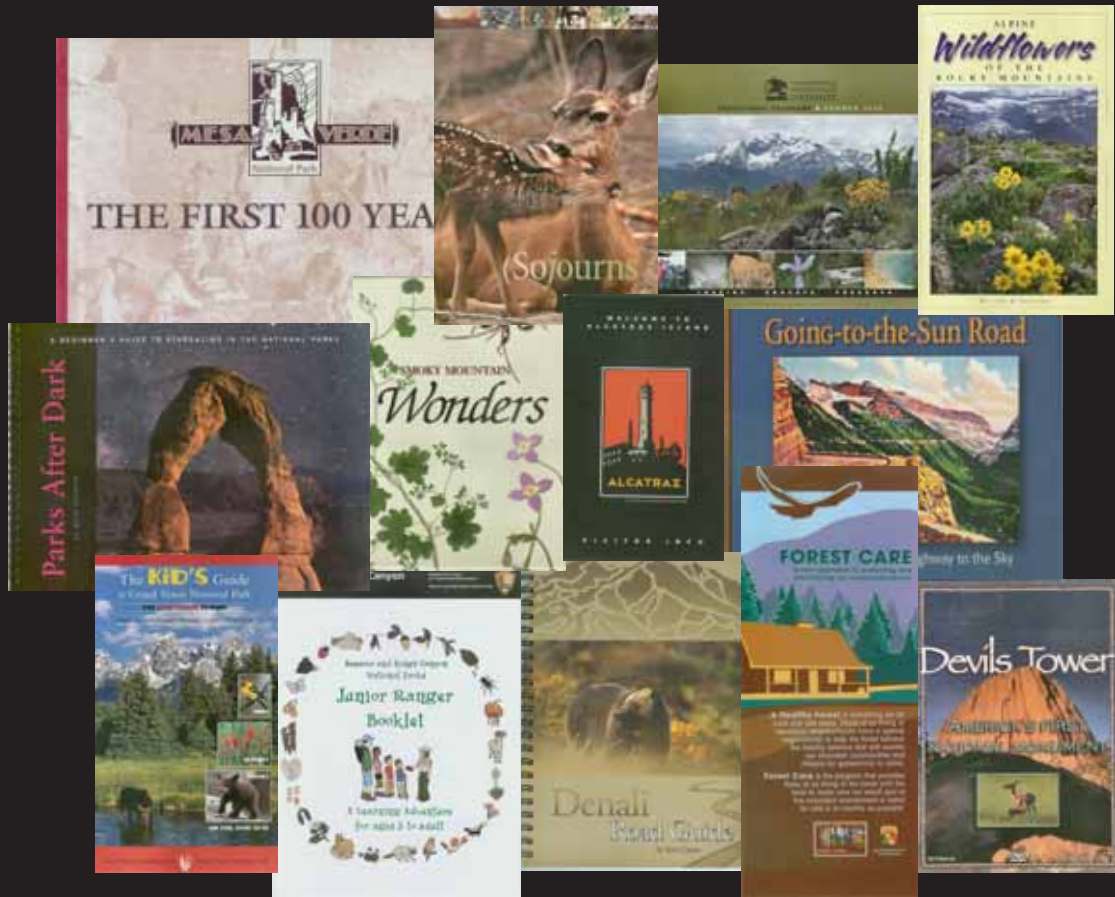


Association of Partners for Public Lands

# 2007 Media and Partnership Awards



## About the Competition

APPL is pleased to present its 2007 Media and Partnership Awards in Sacramento, where our convention theme, *New Frontiers~Next Stages* evokes the wide range of opportunities that associations have to interact with the public and enhance their appreciation for America's public lands. For 30 years, APPL has promoted the development of quality not-for-profit organizations that work in harmony with public lands agencies to achieve mutual goals and inspire the public.

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 explore their own "new frontiers" and move their understanding of them to the "next stage" of discovery.

Thirty organizations from across the United States submitted 103 entries in 14 categories to this year's competition. Twenty-two volunteer judges had the often-difficult task of choosing winners from so many excellent products and programs. APPL applauds all of the organizations whose attention to excellence and professionalism have made these awards a benchmark for quality products and programs.

All not-for-profit partner 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 partners to participate in this competition.

