

# ACTIONGRAM

APRIL 2006

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

## SPRING CLEANING

By **Lori Maude**, 2005-06 LPC President

I've been doing a little spring cleaning this week. One of my co-workers brought all of these little organizer things to my office—adding to the clutter—and gave me a BIG hint that I should clean my office. Understand that there are portions of the floor in my office that I have never seen in the nearly nine years I've been here. It was also inspiration that our Board of Directors is coming in for their spring meeting, so I tackled the project over the weekend.

This wasn't some little project. Nine hours later I was seeing parts of my desk and office I had never seen before. We are in a paper business and I'm sure a paper factory exploded in my office. Now that my office is all clean, neat and organized, I almost hate to work in it for fear I will make it dirty again. Too bad duty calls and the projects are building up again.

While digging through the piles in my office I ran across a few things that were interesting. I stopped for a little breather and began reading some of the old Gelbvieh World, and the even older Gelbvieh Country, magazines. The more things change the more they stay the same. We are still looking for

the A.I. sire that will change our breeding program; the only difference is that we are looking at a much different style of animal.

I also ran across reminders to get our LPC dues paid—double-checked with the bookkeeper and I actually passed that on already. If you haven't paid your 2006 dues yet, make sure to get that done ASAP. The member rates are much less expensive for Ag Media Summit than the non-member.

The other thing on my desk I ran across was the hotel information for our Portland meeting. Make sure to get those reservations done and plan to arrive a couple of days early for some fun and educational tours Saturday and Sunday before we begin the meetings. The Portland area and its agriculture are unique from every other area I've visited. The tours are also a great chance to network with your peers, and like I've said before some of the best lessons I've learned in Livestock Publications Council have been in the hallway or sharing a seat with someone new on the bus.

Maybe it's time for you to do a little spring cleaning—trust me, you'll never believe what you'll find under that pile of paper.

*Lori*

## AMS (PORTLAND) LINEUP SOARS TO NEW HEIGHTS

By **Steve Werblow**, AMS Program Committee Co-Chair

Living by Brand Oregon's motto, "Oregon. We Love Dreamers," the Ag Media Summit (AMS) Program Committee has dreamed up a jam-packed agenda for the 2006 Summit, which will be held in beautiful Portland, Ore., on July 23-26. The program ranges from in-depth discussions of digital technology to the age-old art of getting to the heart of stories and photos. Join us for a chance to learn from Pulitzer Prize winning feature writer, an internationally renowned magazine design duo, a National Geographic photographer, dozens of other experts...and some fresh mountain air.



### Digital Side

Explore your techie side at Monday's photography panel discussion, Going Digital, in which leading photographers from our industry discuss their switch from film to



digital – warts and all. Prefer your pixels as letters instead of photos? Check out blogmeister **Chuck Zimmerman's** Agriblogging and Farm Podcasting 101,

a trip to the cutting edge of communications technology from a journalist who's been there and back.

Does this statement – "Oh, I have that photo on my computer; I'll just email it over" – make you shudder? On

Tuesday, a panel of Photoshop wizards will share tips on making silk purses out of photographic sows' ears.

### Learn from the Masters

Communicators of all stripes will have a chance to learn from giants in the field at AMS. On Monday, Pulitzer Prize-winning feature writer **Tom Hallman, Jr.** will share his insight on getting to the heart of a story. Hallman's features in the Oregonian bring his subjects to life and pull readers in like few other writers can. Join him in his feature writing workshops and learn how you can do it, too. "By the end of the sessions, you will be a better thinker, reporter and writer," he promises. Believe it.

Designers, roll up your sleeves and join **John Johaneck** and **Robert Ayers** for their Four-Point Approach to Award Winning Design. It's an approach the pair has put to work designing and re-designing magazines across the globe, and they'll make it work for you, too. After their talk, roll up your sleeves for a pair of critiques – on covers and inside content – that will send you home full of ideas and inspiration.

On Tuesday, *National Geographic* photographer **Jim Richardson** will critique AAEA's Photo Contest entries and share his skills in an eagerly anticipated photo workshop. At lunch, Jim will share his vision of photography, a story-telling art that encompasses his compelling documentary of a small town in Kansas as well as his glamorous photos shot worldwide for *Geographic* and its sister magazine, *Traveler*.

