

ACTIONGRAM

February/March 2004

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

INTRODUCING LPC'S NEW LOGO!



Livestock
Publications
Council

30th ANNIVERSARY

The Board of Directors is proud to unveil the new logo for LPC. Graphic designer Dale Smith, Bowling Green, KY, submitted the entry. He is in charge of The American Southdown Journal who are service members of LPC.

Congratulations Dale and your \$100 check is on the way!

CRITIQUE CONTEST AND DIAMOND & PEERLESS AWARDS

The April 1 deadline is quickly approaching so pull out the past 12 issues of your magazine, spread them out on the big conference room table, sort through your finest work and find the best ones to enter in the 27th annual Critique Contest.

This contest is a great way to find out how you are doing with your work. Every entry receives a written critique that is meant to help you and your publication or company improve your materials. There are some publications that have had the same "look" for many years so it may be time to submit your publication and get a totally non-biased opinion. Go ahead, it's friendly competition, but very satisfying to win that first place award.

A few changes and additions include: Two new categories have been added including: (Publication) #13. Event/Show Program and (Service) 83. Editorial

Rule revisions include:

(14.) "Livestock" refers to any aspect pertaining to the industry and the production and marketing of beef cattle, dairy cattle, horses, swine, sheep, goats, llamas and ranch/game species such as elk, deer and bison. Acceptable entrants could include meat, by-products, livestock equipment, livestock pharmaceuticals, livestock feeds, rodeo, etc.

(20.) Entrants in Category 21 (Single Graphic Illustrating an Article); Category 22 (Single Photo Illustrating an Article); and Category 86 (Published Editorial Photography) must enter the entire story along with the graphic or illustration.

(21.) **Instead of scanning entries, we will be using PDF files to create the critique book and the contest presentation. To help with this process, please create PDF files of your entries and submit a PC-compatible disk with your entries. This does not apply to the Writing Categories. For**

Writing Categories, please submit your company logo on disk.

Oklahoma State University will again collect all of the entries, compile the results, and produce the event during the contest in Tampa this summer. Your awards will be presented and you are encouraged to attend and be recognized!

The forms and rules are available on the LPC website. You can download them to open in Quark, Word or Acrobat. If you have trouble with any file, please contact the LPC office.

They can also be sent to you via regular mail. **DEADLINE FOR ENTRIES IS APRIL 1, 2004.**

As you have questions, you may contact **Tara Wright**, contest coordinator at OSU, lpccritique@yahoo.com or **Diane** at the LPC office, 817/336-1130 dianej@flash.net.



2004 DUES STATEMENT ARE DUE!

The directory form for 2004 and your dues statements are due March 1. Please note the new dues structure for publication members is \$175. Service member dues remain at \$150.

910 Currie St. Fort Worth TX 76107 www.livestockpublications.com e-mail: dianej@flash.net office: 817/336-1130 fax: 817/232-4820

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

JOB POSTINGS



Director of Communications

The North American Limousin Foundation (NALF) is seeking to fill a multifaceted position to oversee communication and advertising functions. This position is responsible for the production of weekly and quarterly newsletters, written material for the monthly publication of the breed, development of breed promotional pieces, press releases, and on-line content included on the organization's web site. As well, the position guides creative development,

Ad Sales Representative

The *Paint Horse Journal*, located in Fort Worth, Texas, is accepting résumés for an experienced advertising sales representative. The ideal candidate will have extensive horse-industry knowledge, be able to manage many accounts simultaneously, be very detail-oriented and organized, and have excellent written, verbal and computer skills. Previous sales

experience required. Travel is required. Base plus commission and benefits. If you love horses, horse people, the horse industry and sales, **send your cover letter, salary history and résumé to Patti Williams**, Director of Human Resources, American Paint Horse Association, PO Box 961023, Fort Worth, TX, 76161-0023. Fax: (817) 222-6419. e-mail: pwilliams@apha.com.

budgeting and placement for advertising and promotions efforts. Requirements include strong writing and editing skills and practical experience in communications related work. The ability to work cooperatively as a team with members and staff, as well as strong organizational and administrative skills are required. Please direct questions and resumes to: **Kent Andersen**, Executive Vice President, North American Limousin Foundation, P.O. Box 4467, Englewood, Colorado, 10155.

CALENDAR OF EVENTS

March 1

Directory Listings and Membership Dues
Deadline for APS Student Internship
Applications

April 1

LPC Critique Contest Deadline

April 13-16

National Agri-Marketing Assn.
Convention, Kansas City, MO

July 25-28

Agricultural Publications Summit, Tampa,

TIME SAVER: PRODUCTION TIP!

If you are working on a project like a sale catalog and receiving a majority of the photos on disk from a professional photographer, most likely the photos will be all scaled to close percentage. You can set your photo boxes on your master pages or libraries with a percentage. When you pull in the photo, they will automatically go to that percentage. Many will probably still be tweaked but it will save time. (submitted by Becky Terry- thank you!)

