

**CAT WRITERS' ASSOCIATION
MUSE MEDALLIONS – 2010**

I.1 – Monthly Magazine

Winner:

Cat Fancy

I.2 – Magazine Article – Health and General Care

Judge's comment: : "A very informative read about the oft forgotten elder feline. The inclusion of complimentary alternative treatment was a plus. There was a good selection of expert sources. The article offered updated information on senior cats and covered the bases as far as issues facing aging cats. Well done."

Winner:

Dusty Rainbolt, "A Long and Healthy Life" – Cat Fancy

I.3 – Magazine Article – Behavior and Training

Judge's comment: "This is such an important topic for the shelter world, for cat rescuers everywhere, and for all of us with a 'scaredy cat' at home who might, heaven forbid, end up lost and need to be differentiated from a feral cat. The author, a shelter veterinarian, writes with authority and covers the topic from all angles. I love it that she provides physical descriptors of ferals as well as behavioral ones, and that all cat rescuers are encouraged to give rescued cats the time they need to relax and show their true colors. In fact, the only fault I find with this article is that "true colors" wasn't part of the title."

Winner:

Brenda Griffin, "Scaredy Cat or Feral Cat?" – Animal Sheltering

I.4 – Magazine Article – Any Other Topic

Judge's comment: "Cat rescue and breed rescue have been around a long time but this article makes it very current."

Winner:

Janiss Garza, "Breed Rescue 2.0." – Cats USA

I.5 – Magazine – Column

Judge's comment: "Very engaging openings that draw the reader into heartwarming stories. Strong portrayal of both the cats and the people who help them. She makes me want to cry with every thoughtful, caring, educational column."

Winner:

Cimeron Morrissey, "Foster Focus" Cat Fancy

I.6 – Magazine – Regional

NO WINNER

I.7 – Magazine – Regional – Article – Health and General Care

NO WINNER

I.8 – Magazine – Regional – Article – Behavior and Training

NO WINNER

I.9 – Magazine – Regional – Article – Any Other Topic

Judge's comment: "This piece is inspirational and memorable – a creative account of a creative solution."

Winner:

Debbie Waller, "Barn Cats"- City + Country Cats

I.10 – Magazine – Regional – Column

NO WINNER

II.1 - Newspaper Article – Health and General Care

Judge's comment: "This is a classic example of a well-researched, expertly crafted, informative and engaging article. It deals with a complex and heartbreaking problem while combining the personal and clinical extremely well."

Winner:

Fran Pennock Shaw, "Deadly Feline Disease (FIP)" - Lancaster Sunday News

II.2 – Newspaper Article – Behavior and Training **NO WINNER**

II.3 – Newspaper Article – Any Other Topic

Judge's comment: "This article works. It is statistical and shocking. The piece is well-researched, written and has polished editing."

Winner:

Steve Dale, "Join Cat Adoption Campaign" – Tribune Media Services

II.4 – Newspaper Column

Judge's comment: "This writer addresses important concerns for cat owners in a direct, informative manner and provides excellent advice that is easy to understand."

Winner:

Elaine Wexler-Mitchell for "The Cat Doc" – The Orange County Register

III.1 – Newsletter – Breed Specific

Judge's comment: "This is a well-written and informative newsletter that is also gorgeous to look at. It contains articles that are of interest not only to breeders but to cat lovers in general."

Winner:

Brigitte McMinn, ed., Bengals Illustrated

III.2 – Newsletter – National Circulation

Judge's comment: "This contains an excellent balance of information about health issues, general welfare, and new products. Seriously? You want me to find fault with what I consider an exemplary magazine for catlovers?"

Winner:

Arden Moore, ed., Catnip

III.3 – Newsletter – Regional or Membership Circulation

Judge's comment: "Very sweet stories do what they set out to do – serve the reader. Well done."

Winner:

Cimeron Morrissey, Cat Tales

III.4 – Newsletter Article – Health and General Care

Judge's comment: "Deciding if and when to 'put to sleep' a beloved cat, is the great common denominator among all persons who take on cat ownership. This sensitive, comprehensive article looks at the subject from all angles and offers gentle advice about how to know when the time is right, what to expect at the time of death, and how to memorialize the life that has ended."

Winner:

Kim Thornton, "Understanding the Euthanasia Process" –*Catnip*

III.5 – Newsletter Article – Behavior and Training

NO WINNER

III.6 – Newsletter Article – Any Other Topic

Judge's comment: "Excellent job. Cats are often dumped at shelters because of myths. This is a must read for all new cat owners or for cat owners who think they know it all and don't."

