

ACTIONGRAM

Newsletter of the Livestock Publications Council, an international organization serving the dynamic livestock communications industry.



New Officers & Directors for 2018-19

Newly elected officers of the Livestock Publications Council are: (front row) Carey Brown, *Cow Country*, Lexington, Ky., president; Jennifer Carrico, JC Communications, Redfield, Iowa; first vice president; LeAnne Peters, *Cattle Business in Mississippi*, Jackson, Miss, second vice president; Cindy Cunningham, National Pork Board, Des Moines, Iowa, immediate past president; Diane Johnson, LPC executive direc-

tor, Fort Worth, Texas. (back row) Board members include: Julie Mais, *Angus Journal*, St. Joseph, Mo; Jennifer Scharpe, JSignature Branding & Media, Westminster, Colo.; Kent Jaecke, Rockin' K Productions, Edmond, Okla.; Steve Taylor, *Appaloosa Journal*, Moscow, Idaho; Katie Miller, Kate Communicates, West Lafayette, Ind. Not pictured: Molly Schoen, *Charolais Journal*, Kansas City, Mo., secretary-treasurer; Eric Tietze, *Ozarks Farm and Neighbor*, Lebanon, Mo.; Ben Richey, United States Animal Health Association, St. Joseph, Mo.; Katrina Huffstutler, Cactus Flower Communications, Electra, Texas; Mike Opperman, *Farm Journal MILK*, Fort Atkinson, Wis.; Codi Mills, *Cattle Business Weekly*, Philip, SD; and John Robinson, *National Cattlemen*, Centennial, Colo.

Several scheduling conflicts prevented us from getting the traditional formal full board photo but turn to the next page for the photo taken prior to the Famous Welcome Party!

It was a "pick your favorite theme" and the night lived up to its theme "Party Like It's 1999".

LPC Executive Committee

Carey Brown, President
Cow Country
cbrown@kycattle.org

Jennifer Carrico, First Vice President
JC Communications
j2kcattle@gmail.com

LeAnne Peters, Second Vice President
Cattle Business in Mississippi
cbmag@att.net

Molly Schoen, Secretary-Treasurer
Charolais Journal
mmader@charolaisusa.com

Cindy Cunningham
Immediate Past President
National Pork Board
ccunningham@pork.org

Board of Directors

Katrina Huffstutler ('20), Cactus Flower Communications, katrina@cactusflowercommunications.com

Kent Jaecke ('19), Focus Marketing Group, wildcatjake@hotmail.com

Julie Mais ('20), *Angus Journal*, jmais@angus.org

Katie Miller ('21), Kate Communicates, kcommunicates@gmail.com

Codi Mills ('21) *Cattle Business Weekly*, cattlenews@gwtc.net

Mike Opperman ('20), *Farm Journal's MILK*, mopperman@farmjournal.com

Ben Richey ('20), United States Animal Health Association, brichey@usaha.org

John Robinson, ('21) *National Cattlemen*, jrobinson@beef.org

Jennifer Scharpe ('19), JSignature Branding & Media, jennifer@jsignaturebrand.com

Steve Taylor ('21), *Appaloosa Journal*, staylor@appaloosa.com

Eric Tietze ('19), *Ozarks Farm & Neighbor*, eric@ozarksfn.com

Diane E. Johnson, executive director

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front row: Carey Brown, Katrina Huffstutler, Molly Schoen, Kent Jaecke, Steve Taylor, Cindy Cunningham, John Robinson, Greg Henderson; back row: Katie Miller, LeAnne Peters, Jennifer Scharpe, Julie Mais, Jennifer Carrico.



