

Wyoming Press Association

2019 Associates Contest Winners

1A. One News Release

1. Wyoming Game and Fish Department, "More hunters choose Wyoming ..." Sara DiRienzo — Exactly the type of press release news editors want to receive - and will pick up. Data driven, succinct, accurate.
 2. UW Institutional Communications and Marketing, "UW economist finds mixed values ..." Chad Baldwin — Well written summation of provocative new research findings. I wanted to know more.
 3. Wyoming Geological Survey, "WSGS investigates oil and natural gas ..." Christina George — No judge's comment.
- HM. UW Institutional Communications and Marketing, "UW Receives \$15.8 million ..." Ron Podell — No judge's comment.

1B. Three News Releases on One Topic

1. UW Institutional Communications and Marketing, "Research about Wyoming wildlife," Chad Baldwin — Nice work on 3 different releases. Clear and concise.
 2. Wyoming Business Council, "When retail giants fall ..." Baylie Evans — A lot of info packed in here for the releases. Good job.
 3. Wyoming Treasurer's Office, "State trying to reunite ..." Jeff Robertson — No judge's comment.
- HM. Wyoming Geological Survey, "Geology in Wyoming state park pamphlets," Christina George — No judge's comment.

1C. One Feature

1. Wyoming Game and Fish Department, "Father of the elk," Christina Schmidt — Well reported, interesting reading.
 2. Wyoming Game and Fish Department, "Using predators for progress," Amy Bulger — This feature does a good job of weaving storytelling and news sharing together.
 3. Wyoming Business Council, "The crazy idea ..." Baylie Evans — Well-written headline and lede invite the reader in.
- HM. Wyoming Business Council, "The broadband guy," Baylie Evans — Particularly well-paced lede.

1D. Three Features on One Topic

1. UW Institutional Communications and Marketing, "UW rodeo teams," Milton Ontiveroz — No judge's comment.
2. Wyoming Department of Environmental Quality, "Restoring the sagebrush ..." Kristine Galloway — No judge's comments.

2A. Advertising Internally Developed

1. Eastern Shoshone Tribe, "Shoshone Rose," Judy Hewankorn, Alejandra Silva — The Shoshone Rose is certainly the highlight in this piece, the feature of the Shoshone language ads an authentic feel to the overall message.

2B. Page Layout and Design

1. UW Institutional Communications and Marketing, "Creating connections," Emily Edgar, Ted Brummond — No judge's comment.
2. UW Institutional Communications and Marketing, "Adventurous and courageous," Michelle Eberle — No judge's comment.
3. Wyoming Rural Electric News, "Tornadoes," Dixie Lira — No judge's comment.

3A. Feature Photo

1. Wyoming Business Council, "Powder Day rodeo," Andy Greenman — Where'd he go?? What a fun shot!
2. UW Institutional Communications and Marketing, "Education@UWYO Magazine," Jason Harper — Good composition here. Possibly if the students project board would have been more visible there would be more context.
3. Wyoming Business Council, "Engaged in engineering," Andy Greenman — She is engaged... a young engineer in the making! Inviting image.

3B. News Photo

1. Wyoming Business Council, "Stepping back in time," Andy Greenman — I like this shot... I would have preferred that the shooter had attempted to frame it without the modern vehicles behind the ladies.
2. Wyoming Business Council, "Big Boy," Andy Greenman — Nice to see the Big Boy roll again!
3. Wyoming Geological Survey, "Landslide photo," Christina George — Fracture!

3C. Photo Page or Story

1. Wyoming Rural Electric News, "Photographing the rodeo," Ty Stockton, Dixie Lira — Nice flow to this piece. I really like the total package and get a feel for what you'd expect to see while attending a rodeo. Nice job!
2. Wyoming Rural Electric News, "Artisans at work," Lauren Modler, Dixie Lira — No judge's comments.
3. UW Institutional Communications and Marketing, "The big picture," Emily Edgar, Ted Brummond — No judge's comment.