Winner:

Amy Shojai, "Debunking 10 Feline Urban Legends," - *Catnip*

III.7 – Newsletter Column

Judge's comment: "I like the personal narratives in this column. The stories are touching and I could identify with them. What greater compliment can I give to a writer than to say that she touches my emotions?"

Winner:

Arden Moore, "Editor's Note," - *Catnip*

IV.1 – Short Story

Judge's comment: "Grabbed and kept my attention from the beginning to end; mysterious, spellbinding, love the clever cast of characters including humans, felines and vampires."

Winner:

Carole Nelson Douglas, "Butterfly Kiss," – *Running Press*

IV.2 – Poem

Judge's comment: "An ordinary happening vividly described in an extraordinary way. Fluid, good imagery, evokes feelings, and sounds musical"

Winner:

Bernadette Kazmarski, "Pawprints and Raindrops" – Catnip Chronicles

IV.3 - Humor

Judge's comment: "Great photos and funny captions."

Winner:

Rosie Sorenson, "Greeting cards from the cats of Buster Hollow," – Buster Hollow Productions

IV.4 – Brochure, Pamphlet, Short Publication

NO WINNER

IV.5 – Annual or Long Publication

NO WINNER

IV.6 – Opinion Piece, Essay or Editorial

Judge's comment: "The winning entry was persuasive without being overbearing. It was colorful, lively, clever and lightly humorous."

Winner:

Dusty Rainbolt, "Dear Hobbes: Adopt Me!" – City + Country Pets

IV.7 – PR / Humane Education / Press Kits – TIE

Judge's comment: "This is a great handout textbook for Felines 101. Every topic is detailed and specific. I learned a lot. Where can I get a huge carton to hand out at our town shelter?"

Winner:

Steve Dale, "CATegorical Care: A Companion Guide to America's #1 Companion." – Catalyst Council / American Humane

Judge's comment: "The packet certainly achieved its purpose. It made me want to read the book."

Winner:

Mary Shafer, *Almost Perfect* Press Kit.

V.1 – Books - Fiction – TIE

Judge's comment: "This book is one of the best in the series. All in all a good read."

Winner:

Carole Nelson Douglas, *Cat in a Topaz Tango*, Forge Books

Judge's comment: "Skillfully melds a world of talking cats into the world of human intrigue. Keeps the pages turning."

Winner:

Shirley Rousseau Murphy, *Cat Striking Back*, Harper Collins, Morrow/Avon

V.2 – Books for Children

Judge's comment: "Pure delight! The rhyme and rhythm excites the mouth when read aloud, the brightly colored illustrations are visually appealing, and the father's facial expressions and physical antics are hysterical. This book is purrfect."

Winner:

Thad Krasnesky for *That Cat Can't Stay*, Flashlight Press

V.3 – Books – Health and General Care

Judge's comment: "Well researched and well presented information, beautifully laid out and illustrated with stunning photographs. This is a valuable resource for every cat owner interested in holistic health and a beautiful addition to anyone's cat care library."

Winner:

Celeste Yarnall and Dr. Jean Hofve for *The Complete Guide to Holistic Cat Care*, Quarry Books.

V.4 – Books – Training and Behavior

NO WINNER

V.5 – Gift Book

Judge's comment: "Most engaging! Well researched, nice morsels of kitty-info, quotations, bits and tidbits to urge the reader ever onward. It's a nice bedside book you can open to any page and be immediately engaged."

Winner:

Peg Silloway, *The Cat Lover's Book of Days*, Ursa Books.

V.6 – Poetry
NO WINNER

V.7 – Books – Other

Judge's comment: "Gorgeous style and beautiful book. Excellent all around. A joy to read. Does not overplay the real love the author has for her cats."

Winner:

Lorie Bell Hawkins, *Jolicure Cats*, Percheron Press

VI.1 – Video, DVD, or TV Production

Judge's comment: "Very professional quality, extremely well written with a great flow of information."

Winner:

Sandy Robins for "Flying the Feline Friendly Skies, Packing for a Road Trip with Your Cat, and Matilda's Birthday Bash," Catchannel.com

VI.2 – Broadcast, Audio – Any Format

Judge's comment: "The interview with Dr. Niels Pedersen about FIP was clear and thorough. This podcast is an example of how a podcast should be done."