Ed Bible Distinguished Service Award to Diane Johnson



Recognized with the 2018 Ed Bible Distinguished Service Award (DSA) is **Diane Johnson**, Fort Worth, Texas. The DSA award is chosen by the LPC executive committee and is given to someone who exhibits dedication, support and service considered above and beyond routine participation. It is presented in memory of Ed Bible, long-time LPC supporter and past president. Diane is shown above with the executive committee: **Jennifer Carrico, Scarlett Hagins, Cindy Cunningham, Carey Brown, LeAnne Peters**. The presentation included the following script:

Each year the Livestock Publications Council awards the Ed Bible Distinguished Service Award to a person who exhibits dedication, support and service above and beyond routine participation. The 2018 recipient, Diane Johnson, has served the past 20 years as the executive director of LPC. In late July, she announced her retirement from the executive director position, effective September 1, 2019. Diane has provided many hours of knowledge and service to the organization and is very much appreciated. Thank you and congratulations, Diane.--



Personal note from Diane
Yes there is a back story.

One part of my role as executive director includes knowing all award winners each year whether it is the Contest awards or the DSA winner. While it is fun to know ahead of time, it's also fun to have the anticipation of the announcements. I have even changed my ways and let the Student Award winner be a surprise so I can at least have one award that I don't know about.

However, this time I was fooled. Each year when this award is decided, the executive committee has a conference call in June and thoroughly thinks through the many deserving folks who should be recognized. This year this committee created a faux conference call that was a pure set up for me to believe.

Fast forward to the Tuesday night awards dinner and I was looking for the person who I thought was going to be selected. In the blur of the night I barely heard my name when Jennifer said it.

There is really no way to express my gratitude for this honor and I do feel that my service to the LPC community comes from my heart while I get to work within the best industry in the world. Agriculture folks are cut from a different cloth. The integrity, work ethics, and commitment in every aspect of it is a testament to the quality of people. Whether it is production agriculture or production staffs on a livestock magazine, the people are what make it worthwhile to serve in my capacity.

My service to LPC is pure joy and I am so humbled to receive the Ed Bible Distinguished Service Award which honors a man who committed his career to the industry as well. I will always cherish every day remembering this honor. ~diane

South Dakota student wins 2018 Forrest Bassford Student Award



Madison Schafer, a South Dakota State University student and seventh-generation farmer from southeastern Minnesota, has been named the 2018 Forrest Bassford Student Award recipient. After interviewing four finalists at this year's Ag Media Summit in Scottsdale, Arizona, the Livestock Publications Council (LPC) and Alltech presented Schafer with a \$2,000 scholarship and plaque. She is an agricultural communications and leadership student at SDSU.

Raised on a pig and cattle farm in operation since 1886, strong work ethic and passion for agriculture has been instilled in Schafer from day one. That passion drove her involvement in 4-H and FFA, and that same passion assisted her decision to pursue a degree in agriculture at SDSU.

"My career goal is simple: to bring all sectors of agriculture together working to educate the world as a united front," Schafer said in her application essay. "We're all different, but in the end, the future of ag communications is ensuring a thriving future in agriculture for generations to come."

Besides the essay, applicants for this award were evaluated by considering their college transcript, a list of scholarships and awards received and organization involvement, an employment record, and a press release announcing the appli-

cant won the scholarship. The **Forrest Bassford** award recognizes professionalism, excellence and leadership among students.

Schafer has been an advocate for the pork industry and served as one of the Pork Checkoff's three Inaugural Pig Farmers of Tomorrow in 2017. Additionally, she serves as a College of Agricultural and Biological Sciences Ambassador at SDSU and is the vice president of Sigma Alpha, a professional women's agricultural sorority, as well. The LPC Student Award began in 1985, and the name was changed to the Forrest Bassford Student Award in 1992 in honor of Bassford's contribution to LPC and his particular interest in the Student Award. Alltech has been co-sponsoring this award since 2012.

In addition to Madison the three award winners were: **Alexa Nordwald**, University of Missouri; **Sarah Moyer**, Kansas State University; **Kiera Leddy**, Oklahoma State University.



(l-r) Jenn Norrie from Alltech, with Maddie and the travel award finalists: Alexa, Sarah, Kiera.

Most Improved Publication to Hereford World

Winning this year's Jim Flanagan Most Improved Publication was the *Hereford World*. Shown with **Diane Johnson**, LPC executive director and accepting the award is **Diane Meyer**, editor of the *Hereford World*.

