Western Heritage Awards

The National Cowboy & Western Heritage Museum is among the nation’s most prestigious museums of Western heritage and art. Set atop historic Persimmon Hill district overlooking Oklahoma City, the Museum is surrounded by beautiful gardens, fountains, and a flagstone esplanade representing the 17 Western states.

Believing the Museum should have a national influence beyond that of solely exhibitions, the Board of Directors began the Western Heritage Awards program in 1960. The purpose was to encourage others to tell the great stories of the West, both past and present, with accuracy and artistic quality. The developing West is one of history’s most exciting eras, when people of all nationalities, from all walks of life, sought their futures on America’s Western frontier.

Standing more than a foot in height, the Wrangler, an impressive bronze sculpture, is awarded to principal creators of the winning entries in specified categories of Western literature, music, film and television. The Museum also may award Wranglers to organizations or individuals who have made outstanding contributions to the nation’s Western heritage during a period of years, or whose contributions lie outside established categories.

Past recipients include such distinguished writers, actors, producers, and directors as John Wayne, Clint Eastwood, John Ford, James Stewart, J. Frank Dobie, Hal Wallis, Elmer Bernstein, Bill Kurtis, Sidney Pollack, Hugh Downs, N. Scott Momaday, Louis L’Amour, Kevin Costner, Maureen O’Hara, Red Steagall, Tom Selleck, and Sam Elliott.

The National Cowboy & Western Heritage Museum invites your entries in this nationally recognized awards program.

For more information about the Museum, Western Heritage Awards, or to download additional entry forms, visit nationalcowboymuseum.org.
Guidelines for All Entries

Qualified professionals from outside the Museum Board of Directors are selected as judges for the various categories in literature, film, television, and music. Judges are granted the right to step outside category restrictions if a meritorious work deserves unique recognition, or to withhold an award in any category where the quality or number of entries is deemed not to standards set by previous winners. **The Museum reserves the right to confer an award in each category each year.** The entry’s subject matter or theme should relate to the American West and/or the Western experience.

Please read important information in detail below for all categories:

- Applicants must provide **five copies or a digital copy** by link of each work along with a completed entry form.
- All information must be typed or legibly printed.
- Items submitted for judging will **not** be returned.
- There is no limitation on the number of creative works an individual can submit. However, the same creative work cannot be submitted for judging in multiple categories.

Please see entry Payment Information below:

- A $50 entry fee is required for each individual entry in each category.
- Payment is due upon submission of entry. Please fill out credit card information on page 11 or mail a check to the address below.
- Make checks payable to **National Cowboy & Western Heritage Museum** with WHA and the entry’s name printed on the memo line.
- Mail five copies of your entry forms with payment to:

  **Jacy Gentry, Western Heritage Awards**
  National Cowboy & Western Heritage Museum
  1700 Northeast 63rd Street • Oklahoma City, OK 73111-7997
  (405) 478-2250 ext. 219
Western Heritage Awards

The Announcement of Winners
All entrants will receive written notification when judging is final. A public announcement is made only of the winners. The Museum does not disclose names of entries in the various categories. The highly respected Wrangler sculpture will be presented to one eligible, principal creator in each category of competition as designated in the entry guidelines for each category.

Important: Winners must attend the awards ceremonies to be held April 14, 2018, to receive the Wrangler sculpture. The Museum will not ship Wrangler sculptures to absentee winners; only the actual winner is eligible to receive the Wrangler. As an entrant, if you know at the time of entry you are unable to attend the Awards Ceremony please reconsider entering the competition.

The Western sculpture presented as an award to each Wrangler award winner has evolved through the years. The earliest version, a replica of Charles Russell’s bronze, The Horse Wrangler, was made of copper by an Austin, Texas, firm. It was used until 1967 when a New York company created another version, this time in poured hydro stone. Richard Muno, the Museum’s art director, created the next Wrangler in 1970. Native American artist John Free crafted a fourth version in 1991. To commemorate the Award’s 50th anniversary in 2011, Harold T. Holden sculpted the current Wrangler depicting a contemporary horseman.
Music Entry Guidelines

Eligibility
Any individual or organization may enter original Western compositions or traditional Western
albums. The album copyright date must be between January 1, 2017, and December 31, 2017, and
postmarked by December 31, 2017, in the appropriate music category. The entry’s theme should
relate to the American West and/or the Western experience in the traditional cowboy music genre,
which is not necessarily synonymous with “country” music. Music videos are not eligible.

