

Texas Thoroughbred Magazine Honored for Excellence



TTBA's official publication, the *Texas Thoroughbred*, received two honors from American Horse Publications (AHP) at the organization's recent annual meeting in Lexington, Kentucky.

Among numerous candidates for General Excellence in the equine association publication category, the *Texas Thoroughbred* was granted an Honorable Mention along with the *American Saddlebred* magazine. The *Maryland Horse* was the overall winner in this particular category, which does not offer a second or third placing (just one winner and two Honorable Mentions).

The judges' comments about the *Texas Thoroughbred* were: "A fine publication that caters to a specific audience. Its themed editions are

very good and the special Newcomer's Edition is a keeper for everyone, whether you live in Texas or not. The editorial content makes this a good magazine."


Among 40 entries in the magazine cover page class, the October 1988 cover of the *Texas Thoroughbred* received another Honorable Mention, just behind the respective first, se-

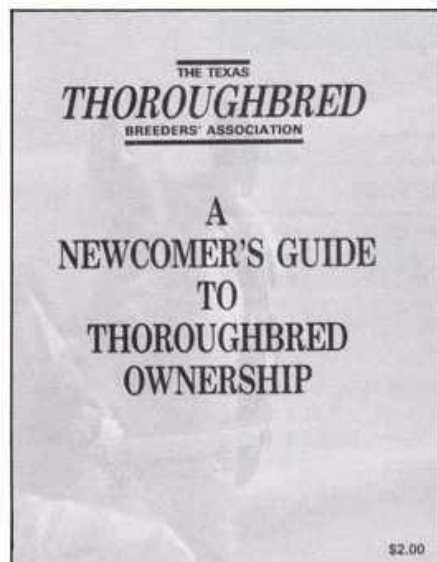
"...A fine publication that caters to a specific audience...Its themed editions are very good and the special Newcomer's Edition is a keeper for everyone...The editorial content makes this a good magazine"

cond and third-place winners *Equus*, *The Blood-Horse*, and *Spur*. (*Spur* also received an Honorable Mention in this category.)

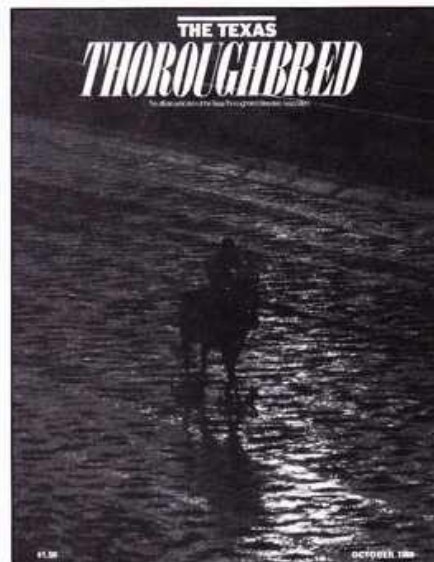
The October cover photo, taken by internationally-renowned photographer Mark Wyville, showed a race horse galloping in the mud in a unique, orange pre-dawn light. The judges praised Wyville for "a dramatic cover that uses high contrast and shadows to create the mood [we] were looking for." (Wyville was also the photographer for the June/July 1988 cover, and the April 1989 cover.)

The annual AHP Awards are to the equine publishing world what the Academy Awards are to show business, rated second only to the coveted Eclipse Awards. Nearly all major equine publications (75) are AHP members, competing yearly for this recognition of excellence in various categories of editorial, graphics and photography. All material considered in the judging process is from issues published during the previous year.

After winning its first AHP Award in 1984 for a two-part editorial series (third place out of 87 entries), the *Texas Thoroughbred* also received a third-place award in 1985 for cover photography (from 53 entries), and an Honorable Mention for General Excellence in 1986. 



The *Texas Thoroughbred* Newcomer's Guide, published in August 1988, was one of the issues praised by AHP judges for General Excellence



Mark Wyville's cover photo on the October 1988 issue was worthy of an Honorable Mention among 40 entries in the cover page category