

# 2017 Livestock Publications Council Contest Results

## Category 1: Most Improved Publication

### Missouri Beef Cattleman

We judged this as a team and the winner was clear. By placing the entries next to each other we first looked at the banners on the covers to see how much effort was put into making a brand new look without losing its identity from its previous look. Then we compared random pages to see the headers, type style, photo use, etc. Again the winner in this category made an effort to really change to a more modern look. For those that did not win, the suggestion is to really throw away the old style and come up with brand new ideas. Look at magazines in other industries and try and apply them to your magazine or newspaper. White space is always your friend too. To win something like this award we wanted a big change and the big change won.

## Category 2: Association Publication

This winning entry is just well and above the rest in the category. Excellent photos, design, clean layouts. Great job on publishing a high quality magazine. The other three are good as well, very similar in appearance and by checking the masthead I could see the similarities. To compete in this category with the same designers is tough as they all have the same feel. Don't get me wrong the other entries still could be first place but are edged out by the first place winner. My suggestion is everyone should go home and look up Chrome and then look at your own magazines.

### 1st Place: Chrome

## Category 3: Non-Association Publication

### 1st Place: Top Stock Magazine; Katie Songer

Masthead: 8 Great clean font and I actually love the lower case use. Normally I wouldn't but you chose the right font.

Cover Design: 7 Nice cover. Fun and fresh.

Cover Lines: 5 I like the main cover line but too much font change and use. NEVER use more than 3 fonts and NEVER, EVER use so many treatments. Also, add 2 or 3 other cover lines and be consistent.

TOC: 7 Good and clean. Easy to find what I might want to read.

Copy: 6 Good mix of copy and images

Photography: 7

Layout/Design: 8 Fresh design. I like the use of typography in feature layout intro pages.

### 2nd Place: The Showtimes Magazine; Brian Reid

Masthead: 6 Fun colors and fresh in the category.

Cover Design: 5 I like the look and the colors. But it's a little chaotic. Also don't like the change in design style each issue.

Cover Lines: 0 No cover lines? What can I expect inside? Why do I want to read this?

TOC: 7 My favorite contents layout of the group. BUT, why would you bury it on page 28?!?!?

Copy: 6

Photography: 6

Layout/Design: 8 Really fresh design. It's really lost in the ads but I understand the need for some revenue. So rock on!

## Category 4: Newspaper

Newspapers are tough to compare apples to apples because of limitations on color and the inference that color is going to win out over black and white. However, these entries all have stepped it up with color usage that evened the playing field and combined with interesting layouts make reading a newspaper more enjoyable than it used to be. Some almost compete with the non-newspaper entries. Keep up the good work as all four entries were very competitive with the top two very close.

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

The difficulty that this entry has to deal with gives them the advantage. With 40 plus pages of such diverse content and their ability to pull it together making it a pleasing newspaper gives it the edge. Obviously it is supported by advertisers who are getting their money's worth with the quality and quantity of content. Good job.

### 2nd Place: National Cattlemen; National Cattlemen's Beef Association

Here's a very close second. This is a great publication with clean layout and design. The consistency in the headlines (font/type) is refreshing. It gets out-horsed by a more complex newspaper. No need to change much in your work - just up against a good paper.

### Additional Comments:

### Tri-Sate Livestock News; Editors - Carrie Stadheim and Maria Tussing, Designer - Casey Hutchins, Publisher - Bree Poppe

A few mistakes just had to move this down a little because at this caliber of competition one mistake is all it takes. Excellent newspaper that serves a great purpose to your region. A lot of information! Is the graphic/artwork pulled into the page at bottom distorted or is it just showing up that way on this pdf?

### The Beefmaster Pay Weight "Spring 2016 Issue; Editor: Bill Pendergrass, Managing Editor: Jeralyn Novak, Contributing Writers: Brittini Drennan, Dr. Wesley Hood, Jeralyn Novak, Bill Pendergrass, Dr. Matt Spangler, Dr. Robert Williams, Advertising Coordinator: Matt Woolfolk, Graphic Designer: Jeralyn Novak

Keep working on keeping the ads a little cleaner and not so busy. Check out other publications to get ideas.

## Category 5: Newsletter

### 1st Place: Filament Marketing; Purina CheckPoint; Filament Marketing staff

Very clean with a nice variety. Like the contents even though it's not that many pages, but I can still see what's included. I really like the piece of artwork used within the column design, the take home points and the use of big numbers. Breaks up the copy/design and shows me that I'm going to learn a lot in just three points. Really like the back cover with the subtle Angus cow and just enough lighting. Very friendly newsletter.

