

# Association of Partners for Public Lands

## 2005 Media and Partnership Awards Winners



*March 7, 2005  
Portland, Oregon*

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### About the Competition

APPL is pleased to present its 2005 Media and Partnership Awards in Portland, where our convention theme, *Portland Pathways*, reflects courses taken to achieve our organizational goals. We congratulate all of our award recipients for the excellent work they do to achieve their goal of communicating what is special about our nations' public lands. Your creative approaches, as well as quality of content and design combine to deliver a broad array of products and programs that reflect the incredible diversity of these special places, and the diversity of visitors who come to know and love them. These efforts enable visitors to America's public lands to embark on their own journeys of discovery.

Twenty-six organizations from across the United States submitted a total of 91 entries to this year's competition. Sixteen volunteer judges had the often-difficult task of choosing the winners and honorable mentions from this vast group of excellent products and programs. This year we are also bestowing the "APPL Excellence Award" chosen from among the winners in all of the categories. We are pleased to honor **Friends of Santa Cruz State Parks** for their outstanding membership newsletter, "Park Views", for its superior graphic appeal and expertly crafted content. APPL applauds all of the organizations whose attention to excellence and professionalism have made these awards a benchmark for quality products and programs.

All cooperating and interpretive associations and friends organizations regardless of their membership in APPL are eligible for this awards program reflecting the multi-agency nature of APPL. We thank all the agencies for their support and for encouraging their not-for-profit partners to participate in this competition.

Donna L. Asbury  
APPL Executive Director

Charles Money  
APPL President

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## **Association of Partners for Public Lands Media and Partnership Awards**

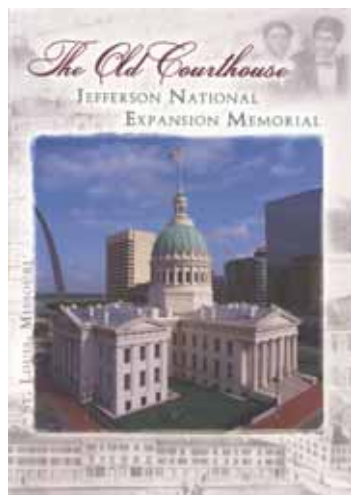
Award winners in the 2005 competition are described below by category. The total number of entries in each category is shown, as well as the title of the winning entry or entries and any honorable mentions that may have been chosen. Key individuals responsible for the production of those entries are included. Photographs and judges' comments are provided for the overall category winner. The winner is the entry listed first and occasionally second, honorable mentions are listed after.

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### **Category 1**

### **Publication - 48 Pages & Under**

10 entries



#### *Winner*

#### **The Old Courthouse Jefferson National Expansion Memorial**

Jefferson National Parks Association

Robert Moore, Historian  
Steve Gibson, Photographer  
Joe Luhman, Layout & Design

**Judges' comments:** "excellent architectural and social history, solid writing"

#### *Honorable Mentions*

#### **Keeping Promises: What is Sovereignty and Other Questions about Indian Country**

Western National Parks Association

Betty Reid, Ben Winton, Authors  
Gwendolen Cates, Photographer  
Melanie Dherty Design, Designer

## Category 2



## Publication - Over 48 Pages

15 entries

### *Winner*

#### **Guide to the Parks**

Golden Gate National Parks Conservancy

Ariel Rubissow Okamoto  
Stephen Skartvedt  
Bill Prochnow  
Ann Artz

**Judges' comments:** "makes me want to visit, exceptionally well designed, outstanding"

### *Honorable Mention*

#### **Sculpted by Ice: Glaciers and the Alaska Landscape**

Alaska Natural History Association

Michael Collier, Author & Photographer  
Susan Tasaki, Editor  
Carole Thickstun, Designer  
Lawrence Ormsby, Illustrations & Maps

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## Category 3

## Non-Association Published Books

1 entry

*No winner was chosen.*

### *Honorable Mention*

#### **The Ahwahnee - Yosemite's Grand Hotel**

Yosemite Association

Keith Walklet, Author & Photographer  
Sandy Bell, Design  
DNC Parks and Resorts at Yosemite, Inc.  
Steven Medley, Editor and Project Development