Donna L. Asbury  
APPL Executive Director

Charles Money  
APPL President

### Awards

Trophies created by Betty Risser, Geographic Locations International  
APPL Excellence Award provided by Gene Gillette, Speciality Incentives

### Awards Bulletin

Digital Imaging by MGC Productions  
Bulletin Production by Cynthia Donaldson

## *Winner*

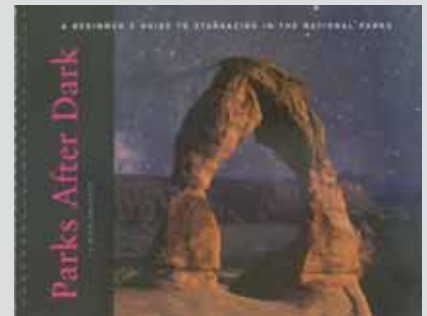
### **Parks After Dark: A Beginner's Guide to Stargazing in the National Parks**

Western National Parks Association

Rick Shaffer - Author

Steve Phillips - Editor

Melanie Doherty Design - Designer



**Judges' comments:** *high production value, excellent design, well written, full of information, useful for all levels of knowledge*

## *Honorable Mentions*

### **A Hiker's Guide to the Geology of Old Rag Mountain in Shenandoah National Park**

Shenandoah National Park Association

Reed L. Engle - Author

Joanne Amberson - Editor

John Amberson - Photography & Photographic Editing

Cindy Wilson Design - Designer

### **Frequently Asked Questions About Western Sand Dunes**

Western National Parks Association

Rose Houk - Author

Abby Mogollon - Editor

Nancy Campana, Campana Design - Designer

Publication - Over 48 pages

## *Winner*

### **Mesa Verde: The First 100 Years**

Mesa Verde Museum Association

Rose Houk - Author

Christina Watkins - Designer

Tracey Chavis - Project Manager

Tessy Shirakawa - NPS Liaison



**Judges' comments:** *beautiful book, well written and illustrated, abundantly detailed, quite readable*

## *Honorable Mentions*

### **Frozen in Motion: Alaska's Glaciers**

Alaska Natural History Association

Katherine Hocker - Author

Jill Brubaker - Editor

Chris Byrd - Art Director

Kathy Lepley -Illustrator

### **Pioneer Voices of Zion Canyon**

Zion Natural History Association

Zion Natural History Association

Zion National Park

Utah Humanities Council

George S. & Dolores Dore Eccles Foundation

### **Yosemite's Tioga Country: A History and Appreciation**

Yosemite Association

Gene Rose - Author

Steve Medley - Editor and Project Coordinator

## Non-Association Published Books

### *Winner*

#### **Going-to-the-Sun Road: Glacier National Park's Highway to the Sky**

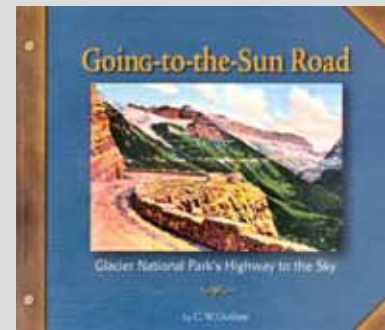
Glacier Natural History Association

Carol Guthrie - Author

Glacier National Park

Glacier Natural History Association

Farcountry Press - Publisher



**Judges' comments:** *very good summation of the difficulties and triumphs of designing and building Going-to-the Sun Road, a really interesting book*

### *Honorable Mentions*

#### **Going to Glacier National Park**

Glacier Natural History Association

Alan Leftridge - Author

Judy Stewart's 4th grade class from Ruder Elementary, Columbia Falls, Montana

Glacier National Park

Glacier Natural History Association

Farcountry Press - Publisher

#### **Mesa Verde Centennial Series**

Mesa Verde Museum Association

Robert Whitson - Managing Editor, Durango Small Herald Press

Elizabeth Green - Editor

Lisa Snider-Atchison - Designer

Tracey Chavis & Tessy Shirakawa - Editorial Board

### *Winner*

#### **Denali Road Guide**

Alaska Natural History Association

Kris Capps - Author

Chris Byrd - Designer & Illustrator

**Judges' comments:** *high quality photos, well-written text, useful design with spiral binding, fun and interesting*



### *Honorable Mentions*

#### **Alpine Wildflowers of the Rocky Mountains**

Rocky Mountain Nature Association

Beatrice E. Willard & Michael Smithson - Authors

Ann Green - Designer

John Gunn - Project Director & Editor

Leanne Benton - Content Review

#### **Geology Along Trail Ridge Road**

Rocky Mountain Nature Association

Omer B. Raup - Author

Ann Green - Designer

John Gunn - Project Director & Editor

## Complimentary Publications

### *Winner*

#### **Alcatraz Visitor Brochure**

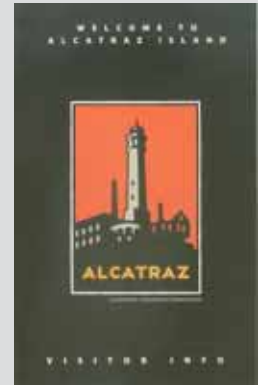
Golden Gate National Parks Conservancy

Susan Taski - Editor

Meg Coughlin - Designer

Rich Weideman - NPS Advisor

Ricardo Perez - NPS Advisor



**Judges' comments:** *great design, well balanced with facts and themes, outstanding presentation, well written, nice size and feel*

