

2016 Livestock Publications Council Contest Results

Category 2: Association Publication

1st Place: *Chrome*

This is an odd category because this one just rises so far to the top that, as judges, we made sure that it was in the right contest. But it fits all of the criteria. So it might be a case of where all other publications should subscribe and take note of a refreshing way to present the same type of information. A livestock publication does not have to be so traditional and this is an example of one that broke every rule and makes it work.

Category 3: Non-Association Publication

1st Place: *Top Stock Magazine*; Katie Songer, Editor/Designer; Piper Whelan, Writer

GREAT magazine. Such a unique design that has all of the elements needed in a well-designed publication. Good use of photos, especially like use of larger pictures that make a point with the story content. Color use is good, great variety of stories. Good job.

2nd Place: *Progressive Cattleman*/Progressive Publishing; *Progressive Cattleman* staff

This has a sister (or brother) publication in this category which is so similar that it's kind of hard to separate the two in evaluations. So just to break the tie we chose the *Progressive Cattleman* to be second in a very close race. This publication is so full of content and I can only imagine that it is a well-read magazine in each region. Just keep up the good work and know that it was a close second.

Honorable Mention: *Ag Circle*; Agricultural Communication program at Cal Poly; Brock Center Associates: Jordan Dunn, Katie Roberti, Kenna Lewis, Harrison Reilly

Very competitive entries for this category. You have the advantage of having no ads to work around in your editorial design, however we know what pays the bill in a magazine! We'd like to see more breaks in the editorial pages. Either use some drop caps, side bars, or pull out quotes a little more. If those don't fit, maybe the stories are too long? Really like the masthead on the cover. VERY clean, modern and tasteful. Definitely deserving of an honorable mention.

Category 4: Newspaper

1st Place: *Ozarks Farm & Neighbor*; Julie Turner-Crawford, Amanda Newell and Eric Tietze

A really competitive category. Newspapers are hard to work with mainly due to so much variety in ads, the need for classified ads that are all over the board with content, market reports, calendars, recipes, etc. This one rises to the top for use of color and a more modern look. The headings are great (i.e. "meet your neighbors") and the design with continuity just makes it a good winner. Really like the small maps as a part of the design so we know the region that is being featured in the articles. Nice work.

2nd Place: *Tri-State Livestock News*; Sabrina Poppe, Publisher; Carrie Stadheim and Maria Tussing, Editors; Casey Hutchins, Lauren King and Ross Maak, Designers

Good publication that, I'm sure, is a very well read publication in the region. In a category that is so close we had to find anything to make one place first over the second. On page A 12 in the 3-15 issue there is an extra space in the headline. Is that a big deal to your readers? No. But in competition it matters. A few other upgrades with maybe some more modern fonts use and to loosen up the line spacing (and heavy editorial copy) might move it back up. Excellent work though.

Category 5: Newsletter

1st Place: *Angus Journal*; Directions; Craig Simmons, Designer; Kasey Brown, Editor; materials provided by the National Junior Angus Board and Jaclyn Clark

This is a great piece and definitely designed for "kids". I looked back to

see if it was truly a printed piece and wondered why it's only two color. With today's printing abilities do you think it would cost that much more to move to four color. THAT would make it a star of a newsletter. Love the creativity especially of the kids and baby shots. Overall a very entertaining and educational piece.

Other Notes:

Angus Beef Bulletin EXTRA; Angus Beef Bulletin editorial team
Well, this one probably should have been in the electronic category and while I really like it and it has great content, it's got a lot going on the cover with the masthead, the tab art, the bull and everything else. I'd like to challenge you to step back and think of a re-design for what might be considered a little outdated. (especially the bull – is that still representative of the breed?) I'm not going to give it a true second but obviously it is out of just two entries.

Category 6: Website

1st Place: Tri-State Livestock News; www.tsln.com

This is an excellent web site. It has a very clean look to it. It is also very easy to navigate. The reader's eye is instantly drawn to the main photographs and stories. Very well done web site.

2nd Place: Ohio Cattlemen's Association; www.ohiocattle.org; Laura Sutherly and Katie Gossett

This is also a very nice and easy to navigate web site. It is just a little busy. It uses very dark colors and just has a lot going on. Makes it hard to decide what I should focus on first or where to go.

Category 7: Special Issue - 100 pages or less

1st Place: *Flash*; Jessica Hein, Editor; Art Vasquez, Creative Director

This entry easily floated to the top with its fresh editorial design throughout. Kudos to the staff of this publication for taking the initiative to step outside of the box and utilizing the obviously talented design(s) with different editorial designs throughout.

2nd Place: *Forage 2016*; *Tri-State Livestock News* Staff and Writers

Close race here between 2nd and 3rd. Overall very well put together publications with an abundance of consistency throughout.

3rd Place: *Tri-State Livestock News: Ag Pride*; Carrie Stadheim and Maria Tussing, Editors; Sabrina Poppe, Publisher; Terri Thomas, Designer

Category 8: Special Issue - More than 100 pages

1st Place: *Tri-State Livestock News: The Cattle Journal: Beef and Business*; Carrie Stadheim and Maria Tussing, Editors; Camille Yax, Designer; Sabrina Poppe, Publisher

Overall a nicely prepared book that will cater to cattle producers. I like the organization of the editorial as well as the variety in the editorial design.

2nd Place: *Tri-State Livestock News: The Cattle Journal: Hope for the Future*; Carrie Stadheim and Maria Tussing, Editors; Sabrina Poppe, Publisher; Michael VanGorden, Ashley Detmering and Darin Bliss, Graphic Designers

A great concept in highlighting the future of the industry in one special edition. This ran close in my mind to the 1st place.

Honorable Mention: Cattle Business Herd Reference Guide 2015-2016; *Cattle Business Weekly*; Codi Vallery-Mills, Editor; Courtney Gebes, Jackie Heltzel and Tawnie DeJong, Graphic Designers
Lacks the overall excellence of design that the other two in the division possess.

Category 9: Event/Show Program

1st Place: *Paint Horse Journal*; 2015 AjPHA Youth World Championship Show Program; Jessica Hein, Editor; Art Vasquez, Creative Director
Editorial design is very pleasing to the eye, flows nicely plus the combination of the non-cluttered ads lends nicely to this easy winner.

2nd Place: *Dairy Today*; Jim Dickrell, Rick Mooney and Lori Hays
The cover of this drew me to the publication from the start. Nice, clean, realistic. Didn't see an artist's credit on it though... should not be overlooked in this instance. Clean, overall consistent from front to back.

3rd Place: *Tri-State Livestock News*; 2015 The NILE Stock Show & Rodeo Annual Premier Edition; Editors: Carrie Stadheim and Maria Tussing; Publisher: Sabrina Poppe; Darin Bliss and Malisa Samsel, Designers
Great artwork for the cover coupled with a variety, but cohesive editorial design throughout.

Category 10: National Show Coverage

1st Place: *Angus Journal*; National Junior Angus Show; Artists: Mary Black and Craig Simmons; Writers: Angus Media communications team
I love all of the editorial that is combined with the mundane show results/photos. The entire book is excellent, from design to editorial and everything in between!