Is the Great American Novel or a book of poetry floating around in your head, screaming to come out? **Wm. Anthony Connally** of the University of Missouri can help. After 15 years as a journalist, Connally embarked on a successful career in fiction writing. In his words, his workshop will "dispel fiction-writing myths, give expert advice on composing creatively and set you up with a plan to start that writing project you've always wanted."



Sunday night's Welcome Party will be aboard the *Portland Spirit*. We'll enjoy dinner and a cruise as we float down the Willamette River.

### Nuts & Bolts

The Pacific Northwest is at the cutting edge of a lot of trends.

Sure, there were the waves of pioneers, micro-brews, boutique wineries,

and barefoot hippies on tiny organic plots. But the region is also at the forefront of the national debate over water, land use, dams and environmental responsibility. And the Columbia River, flowing by Portland, is the main channel of the world's second-largest grain export system; the nexus where fish, grain, and hydropower meet; and the epicenter of the tug-of-war over our nation's rivers.

On Tuesday afternoon, former director of the Oregon Department of Agriculture **Phil Ward**, who now directs the state's Water Resources Department, will moderate a panel discussion on the Columbia River. Join representatives of agriculture, power, fisheries, transportation and Native tribes for a discussion you'll never forget...and that is sure to touch your readers in some way or another.

### There's More!

The program doesn't stop there. Other workshops range from branding to communicating with non-ag audiences; a special session for students on transitioning to the world of professional ag communications; and a hands-on workshop on presentation skills. There will also be a panel discussion of ethics in ag journalism – a session not to be missed.

Of course, there's InfoExpo, with lines of booths bursting with good information. There will be a Taste of Oregon buffet celebrating the bounty and diversity of the region. Breakfast on Tuesday will be complemented by Roundtable discussions on an array of topics – a delightful combination of social hour and tip-swapping.

### Come Early

That's a lot to pack into three days...but be sure to come early! A special feature of the Portland meeting will be pre-Summit tour opportunities. On Saturday, July 22, embark on a whitewater adventure in the Cascade Mountains, take a hike in a beautiful Northwest forest, bicycle in the Columbia Gorge, or just spend a day in one of North America's friendliest cities. On Sunday, get on the bus for a tour of some of the Northwest's top farms. You'll have a chance to see Oregon agriculture up-close. Oregon is a leading producer of crops ranging from vegetables to grass seed to Christmas trees, so get ready for a peek at really diverse farming operations. And of course, we'll just HAVE to make sure we check out some of Oregon's famous Pinot Noir.

Come to Portland for an unforgettable event. As we say in the mountains (and in the 2006 AMS promotional materials), "Meet Us At The Summit!"•

*Steve Werblow is co-chair of the 2006 AMS Program Committee, which is graced with an active and enthusiastic membership. He is a freelance writer/photographer in Ashland, Ore. Thank you to AAEA for allowing us to reprint this article from The ByLine.*





Meet Us at the Summit!

## Saturday, July 22

### Recreational Tours

(go to [www.agmediasummit.com](http://www.agmediasummit.com) for details after May 1)

## Sunday, July 23

### Agricultural Tours

(go to [www.agmediasummit.com](http://www.agmediasummit.com) for details after May 1)

7 – 11:30 am AAEA and LPC Board Meetings

5 – 6 pm First-Time Attendee Reception Hilton Hotel

6 – 9 pm AMS Kick-off Dinner on board the Portland Spirit

This is the “can’t miss” welcome party! We’ll take a short walk to the dock to board the ship, the Portland Spirit, for a delightful evening enjoying dinner as we cruise down the Willamette River and see the beautiful sights.

9 – 11 pm Enjoy the sounds of the AMS band, “Quasimojo” Hilton Hotel

## Monday, July 24

Morning – Breakfast on your own. Beverage breaks will be provided throughout the day.

6 am Buses depart from the lobby for the golf outing.  
Lewis River Golf Course – shotgun starts at 7 am!