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## Category 4



## Maps and Guides

7 entries

### *Winner*

**Hiking Adventures in Rocky Mountain National Park**  
Rocky Mountain Nature Association

John Gunn, Project Director & Editor  
Nancy Wilson, Editorial Assistant

**Judges' comments:** "makes you want to hike in the park, excellently done, offers everything hiker would need to know"

### *Honorable Mentions*

**Day Hikes in the Deep Creek Area**  
Great Smoky Mountains Association

Christina Watkins & Amanda Summers, Design & Production  
Kent Cave, Editor  
Steve Kemp, Contributing Editor

**Cultural Crossroads: A Guide to Gran Quivira Salinas Pueblo Missions National Monument**  
Western National Parks Association

National Park Service, Author  
Carole Thickstun, Design

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## Category 5



## Complimentary Publications

6 entries

### *Winners*

**Foreign Language Guides**  
Grand Canyon Association

Todd Berger  
Tom Pittenger  
A Language Bank  
Arizona Daily Sun

**Judges' comments:** "visually organized, clean and accessible, very nice!"



**Smokies Guide Park Newspaper**  
Great Smoky Mountains Association

Steve Kemp, Contributing Editor  
Bill Lea, Photographer  
Lee Riddell, Design  
Kent Cave, Fact Checker

**Judges' comments:** "attractive, clean design"

*Honorable Mention*

**Colorado River: Origin and Evolution**  
Grand Canyon Association

Richard A. Young  
Earle E. Spamer  
Sandra Scott  
Ron Short

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**Category 6**

**Marketing/Organizational Promotional Material**

9 entries

*Winner*

**Fall 04 Newsletter - Park Views**  
Friends of Santa Cruz State Parks

Melodie Milhoan, Editor  
Marianne Wylie, Design  
Dyane Harwood & Randy Widera, Contributors

**Judges' comments:** "like the large format, nice design, informative and engaging"

*Honorable Mentions*

**Grand Canyon Field Institute/2005 Catalog**  
Grand Canyon Association

Mike Buchheit  
Ron Short  
Jack Pennington



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## Remembrance - Quarterly Membership Newsletter

Arizona Memorial Museum Association

Ray Sandla, Photographer, Editor & Design

WWII Veterans and Their Families

National Park Service - Pacific Region

War in the Pacific Scholars and Historians

Pacific Area Economists and Scholars

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## Category 7

### Audio-Visual

7 entries

#### *Winner*

#### **Audio Tour of the USS Arizona Memorial, Visitor Center and Museum**

Arizona Memorial Museum Association

Ray Sandla, Project Coordinator

Antenna Audio, Producer

Daniel Martinez, NPS historian

Ernest Borgnine, Narrator



**Judges' comments:** "excellent, well thought out and presented, narrator professional and friendly"

#### *Honorable Mention*

#### **Everglades River of Life**

National Park Foundation

Don Baer, Sr. Executive VP Discovery Communications, Inc.

Carrie Passmore, Sr. VP Public Partnerships, Discovery Communications, Inc.

Mike Bento, Sr. VP, National Park Foundation

Cherry Payne, Chief of Interpretation, Everglades National Park

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## Category 8



## Theme Related Items

12 entries

### *Winner*

#### **Yellowstone Calendar**

Yellowstone Association

Deborah Collins, Project Manager

Adrienne Pollard, Design

Carolyn Duckworth, Writer

Chandra Morris, Editor

**Judges' comments:** "wonderful and unusual pictures, good information"

### *Honorable Mention*

#### **Great Smoky Mountains National Park Calendar**

Great Smoky Mountains Association

Joey Heath, Design & Illustrations

Bill Lea, Photographer

Steve Kemp, Editor

Quinnessentials, Printer

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## Category 9



## Children's Media

6 entries

### *Winners*

#### **Ballad of the Wild Bear**

Alaska Natural History Association

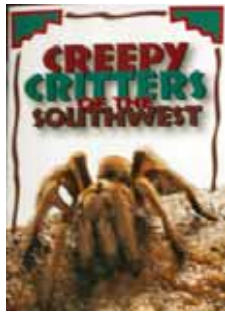
Pat Chamberlain-Calamar & Sandy Kogl, Authors

