

# ACTIONGRAM

January 2003

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

## Dues Notices in the Mail

Your membership dues notices are in the mail. If you did not get your notice with a copy of last year's Directory information, contact the LPC office. Please make sure to *accurately* update your directory information. •

## APS Summer Internship Available

Students interested in a summer internship are encouraged to apply for this position that is sponsored by the Agricultural Publications Summit and works on the upcoming Summit in Cleveland. Up to two college students will be selected to work out of the LPC office in Fort Worth. The program will pay each student \$2000 to help defray living expenses during the length of the program. You qualify if you are a current college student including those who graduate in May 2003.

The application process is simple: Send a current resume and cover letter to the LPC office, 910 Currie Street, Fort Worth, TX 76107, attention, **Diane Johnson**. Deadline for applications is March 1. You must be available to work June 9 through August 8 and live in Fort Worth.

Expect to work some long days and some shorter days (less than 10 hours) Plan to meet lots of people and anticipate the memory of an incredible internship experience. Must be willing to have fun. Benefits will far outweigh the pay. Feel free to call with questions...817/336-1130. Please do not FAX your applications. When's the deadline again? March 1. •



## Forrest Bassford Student Award Applications due February 15

Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC and the Chicago Mercantile Exchange are still available. This \$2500 scholarship will be awarded in Cleveland at the 2003 Ag Publications Summit (APS). Also, up to four travel scholarships will be awarded to deserving students who must be able to attend the APS. If you need an application, go to the LPC web site at: [www.livestockpublications.com](http://www.livestockpublications.com) or contact the LPC office. For questions, contact: **Angie Denton**, committee chairman 800/821-5478. Deadline for applications is February 15, 2003. •

## CALENDAR OF EVENTS

January 28-February 1

National Cattlemen's Beef Assn. Convention, Nashville, Tennessee

February 15

Deadline for applications in Forrest Bassford Student Scholarship

March 1

Directory Listings and Membership Dues

Deadline for APS Student Internship Applications

March 13-14

Writing Workshop, Fort Worth, Texas (see page 2 for details)

April 1

LPC Critique Contest Deadline

April 15-17

National Agri-Marketing Assn.

Convention, San Diego, California

July 26-30

Agricultural Publications Summit, Cleveland, Ohio

## Obituaries

**Lucile Kester**, wife of **Warren Kester**, a long-time BEEF managing editor and an LPC Hall of Fame inductee, died Dec. 23 from a severe heart attack. She was 85 years old. Lucile was a gracious, kind and always optimistic lady. Anyone who knows Warren knows that Lucile and he were inseparable, always travelling together to beef industry meetings and Warren's writing assignments. They were in attendance at the 1998 LPC Convention when Warren was inducted into LPC's Hall of Fame. The couple celebrated their 57th wedding anniversary this past October. They had two children, Diane, who lives with her family in IA, and Gary who lives in Minnesota. Warren's address is, 6 Wembly Circle, Bella Vista, AK 72715-3026. Memorials may be sent to: Presbyterian Church of Bella Vista, 1550 Forest Hills Blvd., Bella Vista, AR 72715. •

*Thank you Joe Roybal for contributing this story.*



## Job Postings

### MAGAZINE FIELD

**REPRESENTATIVE:** immediate opening for a field representative based out of Denver, CO. Skills needed include ability to sell advertising for a monthly magazine, basic design of the ad prior to giving it to a graphic artist, as well as follow-up with advertisers. Also need to be able to provide ring service at sales and be comfortable with evaluating cattle. Good verbal and written communication skills are needed. Position requires extensive traveling, especially in the spring and fall. Position pays base salary plus commission on ad sales. Send resumes to: **Don Schiefelbein**, American Gelbvieh Association, 10900 Dover Street, Westminster, CO 80021 or email to [dons@gelbvieh.org](mailto:dons@gelbvieh.org).

## About People

Tri-State Livestock News, Sturgis, South Dakota, announces that publisher, **Kim Bachman**, has assumed the added responsibility as editor. She has been the publisher for two months before taking on this position.

