



ACTIONGRAM

Trial Run of the E-Actiongram

Welcome to the first e-mailed format of the *Actiongram*! As mentioned last month, the board of directors made the decision to change the format of the newsletter to electronic as a cost cutting measure and to allow for more timely information. We will be trying various page formats and a variety of frequency to determine what works for everyone. There will still be a printed copy available for those who want to continue to receive a copy through the mail. This cost cutting measure could save the organization approximately \$4,000 in printing and postage annually. Your opinion is important to keeping the communication going, so please send your comments to dianej@flash.net. ☒

Headliner & Hall of Fame Nominations Due **Nov 1**

Of course you know someone who deserves to be honored by LPC, so get your nominations together and submit your application! **The new date for nominations on the Headliner & Hall of Fame awards has been moved up to November 1.** This date will coincide with the new time frame for the mid year board of directors meeting scheduled for Dec. 1 in San Antonio. The announcement of the winners will still be made in February at the NCBA Convention in Denver. Contact committee chair, **Sharla Ishmael** at 817/249-4535 or sharlasink@aol.com for more information. The forms are also available at: www.livestockpublications.com ☒

Campus-2-Career Network Event

by **Brad Parker**, committee chairman

Please take a moment to think back to when you began your career in this business. What do you know now that you wish you knew then? Who do you know now that you wish you knew then?

If you can answer those questions, you're prepared to be a mentor for someone in the next generation of agricultural communicators. Mentoring is a rewarding experience that provides you with insight into the needs and goals of tomorrow's entry-level professionals while offering friendship and a model of professionalism to today's students.

This fall's Campus-2-Career Network Event Central Region Mentor Program - will be at the Fleishman-Hillard offices in Kansas City, Mo., on Nov. 16, starting at 8 a.m. Agricultural Communicators of Tomorrow (ACT) members and other agricultural communications students from South Dakota State University, the University of Nebraska-Lincoln, Kansas State University, Oklahoma State University, the University of Missouri-Columbia and Iowa State University have been invited to attend. And they want to meet you.

At the end of the day, those willing to enter into a formal mentoring relationship for the year will get to meet your protégé. But even if you don't want to make that commitment, your participation in the event will be helpful and appreciated.

Please let me know before Nov. 7 if you plan to attend and if you'd like to be a formal mentor by completing the attached questionnaire. You may return it via fax to (402) 475-0822 or by mail to Brad Parker at 1335 H St., Lincoln, NE 68508-3748. If you'd prefer to e-mail your responses, please send them to bparker@necattlemen.org. Any questions should be directed to Brad by any of those means or by calling (402) 475-2333, Ext. 28. Professional registrations will be \$15, which will be collected at the door. We're also accepting sponsorships to help fund the event. A donation of at least \$50 will add your or your company's name to the list of sponsors and will qualify you to include a promotional piece in the registration packet. Contributions may be sent to **Diane Johnson** at the LPC office or to Brad. ☒

Event Schedule

A LPC mentor program

Nov. 16, 2001 • Fleishman-Hillard, Kansas City, MO

8 a.m.	Breakfast & introductions
9 a.m.	Write It Right — The Business Letter
9:30 a.m.	Interviewing by Phone, Phax & Phederal Express
10 a.m.	Break
10:15 a.m.	Now What? I Used My Dessert Fork for My Salad!
10:45 a.m.	Will the Real Résumé Please Stand Up?
11:15 a.m.	The Dance Is Tomorrow Night — What Will I Wear?!
11:45 a.m.	Open floor question-and-answer session
12:15 p.m.	Lunch
1:15 p.m.	Mentoring forum
1:45 p.m.	Students, meet your mentors
2:45 p.m.	Wrap-up & good-byes

Real World Rally held in Texas

Thirteen students from Texas Tech University attended the Southern Region Real World Rally, Sept. 21, 2001, at the offices of Texas and Southwestern Cattle Raisers Association in Fort Worth, Texas.

LPC members **Jack Chastain**, Texas Hereford Association; **Doyce Elliott**, Houston Livestock Show and Rodeo™; **Sharla Ishmael**, Clearpoint Communications; and **Anita Braddock, Dianne Long and Susan Wagner**, all of *The Cattleman*, participated in a panel discussion to introduce students to the types of jobs available in agricultural communications.