2nd Place: *Paint Horse Journal*; AjPHA Youth World Championship Show; Paint Horse Journal staff—Jessica Hein, Rachel Florman, Alanah Castro, writers/photographers
Another nicely done special section that enhances the content with editorial outside of the show results.

Honorable Mention: *Angus Journal*; National Western Stock Show; Mary Black, Designer; writers & photographers: Angus Journal/American Angus Association communications team
This is a well-designed section with a nice variety of editorial to balance out the boring show results.

Category 11: Single Article Layout & Design

1st Place: *Top Stock Magazine*; Royal Winter Fair; Katie Songer, Editor/Designer; Piper Whelan, Writer
A complicated article to assemble from a design perspective. The finished piece flows smoothly and balances the photos with supporting copy, lift outs and side bars.

2nd Place: *Chrome*; Warrior Spirit; Brian Rawlings, Designer
The use of action photos sets this apart and establishes a firm foundation for the article. Various typography treatments add a nice touch.

3rd Place: *Chrome*; Going Down the Fence; Brian Rawlings, Designer
Beautiful imagery. A nice usage of action. The photos used make us want to read the article start to finish.

Honorable Mention: *Paint Horse Journal*; Little Piece of Paradise; Jody Johnson, Designer
This article stands out with great photography, a clean layout with good use of white space.

Category 12: Cover - Association (any color combo or BW)

1st Place: *Seedstock EDGE*; July 2015; Photographer: Jessica Harsh, NSR Intern
There was just something about this cover! Great tie-in for the industry, plus showing a connection with our youth and a judge commenting – you can almost feel the excitement! The pig was in great position. This is one that just jumped out immediately. Great job!

2nd Place: *The American Quarter Horse Journal*; September 2015; Holly Callahan, Photographer
Loved this shot and cover!! Crisp, great color and action... I would be curious to turn the page and read this article. Nice!

Honorable Mention: *Chrome*; Fall 2015; Jessica Hein, Photographer; Art Vasquez, Designer
Great photo! Love the font on Chrome. It's compelling enough to make me want to browse through the magazine. I think most people "connect" to youth – especially little girls and horses.

Other Notes:
Angus Journal; Cory Watt- May 2015; Craig Simmons, Artist and designer
Great way to honor this young man!

Ohio Cattleman; Early Fall 2015; Sara Beanblossom
Sunset/sunrise photos are always hits on covers. Good colors... would have liked to have been able to see a little more detail in the cattle. But still liked the shot!

America's Horse; Miss Rodeo America – November 2015; Justin Foster, Designer; Holly Clanahan, Photographer
You can never go wrong with a beautiful girl admiring her horse! Very good shot. Doesn't seem too "stiff" or posed, just natural and simple.

The American Quarter Horse Journal; Past President Albert Mitchell – April 2015; Justin Foster, Designer
Good historical photo for the cover. Makes me want to read the article.

America's Horse; AQHA Celebrates its 75th Anniversary; Justin Foster, Designer; Tim Archer, Illustrator
I like the art work and the wood grain feel.

Cattle Business in Mississippi; April 2015; LeAnne Peters - Photographer/designer
Great photo! Loved the "caption" of LIVESTOCK on the building

Paint Horse Journal; March 2015; Jennifer Watrous, Photographer; Art Vasquez, Designer
Love the crispness and framing of this photo.

Category 13: Cover - Non-Association (any color combo or BW)

1st Place: *Top Stock Magazine*; July 2015; Editor/Designer: Katie Songer; Writer: Piper Whelan
I like the way new era stands out on this cover. and the photo is interesting enough you want to learn more. Great balance... just a good cover!

2nd Place: *Tri-State Livestock News: Ag Pride; Ag Pride 2015*; Editors: Carrie Stadheim & Maria Tussing; Publisher: Sabrina Poppe; Designer: Terri Thomas; Photographer: Meghan Shearer
Silhouettes work great for a cover. Good touch of highlight on the horse's mane. Simple and effective.

Honorable Mention: *The Progressive Farmer; Cattlelink* – April 2015; Jim Patrico
Good photo for cover with the subject there and cattle in the background. There is a human element to this that makes you want to see what his plan is.

Other Notes:
Tri-State Livestock News; November 7, 2015; Casey Hutchins, Designer
Good cover – great mix of corn and cattle and their relationship

The Progressive Farmer; Cattlelink December 2015; Victoria G. Myers
I do like the crispness of this photo. Makes for a good cover.

Progressive Cattleman/Progressive Publishing; August 2015; Cover by Corey Lewis; Progressive Publishing staff, Designers
Clever use of art for a cover.

Category 14: Cover - Newspaper (any color combo or BW)

1st Place: *High Plains Journal*; Sorghum 2015 Issue; Heather Noll
My favorite of this category. The font and color combinations along with the great photos and ties to "family farming" make this a great cover in my opinion. It does make me want to open and find the article.
Great image that captures your attention and draws your attention to the main subject of the publication. The colors and artwork match up well. Makes me want to turn the page.

2nd Place: *High Plains Journal*; Animal Genetics 2015; Diana Derstein
I like the use of the filters and the photo itself. I think it was a good choice when trying to show representation of the topic... animal genetics.

Honorable Mention: *High Plains Journal*; 2015 Soybean Issue; Heather Noll

Great detail and color in this photo and really shows the texture of the plant. The combination of colors, along with the question as a subtitle does catch the reader's attention.

Great visual, colors and artwork. Straight up and down the left side I know this issue will provide information important to decision on soybean planting. Text verifies my belief. It has all the important components of a good cover and makes me want to turn pages.

Other Notes:

High Plains Journal; Cattle Feeding Issue - 03/09/16; Diana Derstein
I do like this cover. Again, it just didn't grab my attention like some of the other covers. Something that may have helped this one is if someone was in the photos working.

High Plains Journal; Dairy Issue - 06/15/15; Diana Derstein
Nothing against this photo selection for the cover - it just didn't grab my attention like some of the others.

I wanted to place this cover second, but two things stopped me. First, using "happy cows" in the cover line makes me think the story is about animal welfare. However, it seems the cover story is more about using robotics to manage an efficient dairy. Second, unless the viewer has adequate knowledge about electronic transmitter collars they won't make the connection between the image and cover line.

Midwest Ag Journal; Pork Issue - 5/25/2015; Heather Noll
The photo is clean and makes for a clean cover. But it also doesn't show a lot of personality and make me want to open and turn to the story.

Category 15: Published Editorial Photography (series or photo story)

1st Place: *Top Stock Magazine*; The Places You'll Go; Katie Songer, Editor/Designer/Photographer; Piper Whelan, Writer

Great seeing by the photographer and excellent story telling. The eye for detail, the wider shots that give context and the strong layout all make for a package with wonderful impact. This was by far the best entry in this category. If I have a quibble, it's that we don't see many faces and the three young men who are the pretext for the story are hardly present except for an uninspired group portrait and some rather standard show ring shots. Still: Bravo!

2nd Place: *TRACK Magazine*; The Big Picture; Mark Herron, Photographer; Christine Hudson, Designer

Gorgeous light and nice composition. Who knew three horses' rears could be so beautiful?

3rd Place: *Chrome*; Unbridled Fashion; Scott Womack, Photographer; Art Vasquez, Designer

Polished photos displayed in elegant layout. Extremely well done.