### *Honorable Mention*

#### **Alaska Park Science**

Alaska Natural History Association

Robert Winfree - Alaska Regional Science Advisor, NPS, Project Lead

Monica Shah - Editor

Alaska Natural History Association - Publisher

## Volunteer Program or Project

### *Winner*

#### **Zion NP/Zion NHA Volunteer Innovation Program**

Zion Natural History Association

Zion National Park

Zion Natural History Association

Tauck Foundation

National Park Foundation



**Judges' comments:** *engaging story, good demonstration of partnership and grant process, sounds like very successful program*

## Marketing/Promotional Materials

### *Winner*

#### **2006 Annual Report**

Golden Gate National Parks Conservancy

David Shaw - Director of Communications

Greg Moore - Executive Director

Bill Prochnow - Design Manager

Elixir Design - Graphics & Design Consultant



**Judges' comments:** *map is stunning and useful, all elements well choreographed to convey important story about the partnership*

### *Honorable Mentions*

#### **Sojourns Magazine**

Peaks, Plateaus and Canyons Association with Grand Canyon Association

Pam Frazier - Editor

Carol Haralson - Designer

#### **Pearl Harbor Memorial Fund Prospectus**

Arizona Memorial Museum Association/Pearl Harbor Memorial Fund

David Y. Gibson - Editor

Toyomi Igus Simon - Strategic Director, Encite Marketing

Makiko To - Graphic Artist

The Portico Group

#### **Centennial Marketing Package**

Mesa Verde Museum Association with Mesa Verde National Park & ARAMARK Mesa Verde Company

Dan Puskar - NPS Centennial Coordinator

Tessy Shirakawa - NPS Public Information Officer

Tracey Chavis - Executive Director, MVMA

Amanda Summers - Designer Centennial Logo

## Audio/Visual

### *Winner*

#### **Mount Rushmore Audio Tour: Living Memorial**

Mount Rushmore History Association

Q Media Productions - Producers

Debbie Ketel - Project Manager

TourMate



**Judges' comments:** *quite extensive coverage, professionally done narration, very good, can't wait to experience it in real time!*

### *Honorable Mentions*

#### **Devil's Tower - America's First National Monument**

Devils Tower Natural History Association

Devils Tower Natural History Association

National Park Service

#### **Doing Time, Alcatraz Cellhouse Tour**

Golden Gate National Parks Conservancy

Nicholette Phelps - GGNPC, Producer

Rich Weideman - NPS, Producer

Chris Tellis - Antenna Audio, Producer Emeritus

## Theme Related Items

### *Winner*

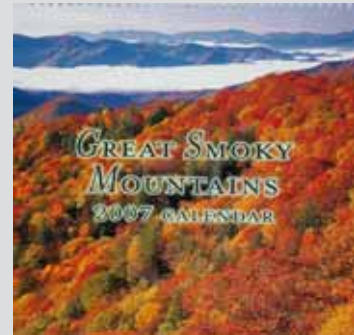
#### **Great Smoky Mountains National Park 2007 Calendar**

Great Smoky Mountains Association

Joey Heath - Designer

Steve Kemp - Editor

Adam Jones - Photographer



**Judges' comments:** *best calendar to date, useful and interesting information, clear, well-written, inviting text, overall high quality*

### *Honorable Mentions*

#### **Smoky Mountain Wonders Notecards**

Great Smoky Mountains Association

Shelly Powell - Designer

Steve Kemp - Editor

#### **1950's Historic Alcatraz Decal Reproductions**

Golden Gate National Parks Conservancy

Robert Lieber - Concept Development & Creative Director

Louise Audell - Designer

Sarah Lau - Researcher

## Children's Media

### *Winner*

#### **The Smokies Yucky Book**

Great Smoky Mountains Association

Doris Gove - Author

Lisa Horstman - Illustrator & Designer

Steve Kemp & Kent Cave - Editors

**Judges' comments:** *creative approach, fun and engaging while illustrating biodiversity and threats to/of park.*



### *Honorable Mentions*

#### **The Kid's Guide to Grand Teton National Park**

Grand Teton Natural History Association

Charles Craighead - Author

Henry H. Holdsworth - Photographer

Jeff Pollard Design & Associates - Designers & Illustrators

Ormsby & Thickstun Interpretive Design - Designers & Illustrators

Mike Reagan - Maps

#### **Junior Ranger Booklet**

Sequoia Natural History Association

Dayna Higgins - Artist & Designer

Elizabeth Evans - Artist

Becky Satnat - Project Manager

## Commemorative Program or Project

### *Winner*

#### **Pioneer Voices of Zion Canyon**

Zion Natural History Association

Zion Natural History Association

Utah Humanities Council

George S. & Delores Dore Eccles Foundation

Charles Redd Center for Western Studies at Brigham

Young University



**Judges' comments:** *compelling writing, easily hooks one's attention, creative way to tell story, clear purpose and extremely engaging*