WATCH IN THE NEXT ACTIONGRAM FOR THE ANNOUNCEMENT
OF THE 2004 HEADLINER AND HALL OF FAME WINNERS!

MISSED A NEWSLETTER?

FIND THE ARCHIVED FILES AT WWW.LIVESTOCKPUBLICATIONS.COM

LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

President, Wayne Bollum
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Scott Vernon ('05)
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LPC OFFICE: Diane E. Johnson, Executive Director
dianej@flash.net 910 Currie St. Fort Worth, TX 76107
817/336-1130 • 817/232-4820 fax

AAEA • LPC • ABM

SPRING BREAK THIS SUMMER!

AGRICULTURAL PUBLICATIONS SUMMIT, LLC

SADDLEBROOK RESORT
July 25-28, 2004 • Tampa, Florida

Saturday, July 24

5:00 pm LPC Board Meeting

Sunday, July 25

Morning

Board Meetings
Registration starts

1:30 - 5:00 pm Optional Leadership Training
at Saddlebrook's Ropes Course

1:30 - 5:00 pm Design Clinic

6:00 - 10:00 pm Spring Break This Summer Kick-off Party

Monday, July 26

7:00 am

Golf Tournament
Wellness Walk

InfoExpo set up

10:00 am

Workshop 1:
"I'm supposed to work with him?"

Workshop 2:
Get Creative!

12:00 noon

Sandwich Bar & Stress Relievers

1:30 - 2:30 pm

Workshop 3:
Hiring, reprimanding & firing,

1:30 - 3:00 pm

Creativity Workshop 2 continues

2:00 - 3:00 pm

LPC Critique Contest & Awards

3:00 - 4:00 pm

Issues & Newsmakers
BSE Crisis Management

4:00 - 7:00 pm

Grand Opening Party in Trade Show

7:00 pm

ACT and guests Pizza Party
Free evening

Tuesday, July 27

7:00 - 7:30 am

Wellness Walk

7:30 - 8:30 am

Breakfast in InfoExpo

8:30 - 9:45 am

Breakouts Block One

I. News Writing Workshop

II. Learning from the Masters -
Photography

III. Legal Issues for freelancers, writers

IV. Branding Strategies

V. Production/Design

9:45 - 10:30

Break in InfoExpo

10:30 - 11:45

Breakouts Block Two

I. News Writing Workshop

II. Digital for Dummies -But you
can come too!

III. Powerful Communication,
Dynamic Presentations

IV. How to be Young & Successful

V. Production/Design

VI. Advanced Digital

12:00 noon

Keynote Luncheon with John Madden,
humorist and motivational speaker
"Stress Down With Humor"

1:30 - 2:30 pm

Dessert in InfoExpo

3:00 p.m.

InfoExpo tear down

2:30-3:30 pm

Breakouts Block Three

I. Editing & Headline Writing

II. Advanced Digital

III. Pull Yourself Together!

How to get control of your time & your life

IV. Marketing Partnership - Think Outside
the Box: Develop Alternative Revenue

V. Legal Issues and Tax Tips

VI. How to be Young and Successful (repeat)

3:45-4:45 pm

Breakouts Block Three

I. Becoming your customer's partner,
Steps to Success

II. What students should know about the real world

III. How to generate great story ideas

IV. Editing & Headline Writing

V. One-on-one with the speakers

Informal roundtable discussions with
speakers of the day

6:00 - 7:00 pm

Joint Reception for LPC and AAEA

7:00 - 8:00 pm

Individual Awards Ceremonies for LPC & AAEA

8:00 - 9:00 pm

Joint Dessert Celebration Reception for LPC & AAEA

Wednesday, July 28

8:00 - 9:15 am

LPC and AAEA Annual Meetings

9:30 - 11:15 am

Brunch with keynote speaker

afternoon

Informal gathering for stayover guests and cruisers

Thursday, July 29 through August 2

Cruise to Mexico on Carnival's Sensation



JULY 29- AUG. 2, 2004

Inside Cabin \$400

Outside Cabin \$460

Deluxe Balcony \$790

3 & 4 passengers \$240 (perfect for families!)

*Port charges and taxes additional \$122/person

Refundable deposit \$100 due now!

Prices listed are per person, based on double occupancy and are subject to change.

Eagle Travel: 800-326-7172

Ask for Mary Jean or contact Diane at the LPC office

BEST CURRENT AIRFARES TO TAMPA

FROM: (based on July 24-29)



DEN: \$253

OKC: \$232

DFW: \$229

ORD: \$208

MCI: \$178

STL: \$223

MPS: \$262



LPC Peerless and Diamond Recognition Awards Program

The third year of the Diamond and Peerless awards is upon us! This achievement program was started to encourage participation in the LPC Critique Contest, broaden critique opportunities for members and recognize the top writer, copywriter and ad designer for the year in both the LPC Publication Member and LPC Service Member divisions. This competition is in addition to the regular LPC Critique Contest and to be eligible for the Peerless and Diamond awards, you must also participate in the regular LPC Critique Contest.