**2nd Place: Bader Rutter; Range & Pasture Steward; Writers/Photographers: Erik Johnson, John Wallace; Art directors: Emily Strozinsky, Perry Littrell ; Designer: Diane Charlton**

Very nice work and a VERY close first and second. The main difference that puts this in second is the amount of heavy copy coupled with long line lengths. It makes the copy very solid in appearance and not real inviting to read. Knowing that the audience will still enjoy the content, appearance wise it's hard to look. Would definitely recommend changing up the columns to add variety. Good use of color and, of course, it was hard to find any typos!

**HM: Angus Journal; Angus Foundation Newsletter; Sarah Hill, Chris Stephens & Leann Schleicher**

One of the entries was really heavy in lists and information that doesn't compare to the other entries in the competition. It was more program-type info that filled in the pages. The two placing above this entry just had more educational information which put them on top. Wondering about having such a large photo of the table setting when people are the key, especially in foundations. Wouldn't pictures of people been nice there? Good photos though throughout.

#### **Additional Comments:**

**Angus Journal; Directions; Designer: Craig Simmons; editor: Kasey Brown; materials provided by the National Junior Angus Board and Jaelyn Clark**

Well done with good content. Do you think that the two color vs a four color format is so much of a cost saver that you couldn't beef it up a little? In competition it gets edged out because of the color use in the other entries. The use of fonts is a tiny bit outdated and a good re-vamp of this design could be a welcome update. Good and clean but just a little drab.

#### **Category 6: Website**

**1st Place: Ranch House Designs; King Ranch; Seth Alling, Website Designer & Developer**

Clean layout and full of information throughout the website. Love the navigation and photo transitions used on individual pages.

**2nd Place: EDJE; edje.com; Sherry Peterson**

Site loads fast and is interactive with the viewer. Easy to follow and contains lots of information.

**3rd Place: The Showtimes Magazine; theshowtimes-magazine.com; Brian J. Reid, Laurie Reid and Lisa Reid**

Very informative and good consistency throughout the site.

**3rd Place: Ranch House Designs, Inc.; V8 Ranch; Seth Alling, Rachel Cutrer**

Like the layout and use of video on main page. Some pages were slower to load content and felt that is why it is placed lower. Viewer needs to have images and content load quickly or they lose interest.

#### **Additional Comments:**

**Beefmasters Breeders United; Beefmasters.org; Writers: Jeralyn Novak, Bill Pendergrass, Web Content Developer: Jeralyn Novak; Photographer: Jeralyn Novak; Website Designer: EDJE - Britny Hocken**

Website was slower to load. My focus seems to go to the rolling banner ads instead of the website navigation area. Took a while to find navigation on site.

**Tri-State Livestock News; Editors - Carrie Stadheim and Maria Tussing, Designer - Casey Hutchins, Publisher - Bree Poppe**

Lot of moving text and needs some graphic design work. Just a little plainer

#### **Category 7: Special Issue (less than 100 pages)**

Impressive group in the Special Issue category under 100 pages. Drawing your readers in is important in my book. While I like clean, simple and easy to read editorial I did find some of the entries a little too plain. Maybe consider a pop of color or bolder more enticing headlines. You are paying for the color you might as well use it. I also noted in several of the submissions the absence of the folio on many pages. I think page numbers are rather handy. I would like to have seen a short editorial or note from the editor about the theme of the special issue to help tie the articles together.

**1st Place: National Hog Farmer; Cheryl Day, Editor; Kevin Schulz, Sr. Writer; Shelly Misra, Content Design Specialists**

Clean, well designed and easy to read. I liked that the content page was at the beginning and not buried in a myriad of advertisements. Straight away the editor gave you an overview of what the issue was about and her takeaway of the subjects. Well done!

