer Limits, and numerous national commercials. He currently works on Visual FX for independent features and documentaries and was recently nominated for an Emmy for his visual effects work in the PBS documentary, "The Eyes of Me."

Regulations Publications

First Place

Score: 507

OHIO DIVISION OF WILDLIFE

Ohio Hunting and Trapping Regulations 2011-2012

Second Place

Score: 486

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Oklahoma Fishing Guide

Third Place (Tie)

Score: 477

MISSOURI DEPARTMENT OF CONSERVATION

Migratory Bird Hunting Digest 2011

Third Place (Tie)

Score: 477

SOUTH DAKOTA GAME, FISH AND PARKS DEPARTMENT

South Dakota 2012 Fishing Handbook

Category Chair: Joy Hill, Florida Fish and Wildlife Conservation Commission

Judges

Bob Lee is a former lieutenant and 30-year veteran of the Florida Fish and Wildlife Conservation Commission (FWC). Prior to his retirement in 2007, he was the lead man-tracking instructor at the FWC Academy. He has also taught classes in commercial freshwater fishing equipment and regulations, as well as night driving (without lights). He writes freelance articles for law enforcement and outdoor magazines. He lives with his wife, Karen, and their two Labrador retrievers, Dixie and Sweetie Pie, in northwest Florida. His first book, *Backcountry Lawman: True Stories from a Florida Game Warden*, will be published by the University Press of Florida in January 2013.

Sam McKinney is retired from the Florida Fish and Wildlife Conservation Commission where he was the regional freshwater fisheries biological administrator for the central portion of the state for more than 30 years. He has spent many hours reading, writing and editing regulations. Sam and his wife, Jane, live in Ocala, Fla., and have two sons and a granddaughter. Sam has never been without a Labrador retriever that is his duck hunting companion and member of his family.

Jamie Adams is an avid outdoorsman, hunter, angler and environmentalist. He is a prolific writer, and his articles and photographs have appeared in national outdoor publications. He is a member of the Outdoor Writers Association of American, the Southeastern Outdoor Writers Association and the Florida Outdoor Writers Association. He holds a degree in criminology from St. Leo College in Fla., and served for 17 years as a game warden for the Florida Game and Fresh Water Fish Commission—now the Florida Fish and Wildlife Conservation Commission. He was the elected sheriff of Sumter County, Fla., and served 16 years in that position. He and his wife Betty have two sons and several grandchildren. Both of his sons are currently law enforcement officers with the FWC.

Magazine: Wildlife Article

First Place

Score: 285

MONTANA FISH, WILDLIFE AND PARKS

Coveting the Crown

Second Place

Score: 269

ARIZONA GAME AND FISH DEPARTMENT

Ferrets Take Advantage of a Last Opportunity

Third Place

Score: 265

NEBRASKA GAME AND PARKS COMMISSION

Hooked on Hunting

Category Chair: Aaron Meier, Nevada Department of Wildlife

Judges

Edwin Lyngar has been the boating education coordinator and public information officer for the Nevada Department of Wildlife for 10 years. He writes regularly for NDOW publications and is published regularly in boating and wildlife trade press and in the local and regional media outlets. He holds an MA in writing from the University of Nevada, Reno and an MFA in creative writing from Antioch University in Los Angeles.

Aaron Meier has been a public information officer with the Nevada Department of Wildlife for six years. He writes for the hunting and fishing publications as well as press releases throughout the year. Prior to NDOW, Meier worked in public relations for college athletics and as a sportswriter for both the Los Angeles Times and the Los Angeles Daily News. Meier has a BA in journalism from California State University at Northridge.

Teresa Moiola has been in public relations and public outreach with the State of Nevada for 10 years and is currently serving as the Conservation Education Division Chief for the Nevada Department of Wildlife. She writes regularly for a variety of agency publications as well as for Edible Reno Tahoe Magazine, This is Reno and Nevada Magazine. Moiola, a Certified Public Manager, also holds a BA in Public Relations/Journalism from the University of Nevada Reno. In addition, she completed the course work for a BS in Biological Science, with work in wildlife biology among other areas of science.

Magazine: Destination, Historical or Cultural Article

First Place

Score: 262

ARIZONA GAME AND FISH DEPARTMENT

Strike Up the Band

Second Place

Score: 254

NEBRASKA GAME AND PARKS COMMISSION

A Natural Fit

Third Place

Score: 241

IOWA DEPARTMENT OF NATURAL RESOURCES

On Golden Trail

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

Judges

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

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

Chris Frazier is the managing editor of "Knowledge," the official safety magazine of the U.S. Army, at the U.S. Army Combat Readiness/Safety Center at Fort Rucker, Ala. Prior to his current position, he spent several years as a reporter at an award-winning daily newspaper in south Alabama, and as a technical writer/editor of aircraft test plans. He is a 1998 graduate of Auburn University's journalism program.

