

And the winner is...

The Humane Society's 1996 "It's Magic" Calendar!

By Emily Sopensky

Top communication professionals from Atlanta, Georgia, judging entries for the 1996 Matrix communications competition, awarded a Matrix crystal to an Austin team representing the Humane Society•SPCA of Austin, Texas.

The 1996 Humane Society's "It's Magic" desk calendar won the valued Matrix award for Brochures, Non-Profit in the annual competition, sponsored by the Dallas Professional Chapter of Women In Communications, Inc. (WICI). The Matrix Award is considered one of the most distinguished communications competitions in Dallas.

Conceived as a gift to charity auction attendees as well as a promotional brochure for the Humane Society, a volunteer committee, headed by Elizabeth Young, Westlake Branch Manager for First American Title Insurance Company of Texas, produced this first desk calendar for the Humane Society.


The look and content of the calendar were determined by the production team of writer Emily Sopensky, photographer Darlyn Davison, and designer Laura Bailie. The theme was determined by the Gala Committee, chaired by Janet Roberts.

Besides having a full year's appointment calendar and providing helpful tips about animal care, it is illustrated with bewitching photographs of Humane Society donors and their favorite pets. The calendar is designed to help pet owners have all information about their pets at their fingertips, such as emergency numbers and dates of veterinary visits. Humane Society staff have already used the calendar extensively in raising funds and promoting its mission of sheltering and placing animals into caring, responsible environments.

Nationally, WICI membership is comprised of nearly 8,500 women and men in all communication fields including print and broadcast journalism, public relations, marketing, advertising, business and association communications, magazine and book publishing, technical writing, communications and law, photography, film, and design.

The 1997 desk calendar is already being developed by the same production team. The committee is chaired this year by Patti Kubala, owner of Animalia Pet Care. Invited guests, representing dominant forces prevalent in Austin, and their pets who have already consented to be photographed for the 1997 calendar are: Governor and Laura Bush, UT Coach Clift Gustafson, local musician Joe Ely, and Kerry Tate, President of the Austin Chamber of Commerce.

If you would like to participate as a donor in the 1997 calendar, contact Karen Medicus, Executive Director at 837-7985 x223. Several levels of opportunity are available, including a full-page photograph of you and your pet(s) or a listing on the Donors page. Darlyn Davison specializes in photographing owners and their pets. She has received national and international top photographic awards and her prints have been exhibited in the United States and Europe. And many of last year's donor's used prints of their photos as Holiday Season gifts and cards.

The calendar will be available October 1, 1996 by subscription as well as in popular bookstores, such as Border Books, and in the Humane Society's Furry Friends Gift Boutique. Order early to make sure you get your copy of this special award-winner! 

Contribution to the 1997 Humane Society•SPCA Desk Calendar



_____ Yes, I _____ want to participate in the Humane Society•SPCA Desk Calendar project by making a tax-deductible contribution of \$1,000 and being photographed with my pet(s) for the calendar. My check is enclosed.

To arrange a time for the photo sitting, I can be contacted by phone at _____ between the hours of _____ and _____

In the photograph will be:

_____ Yes, I _____ want to be a Benefactor and included in the calendar's Benefactors list.

I am enclosing my tax-deductible contribution of \$ _____

- _____ Best of Show (\$500-999)
- _____ Champion (\$250-499)
- _____ Best of Class (\$100-249)