Honorable Mention: *High Plains Journal*; Dodge City Days Cattle Drive; Jennifer M. Latzke, Kylene Scott, Lacey Newlin and Cody Felber
Some nice individual shots. The four used in the print layout tell the story; same with some assigned to the online gallery. But most of the online images are repetitive. In a strong category, this one didn't make the cut.

Honorable Mention: *Beef Today/AgWeb*; Shipping Cattle; Wyatt Bechtel
A bunch of really nice photos. The sunset photo is a real winner. I also liked the boys watching the work, some of the cattle-moving shots, the ATV herders. This would have ranked higher had the photographer done some tighter editing. A photo story is like any story: if it goes too long or is repetitious, it loses interest. Next time try to be a tougher editor of your work.

Category 16: Single Photo or Graphic Illustrating an Article

1st Place: *Chrome*; Culture; Diana Volk, Photographer; Brian Rawlings, Designer

High quality work! I wish I could see the rest of the rider's face. Good use of Photoshop. Easily the best entry in the category.

2nd Place: *Angus Journal*; Changes Ahead; Craig Simmons, Artist
Good job of combining story subject matter and graphics. I don't even have to read the story to know that belt-tightening is the topic. There is a nice touch of humor, too.

3rd Place: *Top Stock Magazine*; New Era; Katie Songer, Editor/Designer; Piper Whelan, Writer

Good job of condensing information into a visual package. Easy to scan to find the information you want.

Other Notes:

The American Quarter Horse Journal; Caprock; Larri Jo Starkey, Photographer

Silhouettes can be great or they can fall flat. This one falls flat in part because this looks like a moment of interaction but you can't see faces.

Progressive Dairyman/Progressive Publishing; Cows party; Graphic provided by Corey Lewis, *Progressive Dairyman* staff, Designers
Well executed, but the illustration concept seems a stretch given the story topic. Maybe the writer and illustrator should have discussed more.

The American Quarter Horse Journal; RHC Winners; Larri Jo Starkey, Photographer

1) The lighting is flat; 2) Can't see the rider's face; the bar in front of the spectator's face is distracting.

Angus Journal; Print Marketing; Craig Simmons, Artist
Good combination of elements and nice execution. It serves well the topic of print marketing.

Category 17: Association - Production/Management article

1st Place: *Paint Horse Journal*; Perfectly Framed; Irene Stamatelakys, Writer

Fantastic job of tackling a challenging topic and breaking it into bite-sized, easy-to-understand pieces. Great job of writing. Interesting lead followed by excellent flow, nice mix of long and shorter paragraphs and word choices. Writer knows when to use direct quotes.

2nd Place: *The American Quarter Horse Journal*; Going Barefoot; Abigail Boatwright, Writer

The writer's lead caught this judge's interest, and the story kept the interest strong until the end. Well written article that covered several angles without having the reader become overwhelmed. Two tips: Suggest rewriting sentences that begin with "There is/are" and avoid the pattern of one paragraph of straight copy followed by a direct quote, then a paragraph of straight copy followed by a direct quote as this sets up an awkward rhythm. Overall, outstanding job of sentence structure, flow, word choices, etc.

3rd Place: *Angus Journal*; Forage Quality; Joann Pipkin/Show Me AgriComm

Great lead followed by a wealth of information from numerous sources presented in easy-to-read fashion. This writer knows when to quote a source and when to simply provide info from a source. Impressed with rhythm of the article. Great word choices, sentence structure and overall flow. One suggestion: "According to" should not be used with people. "According to" should only be used with objects such as rule books, dictionaries, etc.

Honorable Mention: *The American Quarter Horse Journal*; Handling Stallions; Megan Arszman, Writer

Extremely well written article with good choice of quotes, sentence structure, word choices and nice flow. Lots of information presented in an easy-to-follow manner. Subhead writer deserves a big thumbs up as

well. One negative to the article: This judge liked the first sentence and last sentence of the lead but found the middle two sentences awkward. Once past that, the article picked up and made the thumbs up grade big time.

Honorable Mention: *Kansas Stockman*; Production Management; Todd Domer, Writer

Nicely written article with good flow. It's not easy to summarize a panel presentation into a one-page article but this writer did it—and did it well. Excellent choice of quotes and not over use of quotes. This judge sees way too many writers quoting just anything and everything because it's easier to write a direct quote than to take info from a source and rewrite the info into what this judge calls “straight copy.”

Category 18: Association - Marketing article

1st Place: *Paint Horse Journal*; If You are Reading This, Print's Not Dead; Rachel Florman

It started out with a great, attention-grabbing headline. Good, practical information was presented in a helpful, straight-forward way. Readers could implement the steps in this article after the first read. Nicely done!

2nd Place: Show Me Agri-Comm for *Angus Journal*; Technology-Driven Seedstock Marketing; Joann Pipkin

This was a great use of multiple sources, artfully crafted and providing a lot of “meat” for a reader! Readers could implement these marketing ideas to help their operations, which is exactly the goal of an article of this type. This was a close contender for first place. There were some cumbersome uses of commas and hyphens, but overall a great piece of work!

3rd Place: *Angus Journal*; Natural Beef; Raney Lavorn
This was a concise, nice, clear, clean article. Great writing!

Category 19: Association - Technical article

1st Place: *Kansas Stockman*; Ammoniated Wheat Straw Could Save the Day; Scarlett Hagins

This is a great, comprehensive article. The information is complete (we've even got safety information!). I feel like I could make ammoniated wheat straw and I know why I should do it, too! I feel this is exactly what a technical article should be with complete information delivered in a reader-friendly and concise way.

2nd Place (TIE): *Paint Horse Journal*; Crunching Numbers: Think Like an Equine Appraiser to Establish a Fair Selling Price for Your Paint; Rachel Florman

This was a good, clear, concise, easy-to-follow article with useful information, helpful steps and nice tables.

2nd Place (TIE): *Angus Beef Bulletin*; EPDs: Back to Basics; Kasey Brown

What a nice treatment of this topic! Great transitions and easy-to-follow explanations. Well done!

3rd Place: *The American Quarter Horse Journal*; The Cost of Showing; Larri Jo Starkey

This was nicely done. I particularly liked the simple, straightforward presentation of 13 years' worth of show records. I get the feeling lots of information was condensed into this easy-to-read piece.

Honorable Mention: *Angus Journal*; Print Marketing; Kasey Brown
Good information, clearly presented.

Category 20: Association - Feature/Human Interest Story

1st Place: *Seedstock EDGE*; Destiny Maker; Katie Maupin
Exceptionally well done. It is impossible to read this story without being moved.

2nd Place: *Paint Horse Journal*; A Legend Among Horsemen; Jessica Hein

An excellent historical piece that effectively tells the passion and commitment of a remarkable individual.

Honorable Mentions:

Tri-State Livestock News; Ag Pride; Worthy is the Lamb; Maria Tussing, Writer; Loretta Sorenson, Photographer

Enjoyed how the parts were woven together to tell the whole story.

America's Horse; What the Helmet; Lindsay Keller, Writer
Well done!

Angus Journal; Second Chances; Nicole Lane
An important story wonderfully told.

Angus Journal; Up from the Ashes; Kasey Brown
Strong story that effectively shares what happens when people come together.