### 8:30 – 10 am Morning Sessions Part One

- **Going Digital Photo Panel**
- **Agriblogging & Farm Podcasting 101** [Chuck Zimmerman](#), ZimmComm New Media
- **A Four-Point Approach to Award Winning Design** [John Johaneck & Robert Ayers](#)
- **How to Manage the Transition from College to Work** [Erika Brandt](#), AgCareers.com
- **Powerful Presentations** (Session A) [Daren Williams](#), Fleishman-Hillard, Inc.

### 10:15–11:30 am Morning Sessions Part Two

- **The Power of Story** [Tom Hallman, Jr.](#), Pulitzer Prize winner, *The Oregonian*
- **Cover Critique** [John Johaneck & Robert Ayers](#)
- **How to become a Better Motivator and Manager** [Eric Spell](#), AgCareers.com
- **Powerful Presentations** (Session B) [Daren Williams](#), Fleishman-Hillard, Inc.

### 11:30 am – 12:45 pm Luncheon: The Power of Story

[Tom Hallman, Jr.](#), Pulitzer Prize winner, *The Oregonian*  
Hallman has shined a light on the bravery and humanity of people who might have otherwise never have gotten a headline, let alone the admiration and empathy of rapt readers – a child facing life-threatening surgery to fix a disfiguring disease, the nurses who work in the dim light of a neonatal intensive care unit, and other local heroes great and small. He will share his insight on why people read, what he’s learned from the people he’s written about for 25 years, and what the audience can take away from those people – about life and journalism.

### 1 – 2:15 pm Afternoon Sessions Part Three

- **The Power of Story** [Tom Hallman, Jr.](#), *The Oregonian*
- **Design Critique Workshop** [John Johaneck & Robert Ayers](#)
- **Marketing Ag Downtown: Presenting Ag Issues to Urban Audiences** [Mary Stewart](#), Oregon Agri-Business Council
- **Generation Y - Who? What? Why? How?** [Steve Drake](#), Drake and Co.

### 2:30 – 4 pm Afternoon Sessions Part Four

- **The Mighty Columbia: Tug of War Over a Limited Resource Panel**
- **LPC Critique Contest and Presentation of Awards**

### 4 – 7 pm Info Expo Grand Opening

Upon closing, the evening is open for you to enjoy Portland.

## Tuesday, July 25

7:15 – 8:30 am Breakfast in InfoExpo

8:30 – 9:30 am Roundtable discussions

9:30 – 10 am InfoExpo

### 10:15 – 11:45 am Morning Sessions Part One

- **Photo Workshop/AAEA Photo Critique** [Jim Richardson](#), *National Geographic*
- **Left Brain Meets Right Brain: Fiction** [William Anthony Connally](#), University of Missouri
- **Making the Most of Bad Photos Panel**
- **Putting the Brand in “Brand Oregon”** [Debby Kennedy](#), Brand Oregon
- **From Student to Professional: Making the Transition** [Owen Roberts](#), University of Guelph

### 12 noon – 1:30 pm Luncheon: A Photo Gallery: Behind the Scenes

[Jim Richardson](#), *National Geographic*

1:30 – 3 pm Dessert in InfoExpo

3 pm InfoExpo tear down

### 3:15 – 4:30 pm Afternoon Sessions Part Two

- **Making the Most of Bad Photos (Repeat)**
- **Ethics & Ag Journalism Panel**
- **Are You Doing Good Work? Or Great Work?** [Michael Bungay Stanier](#), Box of Crayons

### 5:45 – 7 pm Joint Receptions for AAEA and LPC

7 – 8 pm Individual Awards Ceremonies for AAEA and LPC

8 – 11 pm Joint Dessert Reception for AAEA and LPC

## Wednesday, July 26

8 – 9:15 am AAEA Annual Meeting  
LPC Annual Meeting

9:30 – 11 am Closing Brunch: Get Unstuck & Get Going ... On the Stuff That Matters [Michael Bungay Stanier](#)

We all get stuck from time to time - whether it’s because you’ve got too much to do, too much responsibility to carry, or just not knowing how to take the first step on a task you want to complete. In this workshop we’ll look at what keeps you stuck and gets in the way of you doing the work that matters, the three sources from which you can generate endless new ideas and the one way to double the likelihood you’ll get something done. At the end of the workshop, you’ll leave with a plan to do something that matters to you.

