



Actiongram

PROFESSIONAL CRITIQUE FOR YOUR MAGAZINE TO BE OFFERED AT AMS!



JULY 31 - AUGUST 3, 2005 • MILWAUKEE, WISCONSIN

Have you ever desired a professional critique of your publication, but the extreme price tags have kept your desire from becoming a reality? AMS 2005 is featuring the service you are looking for!

Robert Sugar of AURAS Designs, will be onsite teaching two Master Design Classes. Through a special agreement with AMS he will critique a limited number of publications and meet privately with representatives of each publication for 20 minutes on Monday, August 1. Publications may participate in this thorough professional evaluation for \$200 per publication.

The following areas of the magazines will be critiqued. **Cover** —template, nameplate, tagline, image, coverlines and flags; **Contents Page** — prioritization, abstraction, issue map, promotion, departments, clear concept, theme and variation and mission forward; **Features** — alternate structure, reader entry points, sidebars; **Typography** — legibility, widow/orphan, proper H&J, rivers and valleys, distinctive selection and consistency of use; **Enhancements** — archetype, colortyping, modular grid, hanglines, grazing section, opposite C3 edit, standard sidebars, branding, color variation, web synergy; art direction; and color quality.

Your one-on-one time will allow **Robert Sugar** to go over the publications strengths and weaknesses and give suggestions for area of improvement.

More about Sugar: As principal and creative director of AURAS (www.auras.com), Rob has designed or redesigned over 70 titles in nearly twenty years. From its building in downtown Silver Spring, Md., his studio currently provides on-going design and production support for a dozen publications, as well as producing corporate identity, marketing and collateral materials for a variety of businesses. Rob taught Publication Design at The American University for nine years, and is a sought-after speaker for corporate and industry audiences at conferences around the country. A pioneer in Digital Workflow, Rob was a founding member of the International Design by Electronics Association (IDEA) in the early '90s—one of the first designer-originated associations working to improve process and product in the emerging desktop publishing industry. AURAS started using an all-digital workflow in 1992.

Note: I heard Mr. Sugar at the American Horse Publications annual convention a few years ago. You will not be disappointed by his talent, knowledge and enthusiastic presentation style. Diane

Guidelines for Submission for Critique:

- There is a limit of 20 publications that can be submitted for review. **Submit two issues of your publication and \$200 by June 30.** (send these to the LPC office, 910 Currie St., Fort Worth, TX 76107). Check or credit cards will be accepted. Make checks payable to AMS.
- Priority will be given to the magazines who have at least one representative attending AMS this year. This way you can receive the one-on-one critique with Sugar. However, if you cannot attend the AMS, and there are not 20 magazines signed up, your magazine will be put on the first-come, first served list.
- Your publication must have a membership with LPC or AAEEA.

It's Milwaukee Time!
Come See What's Brewin' in
Ag Media



AG MEDIA SUMMIT REGISTRATION IS OPEN!

The Agricultural Media Summit is quickly approaching to be held July 31 - Aug. 3 in Milwaukee, Wisconsin. Registration packets were mailed, but if you did not receive a printed version of the program and registration information, you can find all of the details on the new website, www.agmediasummit.com. This year you can also register online through the website or, of course, through fax or regular mail. Please note when registering that we no longer accept American Express, so be prepared before you get to the payment area!



MAKE SURE YOU HAVE MODIFIED THE LPC LOGO! It should not have the 30th anniversary tagline anymore! You can download the new 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. •



NSR ANNOUNCES A NEW STAFF MEMBER AND A NEW BABY!

Megan Townsend of Dansville, Mich., has joined the National Swine Registry (NSR) Communications Department as Assistant Editor.

In this newly created position, Townsend will assist with editorial layout, feature writing, photography and planning for *Seedstock EDGE* and "The Pinnacle." In addition, she will assist with other NSR breeder needs, including catalog and brochure coordination and NSR Web site projects. Townsend is a 2005 graduate of Michigan State University, with a degree in agricultural and natural resources communications.

And *Seedstock EDGE* Editor, **Christy Couch Lee** and her husband, Craig, announce the birth of their son, **Waylon Barrett** on May 23. He weighed 8 pounds 3 oz. Christy is also a LPC board member. Congratulations to all!

JOB POSTINGS

Director of Communications

The North American Limousin Foundation 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, 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, 80155. phone: 303/220-1693

Advertising Sales Representative

The *Paint Horse Journal* has an immediate opening in Fort Worth for an advertising sales rep with print media and horse industry sales experience. Full time, salary plus incentives and benefits. **Send cover letter, resume and salary requirements to:** pwilliams@apha.com. Fax: 817-222-6419.

Graphic Design/Production Coordinator

The *Weekly Livestock Reporter*, Fort Worth, Tex. is offering a position in graphic design and production of weekly newspaper including basic ad design for advertisers and work on annual *Southwest Reference* four color book. **Send cover letter and resume to:** Phil Stoll, Weekly Livestock Reporter, PO Box 7655, Fort Worth, TX 76111; 817/831-3147.