Category 21: Association - Instructional Story

1st Place: *Chrome*; Flex for Success; Kalley Krickeberg, Writer; Sara Johnson, Photographer
Well-written instructional story

2nd Place: *Kansas Stockman*; The Right Fit; Jill J. Dunkel, Writer
Does a great job of how to fit a saddle in a way that the reader can visualize easily.

Category 22: Association - Producer/Farm/Ranch Profile

1st Place: *The Angus Journal*; The Road Less Traveled; Jenna McRell, Writer
Great story from beginning to end. Very good writing that left me eager to read the next sentence/paragraph.

2nd Place: *Chrome*; East Meets West; Rachel Florman, Writer
Great storyline. The author did a good job of leading the reader through this interesting story.

Category 23: Non-Association - Production/Management article

1st Place: Show Me Agri-Comm; *Angus Journal -Help From A Friend*; Joann Pipkin
A great engaging article that kept me interested from first paragraph to last. Useful information and great tips in what to look for in a stock dog.

2nd Place: *Dairy Today*; Success without Succession; Wyatt Bechtel
A well-written article that really showcases the thought processes of building a dairy from the ground up. Nice job of capturing the ups, downs and how Rexing planned through those times. Nice touch of tying the last sentence to the name of the farm.

Other Notes:

The Progressive Farmer; A Simple Sort; Victoria G. Myers
Great balance of sources with information producers can easily apply. Thank you for not getting too deep into the science behind the DNA tests.

DairyBusiness East Magazine; Yes, You Can Feed Cows While Saving the Environment; Sarah Hill, Writer
Nice job of handling a technical subject. Keeping it simple with a single source was important. Really good information for dairy producers on an important subject.

High Plains Journal; Location, Location, Location; Doug Rich
Nice tie between intro and closing—good way to tie it all together. Enjoyed the article and the information—it didn't make me work hard to follow it.

Filament Marketing; Profit starts at weaning article; Jeff Hoffelt,
Solid information for swine producers, good use of data to tell the story.

Cattlemen's News; Which One is That?; Joann Pipkin
Great basic article well suited for the audience of this publication.

Cattlemen's News; Feeding the Soil; Joann Pipkin
Interesting perspectives from the producers interviewed. Tightly written and good useful information.

Drovers Cow/Calf Producer; Castration Best Management Practices; Joann Pipkin/Show Me Agri-Comm
Solid information showing benefits of different types of castration. Nice job of flowing in the consumer concerns and improving animal welfare methods.

Angus Journal; Bull Development; Joann Pipkin/Show Me Agri-Comm
Good information and lots of different approaches. Almost too many—I like real examples but it felt like you were trying to fit too many in one article.

Certified Angus Beef LLC; Factory with a Heart; Laura Conaway
Once I got past the first paragraph, I really enjoyed the article. The introduction needs to be shorter, more engaging to hook the reader. Loved the history, improving each generation, and using new technology. Maybe a little too flowery for my taste.

Dairy Today; Compost Bedding Saves the Day; Wyatt Bechtel
What a difference a single management change can make—excellent set-up to the problem and the solution. The article does a great job of showing how to turn a problem on its ear.

High Plains Journal; Stocker Cattle; Larry Dreiling
Informative article, nice tempo about a timely topic. Liked the multiple sources but wonder if subheads could help break up a story of this length to help with the flow. Maybe a small break when you switched from wheat pasture to restoring grass pasture.

High Plains Journal; Custom Cattle Service Offers Efficiency and Accuracy; Jennifer M. Latzke
Really nice article about a topic not everyone is familiar with. Be careful of the run-on sentences in a few places. I know you want to tell us everything but focus on those really interesting bits.

Ozarks Farm & Neighbor; It's All About the Numbers; Stephanie Beltz-Price and Julie Turner-Crawford
Interesting story; be careful with tense and selecting the correct word (choose vs chose in a couple of spots). It's a tough category so the little things count.

Ozarks Farm & Neighbor; The Cure for Incredible Hay; Sherry Leverich and Julie Turner-Crawford
Nice informational article on raising alfalfa. His advice was real-world. The ending seemed cobbled together with the family information and wasn't a strong finish.

High Plains Journal; Opportunities Are Out There for Veterinarians; Jennifer M. Latzke
Great flow to the story about a topic important to rural America. Interesting insights with real examples and data to go against the perception of a veterinarian shortage.

Filament Marketing; Creep feeds take back the spotlight article; Ann Marie Ames
Educational, insightful and a nice balance of information. The graphics and sidebar really help bring the story to life visually.

Progressive Cattleman/Progressive Publishing; Safety is the Best Policy; Cassidy Woolsey, Writer
Nice article, like the bullet points. Tense/tone changes from beginning to end of the article. The last paragraph is more like a column ending than a news story.

Progressive Cattleman/Progressive Publishing; To Buy or Not To Buy; Cassidy Woolsey, Writer
The topic is interesting and really shows the pros/cons of leasing vs buying bulls. Tighten things up in editing.

Start with the End Goal in Mind article; Kayla Jentz, Filament Marketing
Interesting article—never thought about the nutrition for show cattle.

Category 24: Non-Association - Marketing article

1st Place: *The Progressive Farmer*; Cattle Industry Reboot; Victoria G. Myers, John A. Harrington (sidebar)
Even in a category with tough competition, this submission stood out. It was well-researched, yet combined lively writing and story-telling to make a complete story. Nice job!

2nd Place: *High Plains Journal*; Getting Top Dollar for Calves; Jennifer Carrico
The author did a nice job of weaving excellent information and story-telling. Excellent approach to sharing marketing methods to other producers.

Honorable Mention: *Ozarks Farm & Neighbor*; From Farm to Table; Jennifer Ailor and Julie Turner-Crawford
Interesting story on a non-traditional marketing approach. I found myself wanting more detail, but nice job with limited space.

Category 25: Non-Association - Technical article

1st Place: Certified Angus Beef, LLC for *Angus Journal*; Quality Builds Future for Beef; Steve Suther
The author does a nice job of taking a complicated subject and distilling it to information that producers can use to improve their long-term outlook. Good presentation of what could have been a very dry subject.

2nd Place: Certified Angus Beef LLC for *BEEF Vet*; Help Them Plan Their Way Out of Trouble; Miranda Reiman
While this was not the most technically difficult subject of the submissions, the author did an excellent job of taking a technical subject and making it useful to vets and producers. Great lead.

Honorable Mention: *American Farriers Journal*; Back Up the Entire Foot, Not Just the Toe; Wm. Remington Leach III, Contributing Writer; Lewis Horn, Graphic Designer
Clearly, this submission was intended for a technical audience. Nice job of breaking down a difficult subject.

Category 26: Non-Association - Feature/Human Interest

1st Place: *Top Stock Magazine*; Royal Winter Fair; Katie Songer, Editor/Designer; Piper Whelan, Writer

Category 27: Non-Association - Instructional Story

1st Place: *The Progressive Farmer*; Colostrum; Victoria Myers
While this category didn't have a large number of entries, every one was very well written with good references which always makes a story more credible. All the entries were competitive but I am going to give a nod to the story on colostrum due to the topic which was actually made into an interesting story. There are no losers in this group though.

