

**CAT WRITERS' ASSOCIATION
MUSE MEDALLIONS – 2012**

I.1 – Monthly Magazine

Judge's comment: "What can I say other than *Cat Fancy* has been the finest magazine about cats for decades? Overall fun and informative magazine for the general cat-loving public. As always, a thoroughly professional product."

Winner: *Cat Fancy*

I.2 – Magazine Article – Health and General Care

Judge's comment: "The author made a complex subject fascinating and understandable. A complicated subject was handled with just the right touch of simplification."

Winner: Rebecca Sweat for "Unlocking the Code" – *Cats USA*

I.3 - Magazine Article – Behavior and Training

Judge's comment: "This is a detailed, refreshing article designed to educate dog trainers and 'dog people' about the feline mind. I especially appreciated the writer's short video links. She delivers a comprehensive game plan to achieve harmony in a dog-cat household."

Winner: Jacqueline Munera for "The Cat Is Attacking the Dog" – *APDT Chronicle of the Dog*

I.4 – Magazine Article – Rescue

Judge's comment: "This article makes the reader want to pick up the phone and start fostering. The writer masterfully combines fact with emotion."

Winner: Cimeron Morrissey for "First-Time Fostering" – *Best Friends Magazine*

I.5 – Magazine Article – Any Other Topic

Judge's comment: "What a fun and needed article. Organized, well-researched and interesting. The author did a nice job profiling each 'cat lady' and makes the reader agree – that they are not so crazy."

Winner: Cimeron Morrissey for "Confessions of the (Not So) Crazy Cat Ladies" – *Best Friends Magazine*

I.6 – Magazine – Column - TIE

Judge's comment: "This year's magazine columnists captivated fellow cat lovers with purr-sonal tales, practical solutions, advocacy for endangered species and recognition of outstanding achievements. Readers were enticed to look forward to each installment."

Winner: Cimeron Morrissey, "Foster Focus" - *Cat Fancy*

Winner: Nancy Peterson – "Kits and Pits" – *Animal Sheltering*

II.1 - Newspaper Article – Health and General Care NO ENTRIES

II.2 – Newspaper Article – Behavior and Training NO ENTRIES

II.3 – Newspaper Article - Rescue NO ENTRIES

II.4 – Newspaper Article – Any Other Topic NO WINNER

II.5 – Newspaper Column

Judge's comment: "All provided important information to their readership in a straightforward manner. But the winner blends its information in an easy, conversational tone that gives this reader the sense that my pet and I have dropped in on the writer for tea and treats. This is well-researched information written in an entertaining fashion."

Winner: Amy Shojai for "P'etiquette" – *Herald Democrat*

III.1 – Newsletter – Breed Specific

Judge's comment: "I don't see how this breed publication could be any better. Simply stunning! This newsletter gets better every year. The photos are beautiful and the articles are interesting for all feline fanciers."

Winner: Brigitte McMinn, ed., for *Bengals Illustrated*

III.2 – Newsletter – National Circulation

Winner: Arden Moore, ed., for *Catnip*

III.3 – Newsletter – Regional or Membership Circulation

Judge's comment: "Very upbeat content, well-written and presented. Jam-packed with helpful information."

Winner: Karen Payne, ed., for *MEOW*

III.4 – Newsletter Article – Health and General Care - TIE

1. Judge's comment: "The complete guide to understanding feline diabetes simplifies managing the disease at home – and that is no simple task."

Winner: Carolyn Jimenez for "Feline Diabetes Mellitus" - *CatTALK*

2. **Winner: Arnold Plotnick for "Treating Arthritis Pain" – *Catnip***

3. Judge's comment: "Her writing style is wonderfully informative and easy to read especially considering her subject matter."

Winner: Elissa Wolfson for "Feline Dermatology Update" - *Catnip*

III.5 – Newsletter Article – Behavior and Training

NO ENTRIES

III.6 – Newsletter Article – Rescue

Judge's comment: "Straightforward, clear and direct. A nice mix of anecdote, information and interview."