All Ag Media Summit functions will be held  
at the Portland Hilton Downtown  
921 SW 6th Avenue  
Portland, Oregon 97204  
503/226-1611 or 1-800-HILTONS  
[www.portland.hilton.com](http://www.portland.hilton.com)  
Room rate: \$109

# SOUTHWEST REGIONAL WORKSHOP

May 25, 2006 • Fort Worth, Texas

8-8:30 am **Registration and Welcome**

8:30-9:30 am **General Session: Technology and Electronics**

Do you control your electronics? or do they control you? This discussion will offer tips on the latest technology with Palm Pilots, Blackberry, Spyware, Virus Protection and more. We'll have experts for both Macintosh and PC platforms.

9:30 am **Break**

9:45-11:45 am **Design Track: How'd You Do That?**

The past popular workshop topic for Photoshop techniques will have you asking the exact process in Photoshop and other design programs.

9:45-10:45 am **Photography Track: The Perils of Photography Poses and More**

Everyone gets into the situation of taking pictures of groups of people or an individual in the story that needs to look interesting. This workshop will address the challenges of being creative with still photography, posing groups of people, and much more.

10:45-11:45 am **Writing Track: Good Headlines, Blurbs and Cutlines**

We all know that a good story starts with a powerful headline to draw the reader in. This topic will cover brevity and figuring out the important words to use for the headlines, blurbs and cutlines.

12 n-1:30 pm **Lunch and Discovering Your Creativity**

1:45-2:30 pm **Writing Track: Long Distance Interviewing**

One of the necessities of being a good writer is knowing how to interview and sometimes an interview doesn't occur in a face-to-face situation. This workshop will help you learn more on phone interviews and how to make the dreaded e-mail interview work for you.

**Design Track: Brightness and Contrast**

Black and white photos are common in our publications and the quality vary greatly in what we get to work with. This workshop will discuss scanning options, techniques in Photoshop that will enhance a poorly lit photo and much more to improve the print quality.

2:45-3:30 pm **Writing Track: Freelance Relations**

This is for both freelancers and those looking for freelancers. Topics will include contracts, negotiations, copyrights, and whether it's better to hire out or keep the jobs in house. A panel discussion will give you a perspective from a freelancer, editor and from representatives from outside of the livestock industry.

**Design Track: What's Up Mr. Printer?**

You'll find out about the latest technology that printers can offer plus ask questions on printing topics ranging from ftp uploads to pdf problems.

3:30 - 4:30 pm **General Session: LPC Critique Review**

We'll take the Critique Contest entries and let the attendees make their winning choices. Then we'll discuss the official results and why the judges placed them the way they did.

## REGISTRATION INFORMATION

LPC Members: \$50 • Non-LPC Members: \$75 • Students: \$25

To register simply RSVP via e-mail (dianej@flash.net)

with your name and contact information by May 15 or call Diane at the LPC office 817/336-1130. You MUST RSVP! No shows will be billed!

## PEOPLE IN THE NEWS



The Conservation Technology Information Center (CTIC) in West Lafayette, Ind., announces that **Christy Couch Lee** will be the organization's new communications director. She

fills the position left vacant when **Karen Scanlon** accepted the job of CTIC executive director.

Lee will begin working with CTIC on May 1. She comes to CTIC from the National Swine Registry, where she was director of communications for three years. Prior to that, she was managing editor for John Deere's *Homestead* magazine.

She also serves on the board of directors for LPC and is a graduate of Oklahoma State University with a degree in Agricultural Communications. •



MAKE SURE YOU HAVE  
MODIFIED THE LPC LOGO

Many of you are still using the old logo with 30th anniversary tagline.

That's old news!

You can download the correct LPC logo from the LPC website

(www.livestockpublications.com) or erase the 30th anniversary line. You can use the color as it is or change it to fit your publication. •

yes!