Category Definitions
New Horizons – Given to a recording artist or band that is in the first five years of their career or has
shown the most significant creative growth. The lyrics/music must focus on Western ideals or the
American cowboy and can be comprised with any instrument(s). In this category, only the artist(s)
are eligible to receive the Wrangler sculpture. The entry for an album or an individual song cannot
have previously received a Wrangler in any music category. Copyright eligibility required.

Original Western Composition – Any recorded and released original musical composition never
previously recorded in any other form or interpretation. Scores from film or television productions
are also eligible. The lyrics/music must focus on Western ideals or the American cowboy and can
be composed with any instrument(s). Wrangler Award recipients are the recording artist and the
writer/composer.

Traditional Western Music Album – A released recording of traditional Western and/or cowboy
tale songs. An album must be submitted in its entirety as one entry. Copyright eligibility required.

Important Reminders
• Five copies (non-returnable) of each entry must be furnished on a CD for judging, along with a
completed entry form for each copy or digital copy by link of the creative work and entry form.
• Each category entered must include a $50 non-refundable fee.
• Print legibly and complete all detailed contact information.
• The Museum will award only one complimentary Wrangler sculpture for each music category.
The eligible recipients are identified as the recording artist(s), album producer, and writer/composer.
• See Guidelines for All Entries (page 3) for mailing instructions.
2018 Music Entry Form

Important: Please read and follow all guidelines for music entries.

Category

Entry Title

Copyright Date

Release Year of First Album (New Horizons Category only)

Composer

E-mail Address ___________________________ Phone ____________________
Address, City, State & Zip ___________________________________________

Recording Artist

E-mail Address ___________________________ Phone ____________________
Address, City, State & Zip ___________________________________________

Producer

E-mail Address ___________________________ Phone ____________________
Address, City, State & Zip ___________________________________________

Submission Contact

E-mail Address ___________________________ Phone ____________________
Address, City, State & Zip ___________________________________________

Information provided above is accurate. Signature ___________________________

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National Cowboy & Western Heritage Museum
1700 Northeast 63rd Street • Oklahoma City, OK 73111-7997
(405) 478-2250 ext. 219 • jgentry@nationalcowboymuseum.org
Literary Entry Guidelines

Eligibility
Any individual or organization may enter Western theme publications, copyrighted between December 1, 2016, and November 30, 2017, in the appropriate category and postmarked by November 30, 2017. The entry’s subject matter or theme in all literary categories should relate to the American West and/or the Western experience. Vanity Press manuscripts are eligible in all book categories. Entries will be evaluated on scholarship, organization, interpretation, presentation, quality of writing, and illustration when applicable. Fiction, Juvenile, and Poetry entries will be evaluated on originality and creativity, and faithfulness to the facts, legends, and/or mythology of the West.

Definition of Categories

Western Novel – Includes genre and mainstream, historical, and contemporary fictional or fictionalized book-length works that could not have taken place in any part of the country but the West.

Nonfiction Book – Includes both scholarly and popular Western theme works, general or biographical, contemporary or historical, based upon research and/or personal experience. If 10 or more biographies should be entered in one year, a separate biographical category may be designated.

Photography or Art Book – Concerned primarily with artistic works pertaining to the West or the Western experience. Merchandise catalogs are not eligible for entry.

Juvenile Book – A book of fiction or non-fiction with a Western theme intended for young readers up to age 12.

Magazine or Journal Article – A nonfiction article or essay on a Western theme published in a commercial or literary North American publication. Articles published in a periodical must be submitted with five copies or digital copy of the entire issue. Tear sheets or photo copies will not be accepted.

Poetry Book – A book of at least 10 separate poems, rhymed or unrhymed, with a Western theme that reflects the cowboy, frontier life, and/or the Native American culture in the West. A compilation of poems must contain at least two originals and the book must meet copyright requirements.

Important Reminders

• Five copies (non-returnable) of each published work must be furnished for judging, along with a completed entry form for each copy or digital copy by link of the creative work and entry form. Print legibly and fill out all detailed contact information.

• Each category entered must include a $50 non-refundable fee.

• Print legibly and complete all detailed contact information.

• The Museum will award only one complimentary Wrangler sculpture for each literary category. The eligible recipients are identified as the author, publisher, illustrator, and the photographer when applicable.

• See Guidelines for All Entries (page 3) for mailing instructions.
2018 Literary Entry Form

Important: Please read and follow all guidelines for literary entries.