2nd Place: Filament Marketing; Coop Construction; Jeff Hoffelt

Honorable Mention: *Ozarks Farm & Neighbor*; From The Ground; Klaire Howerton, Julie Turner-Crawford

Category 28: Non-Association - Producer/Farm/Ranch Profile

Just a few reminders for all the writers in this category. Let the source tell the story with more direct quotes. Break up the paragraphs so direct quotes are recognized easily. Work on flow of the story as well as writing stronger leads.

1st Place: Cactus Flower Communications; Landscapes; Katrina Huffstutler
An interesting article providing the reader with a clear-flowing path from beginning to end. The piece was long enough to tell the story while short enough to keep a reader interested. Well done.

2nd Place: *High Plains Journal*; Farm Raises Crops and Agri-tainment; Larry Dreiling
Great in-depth story with strong flow and interesting information.

Honorable Mention: Certified Angus Beef LLC; Trowbridge Angus Farm; Miranda Reiman
Enjoyed reading this story and appreciate the “event-related” feature on this award-winning family.

Honorable Mention: *Tri-State Livestock News: For the Record*; American Fork Ranch; Heather Hamilton Maude
Enjoyed this story. Showed the business and management side extends beyond the animal itself and requires careful planning. Well done.

Category 29: News Story

1st Place: *Angus Journal*; Global Food Security; Kasey Brown
Good job of a fairly complex subject and breaking it down. Good references too and a winner in a very tough category

2nd Place: *The Progressive Farmer*; Put a Brand On It; Victoria G. Myers
While I did not judge on this, I would not place an ad in the middle of your editorial design. I thought it was a side bar of information in the beginning but then saw it was an ad that was not pertinent to the article. Again, I didn’t base my decision on this, it’s just something to note.

Honorable Mentions: Show Me Agri-Comm; *Angus Journal*- Cattle Theft; Joann Pipkin/Show Me Agri-Comm

Tri-State Livestock News: Dealing with the Aftermath; Maria Tussing, Writer
Good story and you definitely could get the feeling of the devastation.

Kansas Stockman; Beef Gets the Cold Shoulder; Jill J. Dunkel, Writer
Really like the lead but this was a little long. It still deserves an honorable mention.

Other Notes:

Gelbvieh World; *CattleFax Annual Outlook*; Rebecca Mettler, Writer
A couple of editing mistakes (i.e. two commas). Also need to spell out NCBA in the first reference.

High Plains Journal; Grandin; Larry Dreiling
In such a difficult category, one mistake can be the difference in a blue or a red ribbon. Unfortunately, this one had a mistake in the lead which meant it was eliminated. “As urban consumers demand to know more about where their food is coming from, ...”

High Plains Journal; Consumer Reports study finds ‘conventionally raised’ beef more susceptible to bacterial contamination than ‘more sustainably raised’; Shauna Rumbaugh
Proper use of first/second reference should be: North American Meat Institute (NAMI)

Ozarks Farm & Neighbor; Making the Law Livestock-friendly; Megan Richner, Julie Turner-Crawford
The second page was not attached to this entry

Category 30: Editorial

1st Place: *Progressive Dairyman*/Progressive Publishing; Pray for Peace – people everywhere; Emily Caldwell, Writer
Fascinating, inspiring article full of interesting tidbits of history. I read through it at three different sittings and each time it gave me tingles. Moves at a perfect pace, holds interest, flows well, creates great visuals in reader’s mind. Author does excellent job of condensing a great deal of information into a succinct, inspiring story of hope. I have a great appreciation of the amount of research involved in creating this piece.

2nd Place: TIE : *High Plains Journal* - Resolving To Be Of Service; Jennifer M. Latzke
Well-written, thought-provoking article with points applicable to lots of different industries. Love the humor, rhythm and lightness of the writing. Might have been even better with the ten steps bullet-pointed to set them apart from other text.

2nd Place: TIE: *Tri-State Livestock News: Finding Our Own Answers* in Yantis Case; Maria Tussing, Writer

Very compelling article that should inspire discussion and action. Great intro. Good flow. Passion for subject matter is clear. Author is objective despite obvious frustration. Article does good job of sparking discussion.

Category 31: Regular Column

1st Place: *High Plains Journal*; Holly Martin

Did an excellent job of meeting the objective of the column - good ag/rural/human connection

2nd Place: *High Plains Journal*; Jennifer M. Latzke
Excellent job of taking current topics and making them applicable to the audience.

3rd Place: *Angus Journal*; Shauna Rose Hermel
Nice job of incorporating statistics into a column, but still making it interesting to read.

Category 32: In-depth Reporting (single article)

1st Place: *Beef Today*; Through the Fire and the Flames; Wyatt Bechtel
Excellent piece that combines facts and human interest.

2nd Place: *Angus Journal*; Regulating GMOs; Paige Nelson
A lot of technical information presented in an interesting format.

3rd Place: *Tri-State Livestock News*; Where There’s Smoke; Carrie Stadheim, Writer
Interesting story. With all the people, different fire names, etc, a graphic breakdown would help tell this story more clearly.

Category 33: In-depth Reporting (multiple articles series)

1st Place: *Beef Today*; Sustainability; Greg Henderson
Excellent story - each piece is well-written and edited to the perfect length. Good sources and well developed theme.

2nd Place: *American Farriers Journal*; Licensing, Standards and Ownership; Jeff Cota, Associate Editor
Excellent story telling multiple sides to this story. The different articles flowed well on their own and even better as a whole.

3rd Place: *Drovers*; Getting the Conversation Started; Laura Mushrush
Excellent series, definitely written out of a passion for this topic. Each installment flowed well from one to the next. Good personal interviews and excellent story telling.

Honorable Mention: *Angus Journal*; Applied Reproductive Strategies; Troy Smith and Kasey Brown, Writers
While lengthy, this series is very well written and edited. Each piece is an easy read and provides a plethora of information.

Other Notes:

Tri-State Livestock News: COOL; Country of Origin Labeling; Carrie Stadheim, Writer
Balanced information, but question the length of time between the articles. Understanding there were changes to the proposed bills during this time, but still believe that a multiple article story would better serve readers if the stories were not five months apart.

Paint Horse Journal; Built to Win; Rachel Florman, Writer
Good illustrations. Not sure this needed to be four stories. A lot of information seemed repeated and didn’t move the reader along in a tightly edited manner.

Category 34: Commentary or Essay Article (not an editorial)

1st Place: *High Plains Journal*; A seed sign waving for the win; Holly Martin

Immediately I was drawn into this story and could visualize everything the writer was describing. In addition to seeing the story, I felt connected to its importance and felt that responsibility to not only be proud of my rural roots and career but to take responsibility to share about agriculture’s many values, beyond food. Well written, very descriptive, and powerful.

2nd Place: Cactus Flower Communications; *The Cattleman* magazine- Every Drop Counts; Katrina Huffstutler/Cactus Flower Communications
Well written. I liked how writer included facts and descriptions of terminology to her personal account of the droughts. Piece provided insight into the need to value water more and how important it is to all economies—not just agriculture.