More results will be posted next month in the September Action-gram. In the meantime all results are available on the LPC website.



Be sure to bookmark our official newsroom service - www.agnewswire.com. This new service to LPC is the virtual newsroom for agriculture, with archived content since 2005 and new material added daily.

AgNewsWire is a source of multi-media content for more than 2,500 agricultural media, communicators and influencers seeking high quality photos and audio from around 50 industry events each year.

AgNewsWire is a source for content related to current issues, such as press releases, interviews with lawmakers, audio from press conferences, or images for news stories and is open source and all content is licensed as CC0 1.0 Universal (CC0 1.0), meaning it may be downloaded and used free of charge for digital or print publication or broadcast.

LPC Best of the Bunch Photo Winners



Winner of the overall Best of the Bunch Photo Contest is **Erin Worrell** pictured at left. Below is the winner from the first ever Facebook Photo Contest. It was based on the number of likes and the photo was taken by **Jeralyn Novak**. Watch for more coverage in upcoming newsletters!



*Thanks to Bruhn Cattle Co. Mapleton, Iowa
for their support of the Photo Contests*

Coffee and Collaboration - August 29

"Achieving Sale Success: Tips & Traps to Consider"

Wed., August 29 from 10-10:45 a.m.

*Brought to you
with support from*



KATHY LASCALA
Angus Media



MIKE CHUMLEY
Midcontinent Livestock
Supplements



Guest columnist Miranda Reiman furnished the stories on our Headliner and Hall of Fame winners We hope you enjoy them!

Minnie Lou Bradley didn't set out to be a trailblazer, but she became one anyway.

Most know her as the first female president of the American Angus Association board, or the first woman to win at collegiate cattle judging and graduate in animal science, but she may shrug off those accomplishments.

"I really didn't know I was the only girl in agriculture. I just didn't think about it," she says.

But Bradley—still Minnie Lou Ottinger then—did think a lot about livestock.

"School wasn't like it is today. You could take off for anything," she says. "Every livestock convention or meeting or anything, I just took out of school and went with [my dad]. Everybody asks, 'Why my love for livestock?' And I don't know. I don't know why it became my passion, but I didn't care about anything else if I could have my livestock."

In between the Hydro, Okla., farm where she grew up and life today on her ranch near Childress, Texas, Bradley poured hours of service into the beef industry, brought new ideas and created cattle that add value for everybody.

For that, Bradley was named the Livestock Publications Council (LPC) 2018 Headliner Award winner. She accepted the honor at the Ag Media Summit, Aug. 4-8 in Scottsdale, Ariz.

"Not only has she had many firsts as a woman, but she has made some great achievements as a cattle producer," says ag journalist **Jennifer Carrico**, the nominating LPC board member. "She has helped many others see the importance of performance, genetic predictability, carcass quality and raising cattle to help improve the beef industry."

In 1949, Bradley made history when she enrolled in animal husbandry at Oklahoma A & M (now Oklahoma State University), and then signed up for the livestock judging team.

"I was really looking forward to Denver," she says. "They posted the travel team and I wasn't there. My heart was broken, because I thought according to the scores I had made it."

Team coach **Glen Bratcher** called her into his office. "He said, 'I'm afraid that the people you give your reasons to will not be fair to you because of your voice being high.' So I was heartsick."

They took her next time, and she went on to win high individual in the Intercollegiate Livestock Judging contest in Chicago that year.

When they gave out a tie clasp for an award, Bratcher said, "Don't worry. We'll have it made into a locket for you."

After graduation, Bradley worked for the Texas Angus Association before marrying into the Bradley family and beginning her ranching career.

"We turned into here and everything was in disarray; not a windmill was working, the fences were down," she says.

They bought it in 1955, "and we've been trying to improve it now for 63 years," the rancher says.

Early on, just able to make interest payments, Bradley asked the banker how others in the area were making it.