Winner: Cecelia Martinez for "Helping Kittens in Need: Foster Volunteers Making a Difference" – *City Paws Newsletter*

III.7 – Newsletter Article – Any Other Topic

Judge's comment: "A well-researched, fact-driven article about a hot-button topic."

Winner: Joan Miller for “High Quality, High Volume, Low Cost Spay/Neuter Services” - *CatTALK*

III.7 – Newsletter Column

Judge’s comment: “Great job by all the authors but the winner’s voice best carried through all of her columns.”

Winner: Arden Moore for “Editor’s Note” - *Catnip*

IV.1 – Short Story

Judge’s comment: “A strong fantasy about a catlike race come to Earth. It has the potential to become a cat fantasy novel.”

Winner: Lyn McConchie for “The Domen – *Penumbra ezine*

IV.2 – Poem

Judge’s comment: “This poem perfectly captures the love the author had for her cat and in turn captures the love we all have for our cats. An excellent choice of words and images that make the reader see what the cat sees on this lovely morning.”

Winner: Bernadette Kazmarski for “The Gift of a Morning” – The Creative Cat (www.creativecat.net)

IV.3 - Humor

Judge’s comment: “This piece tickled my funny bones (I have several) and had me laughing out loud several times. A hands down winner.”

Winner: Dusty Rainbolt for “Houston, We Have a Problem” – AdoptAShelter.com

IV.4 – Brochure, Pamphlet, Short Publication

Judge’s comment: “This brochure is well organized and provides good information. The photographs are a good addition. It is a brief but excellent resource on feline behavior problems.”

Winner: Lynn Thompson – “Bad Kitty!” – OldMaidCatLady.com

IV.5 – Annual or Long Publication

Judge’s comment: “A beautiful book of stunning cats, fun-loving people and heartwarming passion makes flipping through these pages a sheer delight. It is a

lovely and informative celebration of the year's accomplishments with the organization.”

Winner: Brigitte McMinn for *TICA Yearbook*

IV.6 – Opinion Piece, Essay or Editorial

Judge's comment: “This one brought tears. As sad as any story of a senior pet's passing, but there is a dignity in the way this is told. It's understated, sad, and brief but heartfelt. It made an impact. This is deeply felt without being maudlin.”

Winner: Dusty Rainbolt for “A Grief Observed” – AdoptAShelter.com

IV.7 – PR / Humane Education / Press Kits NO ENTRIES

V.1 – Books - Fiction

Judge's comment: “When writing a series with the same characters, it's easy to get formulaic. But this book kept the characters fresh with timely observations of the current U.S. economy. The author blends important information on TNR while staying entertaining and not preachy. The story is well-designed and crafted with enough held back to make the ending satisfying and with just enough loose ends to wrap up in the next book in the series.”

Winner: Shirley Rousseau Murphy for *Cat Telling Tales* – HarperCollins/Morrow Avon

V.2 – Books for Children

Judge's comment: “This is an excellent book to help children understand the plight of homeless cats. It also gives good information after the story to help in the adoption of cats. The illustrations are simple but cute, perfect for the story and the colors made me feel so comfortable in the story. This is a very good book for all ages. It is a very sweet story of love and hope.”

Winner: Valerie Veltre for *Moo Kitty Finds a Home* – Pam Haines, ed., Squidy Press

V.3 – Books – Health and General Care NO WINNER

V.4 – Books – Training and Behavior NO ENTRIES

V.5 – Gift Book

Judge's comment: "This truly is a book for animal lovers of all ages. Its prose literally brings tears to one's eyes with its beauty and tells of our bond with companion animals in words that superbly honor this relationship."

Winner: Christine Davis for *Forever Paws* – Lighthearted Press

V.6 – Poetry

NO ENTRIES

V.7 – Books – Other

Judge's comment: "This book is the whole flawless package. It is well-written and sensitively edited with first-person stories that inform and entertain without preaching or condescending. It is written in a unique voice. The book is well-designed and thoroughly indexed."

Winners: Jeanne Adlon and Susan Logan for *Cat Calls* - Joanne Abrams, ed., Square One Publishers

VI.1 – Video, DVD, or TV Production

Judge's comment: "This simple video is a nice way to promote the adoption of older and overlooked cats. The video does a great job reaching its' audience and sending a clear message."