**2nd Place: National Cattlemen's Beef Association; Spring Directions 2016**

**HM: Tri-State Livestock News; Horse Roundup; Carrie Stadheim, Maria Tussing, Christa Van Dyke**

#### **Category 8: Special Issue (more than 100 pages)**

Judging the Special Issue category was fun but challenging. My perspective of this category is overall layout and design, advertising and content. This was a bit difficult since some of the submissions only included editorial and/or did not have any advertisers at all. The category is Special Issue - More than 100 pages and in one case I only had 38 pages to judge and three of those pages were blank. Some even submitted entries that had holes where advertising was missing. With that being said I found most of the entries nicely done. I looked for creation of continuity throughout that tied the layouts together. This is especially important when you have a large magazine. Also on my list was ease of reading and following an article from page to page and being able to differentiate between editorial and advertising. A few items I took note of were tight kerning issues, backgrounds that were too dark to read the copy, editorial photographs that lacked quality and advertisements that all looked the same. Oh, and grammatical errors and misspelled words! There was one entry that would have easily placed but sadly it was eliminated because of the reasons just mentioned.

**1st Place: The Showtimes Magazine; July/August 2016 State Fair Edition; Brian J. Reid, Laurie Reid and Lisa Reid**

Kudos to the staff of The Showtimes for thinking outside the box! The refreshing layout and design is unique from the other entries. Plus, manufacturing 592 pages for one issue is a grand feat. The folio on the side of the page is different and keeps it from interfering with the advertiser's information at the bottom of the page. The ads were all very well done and there were a lot of them! The only negative I saw was having to flip all the way to page 27 before you could see the contents and editorial well.

**HM: Cattle Business Weekly; Cattle Business Herd Reference Guide; Editor - Codi Vallery-Mills, Graphic Designers - Courtney Gebes, Jackie Heltzel, & Tawnie DeJong**

**HM: Western Livestock Journal; North American Bull Guide; Artists/Designers: Katie Lasak (lead), Lisa Maliff, Corina Brown, Cover photographer: Sam Wirzba, Writers: Pete Crow, Jason Campbell, Alison Van Eenennaam, Bob Hough, Rae Price, Kerry Halladay, Jessica Sampson, James Robb**

#### **Category 9: Event/Show Program**

Two high quality products for two entirely different types of events. Difficult to compare because the events they are for are so different. Both had necessary info for attendees and was clean and easy to find. Each was consistent in design throughout.

#### **1st Place: The Showtimes Magazine; Blackout Jackpot 4 Show Program; Brian Reid, Lisa Reid, and Laurie Reid**

This one edged into first place for the show program because it is pushing design elements and that is refreshing to see in livestock publications. New and different and really liked it.

#### **2nd Place: American Angus Association; 2016 Angus Convention; Angus Media**

Still worthy of a high recognition. A good well put together piece.

#### **Category 10: National Show Coverage**

#### **1st Place: Hereford Publications Inc.; 2016 Junior National Hereford Expo; Hereford Publications Inc. Staff**

Tough competition in this category but this entry deserves first for its creativity, continuity and very in-depth coverage of this event. Photos are good, clean and really capture the show. I could feel as if I had been at the show! Great job.

#### **2nd Place: Angus Journal; National Junior Angus Show; Mary Black, designer; Bridget Beran, Kasey Brown, Shauna Hermel, Lea Ann Maudlin, Jena McRell, Shelby Mettlen, Linda Robbins, JD Rosman & Amber Wahlgren**

Another well done piece but just doesn't have quite the modern look that the winning entry has. While the content is definitely widespread, I'd just like to see some out of the box thinking. Sometimes you just need to throw away how it's been done in the past and try out some new looks. Good job but is edged out by the first place winner.

#### **HM: The Showtimes Magazine; National Western Stock Show; Brian J. Reid, Laurie Reid and Lisa Reid**

While this certainly covers a show, it just doesn't have the volume of coverage that the winning entries have. But I did like the unique approach on some of the pages. This can be difficult to come up with something creative when a lot of backdrop photos are all you get to work with. Some good photos with unique angles that were great-- more would have been appreciated.

#### **Additional Comments:**

#### **The Ranch Horse Journal; Versatility Ranch Horse World Champions; Andrea Caudill - Writer**

Nice work but for coverage of an entire show it's heavy on editorial and that is definitely something that just a part of your readers really get in to. As someone looking to get into the horse business I would be a little overwhelmed by this much copy that is considered "show coverage".

#### **Category 11: Single Article Layout & Design**

#### **1st Place: The Showtimes Magazine; Nikkel Bros.; Brian J. Reid, Laurie Reid and Lisa Reid**

Wow. This was a tough category. For some reason the first place layout was just a joy to look at. While it's a guest columnist it makes it even more interesting for the designers to capture the essence of those who are featured. If this style and photos don't draw you in, then you aren't breathing! There is something that is unusual to see with the photos in this article that makes it very refreshing. I want to meet this family. Only fault is to remember that "a lot" is always two words and editors can take liberty to correct a guest columnist in these cases.