4. Information Campaigns

1. Linden Marketing, "Benefits of rural electric cooperatives," Shawn Taylor, Maggie York, Kelly Etzel Douglas, Dixie Lira, Shawna Phillips — I'm always impressed by the hard work that goes into these publications. The information in these pieces are clear, well presented and clean. You've achieved each of the objectives, nice job!

5. Publications

1. Wyoming Rural Electric News, Shawn Taylor, Maggie York, Dixie Lira, Kelly Etzel Douglas, Shawna Phillips — A strong read throughout in a very tough field. Nudged out the competition with great photos, solid copy and great attention to detail.
2. UW Institutional Communications and Marketing, "UWyo Magazine," Micaela Myers, Chad Baldwin, Michelle Eberle, Ted Brummond — Always love reading UWyo Magazine. A top notch job and a real attention to detail.
3. Wyoming Business Council, "Set your sights on Wyoming," Jason Reid — One of my favorites! Great job.

6. Magazine Articles

1. Wyoming Game and Fish Department, "Lands of Opportunity," Christina Schmidt, Tracie Binkerd — Great context that helps the subject be interesting to a variety of audiences. Well-written, informative and mission oriented, too.
2. UW Institutional Communications and Marketing, "Supporting educators ..." Jason Harper — Great connection to core mission of magazine. Well-written and interesting, too.
3. Wyoming Game and Fish Department, "Rappelling for Rosy," Robin Kepple, Mark Gocke — Well written, concise and interesting. Great story, too, that helps make a WGFD employee fun and relatable.

HM. Wyoming Business Council, "Jackson entrepreneur bursts ..." Jason Reid — Fun, light-hearted and provides inspiration for other entrepreneurs.

7. Column Writing

1. Wyoming Game and Fish Department, "One square mile," Amy Bulgar — Amy is an eloquent writer. She has great leads that grab your attention. Her columns are a great length, and she keeps it interesting throughout. I enjoyed her

descriptions and how she used setting as a character in her hunting column. She brought up some interesting points in "Food for thought," a column that I'm sure was well read as it could have a profound impact on Wyoming.

2. Wyoming Rural Electric News, Walt Gasson — Walt's column topics were my favorite. The design makes his columns easy to read. They aren't overwhelming to the reader. He has short, punchy sentences. I enjoyed his way with words, from "not one of whom made an inch of room in their family for laziness?" to "stillness is an endangered species in the 21st century." You can tell he truly cares for his craft.
3. Wyoming Rural Electric News, Dr. Bruce Connally — Bruce's column about the aftermath of a tornado was fantastic. He set the tone from the start, creating tension. Way to keep the reader interested.

HM. Wyoming Game and Fish Department, "A couple pennies," Tracie Binkerd — Tracie's column about unplugging and enjoying the outdoors is one that I'm sure many of her readers can identify with. That relatability made for a great column. Her column about taking on a new job was well written, although maybe not as appealing to readers as "Unplugged."

8. Op-Ed Writing

1. Wyoming Rural Electric News, Shawn Taylor — Shawn does a great job picking topics for his columns. I appreciate that he uses his column as a way to appeal to and reach a rural audience. I'm sure his column thanking line-workers was well received. Something that might add to the column is highlighting a specific line-worker and his or her experience. Maybe there was one night where he or she was out until 2 a.m. in a blizzard and his or her family was waiting up. Specific stories help audiences relate to something as well as remember it. In Shawn's column about high-speed internet, I think it would be beneficial to mention the survey from the beginning. As a writer, you only have a few seconds to catch a reader, so it's important you mention your goal from the beginning. Overall, Shawn does a great job of picking topics that are lively and important to his audience.

9A-1. Single Video - Feature (Under 1 minute)

1. UW Institutional Communications and Marketing, "UW iron pour," Ali Grossman — High production quality and strong use of imagery.
2. UW Institutional Communications and Marketing. "Mursion simulation ..." Jason Harper — Good use of call outs to explain the technology.
3. Wyoming Military Department, "Sunset ride," Jacqueline Marshall — Does a good job of capturing the contrast between the subject matter and the sunset.

HM. Wyoming State Geological Survey, "Mummified Eocene Wood," Christina George — No judges comment.