Winner: Allie Phillips for "King Street Cats' What about Me?™ Adoption Campaign" – Allie Phillips

VI.2 – Broadcast, Audio – Any Format

Judge's comment: "The style is even, clear, educational, informational and lets the listening audience know how to enrich their indoor cat's environment."

Winner: Kristen Levine for "Bring Out the Inner Kitty in Your Cat" – Radio Beastro

VII.1 - Online Magazine, Newsletter

NO WINNER

VII.2 –Website -

Judge's comment: "This is an attractive, well-presented blog. It has a nicely balanced layout and enjoyable blog entries with interaction from readers through comments, etc. An interesting site that is enjoyable to visit. This is an engaging site with a clean, easy flow from article to article."

Winner: Ingrid King for www.consciouscat.net

VII.3 – Online Article – Health and General Care

Winner: Amy Shojai for “10 Tips to Keep Your Cat’s Brain Forever Young” – VetStreet.com

VII.4 – Online Article – Behavior and Training

Judge’s comment: “The question-and-answer format is used very effectively, and the information is very useful. It is authoritative with a good use of sources.”

Winner: Sandy Robins for “Ask the Cat Expert: Answers Behind Crazy Cat Behaviors” – PawNation.com (AOL)

VII.5 – Online Article – Rescue

Judge’s comment: “A group of furr-fabulous writers making it difficult to choose.”

Winner: Stacey Ritz for “Seniors to Seniors Programs: Bringing Joy to Pets and Humans” – Examiner.com

VII.6 – Online – Any Other Topic

Judge’s comment: “This was funny and sweet. It’s a true love note to this kitty who I feel like I got to know so well. It was consistently moving and humorous. A real pleasure to read.”

Winner: Angie Bailey for “Cosmic Love” – Catladyland.net

VII.7 – Online – Column

Judge’s comment: “Fantastic columns from all of the entrants. The winner was incredibly compelling and unique. I want to read more.”

Winner: Arden Moore for “Paws Up for Pets” – *The Coastal Star*

VII.8 – Blog: Educational

Judge’s comment: “The author is personable and most likely to develop a following based on not just her knowledge of cat health and behavior but also on her online persona as a compassionate cat rescuer who is still learning and still growing. Her blog is supported by large, relevant photographs, videos and live links. With a photo and bio on the site, the reader can really relate to her.”

Winner: Robin Olson for Coveredincathair.com

VII.9 – Blog: Entertainment

NO WINNER

VIII.1 – Black and White Photograph (single)

Judge's comment: "There is an effective contrast between soft cat fur, wood shutter, window blinds and plants. The viewer is intrigued as to what has captivated the cat's attention. This cat is the picture of curiosity."

Winner: Layla Morgan Wilde for "Portrait of Gris Gris" – Catwisdom101.com

VIII.2 - Black and White Photograph (series)

NO WINNER

VIII.3 – Color Photograph (single) -

Judge's comment: "This is a stunning shot. It has excellent composition and is an effective portrayal of the subject. It immediately engaged me."

Winner: Marci Kladnik for "The Tragedy of Overpopulation" – *Catalyst for Cats*

VIII.4 - Color Photograph (series)

Winner: Brigitte McMinn for *Bengals Illustrated Calendar*

VIII.5 – Cartoon

Judge's comment: "This cartoon told a full story of the relationship between cat and owner in three short panels."

Winner: Stephanie Piro, “Woof!” – King Features

VIII.6 – Illustration (single)

Judge’s comment: “Graceful, easy brush strokes flow together perfectly to form two cozy kitties nuzzling side by side. This is real art by a real artist. Very lovely.”

Winner: Bernadette Kazmarski – “Purple Cats, Red Blanket notecards” – Bernadette Kazmarski

VIII.7 – Illustrations (series)

Judge’s comment: “These cards are just plain adorable.”

Winner: Jane Denny – “The Twelve Cats of Christmas” – Zazzle.com