Honorable Mentions:

The Progressive Farmer; USDA Tries Old Testament Wisdom; John A. Harrington

Angus Journal; Nipping at our heels; Eric Grant

Chrome; True Colors; Valerie Fons

Category 35: Miscellaneous Writing

1st Place: *Chrome*; Tale of Easter Past; Sandra Mantooth, Writer
Interesting from the first word to the last. Writer told the story so well and as a reader I felt part of the story. Great descriptions, conveyed memories very strongly.

2nd Place: *Chrome*; Warrior Spirit; Jessica Hein, Writer
Well written, informative and educational. I like how the writer explained the Paints use in history and the breed's role in racing today. Great ending quote to entice reader.

Honorable Mention: *Gelbvieh World*; Building a Lasting Association on a Solid Foundation; Megan Slater and William McIntosh, Writers; Lynn Valentine, Designer

Category 36: 4-color, Full page Ad for Livestock Sale

1st Place: AgTown Technologies; Diamond in the Rough; AgTown Technologies
Love the diamond usage and they way the text lines up to the right.

2nd Place: Seedstock EDGE; 10X Genetics; Stephen Weintraut II
Has fresh approach and communicates the objective.

3rd Place: *Kansas Stockman*; Did I Get Your Attention?; Tammy Houk, Designer
I do feel this ad achieved it's objective well."

Honorable Mentions:

Paint Horse Journal; 2015 Breeders Trust Sale; Jody Johnson, Designer
I like the concept of use of the sale ring image a lot, but I think it got lost in the ad. There is a lot going on. I don't know that it flowed well for me.

Branded Spur Creative; We Build Herd Builders; Staff
I love the headline and how it brings you in right away. My hesitation on this one is that the image is really hard to connect to. It could be the color. The font shows well on it and likely why the color was chosen, but it also takes away from the image. Maybe a lower opacity and gray scale?

Category 37: 4-color, Full page Ad for Ranch or Farm

1st Place: Branded Spur Creative; Halfmann Ranch – Progress isn't made overnight; it's bred through genetics; Staff
I like this ad a lot. Is it showing up dark because of how it loaded? It seems too dark to see much of the image. I know it was done so the text would show, but too much of the image has been lost.

2nd Place: Branded Spur Creative; ORT Barrett 50; Staff

Honorable Mention: *Gelbvieh World*; Cedar Top Ranch; Lynn Valentine

I don't care for fonts that are a challenge to read when you are communicating a message. But I do like the layout.

Category 38: 4-color, Full page Ad for Livestock Supplier, Service, Association

1st Place: Filament Marketing; Purina Oyster Strong System
I love the usage of the imagery to get people's attention.

2nd Place: Filament Marketing; Purina Progress to Profit; Filament Marketing

Very clear statement and excellent summary paragraph that tells me enough to want to learn more. Love the imagery connecting them to the animal along with product.

3rd Place: Beefmaster Breeders United; Beefmaster Breeders United; Jeralyn Novak

The large image spread caught my attention for sure. I find the black type at the bottom more challenging to read, but overall, the objective was communicated very clearly. The imagery used is high res and looks good on a full page as well.

Other Notes:

Gelbvieh World: American Gelbvieh Association National Convention
Cool, creative use of an old school map! Followed the ad with ease and very clear and simple information for easy read and capture.

Gelbvieh World: Cattlemen's Profit Roundup
I don't feel a connection to profit with this ad. That is the title of the event and I assume the lectures are tied to profit making tactics. However, I'm sure cattleman will connect to the image.

Cultivate Agency; Passport To Texas
The ad definitely incorporates the theme.

Category 39: 4-color, Less than full page Livestock Ad

1st Place: Cultivate Agency; AgWorkers Insurance; Staff
This ad has all the right things. The image of the driver is just right and the look on his face fits the theme of the ad. He seems to be saying "I'm covered and confident!" Excellent headline, good bullet points and just enough information to get right to the point. Contact information is easy to find and the word "free" is always a good thing to make an action point.

2nd Place: Hereford Publications Inc.; B&H Herefords; Hereford Publications Inc. Staff
Nice ad. Great photo. Just had another ad in the category that beats this one. Excellent picture though that definitely confirms a New Mexico landscape. It has all the bases covered, just gets edged out.

Category 40: 2-color or 3-color, Livestock-affiliated Ad, any size

1st Place: *Paint Horse Journal*; National Snaffle Bit Association; Art Vasquez, Designer

Nice use of the "color of money" in the theme, design and, of course, color. Looks like it covers all of the details needed to know for those who will be participating. The artwork in the middle with the horse images is excellent and that designer definitely earned his or her pay that day! Good job.

Category 41: 1-color, Livestock Ad, any size

1st Place: Cultivate Agency; State Fair of Texas; Staff
Great ad. Love the use of travel graphics on the boot bag. Also really like the background of the map which adds just enough to keep it with a travel theme. Would love to see it in color too so kudos to the designer who could make a great B&W ad with these design elements.

Category 42: Livestock Advertiser Campaign

1st Place: Cultivate Agency; Dairy Max Checkoff programs; Staff
Great use of photography and showing people in their environments. Really makes the reader relate.

2nd Place: Branded Spur Creative; Halfmann Ranch; Staff
Great use of headlines to capture the reader's attention.

3rd Place: Generation 6 Marketing; Gibbs Farms; Emily Brinkman
There is lots going on these ads. The dark backgrounds and several font sizes makes it difficult to read and follow.

Category 43: Livestock Ad Headline

1st Place: Filament Marketing; Purina Challenged Pig ad; Staff
Great ad. Simple and clean look.

2nd Place: Branded Spur Creative; Halfmann Ranch; Staff
Great use of headlines to capture the reader's attention.

3rd Place: *Kansas Stockman*; Dalebanks Angus; Matt Perrier, Writer;
Tammy Houk, Designer
Great use of the illustration

Category 44: Multiple Page Livestock Ad

1st Place: Branded Spur Creative; NAJRAE; Staff

2nd Place: Filament Marketing; Purina AMPLI-CALF Program spread;
Filament Marketing

3rd Place: American Angus Association; The Choice is Simple; Crystal
Albers, Writer; Carrie Heitman, Designer

Category 45: Logo Design

1st Place: *Top Stock Magazine*; Golden Thread Livestock Images; Katie
Songer, Designer
Great look and creativity on this logo.

2nd Place: Cultivate Agency; TSCRA PAC logo; Staff
Great use of merging the 2 logos together. Simple and clean look.

3rd Place: *Top Stock Magazine*; Canadian Roundtable for Sustainable
Beef; Katie Songer, Designer; Monica Hadarits, Writer
Nice, clean simple look on the logo.

Category 46: Brochures, Flyers and Direct-mail Pieces

1st Place: Filament Marketing; Purina AMPLI-CALF Program sales detailer

2nd Place: Cultivate Agency; State Fair of Texas; Staff

3rd Place: Filament Marketing; Purina Progress to Profit flip book; Fila-
ment Marketing

Category 47: Sale Catalogs, Any Color

1st Place: AgTown Technologies; Perez Cattle Company; AgTown Tech-
nologies

Cattle catalogs are so tough to make into a creative, yet informative,
piece of work. This one really does a great job with very nice artwork
and an incredible cover. The side of the horse's face in the photo is just
enough to really add to the book. I got a feel for the ranch as soon as I
looked at it and knew it was quality. The inside use of photos and art is
great. When I first started working with photos of people with hats on we
always tried not to cut a hat off, let alone a head. Would caution that in a
few photos. Not that you are selling people, but it can sometimes be pre-
vented and not be so awkward. It's my only criticism though. Nice work.