Winners in each of the three contest categories— editorial writing, copywriting and ad design – from each membership division, will earn the LPC Peerless Award.

Then, a different panel of judges will evaluate entries from the two Peerless Award winners for each category to determine LPC's Diamond Award winner for each category.

For example, in the writing category, there will be a Peerless Award for Writing presented to one publication member and one service member. Judges will then choose between these two Peerless Award winners to name the overall LPC Diamond Writer of the Year, LPC Diamond Copywriter of the Year and the LPC Diamond Ad Designer of the Year.

LPC PEERLESS AWARDS

To be eligible for the LPC Peerless Awards each nominee must:

- 1) Complete the LPC Peerless Award entry form and submit it with the \$50 entry fee by April 1, 2004.
- 2) Enter a **minimum of three** different LPC Contest and Critique categories within a membership division, i.e. if entering for the publication member Peerless Writing award, a nominee must submit a minimum of one entry in a minimum of three different publication member contest writing categories. No matter how many entries a contestant submits, only points from the three highest placing entries will be considered. Likewise, Peerless Copywriting and Peerless Ad Design Award contestants must enter at least three different categories within a membership division of the advertising portion of the LPC Contest and Critique. (for writing awards, manuscripts must be submitted; for copy writing and design awards, tear sheets must be submitted).

Note: Contestants may enter the Peerless competition in only one membership division for a given category each year; contestants cannot enter the same category in both membership divisions the same year. So, members eligible to compete in both membership divisions might choose to enter Peerless competition for writing on the service member side, ad design on the publication member side, then copywriting as a service member (in this case requiring three separate Peerless—Diamond entry forms and fees), but no member can enter the Peerless writing, copywriting or ad design categories in both membership divisions during the same year. With that in mind contestants must designate which membership division they're representing in a particular Peerless category. Only contestants' entries in a given membership division will be considered for Peerless evaluation in that division (i.e. if a contestant enters the Peerless writing competition as a service member but submits writing entries in both the Publication and Service member divisions of the LPC Contest and Critique, only entries in the service member portion of the LPC Contest and Critique will be considered in Peerless evaluation).

3) Submit two additional manuscripts or tear sheets (which can represent duplicates of those submitted in the LPC Contest and Critique or something entirely different), for evaluation and critique by a *different group of judges* than those who evaluated the LPC Contest and Critique. All entries must have been printed within the same time parameters outlined in the LPC Contest and Critique (published between March 1, 2003 and February 29, 2004); and if not submitted in the LPC Contest and Critique, they must be eligible. In other words, if a writer submits a different published article than was entered in the regular contest, it must be an article published in the same time frame and meet other requirements that would have allowed its entry into the LPC Contest and Critique.

Peerless Award winners in each membership division will be named based on a combination of: points compiled with an entrant's three highest placing entries (the highest placing entry from each of three different LPC Contest and Critique categories) in the LPC Contest and Critique (50%); and judges' evaluation of entrant's two entries submitted for special Peerless evaluation (50%). In other words, conceivably, someone could have three winning entries in the LPC Contest and Critique, yet not be named the Peerless Award winner.

LPC DIAMOND AWARDS

A different committee of judges will then consider Peerless Award winners' top three placing LPC Contest and Critique entries as well as the two extra entries submitted for the Peerless competition. Judges will start from scratch, examining the five entries from each of the two contestants in each category, not knowing if or where those submissions placed in the regular contest. Consequently, at this stage of the game they will be evaluating and choosing the best of LPC's best.

All of these awards will be presented in Tampa during the Awards Banquet on July 27.

For questions on this contest, contact the LPC office, dianej@flash.net or 817/336-1130.

Entry Form LPC Peerless and Diamond Awards

To be considered for LPC's Peerless Award and Diamond Award for Writer, Copywriter and Ad Designer, the following must arrive at the LPC office no later than April 1, 2004.

- This completed form
- Two submissions (manuscript for the writer awards and tear sheets for the copy writer and ad design awards)
 - \$50 entry fee

Make checks payable to Livestock Publications Council and mail to: 910 Currie Street, Fort Worth, TX 76107

Name: _____

Publication or Service Member Name: _____

Address: _____

Phone: _____ fax: _____

e-mail: _____

Entering the contest for (circle only one): Writing Copy Writing Ad Design

Entering the contest representing (circle only one): Publication Member Service Member

Within this same membership division and category, list the articles or ads you submitted in the 2004 LPC Contest and Critique (Remember, to be eligible for Peerless-Diamond competition you must submit a minimum of one entry in a minimum of three different LPC Contest and Critique categories):

LPC Contest and Critique Category #	Title of Entry
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

PEERLESS-DIAMOND ENTRIES

Complete the following information for each entry you are submitting with this form.
Remember these will be judged separately.

Entry 1—

Headline _____

Publication/Date published _____

Goal for the story, ad copy or ad design: _____

Entry 2—

Headline _____

Publication/Date published _____

Goal for the story, ad copy or ad design: _____