**Ed Peck** has been promoted to director of account planning for Charleston | Orwig, Hartland, Wis. He will direct the strategic market planning, serve as the "customer voice" for client discussions and help develop creative briefs that enhance the execution of key strategies. Peck is a former president of the Wisconsin FFA and a graduate of the University of Wisconsin-Madison with a degree in ag journalism, dairy science and minor in business.

**Henry King** has joined the staff of the *Texas Longhorn Trails* based in Fort Worth, Tex. King brings in 48 years of publication experience including working for the *Lone Star Horse Report*, *ITLA Drover*, *Quarter Horse Journal*, and *Ranchman Magazine*. He is also a founding member of LPC.

Congratulations to *Ranch & Rural Living* Publisher, **Scott Campbell** on his success of becoming State Representative for the 72nd District in Texas. The election included four Republicans, two Democrats and one Libertarian. *Ranch and Rural Living* is published in San Angelo, Tex. •

**GRAPHIC ARTIST POSITION** available with Angus Productions Inc., St. Joseph, Missouri. Advertising layout design for Angus Journal, Angus Beef Bulletin, cattle sale books and other American Angus Association related promotional materials. MacIntosh desktop experience required. Must be experienced with QuarkXpress and Photoshop. Illustrator or Freehand knowledge and print media understanding helpful. Knowledge of electronic ad file transfer beneficial. Opportunity to work one-on-one with Angus breeder advertisers. Full-time position with excellent benefits package. Position available early February 2003. Agriculture background not mandatory, but candidates with cattle industry knowledge will be contacted for first interviews. Be a member of a progressive publication production team for the world's #1 purebred beef magazine. Job will be offered to the candidate with enthusiasm for this type of work, energy, experience, imagination and desire to work hard. Be a member of a progressive publication production team. Contact **Cheryl Oxley**, API Advertising / Production Manager, 3201 Frederick Ave., St. Joseph, MO 64506 [coxley@angusjournal.com](mailto:coxley@angusjournal.com)

### WEB MARKETING ASSISTANT

Duties will include: 30% Almanac. Coordinate updates to be printed & online version of Almanac. 20% Prepping Web site updates as delegated by Web Marketing Director. 10% Angus e-List. Prepping and distributing Angus e-List. Working with proofing and archiving. 10% Web Editorial. Prepping and posting editorial content for the Web. 10% Angus E-Classifieds. Responsible for selling, billing, information gathering, typesetting and coordinate proofing. 5% Phone Back-up. Act as phone back up when Web Marketing Director is out or on another call. This includes working with current and potential customers answering questions and facilitating updates/corrections. 5% Online Sale Ring. Coordinate updates to the online version of Sale Ring. 5% Miscellaneous assignments at the discretion of the Web-Marketing Director. Examples: compile and update Web Marketing packets and maintain staff bio pages for Web site. 5% Online Sale Books. Proofing information for posting to the Web site. Send resume and other information to: **Angie Stump Denton**, API Web Marketing Director, [adenton@angusjournal.com](mailto:adenton@angusjournal.com) 3201 Frederick Ave. St. Joseph, MO 64506

A Workshop for Professional Livestock Writers:

# KEEP EDITORS AND READERS PLEADING FOR MORE OF YOUR ARTICLES

This workshop for professional livestock writers is designed to help professional livestock publication writers improve their communication skills through an intensive two-day hands-on workshop. It will include sessions on all aspects of writing for livestock publications, including:

- Better interviewing techniques for better articles;
- Writing better articles for your readers
- Taking better photographs to illustrate your articles.

The workshop will be held Thursday and Friday, March 13-14, 2003 in facilities of the TCU Journalism Department in Fort Worth, Tex. Two labs with a total of 32 Macintosh G4 computers will be available for the writing exercises during the workshop.