2nd Place: Filament Marketing; Land O'Lakes Animal Milk Products
Calf Care Catalog; Filament Marketing

The only catalog that was more of a corporate rather than a sale catalog.
A great job done that is a very clean concise piece of work. It gets edged
out with an entry that just had more problems to work with in creativity
but this one is very nice. Am sure your client was very happy with this
though. A close second.

Honorable Mention: Hereford Publicaitons Inc.; Marketing Catalog;
Hereford Publications Inc. staff

While the inside of this catalog is really clean and pleasant to read, you
really should have cleaned up the female on the front. It's a great picture
with lighting that is great and especially brings out the manure. Truly
this is something that, while it is natural, and this industry is used to it,
it really brings down the quality of what is otherwise a very nice catalog. A
little Photoshop isn't going to affect the quality of the animal in this case
but will affect the impact. We also feel that if the photo had been flopped
(even though the brand would have been to) that there is something

about forward thinking when animals are facing to the right. We still
liked enough for an honorable mention.

Other Notes:

Generation 6 Marketing; Money Makin' Mammias; Emily Brinkman
Cattle catalogs are challenging to make creative because there are only
so many ways you can present the information. But sometimes less is more.

Generation 6 Marketing; Midwest Fall Roundup; Emily Brinkman
Whoa this is just a really busy catalog. Since you have a variety of
breeds in it with different colors of the cattle you probably could have
lightened up the other effects. The use of orange is a little overwhelming
and competes with everything else going on.

Generation 6 Marketing; Tennessee Fall Showcase; Emily Brinkman
Like the other entries from this company, it just needs to be uncluttered.

Category 48: Sale Catalogs, Any Color but less than 4 on text pages

1st Place: AgTown Technologies; Hoffman Ranch Bull Sale Catalog; Ag-
Town Technologies

Really like this catalog. Creative use of photos throughout makes it a
good example for others to see. It shows that a catalog of this kind can
have some breaks in the routine of pedigree, epds, picture. Also like the
sensibility of the four color cover and black and white inside which
makes it a more economical piece for the client while not really compro-
mising quality. I also like a cover that gives all the details to me right up
front; where, when, what. Cute little cowboy on the cover works too!
Congratulations on a great piece.

Category 49: Annual Reports

1st Place: American Angus Association; Jena McRell, Writer; Leann
Schleicher, Designer

Sheer volume of information in this first place winning entry probably
gives it the edge. But it also should be noted that putting this much infor-
mation together in an organized fashion deserves a first place. Very com-
prehensive and like the use of photos to add personality to what can
sometimes be very boring information.

2nd Place: Hereford Publications Inc.; Hereford Publications Inc. Staff
Very nice work. Love the cover. Photos and graphs are well done to give
the report some personality. A very close second in a tough category.

Cultivate Agency; DairyMax; Staff

This is very creative but just doesn't hold up to the volume of informa-
tion that was found in the others in the category.

Category 50: Miscellaneous Design

1st Place (TIE): Filament Marketing; Purina Progress to Profit launch
kit; Filament Marketing

Big job in producing this and it deserves a blue ribbon. Another complex
project that was executed very well and we're sure the client was very
happy. You should be proud of the work!

1st Place (TIE): Cultivate Agency; Mountain Fresh Creamery; Staff
Good job on a set of very nice promo pieces. This category is kind of
wide open but we are going to give this one the thumbs up for creativity
and complexity of the pieces.

Other Notes:

Seedstock EDGE; America's Best Genetics; Stephen Weintraut II
Nice work but just doesn't have the power to compete in this category.

Paint Horse Journal; Paint Horse Journal Team; Art Vasquez, Designer;
Rick Hublein, Photographer

Effective ad with great design however it just doesn't hold up to the oth-
ers in this category.

Paint Horse Journal; Transcendence; Jody Johnson, Designer
OK. This probably works for your audience but the message is a little
vague here. Beautiful lighting, design but missing the message.

Category 51: Publication Website

1st Place: *Chrome*; <http://mychromelife.com>; Brock Springer, Designer
Wow. Nice site. Well designed, easy to navigate. Plenty of useful articles and information. Compelling photography. I like how the images convert to black and white to color. High end feel.

2nd Place: (TIE): *Progressive Dairyman/Progressive Publishing*; <http://www.progressivedairy.com/>; *Progressive Dairyman* staff and editors Walt Cooley, Karen Lee, Emily Caldwell, Peggy Coffeen, Jenna Hurty

Well established site. Tons of useful information. Easy to navigate. Timely topics. Well written blogs. Perhaps a bit overwhelming at first glance, but tabs help direct viewer.

2nd Place: (TIE): *Progressive Cattleman/Progressive Publishing*; <http://www.progressivecattle.com/>; *Progressive Cattleman* staff
Nice site. Again, tons of useful and timely information. Colorful, well designed and easy to navigate. I especially like the sub-tabs to get to topics that would be of interest to the viewers. Well done.

Category 52: Association Website

1st Place: AgTown Technologies; <http://www.canvhereford.com/>; Ag-Town Technologies

Useful site. For whatever reason seemed slow to respond (fast internet speed, so something else was going on). Some spots incomplete or “coming soon.” Design was simple and clean. Breeders and members would be able to navigate the site easily. Well done.

Category 53: Breeder Website

1st Place: AgTown Technologies; <http://www.hoffmanranch.com/>; Ag-Town Technologies

Represents Hoffman Ranch in a positive, professional manner. Lots of quality photos of females and bulls. Easy to navigate. Tabs are useful. Not cluttered, well designed. Nice colors. Useful links.

Other Notes:

Angus Media Web Services; www.conneallyangus.com; Derek Richey, Designer

Colorful photography. Really get a nice view of cattle and ranch. The pop-up tabs add a unique feel to the site. Functional site but not a tremendous amount of information on the cattle. Links to pedigrees would help. Catalog is a nice link.

AgTown Technologies; <http://www.bruhncattle.com/>; AgTown Technologies
Nice site. Some photo links not working. Tabs useful. Functional and simple. Tour the farm photos help viewer “see” the ranch - would like more cattle photos. Links are useful.

Category 54: Livestock-affiliated Website

1st Place: Filament Marketing; Land O’Lakes Animal Milk Products Company website: www.lolmilkreplacer.com
Well done. Very professional. Lots of useful information. Easy to navigate. Open and simple design. Fresh and clean pages. Useful links.

2nd Place: AgTown Technologies; <http://www.coloradocorn.com/>; Ag-Town Technologies
Well developed site. Perhaps put links on the bottom of page on a horizontal plane instead of vertical - lots of unused space on landing page. Market information a nice touch. Timely. Lots of useful information. Again, slow to respond at times.

Other Notes:

AgTown Technologies; <http://www.inovotec.com/>; AgTown Technologies
Something is going on with AgTown entries. Unlike other entries, Ag-Town sites are slow to load and respond. Frustrating. Check your server. This site is well developed. Some “coming soon” spots. Plenty of useful and technical information for the viewer. Easy to navigate (when responding). Helpful site.”