Associate Editor-

Western Livestock Journal. The position includes news and/or technical writing; interviewing for stories; type setting and editing of copy, particularly press releases and news wire copy; data entry for charts and other editorial components; and page layout and design. Knowledge of web site updating and editing preferred. Background in agriculture, specifically livestock, also preferred. Position available immediately. Salary and complete benefits package included.

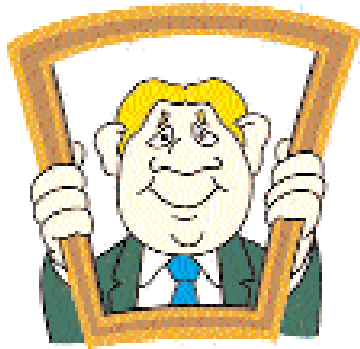
Advertising Sales-

Western Livestock Journal currently has a position open for selling advertising in the weekly newspaper and its quarterly *PROPERTIES* magazine insert. Will be primarily be responsible for Classified Advertising sales in the *Western Livestock Journal*. Position will maintain and establish new and existing accounts. Job includes a salary plus commission, and full benefits package. Position available immediately.

To inquire about any of these positions fax resume to **Pete Crow** or **Steven Vetter** at 303/722-0155; or send via mail to 650 S. Lipan St., 2nd Floor, Denver, CO 80223. Crow Publications/*Western Livestock Journal* will be relocating to the Denver Tech Center in July.

Ag Public Relations Writer- Bader Rutter & Associates, a Marketing Services Agency, is seeking a Public Relations Writer professional with a communications & agricultural background for key dairy account. Degree/background in agricultural journalism or public relations required. One to two years of writing/reporting, agency, communications or public relations experience helpful. Preference to candidates with a dairy or seed background. Send resume & writing samples to: Bader Rutter & Associates, Attn: **Jordanna Carstensen**, 13845 Bishops Drive, Brookfield, WI, 53005. •

Mark your calendar for the
2005 LPC Gala, October 21
Kansas City



Get your cameras out and start snapping away or find that winning photo in your files because it's time for the Best of the Bunch Photo Contest! Held each year during the Agricultural Media Summit it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Prizes are awarded with the top overall photo printed on the cover of the 2006 LPC Directory!

Paul Andre

BEST OF THE BUNCH PHOTO CONTEST

RULES - READ CAREFULLY!

- Enter each photograph in one of three categories:
 - A. Livestock
 - B. Livestock industry people
 - C. Livestock scenic (such as a landscape)
 - D. General (the sky's the limit!)
- All entries must be original un-retouched photos.
- All entries must be 8x10 in size and mounted on heavyweight stock.
- All photos must be identified with name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.
- Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.
- Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.
- The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- Entries will be taken until 11 a.m. Monday, Aug. 1 at registration.
- Contestants unable to attend the Summit are responsible for making arrangements in getting their photo(s) returned. •

DAIRY TOURS ADDED TO AMS SCHEDULE

A dairy plant celebrating its 75th year. A small dairy farm thriving amongst urban sprawl. A family-owned large dairy operation researching the best ways to manage environmental resources. And a large family-owned dairy producing its own award-winning cheese.

All of these pieces of Wisconsin's thriving dairy industry can be seen on a pre-Summit tour sponsored by the Wisconsin Milk Marketing Board. The tour will be held on Sunday, August 31 leaving bright and early from the Hilton Hotel. Don't worry, we'll have you back in plenty of time to partake in Wisconsin's other favorite beverage on Sunday evening.

Please RSVP to **Mike Opperman**, Charleston|Orwig, mopperman@charlestonorwig.com or call 262-563-5100 before June 15. The tour will be limited to the first 40 who respond, so be sure to RSVP right away! •

INTERESTED IN BEING AN LPC DIRECTOR?

With each summer comes the annual meeting of LPC and election of new officers and directors. If you have a desire to serve on the board, please contact Nominating Committee Chairman, **Wayne Bollum**, at 507/664-9592 or e-mail him, wbollum@farmjournal.com.

HOTEL INFORMATION FOR AMS

Room Information: Room rate: \$119 Deadline for making reservations is July 1, 2005. After this date, rooms are not guaranteed to be available at the AMS rate.

Hotel Information: Hilton Milwaukee City Center, 509 W. Wisconsin Ave, Milwaukee, WI 53203

www.milwaukeeccitycenter.hilton.com Phone: 414/271-7250

LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

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817/336-1130 • 817/232-4820 fax

ROCKY MOUNTAIN REGIONAL WORKSHOP

The first LPC-hosted Regional Workshop in the Rocky Mountain area was held recently in Denver at the headquarters of the National Cattlemen's Beef Association. Over 50 participants took part in the two-day event which featured all aspects of publishing including photography, sales, working with agencies and, the always-discussed topic of Quark vs. InDesign. A big thanks go to the sponsors listed below, along with the hard working committee who devoted many hours to developing this new workshop.