Melanie Gayan and **Julie Porter**, recent graduates and employees of *The Cattleman*, told stories of their job hunting experience, and Jerri White, TSCRA insurance manager, explained the value of benefits. Some students also participated in mock interviews and resumé critiques.

Students who attended include **Joel Barrett, Jennifer Carden, Kami Casabonne, Casandra Epperson, Carrie Gibbs, Katherine Harrell, Casi Kauffman, Kaci McClatchy, M'Randa Miller, Megan Minkley, Mike Reynolds, Julie Rohde** and **Alisa Tarter**. Lunch was provided courtesy of Houston Livestock Show and Rodeo.



Here are a few of the bright shining faces for the future of ag communications who participated in the Rally. Thank you Doyce Elliott and Kristen Tribe for coordinating the event and hosts, TSCRA and The Cattleman magazine staff.

People on the Move



High Plains Journal has announced the promotion of **Larry Dreiling** and **Doug Rich** to Senior Field Editors from their previous titles of associate editors. Dreiling has moved to Hays, KS, and has been with *High Plains Journal* for 23 years. Rich has been located in Lawrence, KS for 19 years. According to Publisher **Duane Ross**, these changes add a new

dimension to the editorial coverage that they could not provide in the Dodge City home office.

Holly Martin is promoted to managing editor and assumes increased duties for the overall administration of the HPJ. She was formerly associate editor.

Carrie Longwood, has been named executive director of the South Dakota Stockgrowers Assn. (SDSGA). She is a native of Lemmon, SD, and a 2001 graduate of South Dakota State University.

Alan Sears, North Platte, NE, is taking his many years of service with numerous livestock publications on to the Deiter Bros. operation based in Faulkton, SD. He will be the director of sales and marketing which includes the advertising and promotion plans of the operation along with all customer service activities.

Two LPC organizations have moved their offices recently and have new contact information:

National Cattlemen's Beef Assn.

9110 E. Nichols Ave., Centennial, CO 80112

all phone numbers and post office box address remain the same

McCormick Company

1201 NW Briarcliff Parkway, Suite 200, Kansas City, MO 64116

816/584-8444 fax: 816/584-8310 ☒

Welcome New Members

Student
Alise Tarter
Texas Tech University
Lubbock, TX



Contact LPC

Diane E. Johnson, executive director

910 Currie Street, Fort Worth, TX 76107, 817/336-1130 fax: 817/232-4820
dianej@flash.net • www.livestockpublications.com

Sales, Writing and Design Workshop Friday, November 30, 2001

La Cantera Resort • San Antonio, Texas

to be held in conjunction with Board of Directors Meeting.

WATCH FOR MORE DETAILS SOON!

TENTATIVE AGENDA

- 1:00 p.m. Selling into a Down Market
Allen Moczygemba, publisher of *Beef Today*
- 2:00 p.m. Break
- 2:15 p.m. Writing effective ad copy
Larry Carlson, Southwest Texas State University
- 3:15 p.m. Break
- 3:30 p.m. "How Did You Do That?" Design workshop
Debbie McWilliams, graphics design professional

Topics of Concern

Some LPC members have recently sent in topics that they would like some feedback on. If you feel that you have some information to offer, please send an e-mail to the LPC office and we'll circulate the information.

Topic #1 – Contractual rights

If you pay an author for a story and publish it in your magazine, do you also have the right to publish it on your website? How do you negotiate this issue?

Topic #2 – Bulletin Board on the LPC web site

What would you think of adding a bulletin board to the LPC web site that would allow editors to post the fact that they're looking for writers for, say 3 stories, and service members to post that they are taking a trip to Mississippi and could take on another story?

Topic #3 – Liability Statements

Do you know if any of the LPC members run a disclaimer in their magazine about not being liable for the information published in the articles? There is an instance of an author advising adding salt to a particular species' diet. One of the readers followed the advice and lost many in his herd immediately. The author was sued for \$287,000. ☒