Cultivate Agency; www.agworkers.com; Cultivate Agency
Nice site. Well designed. Useful tabs. Lots of information. I question the “livestock affiliated” nature of this entry. True, livestock people need insurance, but this site is more consumer based than livestock targeted. Would appreciate a more livestock dedicated site.

Category 55: Social Media Marketing Campaign

1st Place: Filament Marketing; From Our Flock to Yours - Purina Flock Social Media Campaign

Quality entry. Well-developed strategy with targeted metrics over a variety of social media platforms. Cost effective. This is what a social media campaign should look like! Well done.

2nd Place: Filament Marketing; Mare’s Match Miracles Campaign - Land O’Lakes Animal Milk Products

Based on pdf images of Facebook screenshots it appears the campaign reached a large targeted audience. How long was the campaign? What level of conversation (number of comments) did you receive during the course of the campaign? Additional metrics would help more fully appreciate the level of success and engagement. Did you use additional social media platforms besides Facebook?

Honorable Mention: Filament Marketing; Purina Honor Show Chow live Facebook chat and forum

Nice campaign. Active audience. Measurable metrics. Evidence of growth. Live event adds timely interaction. Any additional social media platforms besides website and Facebook?

Other Notes:

Top Stock Magazine; ShowChampions; Katie Songer, Creative Direction/Copywriting; ShowChampions, Photography

No website link(s) provided with entry - just .jpg images. Limited information to provide full critique. Any measurable metrics to indicate success of campaign? Unable to fully understand the scope of your campaign.

Katie Danneman; Schiefelbein Farms; Katie Danneman

No website link(s) provided with entry - just .jpg images. Limited information to provide full critique. Any measurable metrics to indicate success of campaign? Unable to fully understand the scope of your social media campaign. Did you use a social media platform or just banner ads on a website?

Cultivate Agency; Cody Johnson; Cultivate Agency Staff

No website / social media link(s) provided with entry - just pdf images. Limited information to provide full critique. Unable to fully understand the scope of your campaign. Metrics indicate strong response to campaign. How long did the campaign run? Other platforms used besides Facebook?

Category 56: E-Newsletter - Daily/Weekly

1st Place: *Progressive Cattleman/Progressive Publishing*; Feb. 3, 2015; Staff
Well done. Well-written stories, and relevant to readers. A nice variety of stories as well. Well designed and easy to read.

2nd Place: *Progressive Cattleman/Progressive Publishing*; June 12, 2015; Staff
Well-written, interesting stories, and nice variety. Nice layout for ease of reading.

3rd Place: *Angus Journal*; AJ Daily November 30, 2015

Well-written, thorough articles. I liked that you sourced the stories. The layout could be a little more compelling, but overall, nicely done.

Category 57: E-Newsletter – Monthly

1st Place: Beefmaster Breeders United

Interesting industry information — something for everyone. I wouldn’t have put the staff story first, but otherwise seems like good content.

Honorable Mention: Angus Beef Bulletin

Great, timely information. Well-written stories, relevant to those in the industry.

Category 59: Single Blog Post

In general, I would encourage blog writers to keep their posts to 200 words or less with lots of links and bulleted information. Many of these blogs read more like feature stories than true blog posts. The blog writers need to be clear in stating their opinions and then offer their readers linked resources to access more information. Good design plays into readability as well. Blogs should be easily scanned.

1st Place: Cactus Flower Communications; Black Ink with CAB; Katrina Huffstutler

Nice job writing a catchy headline and deck sentence for your blog post. I appreciated the brevity of your post and the conversational style in which you wrote. To make this entry stronger, I suggest you include links for followers. A link to a recipe would have been fun.

2nd Place: Certified Angus Beef LLC; Miranda Reiman

Good job of profiling this ranching operation. The writing is strong and the photographs offer a nice connection for the reader. The bulleted information helps the reader learn valuable information at a glance. With that said, I believe this entry would have been stronger if the writer was more direct in their personal observations (since this is a blog rather than a feature story). Also, try to incorporate links into the blog posts to offer the reader more opportunities to connect.

Honorable Mention: *High Plains Journal*; Kylene Scott

Your headline and photograph really drew me into the blog post. Nice job of story telling and keeping the reader engaged in the post. For readability, consider presenting some of your arguments in a bulleted format. Also, where you can, give your reader links to follow up and get more information.

High Plains Journal; Shauna Rumbaugh - Nice job story telling about your trip. The photo from your younger years would have been fun for your faithful readers to see. For future blog posts, group your points into a bulleted format to enhance reliability. Also include links wherever possible to help your reader learn more. For example, you could have linked to a map of Australia, a picture of Vegemite, etc.

High Plains Journal; Kylene Scott - Nice job with a catchy headline. You make a strong case for your point of view in the blog post. While well intended, the opening to this piece comes off negative and assumes there will be controversy aimed at the author. To make your arguments stronger include links to science-based information. Give verified facts along with your opinions.

Certified Angus Beef LLC; Laura Conaway - Nice job with your headline and blog opening. You did a good job of describing Richard. To me this piece, reads more like a mini-feature than a blog post. Always look for ways to include bulleted information and links to give the reader more ability to dig deeper into your topic.

Category 60: Blog Series

1st Place: Certified Angus Beef LLC; Steve Suther, Miranda Reiman, Laura Conaway, Katrina Huffstutler and Jenny Keyes

This series of blogs was very well done. I loved the numbers concept. Readers really respond to numbers and it is a great strategy to keep them engaged in all writing formats. One way to strengthen this series is to include more embedded links in the blog posts.

2nd Place: Certified Angus Beef LLC; Steve Suther, Miranda Reiman and Laura Conaway

This is a fun series concept that I am sure you'll have a good following for. The writing is strong. Work to include resource links into the posts.

Honorable Mention: Beefmaster Breeders United; Matt Woolfolk and Jeralyn Novak

The author does a good job of being conversational with the readership and sharing valuable information. It is good to use lists and bulleted information in blogs to help the reader obtain the relevant information at a glance. When reading this series, it seemed more like a monthly column

than a blog series. To compete with the other entries in this category the quality of the writing needed to be stronger and more concise.

Category 61: Best Overall Blog

1st Place: Certified Angus Beef LLC; Steve Suther, Miranda Reiman, Laura Conaway and Katrina Huffstutler

Good job offering your readers interesting and well written blog posts. Keep up the good work.

2nd Place: TIE: *Tri-State Livestock News*; Cavvy Savvy (www.cavvysavvy.com); Carrie Stadheim and Maria Tussing, Editors; Jessie Salter, Blog Coordinator; Sabrina Poppe, Publisher
While the design is inviting, the criteria for evaluation in this category was writing-based. For future submissions, include the link to the entire blog so that the judge has a better sense of concepts rather than screen shots that just give a glimpse of what is there.

2nd Place: TIE: Beefmaster Breeders United; Jeralyn Novak and Matt Woolfolk

This blog serves its purpose of giving information to the membership. To make it stronger, include links wherever possible, aim for tighter writing, and make it more visually appealing with added white space and more modern font choices. (Design was not a factor in the judging of this division, but rather just an added point for you to consider.)