#### **TIE 2nd Place: The American Quarter Horse Journal; Be a good sport: David Brown - Designer**

Such a heartwarming layout if there is something like that! Excellent work on tying in the photos to the copy. Not sure what I want to see more of? Maybe the clipping on the photos is too much? Knowing that there is more in the background makes it almost TOO stark. What if you would have made some of the background BW and then pulled these photos out just to soften it. One man's opinion here so maybe the designer was going for the stark contrast. Definitely a great job.

#### **TIE 2nd Place: Top Stock Magazine; Stierwalt; Designer: Katie Songer, Writer: Piper Whelan**

A very close second is Stierwalt. Excellent work would just like a few more unpredictable photos. First photo is excellent with the scissors, tailhead and a slight smile from the subject. Good use of black and white also and it does stand out. Could have done a few effects on the photos to soften the edges. Also look at the photo with the lineup and ALL of the lights overhead. A good cropping could have been used to conserve on space and maybe make the overall look a lot different. Still, good work and definitely worthy of an honor.

#### **HM: The Showtimes Magazine; Morgan Meisenheimer; Brian J. Reid, Laurie Reid and Lisa Reid**

Such good work. Definitely needs a nod for the positive.

#### **Additional Comments:**

Note to others in this extremely competitive category: Take a look at the winning layouts. Learn from them. Some of the entries not getting in the top are just really outdated. Get edgy.

#### **Category 12: Cover, Association**

#### **1st Place: America's Horse; November 2016**

This cover, in my opinion, is the best in the category. It's very complete. The strong and compelling cover image laid over the masthead works well. Selling line makes the connection to AQHA. Cover lines do what they are supposed to - make me want to turn pages.

#### **2nd Place: Angus Journal**

This cover has all the components of a great cover. It's uncluttered. Main cover line is powerful and makes me want to read story. The other cover lines do a great job of piquing my interest using minimal words. Making a stronger connection to the American Angus Assoc. would help, in my opinion. The masthead accomplishes its purpose, but I feel could be improved at little.

#### **TIE 3rd Place: The American Quarter Horse Journal; November 2016**

Great cover image that tells a story. Good contrast - everything pops well without overpowering. Good cover lines, etc. -

### **TIE 3rd Place: America's Horse; May 2016**

Another great cover. Cover image makes a statement and cover line is compelling. The masthead for this publication is the best among the category. Very recognizable and the reader knows it's AQHA's pub. The masthead allows you to overlay the cover image which makes it pop better. I'd like to see another cover line or two, however. Even among livestock publications, magazines have diversity in their readership. Therefore, a cover, I feel, should have more than one cover line. Had this cover done that I would have ranked it higher.

### **HM: The American Quarter Horse Journal; October 2016**

This cover meets all the basic requirements. I'm not crazy about the cover image but it's okay. Since the main cover line seems to be about the Youth World Show, I think a different image of a youth exhibitor would work better.

### **HM: The Ranch Horse Journal; June 2016**

A good cover that does what it should. I wish it made a stronger connection to AQHA. Like the other cover from Ranch Horse Journal, I'm not crazy about how the masthead is broken in two pieces. It might work better if there weren't so many things going on in this cover (e.g. action in photo, cover lines, etc.)."

### **HM: The Ranch Horse Journal; Fall 2016**

Another good cover that hits all the bases. Personally, I'm not crazy about the separation of the masthead - logo in upper left corner and "journal" on right column. It might work better if there were fewer cover lines, this cover seems busy and a little confusing, in my opinion. Simpler would be better in this situation, I feel. Also, I'd like for it to make a stronger connection to AQHA. Other than the web address, it gets a little lost, in my opinion."

### **HM: Texas Longhorn Trails; December 2016**

This cover meets all the basic requirements for a good cover. Masthead is good. I'm not crazy about the cover image. The cow pops, but the setting she's in doesn't do it for me, personally - I feel it should be more realistic. Cover lines could be a little more descriptive or interesting.

### **HM: Paint Horse Journal; March 2016**

Good masthead and cover image. Something to help the non APHA member understand it's their publication would help. The "50 Years" sticker could be more descriptive, in my opinion. The cover line is not very compelling, in my opinion. Additional cover lines would also help me want to turn the pages.

### **HM: Arkansas Cattle Business; December 2016**

This is a good cover. Eye catching cover image is combined with a good masthead. The cover lines could be more prominent. Some contrast there could help draw the reader to them, possibly.