NOTE:

Online registration for AMS will open on MAY 1

# HELP WANTED:

## Sales and Marketing Communications Specialist

### Responsibilities:

Edit and design Select Sires' customer and employee newsletters, serve as a contributing writer for both newsletters, and other articles for publication

Design and produce printed materials and provide creative development support for various departments and project teams

### Qualifications:

Experienced in writing articles for publication and news releases and preparing files for and working with printing companies. Excellent interpersonal written and verbal communication skills; creative thinking and strong graphic skills pertaining to layouts of promotional and brand image materials. Experience with desktop publishing software. Degree in Dairy or Animal Sciences, Marketing/Communications, or Public Relations, and related work experience preferred and understanding of artificial insemination, dairy and beef industries. A portfolio of work samples will be required at interview. Position is to be located at Select Sires headquarters in Plain City, Ohio.

**To apply for this position**, submit cover letter, resume and references by April 21, 2006 to: Select Sires, Inc., Terri Smith, Sales and Marketing Specialist, 11740 US 42 North, Plain City, OH 43064, tsmith@selectsires.com

## Special Projects Manager

**Position Summary:** Serve as the champion for a wide range of responsibilities focusing primarily on new *BEEF* projects, which includes both editorial and marketing activities, online as well as print; creating and maintaining an e-newsletter and website that covers a unique blend of animal husbandry and the lifestyle side of the cattle business.

**Education:** College degree in journalism, technical writing or animal science. Working knowledge of beef animal husbandry. A farm livestock background, particularly in beef cattle, is desirable.

**Experience:** Minimum of two years of cattle industry writing experience.

Experience in online communications.

**Duties:** Responsible for all facets of our <100 Cow Product Offering, including developing the concept to final imple-

mentation of email and website products; supervise and oversee custom publishing projects; explore, create and deliver additional or new communication opportunities in the cattle industry.

**For further information**, contact Debbie Weinhold, Prism Business Media, 7900 International Dr. #300, Minneapolis, MN 55425; Mresumes@prism2b.com; 952/851-4605 fax: 952/851-4701

## Assistant Account Executive PR

Position will join the Public Relations Department. Bachelor's degree in communications with an emphasis in journalism. Excellent written and verbal communications skills. Large animal experience is a plus; 1-2 years experience preferred.

**Send resumes:** lisa\_grek@rkconnect.com. Or mail your resume to Rhea & Kaiser Marketing Communications, attn: Lisa Grek, 400 East Diehl Road, Naperville, IL 60563 fax: 630/505-1109.

*All of these job listings have been shortened due to space limits. For full job descriptions please contact the company.*

# DENVER REGIONAL WORKSHOP

**May 18, 2006**

**National Western Stock Show Complex  
Denver, Colorado**

- 8:15 am Registration at National Western Complex
- 9 am Welcome
- 9:15 am Making Trouble-Free PDFs and Troubleshooting an FTP Upload  
Speaker: AB Hershfeld representative
- 10 am Break
- 10:15 am Avoiding Photography Pitfalls—Jim Koch
- 11 am Group 1: Load bus for A.B. Hershfeld. We'll follow a pdf file through the entire printing process from upload to press. Lunch to be served at the printing plant.  
Group 2: Bring your own camera to get hands-on practice taking photos. We'll head to the National Western Yards for some hands-on livestock and people photography. Lunch will be served in the Yards.
- 1:45 pm Everyone returns to National Western Complex
- 2 pm Trends in the print and electronic media—designs and editorial that work for today's reader.
- 3 pm Break
- 3:15-4 pm Recap of the Hands-on Photography Session  
Travel safely going home!

## REGISTRATION INFORMATION

LPC Members: \$50  
Non-LPC Members: \$75  
Students: \$25

To register simply RSVP via e-mail (dianej@flash.net) with your name and contact information by May 8 or call Diane at the LPC office 817/336-1130.  
**You MUST RSVP!**  
**No shows will be billed!**

## HOTEL INFORMATION

Red Lion Hotel/Denver Central  
4040 Quebec Street, Denver  
by the old Stapleton Airport  
LPC rate: \$79

Deadline for reservations: May 8  
Complimentary airport shuttle