Jill Brubaker, Editor

Chris Byrd, Design

Libby Hatton, Illustrations

**Judges' comments:** "a model for other similar projects, CD is terrific, excellent"



## Creepy Critters of the Southwest

Western National Parks Association

David George Gordon, Author

Dawn DeVries Sokol, Design

**Judges' comments:** "nice size for children, excellent overall, well done"

*Honorable Mention*

## Tallest Tree Growth Chart

Golden Gate National Parks Conservancy

Robert Lieber

Sarah Lau

Bill Prochnow

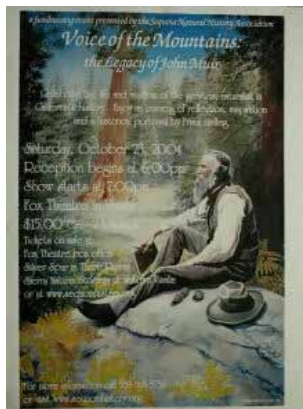
Greg Newbold

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## Category 10

## Comemmorative Project /Program

3 entries



*Winners*

## Voice of the Mountains: The Legacy of John Muir

Sequoia Natural History Association

Dayna Higgins, Program Manager

Frank Helling, Naturalist Re-enactor

William Tweed, NPS Chief Naturalist

Harold Wood, Sierra Club

**Judges' comments:** "great project"

## Pearl Harbor Day/ Memorial Day Commemoration

Arizona Memorial Museum Association



Ray Sandla & Daniel Martinez, Invitation & Program Design  
National Park Service

Ernest Borgnine, Keynote Speaker

Pearl Harbor Survivor's Association

US Navy

**Judges' comments:** "great one day event, very well done, impressive events"

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*Honorable Mention*

**60th Anniversary Commemoration of WWII Battles for Saipan & Tinian**

Arizona Memorial Museum Association

Jessica Jordan, Project Coordinator

Numerous Public, Private, Government and Military Partners

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**Category 11**

**Education Project/Programs**

12 entries

*Winner*

**Roosevelt Rendezvous**

Yellowstone Association

Jeff Brown, Director of Educational Operations

Jenny Golding, Program Manager

Rebecca Pardo, Office Manger

Rick Hoeninghausen, Xanterra Director of Sales and Marketing

**Judges' comments:** "excellent program choices, great collaboration, giant program"

*Honorable Mentions*

**Writing Down the River**

Grand Canyon Association

Kathleen Jo Ryan

Sky Harbor Art Program

Pam Frazier

Dry Creek Arts Fellowship

**Teacher's Workshop 8/1-6/04**

Arizona Memorial Museum Association

Kendall McCreary, Project Coordinator

National Park Service

East-West Center

National Endowment for the Humanities

Pearl Harbor Survivor's Association



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## Category 12

## Partnership Program/Project

0 entries

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## Category 13

## Volunteer Program/Projects

1 entry

*No winner was chosen.*

*Honorable Mention*

**Yosemite Association Month Long Volunteer Program**  
Yosemite Association

Chrissy Knight

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## Category 14

## Interpretive/Information Technical Outreach

2 entries



*Winner*

**Glen Canyon Association Website**  
Glen Canyon Natural History Association

Kirk W. Robinson  
Christopher Eaton  
Dr. John Spence  
Board of Directors

**Judges' comments:** "attractive, good partnership evidence"

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## Contributors

This year, 26 organizations contributed award entry fees to defray expenses in presenting this competition. The funding is used for the production of award certificates and medals, mailing expenses, printing of the Winner's Bulletin, and other associated expenses.

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## Judges

Mary Ann Zadorozny  
Education Specialist  
Rock Creek Park

Thuy Luu-Beams  
Assistant Director, Communications  
National Fish and Wildlife  
Foundation

Tom Mullin  
Assistant Professor  
Unity College

Donna Donaldson  
Chief of Interpretation (retired)  
National Capital Parks - Central

Marc A. Breslav  
Consultant  
Breslav Public Relations and  
Marketing

Laura Rich  
President  
Friends of Locust Grove Nature  
Center

Andrew Andoniadis  
Primary  
Adoniadis Retail Services

Rick Rinehart  
Publisher  
Roberts Rinehart Publishing

Kim A. O'Connell  
Freelance Writer

Paul Caputo  
Art/Publications Director  
National Association for  
Interpretation

Alan Leftridge  
Editor/Writer

Lois Rothman  
Art Teacher  
Montgomery County Public Schools

Bill Metzger  
Publication Designer

Joel Saferstein  
Associate Publisher  
American Park Network

Wil Reading  
Interpretation Consultant and  
Trainer

David Romanowski  
Writer/Editor, Exhibits Division  
Smithsonian Air and Space  
Museum

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## Winners Bulletin

Photography: MCG Productions  
Desktop Publishing: Cynthia Donaldson  
Printing: Printing Images, Rockville, MD

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## Awards



## Strengthening Public Land Partnerships



US Army Corps  
of Engineers®