The workshop will be limited to a maximum attendance of 30. **Reservations for the Workshop must be confirmed by February 14.** Cost for the workshop will be \$350 per participant, with payment due by February 26. Participants will provide their own travel, hotel/motel accommodations, and meals during the workshop. Each participant will receive a CD containing all of the PowerPoint presentations, writing guidelines, sources for writing assistance, etc.

**Jack Raskopf** and **Jerry Grotta** are the workshop directors. Both have extensive experience in writing for magazine audi-

ences. Dr. Raskopf is a journalism professor at Texas Christian University where he teaches courses in copy, layout and design. Dr. Grotta, a retired TCU journalism professor, taught courses in writing, editing, publications layout and design, computer graphics and media research.

The workshop will open with a three-hour presentation by **Paula LaRocque**, highly rated speaker and communications consultant in the United States, Canada and Europe.

Other speakers will be top livestock photographer **Darrell Dodds**, TCU Speech Communication Professor **Dr. Paul King** who is nationally recognized authority on the critical importance of listening in the interviewing process, **Tommy Thomason**, chairman of the TCU Journalism Department and **Diane Johnson**, executive director of the Livestock Publications Council.

## TENTATIVE SCHEDULE MARCH 13-14

### March 13: The Basics of Good Writing

8:30-9:00 am	Welcome and Introductions Diane Johnson & Tommy Thomason
9:00-10:15 am	Keynote Address Championship Writing: 50 Ways to Improve Your Writing Paula LaRocque
10:15-10:30 am	Coffee Break
10:30-Noon	Keynote Address ( <i>continued</i> ) Paula LaRocque
Noon-1:30 pm	Lunch Break
1:30-2:30 pm	Barriers to Communication: Translating Jargon into Meaning Jerry Grotta
2:30-3:00 pm	Know Your Reader! Write for Your Reader! Jerry Grotta
3:00-3:15 pm	Coffee Break
3:15-5:00 pm	Sharpening Your Writing Skills: "Before" and "After" examples from participants' publications Jack Raskopf
5:00-8:00 pm	DINNER BREAK
8:00-10:00 pm	Re-Writing for Easier Reading: Participants critique and re-write examples from their publications Jack Raskopf and Jerry Grotta

### March 14: Applying the Basics

8:30-9:30 am	Re-Writing Exercise: Analysis and discussion Tommy Thomason
9:30-10:30 am	Interviewing for stories: How to ask questions Jerry Grotta
10:30-10:45 am	Coffee Break
10:45 am-Noon	Interviewing for stories: How to listen to answers Paul King
Noon-1:30 pm	Lunch Break
1:30-3:30 pm	Illustrating Your Story: How to take better photographs Darrell Dodds
2:30-2:45 pm	Coffee Break
2:45-3:15 pm	Resources for Better Writing Jack Raskopf
3:15-4:45 pm	Discussion session, Jerry Grotta Individual consultations, Jack Raskopf
4:45-5:00 pm	Workshop Wrap-up

Information supplied by workshop coordinators, Dr. Jerry Grotta and Dr. Jack Raskopf. Complete bios on all speakers available at [www.livestockpublications.com](http://www.livestockpublications.com)

# Professional Livestock Writers Workshop March 13-14, 2003, Fort Worth

Reserve your spot now! Only 30 are available.

**RESERVATION DEADLINE IS FRIDAY, FEBRUARY 14.**

e-mail, fax or call your reservation to:

Jerry Grotta: grotta@ev1.net, fax: 817-295-9280, phone: 817-295-4674

*Please use a separate form for each person on your staff who will attend the workshop.*

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ email: \_\_\_\_\_

Publication Affiliation (if applicable): \_\_\_\_\_

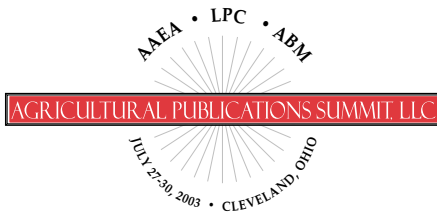
Your position or title: \_\_\_\_\_

**To guarantee your reservation, a check for \$350 must be received by  
Wednesday, February 26.**

- Please make check payable to "Grotta/Raskopf Workshop" and mail it to:  
Grotta Marketing Research, Inc., 1905 Thousand Oak Drive, Burleson, Texas 76028
- Workshop Location: Texas Christian University Journalism Department, Fort Worth, TX
- Rooms available at Courtyard by Marriott near the TCU Campus at a special rate of \$59/night. For reservations: Courtyard by Marriott, 3150 Riverfront Drive, Fort Worth 817-335-1300