Category

Entry Title

Copyright Date

Author

E-mail Address ____________________________ Phone __________________

Address, City, State & Zip ____________________________

Illustrator

E-mail Address ____________________________ Phone __________________

Address, City, State & Zip ____________________________

Publisher

E-mail Address ____________________________ Phone __________________

Address, City, State & Zip ____________________________

Submission Contact

E-mail Address ____________________________ Phone __________________

Address, City, State & Zip ____________________________

Information provided above is accurate. Signature ____________________________

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Guidelines For Television and Film Entries

Eligibility
Any individual or organization may enter Western productions released or aired between January 1, 2017, and December 31, 2017, and postmarked by December 31, 2017, in the appropriate television or film category. The entry’s subject matter or theme should relate to the American West and/or the Western experience. The winner of each category will be required to supply a broadcast quality DVD or digital copy by link of the winning entry (non-returnable). Clips from the winning entries, no longer than three minutes in length, will be shown publicly during the Awards Ceremony on April 14, 2018, and may be included in subsequent televised broadcast of the 2018 Western Heritage Awards.

Definition of Categories

Theatrical Motion Picture – A feature-length film shown to the public on the big screen or released to the public on DVD. Film must have been released for public viewing. Premier showings qualify.

Television Feature Film – A feature-length production made for television. This includes made-for-television movies, miniseries (all parts as one entry) or other presentations more than one hour in length and considered to be a complete work, rather than episodic.

Fictional Drama – A dramatic film or television production, up to 60 minutes in length. This drama can be, but not necessarily, of an episodic nature.

Docudrama – A dramatization of actual historical events, factual or based on factual events. All lengths are acceptable for entries of film or television.

Documentary – Factual or based on factual events, it is a presentation of the realities of a historical event, people, and places. All lengths are acceptable for entries of film or television. This category includes Factual Narrative.

Western Lifestyle – A made-for television or Internet production that features a program focused on the evolving history and culture of the American West. The production may include a news story, reality television (cooking, traveling, hunting, and fishing), or educational programming, etc. All lengths are acceptable for this production.

Important Reminders

• Five copies (non-returnable) of each entry must be furnished on a DVD, along with a completed entry form for each copy or digital copy by link of the creative work and entry form.

• Each category entered must include a $50 non-refundable fee.

• Print legibly and complete all detailed contact information.

• The Museum will award only one complimentary Wrangler sculpture for each category. The eligible recipients are identified as executive producer, producer, director, writer, and leading actor(s).

• See Guidelines for All Entries (page 3) for mailing instructions.
2018 Television and Film Entry Form

Important: Please read and follow all guidelines for television and film entries. Attach any additional information to entry form. If the project has more than two principal actors, please provide names and contact information for each. Any available e-mail address is also appreciated.

Category _________________________________________________________________________

Entry Title _______________________________________________________________________

Date of First Broadcast or Release _______________________ Running Time _________________

Production Company_______________________________________________________________

E-mail Address _____________________________________________ Phone __________________

Address, City, State & Zip ___________________________________________________________

Executive Producer(s) (No more than 2) _____________________________________________

E-mail Address _____________________________________________ Phone __________________

Address, City, State & Zip ___________________________________________________________

Producer(s) (No more than 2) _______________________________________________________

E-mail Address _____________________________________________ Phone __________________

Address, City, State & Zip ___________________________________________________________

Director _________________________________________________________________________

E-mail Address _____________________________________________ Phone __________________

Address, City, State & Zip ___________________________________________________________

Writer __________________________________________________________________________

E-mail Address _____________________________________________ Phone __________________

Address, City, State & Zip ___________________________________________________________

Principal Actor(s)* Provide Most Direct Contact Information

Name ___________________________________________________________________________

E-mail Address _____________________________________________ Phone __________________

Address, City, State & Zip ___________________________________________________________

Name ___________________________________________________________________________

E-mail Address _____________________________________________ Phone __________________

Address, City, State & Zip ___________________________________________________________

Information provided above is accurate. Signature ______________________________________

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Schedule of Events  (Subject to Change)

Friday, April 13

4:30 p.m.  Meeting with Event & Production Team
5:30 – 7:30 p.m.  Western Heritage Cocktail Reception
6:00 – 7:30 p.m.  Honoree Autograph Session
7:30 p.m.  Western Heritage Cocktail Reception Concludes

Saturday, April 14

9:30 a.m. – 3:00 p.m.  Scheduled Honoree Rehearsals at the Museum
5:00 p.m.  Western Heritage Awards Cocktail Hour
6:00 p.m.  Western Heritage Awards Dinner
7:00 p.m.  Awards Ceremony
9:00 p.m.  Awards Ceremony Concludes

Credit Card Form for Entry Fee

Name ________________________________________________________________

Entry Title __________________________________________________________

Category ___________________________________________________________

Credit Card Number _________________________________________________

Expiration Date _____________________________________________________

Billing Address, City, State, & Zip ________________________________________
2018 Western Heritage Awards