9A-2. Single Video - Feature (Full Feature)

1. UW Institutional Communications and Marketing, "The World Needs More Cowboys ..." Ali Grossman — The video had a great story that was easy to follow. I loved the music you paired with it. The interview with Aura was great and the audio was clean. The B-roll fit great to the story line. I think you nailed the video highlighting an Alumni member and sharing her past and how that has helped her give back within our community here in Wyoming. There wasn't much negative to say about the video. There wasn't much that stood out or was distracting. The only thing that stood out to me, was around 2:20, she makes a weird face before talking. I personally would have cut that out, but overall great job and fantastic video!
2. Wyoming Business Council, "Visionary Broadband is helping ..." Andy Greenman — I enjoyed this video a lot. It had great visuals, interviews and B-roll out at Taylors Ranch. I think it came together well and effectively told the story of Visionary Broadband's vision to help our rural community. I thought the audio and music paired together well. There were a couple clips of Taylor sitting in his chair for the interview that had some bad white balance but didn't affect it that much. I wanted to see some footage of Visionary employees working in a rural spot, even if it had to be recreated. I think it would have added value to the video. Overall it was an effective video of telling Visionary Broadband's mission and will speak well to the given demographic.
3. UW Institutional Communications and Marketing, "University of Wyoming rodeo life ..." Mary Jung — A fantastic student interview that not only showcased Nicole's story and why she is at UW, but also gives praise to the dedication and strength of the program and college. The video ticks a lot of boxes for marketing and recruitment material, all while telling a great story. Technically speaking the video was well put together. I like seeing a mix of ambient audio with music and the interview. B-roll was great and fit the story perfectly. I wasn't too keen on the use of the still photos transparently placed over a video clip, but it's something a little different than just a black background. Well done!

HM. AARP Wyoming, "Laramie's Community Challenge Grant," Tom Lacock, Becky Farrell — I loved the story behind this video. I think videos like these that document small business, grants and community involvement are needed to help spread awareness and get more people involved. It ticks all the boxes of documenting it and having a clear story of what Feeding Laramie Valley does. A great video that relates well with the given audience and community. In general, I think the interview and

B-roll worked well together; my only complaint is the fade in and out of the interview audio. It's very apparent and to me quite distracting on how it fades in and out. I would have trimmed the ending or added a few more clips and spread things out a bit more. There are 11 seconds of black with just music playing. Great job!

9B-2. Three Video Features on Same Topic or Campaign (Full Feature)

1. Wyoming Business Council, "Real Wyoming," Andy Greenman — A very good profile of cities in Wyoming to show how business friendly and diverse they are. They are thorough and the statement shows they have had a clear impact.
2. UW Institutional Communications and Marketing, "UWyo Student Features," Ali Grossman, Mary Jung, Kyle Spradley — Very well-done profiles of several students at the University to showcase the possibilities of enrollment. They are enticing and clearly achieve their goal of tying it to the larger project.
3. Wyoming Military Department, "Cybersecurity Awareness Month," Jacqueline Marshall — Clear, concise and informative, the series seems to be very effective at conveying what it is supposed to convey. It may have been a little heavy on some of the effects.

9C-1. Single Video — PSA, Instructional or Educational (Under 1 minute)

1. UW Institutional Communications and Marketing, "Cowboy commitment," Ali Grossman — No judge's comments.

9C-2. Single Video — PSA, Instructional or Educational (Full Feature)

1. Wyoming Military Department, "Moving history," Jacqueline Marshall, Jon Alderman — Excellent job with getting a range of interesting B-Roll; some of the audio may have been improved by moving the interviews to quieter locations or with more direct mics.
2. UW Institutional Communications and Marketing, "Discovering new questions through chasing chipmunks," Ali Grossman — Excellent use of B-Roll, though, if possible, get a camera that can do smoother slow-motion for future projects. The topic was well-covered, concise and did a good job of conveying the subject's enthusiasm.
3. Wyoming Military Department, "Wyoming Guard leaders drive drunk ..." Jacqueline Marshall — Good use of B-Roll and transitions, good interview and sounds. The introduction with the officer speaking made me think it might be about a different topic but was creative.