*Be sure to mention you are attending the TCU Writers Workshop to get this special rate!*





Here is an updated schedule for the APS this summer.  
Topics and speakers are starting to be firmed up and we'll keep you posted as the information becomes available.

## SUNDAY, JULY 27

- 7:00 - 11:30 am Registration and Board Meetings
- 1:30 - 5:00 pm Photo Clinic Part 1
- 1:30 - 5:00 pm Design Clinic Part 1
- 6:00 - 10:00 pm Rock n Roll Reception

## MONDAY, JULY 28

- 7:00 am Golf Tournament
- Info Expo Set Up
- 8:00 - 11:00 am Photo Clinic Part 2
- 8:00 - 11:00 am Design Clinic, Part 2
- 11:30 am Brown Bag Lunch with Keynote Speaker
- 2:00 - 3:30 pm Issues & Newsmakers:  
Food Safety/Food Security
- 2:00 - 3:30 pm What Readers Need:  
Panel Discussion with Farm Consultants
- 4:00 - 6:00 pm Grand Opening InfoExpo and Beer & Bull
- 7:00 pm AAEA Banquet

## TUESDAY, JULY 29

- 7:00 - 8:30 am Breakfast in InfoExpo
- 8:30 - 10:00 am Breakouts Block One
  - I. Learning from the Masters, Photography
  - II. Learning from the Masters, Writing
  - III. Intercultural Competence - Capitalize on human differences
  - IV. What's new in digital
  - V. Adobe Acrobat - How does it work?
- 10:00 am Break in InfoExpo
- 10:30 - 11:30 am Breakouts Block Two
  - I. Team Building - Finetune skills
  - II. The Ethics Arena
  - III. What's new in digital (repeat)
  - IV. Never Forget a Name
  - V. Maximize your e-mail
- 12:00 noon Luncheon with keynote speaker
- 1:30 - 2:30 pm Dessert in InfoExpo
- 3:00 pm InfoExpo closes
- 2:30 - 3:30 pm Breakouts Block Three
  - I. Lapsing into a Comma
  - II. Attention-grabbing headlines
  - III. Adobe Acrobat (repeat)
  - IV. Redefining your comfort zone
  - V. The Ethics Arena (repeat)
- 3:30 - 4:30 pm Breakouts Block Four
  - I. Lapsing into a Comma (repeat)
  - II. Attention-grabbing headlines (repeat)
  - III. Integrating Web & Magazine
  - IV. Effective archiving
  - V. Marketing your magazine
- 7:00 pm LPC Banquet with presentation of Hall of Fame, Headliner, Student Award and Distinguished Service Awards

## WEDNESDAY, JULY 30

- 8:00 - 9:15 am AAEA Annual Meeting
- 8:00 - 9:15 am LPC Annual Meeting
- 9:30 - 11:15 am Brunch with Keynote Speaker

## DESIGNERS YOUR IS INPUT NEEDED!

This year's Design Workshop during the Agricultural Publications Summit in Cleveland promises to be a very hands-on event. But we need your input. Over the next few months, jot down your perplexing problems and issues that you have with Quark, Acrobat, Illustrator and Photoshop. We will take your input and place the emphasis on the areas that YOU want. This is going to be a unique workshop and the main thing is that YOU are the "workshop designers".

**WATCH FOR MORE INFORMATION TO COME!**

## LET'S HEAR YOUR NEWS!

It's time to share! If your organization has staff changes, honors and awards, let's share your news with other LPC members. Send your information complete with four color image files if you wish, and we'll put it in the *Actiongram*.

## LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

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