(right) **Anita Vanderwert**, Learfield Communications, took on the Selling 101 topic and boiled it all down to the three most important things to know about selling: FIND, SEE, CLOSE. She discussed the importance of finding the decision maker, figuring out their needs and then find the solutions for your customers. Sales calls must include the pertinent information within 10 seconds in order to be able to continue with that sale. Introduce the call in 10 seconds. Say "who you are", "your business" and "why you're calling". Then charge on!



(above) Colleen Church-McDowall, Osborn-Barr, discussed the relationship and the inside story of how agencies, PR firms and publications can work together. Some of her tips included:

- Build a relationship with your contacts at the agency for knowledge, understanding and collaboration
- Provide clear specifications for your publication. (trim, live area, bleeds)
- Provide proofs with artwork!
- Utilize functional ftp sites
- Obtain source books that list agencies and ag clients



Participants included, (above) **Don Waite**, NCBA, and **Bob Strong**, *Feedlot Magazine* and **Don Ravellete**.

THANK YOU SPONSORS!
GOLD LEVEL: Publication Printers
 Boelte-Hall
SILVER LEVEL: Cattlemen's Beef Board
 National Cattlemen's Beef Assn.
 National Western Stock Show
Gelbvieh World
 Double Quick Printing Services
BRONZE LEVEL: NSO Press, Inc.



Above, **Sharyl Sauer** and **Curt Olson**, both with NCBA, and also workshop committee members, take in the discussions during the event.



At left, **David Heitman**, The Creative Alliance, based in Denver, discussed how to create a brand image with color, font and design basics.



Cheryl Oxley, Angus Productions Inc. and **Brent Langman**, *Shorthorn Country*, catch up on publishing news (gossip) during the workshop. Thanks to Cheryl for her excellent notetaking skills of which we will continue to share in future newsletters. Also thank you **Lisa Bryant**, The Cowboy Connection for the photos!

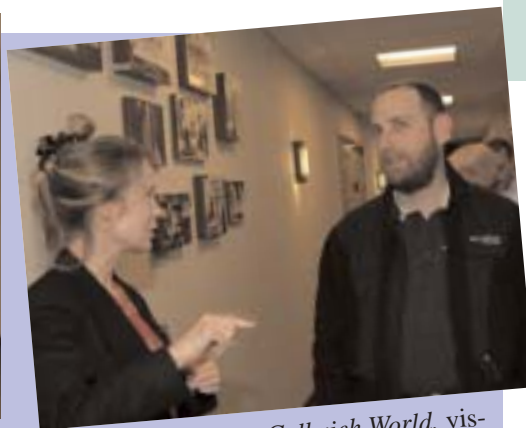


Jim Koch, freelance photographer (and the newest LPC member) shared these "Basic Photography Things to Remember":

- Sometimes people don't frame picture right. Don't try to get head-to-toe shot either. Come in close,
- With cattle, using a wide-angle lens and shooting the front end will make image HUGE. Zoom in with a 95-120 mm lens, creating a compact picture, no distortion.
- Turn people around so sun is behind them.
- Keep subjects sitting still.
- Use flash for fill flash to eliminate dark shadows
- Overexpose black cattle 1 1/2 - 2 stops.



Lori Maude, *Gelbvieh World*, and chairman of the event seems to be happy about its success!



Katie Danneman, *Gelbvieh World*, visits with one of the featured speakers, Mike Berkow of Publication Printers who were also a sponsor of the event.



James Arnold, Online Editor, Vance Publishing, gave a thorough speech on many areas of improving your website and covered not only how to design your website, but also the following on "How to Write for a Website":

- Know your audience. Online attention span is low.
- Use software called Web Trend that allows you to see what they're (viewers) doing.
- Keep the information clean.
- Utilize what you know and what you see on other websites.

At the end of a story, don't put a "stop sign", put a link for more information, or an e-mail address etc. and use links wisely and make it of value.

THANK YOU PLANNING COMMITTEE!

Lori Maude
Laura Bodell
Teresa Lebsack
Katie Danneman
Sharyl Sauer

Marvin Kokes
Jill DeLucero
Kristin Torres
Curt Olson
Grace Webb



The three panel members at left, **Scott Johnson**, Sputnik Design Works; **Rob Giseburt**, Boelte-Hall; and **Mike Berkow**, Publication Printers, all had their opinion on the topic of Quark vs. InDesign.

In general, InDesign seems to be winning the hearts of many designers. According to the panel, InDesign 2 has worked out all the kinks from previous versions. And they were quick to say if your printer can't take what files you're giving them, then go somewhere else. They should take what you give him as long as it's professional.

Even though two were fans of Quark it was pointed out that for the price of Photoshop, Illustrator and Quark, you can get InDesign and do everything. This point, they say, should become an easy choice for a lot of people. (*We'll continue this debate in future newsletters...*)