### **Additional Comments:**

#### **2016 Spring Directions**

Masthead and cover image are very good. The sticker and text associate it with NCBA. Unfortunately, the line "Spring Directions" confuses me. I don't know if this is a spring issue, or supposed to be a cover line. Additional cover lines would help induce me to want to turn the pages. If this cover had cover lines it would have done well.

#### **Alabama Cattleman**

Masthead is appealing. Selling line could be more prominent. Cover lines to compel me to turn the pages are important and would complete what, otherwise, is a good cover.

### **Kansas Stockman**

The masthead and cover image are good and catch my attention. I assume "Cattle Feeders Issue" is meant to be a cover line. If so, it does little to make me want to turn the pages unless I'm a cattle feeder. More descriptive cover lines would help, in my opinion. Also, I think adding something that connects the publication to KLA might be helpful.

### **Category 13: Cover, Non-Association**

#### **1st Place: Tri-State Livestock News**

Very good cover that hits all the bases. Great cover image that connects to the lead story. Cover lines pique my interest. The ad at the bottom doesn't seem out of place and doesn't overpower the cover.

#### **2nd Place: Top Stock Magazine**

Good cover that hits the basics. Masthead is okay. The more I look at the cover image the more I like it. - it's unique and tells a story. Cover lines, for me, are too wordy.

### **Additional Comments:**

#### **The Showtimes Magazine; March/April 2016**

Good masthead and cover image. I'd like for this cover to have a selling line - something that gives the potential reader an idea of what's inside. To that end, it also needs cover lines. If I saw this publication on a magazine rack at Tractor Supply, I'd be hard pressed to open it up. I might be inclined to think it's an exclusive publication for Rogers Cattle Company.

#### **The Showtimes Magazine; Jan/Feb 2016**

As with the other entry from this publication, it has a great masthead and strong cover image. Unfortunately, the lack of cover lines gives me little incentive to turn the pages unless I have a strong connection to the publication.

### **Category 14: Cover, Newspaper**

#### **1st Place: High Plains Journal; March 2016; Heather Noll**

Very eye-catching cover. I liked the bold pop of red with the added texture. Finishing off the graph with a cow head was very clever. The shallow depth of field on the background photo helps bring focus to the headline and graph.

#### **HM: Tri-State Livestock News; Going Local, July 23, 2016; Editors - Carrie Stadheim and Maria Tussing, Designer - Casey Hutchins, Publisher - Bree Poppe**

#### **HM: High Plains Journal; June 2016; Diana Derstein**

### **Category 15: Published Editorial Photography**

#### **1st Place: Kansas Stockman; Designer: Scarlett Hagins, Photographers: Phyllis Scherich/Doug Scherich**

Some solid images of a devastating event. The types of images published give an overall impression of the scope and people behind the event. For the most part, the majority of the images seem to be "scene setting" images or pull backs. However, they are combined with some close ups (like the adorable image of the two calves).

In my opinion, the images are good. However, in some situations they could be made even better by getting closer to the subject matter (when done safely). Specifically, I'm referring to the fence building image at the Merrill ranch. It's a good image, but I think getting in a little closer and showing a variety of shots would really build the narrative a little more. For example, get in close and get some images of the father and children physically working on the fence. Focus on bringing some emotional elements into the photo story.

## **Additional Comments:**

### **The American Quarter Horse Journal; Jim Bound; Taylor Robinson – Photographer**

You have a good standout image on page one. When it comes to a photo story, normally it's a great idea to have at least 3-5 images that work collaboratively to tell an overall story or narrative. There's a good written narrative. It would be great to have included images that help support his journey to where he is today.

### **The American Quarter Horse Journal; English Attire; Larri Jo Starkey – Photographer**

A good compilation of images demonstrating clothing and appropriate fashion in the English show ring. In terms of the cover image, the actual focal point is on the rider, specifically the latch on her helmet. There are also some strong leading lines on her jacket that lead the viewer to the helmet and away from the horse. I like that the rider's back is away from the camera, which emphasizes the attention on the horse, but it could have been better executed with some in-camera techniques and post-processing work. You did a great job getting various detail shots. The lighting and processing is good. There's one image I was hoping to see that wasn't included...what does all this look like in the actual show ring? This would have really excelled if you could have shown a "hero shot" of the horse being ridden with the rider where the focal point is obviously on the horse in action, being judged in a show."