"He said, 'A rancher, unless he's got oil in this part of the country, doesn't expect to make any money. It's just living and living the life you want.' And I said we've got to do better than that," Bradley recalls.

So they bought a lifetime membership to the American Angus Association in 1958 and started their seedstock business.

The family pioneered the gate-to-plate movement, and opened B3R Country Meats in 1986. During the 25



Shauna Hermel, Angus Journal and Jennifer Carrico, LPC first vice president, present the Hall of Fame award to Minnie Lou Bradley

years they owned it, they paid on beef quality and returned data so ranchers could earn more and build beef demand.

"I tell people today, every cowman ought to be a packer for one day. Just one day. You learned a lot," she says.

Bradley was inducted into the National Cowgirl Hall of Fame and Museum in 2006, and joined many of her early OSU mentors when her portrait was added to The Saddle & Sirloin Club in 2014.

"Surround yourself with good people. Not only good morally, but those that have ambition, that want to do something or have done something," Bradley says. "I think that's what makes you a better person." When Bradley's son **Monte** died in an accident, her daughter **Mary Lou Bradley** returned to the ranch. She and her husband **James**

Henderson now manage the business with direction from Minnie Lou.

"I always worry about some of these things that's happened to me; I don't know if I'm worthy or not. And I don't want anything I'm not worthy of," she says. "And I worry about, what can I do tomorrow to make myself more worthy of the good life I've had?" •

Headliner Award: Minnie Lou Bradley



Miranda Reiman, Certified Angus Beef, and Greg Henderson, Drovers, present the Hall of Fame award to Steve Suther.

Credit a change in vision or call it divine intervention — either way, this is the story of talent that nearly went untapped.

At age 18, **Steve Suther** planned to earn an animal science degree from Kansas State University and put it to use on his family's farming operation near Blaine, Kan.

It was just before his junior year when he learned that wasn't to be. Implausibly, the news revolved around his older brother Ron's need for glasses, ending his pilot track with the Air Force ROTC.

"He came back to the farm and there was only room for one son there so I had to look at what else am I going to do," Suther says. "That's when I switched to ag journalism."

Today the senior editor of Certified Angus Beef LLC (CAB) looks toward full-time retirement from four decades as one of the most experienced wordsmiths in the cattle business.

For his ability to disseminate acutely relevant information to cattlemen, Suther was inducted into the Livestock Publications Council (LPC) Hall of Fame at the Ag Media Summit, Aug. 7 in Scottsdale, Ariz.

His ag journalism degree is stamped December 1976, when he started as a reporter at *Grass & Grain*, based out of Manhattan, Kan.

"I wanted to tell agriculture's story but I wanted to share the stories with other people in agriculture, what was working for people, writing stories about how to make your life easier and more profitable," Suther says.

He married **Anne Heptig** in 1978, then became editor and vice president of Ag Press publishing and bought a farm he dubbed Rock-tytop in 1980.

"Any time I was out on a story, I'm picking their brains," he says. "I bring a natural producer's curiosity to the story site. I'm going to be able to write about it in such a way that it's going to help other people that are at this fork in the road or trying to decide what to do next, how to add quality and profit."

Next came freelancing for *Farm Journal* magazines while farming full time.

"There's so many odd things, like I wasn't a good mechanic but there I was trying to farm with pretty well worn-out machinery because that's all I could afford," he says. "If something would break down, I'd go, 'Alright, well that's going to be at least \$1,000 so I better go write a story to pay the mechanic.'"

On it went, until life demanded stability.

Daughter **Shea** was born in 1983, with congenital heart defects that required multiple surgeries from the time she was three months old until her teenage years. Daughter **Frankie** came along in 1989 and **Tom** in 1992. He is deaf and autistic.

"One of the things that motivated me to try to work out of our home was the kids," Suther says. He'd see

them on and off the school bus while their mom taught, and had flexibility for doctor's appointments and follow-up.

Suther's main freelance client, *Beef Today*, hired him as managing editor in 1995, then editor the next year, before CAB's **Larry Corah** called him.

