

Wyoming Press Association
2018 ASSOCIATE CONTEST WINNERS

1A. One News Release

1. UW Institutional Communications, “Artistic experience inspired by human anatomical exploration topic of UW professor’s talk,” Milton Ontiveroz — *Great job capturing interest. Held attention throughout the release and likely reached desired audience.*
 2. Wyoming State Geological Survey, “Rare mammal fossil discovered in Wyoming,” Christina George — *Interesting with broad appeal. Well written.*
 3. Wyoming Business Council, “Weatherby relocates to Wyoming,” Tom Dixon, Andy Greenman
— *Big news with broad reach and impact. Release answered key questions well.*
- HM. Wyoming Game and Fish Department, “Hunting, fishing and wildlife viewing are economic drivers for Wyoming,” Sara DiRienzo — *Good data-driven release, easy to pick up for media.*

1B. Three Releases on One Topic

1. Wyoming Business Council. “Taiwan trade mission,” Tom Dixon — *High impact story with broad pickup and reach.*
2. Wyoming Game and Fish Department, “Projects to support wildlife migration,” Sara DiRienzo — *Well written and clear purpose to releases.*

1C. One Feature

1. Memorial Hospital of Sweetwater County, “MFM Clinic brings peace of mind,” Deb Sutton.
 2. UW Institutional Communications, “Eight UW students to test themselves in Gannett Peak excursion course,” Ron Podell
 3. Wyoming Business Council, “Business Council tackles rural internet access,” Baylie Evans.
- HM. Memorial Hospital of Sweetwater County, “Hospital has record number on dialysis,” Deb Sutton.

1D. Three Features on One Topic

1. UW Institutional Communications, “Recruiting efforts,” Milton Ontiveroz.
2. UW Institutional Communications, “Science initiative outreach,” Ron Podell.

2A. Advertising Internally Developed

1. UW Student Media, “Toyota,” Jenny Perez-Bermudez — *Absolutely amazing in every way!*
2. Wyoming Game and Fish Department, “Super tag full-page ad,” Justin Joiner — *Great photos accented with good font choices. Draws you in for sure.*

3. Wyoming Game and Fish Department, “AIS ad for boating regulations,” Justin Joiner — *Definitely gets the point across. Clear direction is given. Great color scheme makes it pop. You have to at least stop and see what it's all about.*

HM. Wyoming Game and Fish Department, “Kisscut sticker handout,” Justin Joiner — *Such an original idea! I love the stickers for the Colorado kids. Hoping for them to push parents to take them actually fishing in Wyoming!*

2B. Page Layout and Design

1. Wyoming Rural Electric News, “Movie making in the Cowboy State,” Dixie Lira — *Amazing opening page that just continues to pique your interest. The use of the movie reels is a nice touch that is kept from overpowering the entire piece. Pairing the pullouts with the photos, making them one element was done very well. Very appealing.*

2. Wyoming Game and Fish Department, “Birthday card,” Justin Joiner — *Opening page layout is amazing. The next image being the gun is quite stunning. Then taking us back to the dog, great! Nice clean layout with easy to follow pullouts.*

3. UW Institutional Marketing, “Adventure abounds,” Michelle Eberle — *Great photos that definitely highlight the variety of recreational activities available near UW campus.*

HM. Wyoming Game and Fish Department, “Grassroots,” Justin Joiner — *Great showcase of the photos. Basic design was nice to not detract from photos.*

3A. Feature Photo

1. Wyoming Business Council, “Splashing around at David Street Station,” Andy Greenman — *Very nice moment! Good timing to catch all the bursts of water high pointing. The child on the right helps bring the focus back to the child centered. Fun!*

2. Wyoming Game and Fish Department, “Sage grouse viewing,” Justin Joiner — *Focus on sage grouse over the individual is strong. The composition of the crop from top right to bottom left brings the eye through the entire image and back to the main subject.*

3. Wyoming Game and Fish Department, “Bear spray,” Justin Joiner — *Pepper spray practice! All of us who enjoy the Wyoming outdoors should practice this exercise! I wish the frame showed a bit more of the spray bottle or the bear for context.*

HM. Wyoming Rural Electric News, “Evening stop on the Laramie River,” Leah Yetter — *Nice composition between the two trees allowing the horse and rider mirror image to show nicely in the water.*

3B. News Photo

1. Wyoming Business Council, “Mountain Meadow Wool is a spinning success,” Andy Greenman — *This perspective invites you into the image. Nice composition.*

2. Wyoming Game and Fish Department, “Commission meeting,” Justin Joiner — *Not your everyday boring commissioner meeting snapshot. I liked the tight depth of field.*

3. Wyoming Game and Fish Department, “Open house,” Justin Joiner — *Nice to have a “birds eye view” of a Game & Fish open house.*

3C. Photo Page or Story

1. Wyoming Game and Fish Department, "Obsession," Mark Gocke — *Nice clean composition. I get the feeling this guy is obsessed with horn hunting.*
2. UW Institutional Marketing, "The big picture," Michelle Eberle, Kyle Spradley — *Beautiful composition. A fish on the line or the action of a cast would have taken it to first place.*
3. UW Student Media, "Game day," Morgan Smith — *Nice overall felling of opening day is captured here. I with the action shots were a bit tighter.*

4. Information Campaign

1. Wyoming Secretary of State's office, "Wyoming Youth Voter Initiative," Will Dinneen, Jennifer Trabing — *Modern, interesting graphics. Well executed progression of the message.*

5. Publications

1. UW Institutional Marketing, "UWyo Magazine," Micaela Myers — *This publication stood head and shoulders above the rest in a category with a lot of great entries. Congrats on such a great piece that checked all the boxes that make this a quality publication.*
 2. Wyoming Rural Electric News, "May issue," Dixie Lara, Maggie Budd, Kelly Etzel Douglas, Shawna Phillips — *It's obvious a lot of hard work has gone into these publications. Great layout, design and stories. Nice job.*
 3. Wyoming Game and Fish Department, "Wyoming Wildlife: October issue," Amy Bulger, Tracie Binkerd, Justin Joiner, Sara DiRienzo, Meg Frost — *Great work on quality production.*
- HM. Wyoming Rural Electric Network, "April issue," Dixie Lara, Maggie Budd, Kelly Etzel Douglas, Shawna Phillips — *WREN does a great job of having something for everyone to read. I appreciate the breadth of this publication.*

6. Magazine Articles

1. Wyoming Game and Fish Department, "Wyoming Wildlife: A nose for ferrets," Robin Kepple.
 2. Wyoming Rural Electric News, "Glamour abounds at Wyoming campgrounds," Juliette Rule.
 3. Wyoming Rural Electric News, "Wyoming Grit: Year's end," Gayle Irwin.
- HM. Wyoming Wildlife, "Wanderlust: The last great adventure of T2," Robin Kepple.

7. Column Writing

1. Wyoming Rural Electric News, Megan Beavers — *Nice piece and makes me wish I'd been a vet.*
2. Wyoming Game and Fish Department, Amy Bulger — *Great read on "Ground Beef." That calf will forever be indebted to you. Until it goes to slaughter...*
3. Wyoming Rural Electric News, Chuck Larsen

8. Op-Ed Writing

1. UW Student Media, Elizabeth Chambers, Kaitamaria Pounda — *Well researched and well written.*
2. Wyoming Rural Electric News, Shawn Taylor — *Interesting and relevant.*
3. AARP, Sam Shumway — *Good information for target audience.*