Winner:

Steve Dale, "Steve Dale's PetWorld WLS Podcast: FIP Part 1," – WLS-AM Radio

VII.1 - Online Magazine, Newsletter

NO WINNER

VII.2 –Website

Judge's comment: "Easy to maneuver. Pro look. One of my favorites and I would return to read more. It's obvious that tremendous effort and love went into creating this site. Good article selection. There is a wonderful selection of photos by category. "

Winner:

Mary Anne Miller, www.felinexpress.com

VII.3 – Online Article – Health and General Care

Judge's comment: "Supremely accessible article offering a wealth of information in a compassionate, practical and easily understood format. It sheds light on a lesser-known feline health problem."

Winner:

Amy Shojai, "Old Cat Behavior and Senility,"- Cats.About.com

VII.4 – Online Article – Behavior and Training

Judge's comment: "For me this entry is the winner among a group of extremely deserving entries, simply because of its scope. The tone is authoritative. This is a very useful, well-presented series."

Winner:

Amy Shojai, "Cat Talk," – Cats.About.com

VII.5 – Online Article – Any Other Topic - TIE

Judge's comment: "Now I don't cotton to a cat's talking – it's a contrivance – but here the information is so sensible and comprehensive (and easy to read) that it works – well!"

Winner:

Dusty Rainbolt, "Ask Einstein," – StickyPaws.com

Judge's comment: "This is one of the things I enjoy most about CWA, discovering a wonderful new voice. She is a definite find."

Winner:

Fran Scarinci, "Pet Therapy – Not Just for Golden Retrievers Any More," – www.bideawee.org

VII.6 – Online - Column

Judge's comment: "This was a very strong category with lots of excellent work. The winner really does her homework and has a knack for citing the appropriate experts."

Winner:

Kim Thornton, "Creature Comforts" msnbc.com

VII.7 – Blog: Educational – TIE

Judge's comment: "The blog speaks with authority and knowledge. My overall experience was quite positive, the site held my attention while reading and I felt like exploring further. A place I will revisit often."

Winner: Dr. Jean Hofve, "News From Dr. Jean" – Only Natural Pet Store

Judge's comment: "This blog has the 'it' factor for me. I was captivated by the humor, pathos, and personal insights into cats and humans. The visual design is catchy. This entry expresses a very real, human quality and I will return to follow the stories."

Winner:

Robin Olson, www.Coveredincathair.com.

VII.8 – Blog: Entertainment

Judge's comment: "While reading the entries, I laughed, smiled and nodded my head in agreement to the lessons being taught. Although written from the view of a cat, there is no annoying 'cat speak.' The blogger makes a subtle effort to educate the reader about what it takes to understand a cat. This is a blog worthy of bookmarking."

Winner:

Janiss Garza for "Sparkle the Designer Cat."

VIII.1 – Black and White Photograph (single) - TIE

Judge's comment: "This is the epitome of cats: the insouciant air that goes with the full body and the dangling paw says it all."

Winner:

Stephanie Galindo, "Sunny" – Coalition Humane

Judge's comment: "This photo got my attention immediately. The curve created between the cat's and girl's heads draws the eye into the photo. The fact that the girl's face is in the shadow puts the focus on the cat, as it should be."

Winner:

Weems Hutto, "Trust" - Catnip

VIII.2 - Black and White Photograph (series)

Judge's comment: "Two of the images, Roscoe and Pink, are very striking and even hauntingly lovely. You can see the contentment in the companion animals. Great black and white series – well done!"

Winner:

Stephanie Galindo, "Happy Family" – Coalition Humane

VIII.3 – Color Photograph (single)

Judge's comment: "The concept and composition is so unique and fresh that it grabs the attention and doesn't let go. Very artistic and interesting work."

Winner:

Bob Walker, "Kibble on the Table" – The Cat's House

VIII.4 - Color Photograph (series)

Judge's comment: "The photographer captures the subject's personality by using light and props. Each photo tells a story, even without the captions added to each page."

Winner:

Janiss Garza, "Sparkle the Designer Cat 2010 Wall Calendar" FitCat Enterprises, Inc./CafePress

VIII.5 – Cartoon

NO WINNER

VIII.6 – Illustration (single)

Judge's comment: "Perfection! Love the Rembrandt lighting and the kitty's casual pose. Just a lovely illustration.

Winner:

Bernadette Kazmarski, "Peaches and Peonies," – Self-sold as animal sympathy card

VIII.7 – Illustrations (series)

Judge's comment: "I would happily have any of these illustrations on the walls of my home."

Winner:

Dwight Kirkland and Lorrie Bell Hawkins for *Jolicure Cats*.