Magazine: Fisheries Article

First Place

Score: 275

MONTANA FISH, WILDLIFE AND PARKS

Fishing for Serenity

Second Place

Score: 258

WYOMING GAME AND FISH DEPARTMENT

Hoppers

Third Place

Score: 248

ARIZONA GAME AND FISH DEPARTMENT

Stop Aquatic Hitchhikers!

Category Chair: Julie Hammonds, Arizona Game and Fish Department

Judges

John Tertuliani works for the U.S. Geological Survey's Ohio Water Science Center in Columbus, Ohio, where he specializes in biological indicators of water quality. A member of the Outdoor Writers Association of America, he is the author of "Smallmouth Bass and Streams: Thoughts on Fly-Fishing" and "Catching Bluegill."

Steve Elliott directs the Cronkite News Service, a wire service bureau produced by Arizona State University's Walter Cronkite School of Journalism and Mass Communication. Elliott spent 19 years with The Associated Press, serving as Arizona chief of bureau and as an executive at AP's New York headquarters.

Craig Springer is the editor of the magazine "Eddies: Reflections on Fisheries Conservation," a publication of the U.S. Fish and Wildlife Service.

Magazine: General Interest Article

First Place (Tie)

Score: 272

MISSOURI DEPARTMENT OF CONSERVATION

Animal Assassins

First Place (Tie)

Score: 272

MISSOURI DEPARTMENT OF CONSERVATION

The Royal Kingbirds of Kauffman Stadium

Second Place

Score: 270

WYOMING GAME AND FISH DEPARTMENT

Last Refuge

Third Place

Score: 266

IOWA DEPARTMENT OF NATURAL RESOURCES

Plumage Passion Takes Flight

Category Chair: Scott Ball, Florida Fish and Wildlife Conservation Commission

Judges

“I am happiest with a kayak paddle in my hand and sharing an outdoor experience with good friend and family,” says outdoor writer and photographer **Doug Alderson**. Doug is the author of several books, including *Waters Less Traveled: Exploring Florida’s Big Bend Coast, New Dawn for the Kissimmee River: Orlando to Okeechobee by Kayak, Encounters with Florida’s Endangered Wildlife* (Univ. Press of Florida 2010), and his newest book, *Wild Florida Waters: Exploring the Sunshine State by Kayak and Canoe*. Additionally, his articles and photographs have been featured in magazines such as “Sea Kayaker,” “American Forests” and “Mother Earth News.” A former associate editor of “Florida Wildlife Magazine,” Doug has won several state and national awards for his books and magazine features, including a first-place award from ACI in 2003. Doug now works as the paddling trails coordinator for the Fla. Office of Greenways and Trails, and he writes an outdoor and nature blog for Visit Tallahassee. www.dougalderson.net.

Will Lester has been in journalism for more than 35 years, as a sports writer, outdoor writer, feature writer, news editor and political editor. He has worked in the business both at newspapers for seven years and for The Associated Press for the past 30 years. He currently works on the editing desk of the AP in Washington D.C. and lives on the Chesapeake Bay. The hour-long commute is well worth it to escape from D.C., a great city but not as many of the natural charms that southern Maryland near the Bay has in abundance.

Steve Marshall is a senior editor at WebMD, the world’s leading source of health information. He has written and edited for more than 30 years in various industries, including publishing, transport and logistics, manufacturing, construction and advertising.

Magazines

First Place

Score: 523

MISSOURI DEPARTMENT OF CONSERVATION

Xplor

Second Place

Score: 520

MONTANA FISH, WILDLIFE AND PARKS

Montana Outdoors

Third Place

Score: 498

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

Wildlife in North Carolina

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

Judges

Barry Hollander is a professor of journalism at the University of Georgia, where he has taught reporting since 1991. He worked for three daily newspapers before getting his masters and doctorate from the University of Florida. At UGA he teaches the introductory newswriting class as well as specialized courses such as computer-assisted reporting. He also drinks a lot of coffee.

O.D. Els has worked as a media professional for 18 years. Els began his career studying graphic design after a lifelong hobby of photography blossomed into a profession. Els has experience in the medium of print as the editor of an industry resource publication, film experience both behind and in front of the camera, and television experience running camera for professional sports and reality programming as well as producing and directing concerts and music videos. Els attended Georgia State University with a concentration in film, video, and broadcast journalism. Els was awarded internship of the year upon graduation in 2002, and has been awarded internships with Kodak at the Cannes Film Festival and industry study programs in Los Angeles. He has contributed to a variety of wildlife and conservation media endeavors as a producer, director, cinematographer and editor. Els is the founder of Players Royale Productions which has been creating media content based in the metro Atlanta area since 1995. Els values his family above all and enjoys time with them in the woods and waterways of their property and the surrounding area outside Athens, Ga.

Mary Landers