

2025 ASSOCIATES CONTEST

1A. One News Release

1. Wyoming Game and Fish Department, "AI-generated information can be inaccurate", Amanda Fry -In the world of advancing AI issues, this news release is unfortunately timely and needed. Good job on the writer's part to include that "But Google said ..." isn't an excuse for violating hunting laws in Wyoming.
2. UW Institutional Communications, "Chad Baldwin", Staff -Grouse in Wyoming can be a deep-dive topic for anyone. The author did well on keeping the writing tight while informing the reader about this new subspecies and how it could impact future management.

HM. Wyoming Game and Fish Department, "Game and Fish works with partners to free green suckers trapped along Oxbow Bend", Raegin Akhtar -Suckers aren't often viewed as a fish worth saving but this news release didn't just show how the WGFD worked to save green suckers. It also gave me vital information on two distinct sucker species in Wyoming. Well written and informative!

1B. Three Releases On The Same Topic

1. Wyoming Game and Fish Department, "Law Enforcement News Releases", Staff -Releases are complete and well written.

1C. One Feature

1. UW Institutional Communications, "Birch Malotky", Staff -Wow! This story was head and shoulders above the rest in a competitive category. The lede and nut graph are pitch perfect and would make tremendous examples for anyone who is trying to teach others about the art of feature writing. But what Christine does most masterfully is convey very technical scientific information in a way that lay readers can understand. I was captivated from the very first sentence – well done!

2. UW Institutional Communications, "Birch Malotky", Staff -Well researched and written. The author does a very good job of conveying to the reader why cutthroat trout populations should be a matter of concern beyond the fishing community.

HM. UW Institutional Communications, "Michaela Doyle", Staff -A very interesting take – I would guess very few people were even aware the program existed. This piece could be improved by prioritizing the personal higher up in the story – including the voices of program participants – and moving some of the more technical (what will commencement look like, for example) further down.

1D. Three Features Dealing with the Same Topic or Campaign

1. UW Institutional Communications, "Ron Podell", Staff.

2A. Advertising Internally Developed

1. Wyoming Game and Fish Department, "Photo Contest Ad", Patrick Owen -Terrific photo selected to promote a photo contest! Very clean layout that's easy for the reader to follow.
2. Wyoming PBS, "A State of Mind, High Risk, program cover", Nick Thornburg -I like the use of the "weed" screened back behind the subject within the outline of the mind. Clearly draws the reader in and explains what the focus of the message is!

2B. Page Layout and Design

1. Wyoming Game and Fish Department, "Being Loved To Death", Patrick Owen -Good use of visual elements to break up gray space. Good reading flow across 2-page spreads. Excellent use of white space: THANK YOU for not trapping it and for letting it flow to the outside of the pages.

Two minor critiques: 2-page spreads are a single visual element. Use a single dominant visual on the spreads--these pages show competing elements. Also the vector from the trout leads off the page.

2. UW Institutional Communications, "Birch Malotky", Staff -Very attractive firs page. Overall good use of visual elements to break up gray space. Overall good reading flow through pages. Page 2 entry point (photo) is at bottom. Move it to the top and move the pull quote down to balance.

3A. Feature Photo

1. Wyoming Game and Fish Department, "Protecting Wyoming's Islands", Patrick Owen -The image was a great backdrop to the information that was published. The placement of the man in the frame was a nice addition to all the different angles made by the structures. Great photo for what it needed to be used for.

2. Wyoming Game and Fish Department, "American badger", Patrick Owen -Sometimes a direct shot, centered in the frame is a great way to highlight the subject. This was a prime example. It was a great shot in great focus, creating many ways it could be used, including the use of it on the magazine cover.

HM. Wyoming Game and Fish Department, "Trumpeter Swan Releases", Emalee Smith.-

3B. News Photo

No entries

3C. Photo Page/Story

No entries

4. Information Campaigns

1. Wyoming Department of Transportation, "Tragedy in the Tunnel", WYDOT & WHP PR staff.

5. Publication

1. Wyoming Game and Fish Department, "Wyoming Wildlife September 2025", Staff.

2. UW Institutional Communications, "Birch Malotky", Staff.

HM. Wyoming Department of Transportation, "Interchange - June 2025", WYDOT Staff.

6. Magazine article

1. Wyoming Game and Fish Department, "Leader of the Pack", Breanna Ball -Explanation statement kind of describes the objective of the article, but it's not explicit. The impact of the article is described but quantitative details would have been helpful. The role of the Associate member in developing and executing the public information project can be inferred but it is not explicit.

Article quality was strong! The storytelling was excellent, thanks to a good mixture of narrative and details. The photos selection was also great because of the variety of content yet consistent quality. The QR code and timeline features were a nice touch.

2. Wyoming Game and Fish Department, "Being Loved to Death", Robert Gagliardi -Explanation statement kind of describes the objective of the article but it's not explicit. The impact is described, however. The role of the Associate member in developing and executing the article can be inferred but it is not explicit.

Great storytelling. The article was very easy to read and had both intellectual and emotional appeal, yet some phrasing and lines were awkward, such as "In other words, hooking injuries to

fish could be having an impact on trout populations on the North Platte River trout around Casper," which was overly repetitive of "So, if hooking injuries are causing sexually mature trout to be thinner and less healthy, could that have an impact on the population on these stretches of the North Platte?" and the caption "Most anglers who visit the Miracle Mile and Gray Reef catch-and-release trout resulting in many fish with hooking injuries being reintroduced instead of harvested. (Photo by Jack Ballard)" was awkwardly misleading because it showed someone just catching the fish with their hands.

HM. Wyoming Game and Fish Department, "After the Smoke Clears", Christina Schmidt -Explanation statement kind of describes the objective of the article, but it's not explicit. The impact of the article is not described. The involvement of the Associate member in the creation of the article can be inferred but it's not explicit. Article quality was strong. Good storytelling.

The animal and plant close-up photos were great additions. Maps and "before and after" photos would have been helpful. Donors list didn't add much to the storytelling and it wasn't clear why the organizations were listed in the order they were. For the series of four photos related to the seeds, it would have been helpful to explain where the upper left photo was taken and maybe why it was a location that would likely have germination success.

7. Column Writing

1. Wyoming Game and Fish Department, "A Couple Pennies", Tracie Binkerd.
2. Wyoming Game and Fish Department, "A Couple Pennies", Robert Gagliard

8. Op-Ed Writing

1. Wyoming Game and Fish Department, "From the Director", Angi Bruce.

9. Videography

1. Wyoming Game and Fish Department, "Helicopter Stocking Reel", Chris Martin -This received first place because of the mix of informative, interesting and effective. Sharing statistics helped bring this video to the top, and really thinking critically on how to best engage viewers.
2. AARP, "AARP - Bridget the Therapy Dog", Tom Lacock -Excellent story and great example of effectiveness of an agency program. Did well navigating a tricky shooting assignment with concealing an identity, which was fully explained to the viewer.

HM. AARP, "AARP - Carla Crayton", Tom Lacock -Amazing story about an amazing person that captures viewers' attention immediately with a solid quote from the recipient herself. Good varying shots — only reason it was placed third was because more information was needed regarding the award and how the program works.