"I said, 'I can't do PR. I'm just motivated to write about the things I know and love using the best possible words to explain and help other producers,'" Suther recalls. "And Larry said, 'I believe there won't be any problem then; that's what we're going to do.'"

Suther became director of the new Industry Information Division in 1998 and built the program that now includes three full-time employees and has hosted 45 writing interns over the years.

A long-time member of LPC, Suther earned the 2003 and '04 LPC Diamond Award for outstanding writer, along with first-place writing awards in the critique contest for 10 consecutive years. He received the Beef Improvement Federation's Ambassador Award in 2005.

"You've probably read his work for years, likely been touched by someone he has mentored — yet you might not know Steve Suther's impact unless you dig for it," his nomination letter reads. "That's because he's spent the last four decades quietly serving readers in various livestock publication roles. It's never about him, always about the producer."

It's clear that in Suther's case, those childhood dreams gave way to something better.

"I know that I would not have been as fulfilled, as happy, or as well off financially," Suther says.

Sometimes things have a way of working out just as they're meant to. •

Hall of Fame: Steve Suther

Student Internship Program

The Livestock Publications Council Student Internship Program is an initiative that provides opportunities for young communicators to explore agriculture communications and allows LPC members to teach and employ young talent.

Through the Student Internship Program, LPC offers funding to one selected member to provide a meaningful learning experience – where students gain knowledge and apply their skills while LPC members benefit from fresh, youthful perspectives.

Host Guidelines:

LPC will provide **one** selected member (Publication or Service) with funds to employ an intern throughout the summer. Any member may apply to serve as a host in the internship program, with the following details:

- \$2,000 stipend from LPC for 8 weeks to be paid to the intern
- A three-judge panel consisting of representatives from LPC member organizations (not seeking an intern) will choose the winning applicant. Applications will be based on internship structure, student mentorship plans, breadth of experiences and publication/company need.

All LPC members are eligible to serve as hosts. Applications are due **October 1** of the year preceding the internship, and are available at www.livestockpublications.com. Submit applications to Crystal Albers at alberscrystal@gmail.com or call 816-273-3001 with additional questions. The selected host organizations will be announced at on the LPC website and Facebook page.

Student Guidelines:

Students may submit their applications to Crystal Albers, LPC Student Development Committee, at alberscrystal@gmail.com.

Students should be college junior or senior and members of Agricultural Communicators of Tomorrow (ACT). Applicants must submit the following:

- Resume
- Work examples (at least three samples of their choosing)
- Three listed references
- Statement of interest in agricultural communications

A three-judge panel, including one representative from the host publication/company, will interview student applicants. Once a winner is selected and the internship is complete, the student will be required to submit a report and internship work samples to the Student Development Committee.

Suggested Timeline:

The LPC Student Internship Program is designed for summer interns, with appropriate dates to be determined by the host organization and the student, and approved by the committee. The internship should last approximately two months.

Application Deadlines:

Host applications: October 1

Student applications: December 1



Student Internship Program LPC Intern Host Application

Organization name: _____

Contact person: _____ Phone: _____

Address: _____ E-mail: _____

Company description:

Proposed intern responsibilities/projects:

Skills and experience required from the intern:

The intern will receive experience in the following areas:

- | | |
|--|--|
| <input type="checkbox"/> Editorial writing | <input type="checkbox"/> Web content/development |
| <input type="checkbox"/> Public relations | <input type="checkbox"/> Videography/video editing |
| <input type="checkbox"/> Graphic design | <input type="checkbox"/> Event planning |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Other (Explain): _____ |
| <input type="checkbox"/> Marketing | _____ |

Why does your company wish to host an LPC-sponsored intern? How will it benefit from the internship?

How will the intern benefit from this opportunity?

What is your philosophy regarding the development of young ag communicators?

Applications should be emailed on or before **October 1**. Send applications to:
Crystal Albers, LPC Student Development Committee, at alberscrystal@gmail.com.