



Livestock  
Publications  
Council

Advancing livestock media professionals

January 2017

# Actiongram

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

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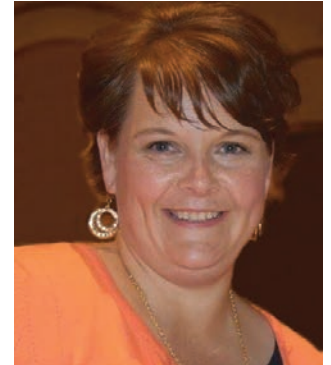
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**“Be at war with your vices,  
at peace with your  
neighbors, and let every  
new year find you  
a better man.”**

~Benjamin Franklin



Scarlett Hagins  
2016-17 LPC President

I think this quote speaks to the heart of every New Year's resolution. Whether we are trying to get in better physical, financial or spiritual shape, ultimately, we want to be the best version of ourselves. The same could be said for an organization.

Your LPC Board of Directors met the first week in January to lay out a plan or “resolution,” if you will, for the coming year. When we look back on 2017, we want to know that we did our best to make LPC a better organization.

Our guidebook to accomplishing this is the strategic plan developed in the fall of 2015 and approved by the membership last summer at the annual meeting. As you may or may not remember, the plan consists of six core strategies to be accomplished by the end of 2019. The strategies include: 1) Expand the reach of our professional development efforts through convenient and consistent educational programming; 2) Expand networking opportunities; 3) Build upon our strength in student development; 4) Elevate the status of LPC recognition programs; 5) Develop a multi-faceted organizational funding approach; and 6) Increase organizational effectiveness.

We hit the ground running on the education front by launching our monthly Coffee & Collaboration sessions early last year. Each 45-minute session features a new topic and is conducted on Skype for Business, so you can follow along with the speaker presentations and share your questions and ideas. We are already

rolling for 2017, with the next Coffee & Collaboration scheduled for January 25. The topic will be “What does it take to get an in-depth story on a controversial subject in 2017,” presented by Penton Agriculture Senior Editor **Holly Spangler**. Be sure to tune in!

In addition, the next LPC regional workshop, co-hosted with the American Agricultural Editors' Association, will be held April 18-19 in Ames, IA. Topics will cover photography, writing, digital media, the makeup of the future ag workforce and livestock and grain markets. There will be something for everyone, so watch this newsletter for more details.

Regarding our continued efforts in student development, we will again be hosting a Speed Networking event during the Ag Media Summit (AMS) this summer in Utah. We introduced this student program last year and it was a great success! If you are a professional wanting to meet the next generation of ag communicators or if you are bringing students looking to network with the best of the best in the industry, put this event on your AMS schedule.

These are just a few of our efforts outlined for 2017. There are more to be finalized, which will be announced in the coming months. This is sure to be our best year yet!

Scarlett

# JOIN US!



## LPC ANNUAL LUNCHEON



**Thursday, February 2, 2017**

11:30 am - 1 pm

Location: Hermitage C at the Gaylord Hotel

during the  
*National Cattlemen's Beef Association  
Cattle Industry Convention in Nashville*

Incoming NCBA President Craig Uden has been invited to address the group plus we'll update you on all of the exciting LPC events planned for 2017.

**PLEASE READ THE FOLLOWING!**

You MUST RSVP by  
Friday, January 27 to Diane  
[diane@livestockpublications.com](mailto:diane@livestockpublications.com)  
or call 817/336-1130

*This year tickets are required.*

\$40 prior to January 27

\$50 after January 27

No shows are highly discouraged.

You may mail a check to the LPC office:  
200 W. Exchange Ave., Fort Worth, TX 76164  
or pay by credit card at this link:  
<http://tinyurl.com/grjo8pw>

Contact us with questions!

## Forrest Bassford Student Award applications due Feb. 15

We are happy to announce that Alltech will again be the major sponsor of the **Forrest Bassford** Student Award. Scholarship applications for the award are available on LPC's website. This scholarship will be awarded in at Snowbird Resort, at the 2017 Ag Media Summit (AMS). Also, up to four travel scholarships of \$750 each will be awarded to deserving students who must be able to attend the AMS. If you have questions, contact: **Julie White**, committee chairman, [jwhite@hereford.org](mailto:jwhite@hereford.org). Deadline for applications is February 15, 2017.