### *Honorable Mentions*

#### **Mesa Verde Centennial Celebration**

Mesa Verde Museum Association

Mesa Verde Museum Association

Mesa Verde National Park

ARAMARK Mesa Verde Company

Fort Lewis College

#### **2006 Trails Forever Dinner**

Golden Gate National Parks Conservancy

Julie Parish & Randi Fisher - Trails Forever Dinner Co-chairs

Cindy Morton - Major Gifts Officer

Greg Moore - Executive Director

## Education Program or Project

### *Winner*

#### **Yellowstone for Families**

Yellowstone Association

Jeff Brown - Director of Education

Rick Hoeninghausen - Xanterra Director of Sales & Marketing

Jenny Golding - Institute Program Manager

Rebecca Pardo - Institute Office Manager



**Judges' comments:** *excellent assortment of experiences, substance evident without a lot of fluff and flash, well written text*

### *Honorable Mentions*

#### **WNPA Junior Ranger Program**

Western National Parks Association

Sara St. Antoine - Author

Boelts/Stratford Design - Designer

#### **2006 Special Summer Junior Ranger Program**

Great Smoky Mountains Association

Doris Gove - Author

Lisa Horstman - Designer & Illustrator

Steve Kemp & Kent Cave - Editors

## Partnership Program or Project

### *Winner*

#### **Forest Care**

San Bernardino National Forest Association

USDA Forest Service

San Bernardino National Forest Association

California Department of Forestry & Fire Protection



**Judges' comments:** *excellent, systematic approach and design, good planning, multiple layers of partnership, clear message*

### *Honorable Mention*

#### **America's Best Idea: A Photographic Journey Through Our National Parks**

Yosemite Association

Stan Jorstad - Photographer

Michael Cohen - Designer

Mark Saferstein - American Park Network, Editor & Publisher

Christopher Stein - Yosemite National Park, Project Coordinator

## Interpretive/Information Technology Outreach Program or Project

### Winner

**Mesa Verde Centennial Website**  
Mesa Verde Museum Association



Krista Boardman  
J-3 Media

*Judges' comments: fast loading, nice mix of content, excellent resource, easy to use, well-done*

### Honorable Mention

**Fourmile Midland Trailhead Kiosks**  
Friends of Fourmile Chapter of Greater Arkansas River Nature Association

Kathy McCoy - Graphic Designer  
Alan Robinson - Research & Coordination  
Brett Beasley -USDA Forest Service, Agency Contributions  
Friends of Fourmile Chapter Volunteers - Installation

## APPL Excellence Award

This year's top honor was chosen from among the 14 category winners for the APPL Excellence Award. This project, winner of the Commemorative Project category, showcased community involvement and partnerships with a variety of outside organizations. The judges felt that **Pioneer Voices of Zion Canyon** offered a fresh approach with its use of oral histories taken from previous residents of Zion Canyon and their subsequent involvement with the final product and exhibit, highlighting a caring community within and outside Zion National Park. This project also has the potential for further development down a variety of avenues. Congratulations to Zion Natural History Association for developing this award winning entry.



## Judges

Marc Blackburn  
Park Ranger  
Nez Perce NHS, NPS

Adrienne Booth  
Training Specialist  
Texas Parks & Wildlife

Marc Breslav  
Marketing & Advertising  
Breslav Public Relations

Paula Degen  
Project Coordinator  
Chesapeake Bay Gateways  
Network

Terre Dunivant  
Owner  
Gaia Graphics & Associates

Cheryl Hazlitt  
Interpretive Planner  
US Forest Service

Evie Kirkwood  
Director, St. Joseph County  
Parks, IN  
President, National Association  
for Interpretation

Robert Lange  
Marketing Executive

Alan Leftridge  
Writer/Editor

Frank Lowenstein  
Writer/Naturalist

Sallie Lowenstein  
Author/Illustrator/Book  
Designer

Nancy Mendez  
State Park Interpreter  
Southern Service Center, CA

Dave Mensing  
Regional Manager  
Carson/Tahoe Region,  
Nevada State Parks

Tom Mullin  
Assistant Professor  
Unity College, ME

Larry Novak  
Photographer

Kim O'Connell  
Freelance Writer  
Arlington, VA

Will Reding  
Interpretive Naturalist

David Romanowski  
Writer/Editor  
National Air and Space  
Museum

Donald Sibbett  
Principal  
The Sibbett Group

Kirby Stevens  
Principal  
Kirby Stevens Design, Inc.

Deb Tewell  
Sales & Events Manager  
National Association for  
Interpretation

Mary Ann Zadorozny  
Education Specialist  
Rock Creek Park, NPS