*About Alltech: Alltech is a global leader in the animal health and nutrition industry and among the top 10 animal health companies in the world, focused on natural scientific solutions to today's biggest agriculture and food industry challenges. Headquartered in Nicholasville, Kentucky and with Bioscience Centres in the US, Ireland and Thailand, Alltech has offices and distributors in 128 countries and 51 Tier 1 and Tier 2 manufacturing facilities located strategically throughout the world. •*

## Stipends awarded to LPC members

The Livestock Publications Council board of directors believes that expanding knowledge and excitement in one's profession will keep dedication and commitment to that job. Now in its fourth year the board approved three \$1,000 stipends to help members expand their professional development.

Just announced are these three award winners: **Christy Couch Lee**, Cee Lee Communications; **Jeralyn Novak**, Beefmaster Breeders United and **Codi Mills**, The Cattle Business Weekly. All three plan to use their stipends to attend the 2017 Ag Media Summit. Watch for reports from our stipend award winners in the *Actiongram* later this year.

**Make your reservations now!**

Snowbird Ski and Summer Resort

Main number:

The Lodge at Snowbird:

801-933-2222

*Snowbird Central*

*Reservations:*

800-453-3000

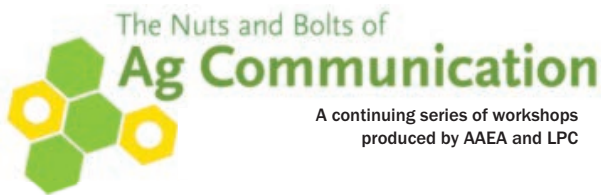
*Mention Ag Media Summit*



Or book online: <https://reservations.snowbird.com/>

Group code: 2BY13B

Room rate: \$156



# 2017 Midwest Regional Workshop April 18-19

Gateway Hotel & Conference Center at Iowa State University, Ames  
co-hosted by American Agricultural Editors' Association & Livestock Publications Council

### Registration Fee:

\$80.00 (members)  
\$100.00 (non-members)  
\$135.00 (on site)  
\$40.00 (students)  
(Checks or credit cards)

### Hotel Information:

Gateway Hotel & Conference Center at Iowa  
State University  
2100 Green Hills Drive, Ames, IA 50014  
800-FOR-AMES (800-367-2637)  
Mention: AAEE/LPC Regional  
Workshop Rate: \$119.00

### It's simple to register:

E-mail [grace@livestockpublications.com](mailto:grace@livestockpublications.com)

In the subject line put: Register for Regional Workshop

List the names you wish to register with all contact information  
including e-mail and mailing addresses. You may pay with check or credit card.

Please indicate if you wish to pay by credit card for further instructions.

Questions: 817-336-1130

**Hotel rate deadline:** March 28, 2017

**Registration deadline:** April 12, 2017

### APRIL 18

5 - 7 pm Reception at the Iowa Cattlemen's Headquarters

### APRIL 19

8 - 9 am Register

9 am Welcome

9:15 am Right Place, Right Time, Right Image: Turn Challenging Situations into Greatness

**Steve Pope**, Owner Pope Photography, AP Photographer

10:30 am Break

10:45 am The Bulls and the Bears: Current Perspective on Livestock and Grain Markets

**Will Sawyer**, Rabobank, Senior analyst in Food & Agribusiness Research and Advisory group covering the North American Animal Protein sectors

Noon Lunch

For Hire: What is the Makeup of the Future Ag Workforce?  
Featured Speaker: **Jodi Sterle**, Iowa State University Animal Science Department

1 pm Are You as Smart as Your Phone?

Tips and Tricks for Mobile Images

**Matt Strelecki**, Meredith Agrimedia, art director

1:45 pm Using the Write Wordz in the Rong Weigh

**Vicki Krueger**, Poynter Institute, marketing comm. manager

3:15 pm Break

3:30 pm Credible Content Vs. Page Clicks

**Chris Walljasper**, Farm Journal Media and Dave Kurns, Meredith Agrimedia

Moderator: **Laurie Bedord**, Meredith Agrimedia

4:30 pm Closing remarks

*Mark your calendar for the next Coffee and Collaboration*

Be sure to share this with your staffs, these are open to the world!

## Get the Story: A How-To

*What does it take to get an in-depth story on a controversial subject in 2017 – when we're all doing more with less, and in less time than ever? Holly Spangler will take us through her Prairie Farmer series on champion livestock drug testing at the Illinois State Fair: how the story came together, how she recruited sources and what she did when the state ag department refused to talk. Bring your questions!*

*Wednesday, Jan. 25, from 10-10:45 a.m. with Holly Spangler*



Join the chat at <https://meet.illinois.edu/jshike/tbnh12lm>  
Or call 888-983-3631 — Conference ID: 55284583