### **The Showtimes Magazine; Brian J. Reid, Laurie Reid and Lisa Reid**

There are a lot of great snaps from the NAILE in this series. In my opinion, this reads less of a photo essay or story and more like a collection of fun moments. As you go through the page, there are lots of good images from show prep, to the show ring and the social atmosphere around it. But, it's a little unorganized and a bit too much to take in to gain a solid and cohesive narrative. In my opinion, it would have been great to see a sequential series of events revolving around a specific theme or narrative that has a clear start, finish and end to it. That way, there would be less confusion for the viewer. However, there are some great moments from an amazing show. However, overall a good depiction of the event shown through various photo techniques.

## **Category 16: Single Photo or Graphic Illustrating an Article**

### **1st Place: The Ranch Horse Journal; No Way Out; Chris Dickinson - Photographer**

Wow—what a shot. Great composition, great combination of tension in the calf's stance and curiosity in its face. The details are superb: all four hooves are in the shot, and the backlighting highlights the dust that conveys action in contrast to the stillness of the calf. The photo does a stellar job of telling a story, with the roper and other calves all playing supporting roles to our star calf. Hats off to the shooter who—shooting into the light, down in the dirt—really worked hard to make the most of every element in the pen and deliver an outstanding, classic image.

### **2nd Place: The Ranch Horse Journal; Where there is Freedom; Kelli Brown - Photographer**

Sometimes photos don't just catch our eye, they wash over us. This is one of those, and it is a pleasure to spend a few moments on the ride with our young subject and her horse. This image reminds me of some great '60s and '70s photos in which grain and technical challenges actually enhance the emotion of the shot. The shooter took a challenging situation—low light, a moving subject and backlighting—and turned it into a piece of art to share with readers. Can't ask for more than that! Wonderful work.

### **HM: The Showtimes Magazine; Gracie Russell; Brian J. Reid, Laurie Reid and Lisa Reid**

I really like this image—it's a great example of Cartier-Bresson's "decisive moment. Gracie and her steer are in step with each other, right feet off the ground. Her face and posture convey the pressure of the situation, and the steer's strings of drool add that vital bit of motion that makes the shot more interesting and makes it clear that Gracie has taken control of the steer's head. This image is at once very solid and surprisingly kinetic. This sort of scene has been photographed a million times (or more), but this shot rides above the rest. It's a classic.

## **Additional Comments:**

### **The Ranch Horse Journal; Bartlett Ranches; Doug McElreath – Photographer, Photo - page 36**

Tough lighting, digital noise and washed-out color challenge this image, but the concept, composition and timing are just awesome. Perfect capture of the horse's head inside the circle defined by the lasso. This is a photo to be proud of.

### **The Ranch Horse Journal; Focused Determination; Andrea Caudill - Photographer**

Lovely shot, with nice timing and an elegant use of the backlight to capture the horse's mane and add a dramatic flair to contrast with the boy's quiet, focused expression. The photographer executed this image with real skill.

### **The Showtimes Magazine; Yearbook graphic; Brian J. Reid, Laurie Reid and Lisa Reid**

Lovely use of show ring images (the one of Macie Goretska is really touching). Mixing boys and girls, younger and older, and different poses in a clean layout makes the most of the images and conveys the intensity and diversity of experiences in the ring. Good job.

### **The Showtimes Magazine; Mark Hoge; Brian J. Reid, Laurie Reid and Lisa Reid**

The image is fine but unspectacular (some subjects are just that way). However, I really appreciate the use of black-and-white and color to turn it into something eye-catching and fun for readers. This is clearly a team willing to go the extra mile for its audience.

### **Angus Journal; Jim Sitz; Photographer: Shauna Rose Hermel**

This sort of shot is deceptively hard to shoot well (especially with cowboy hats), and this one was done skillfully. The natural expression on Sitz's face and the catch light in his eye draw us in, making this image highly effective at its job.

## **Category 17: Production/Management Article, Association**

### **1st Place: Angus Beef Bulletin; Grazing Management Improves Profitability; Troy Smith**

This story showcases the best that a good agricultural journalist can do with a technical article. The writing is crisp, clear and concise. The right quotes help move the story along, and there is a lot of good information delivered.

### **2nd Place: Kansas Stockman; Late burning Controls Sericea Production; Todd Domer.**

Nice, concise, clear, no-nonsense presentation of good information.

### **HM: America's Horse; Need to Know; Holly Clanahan**

Nicely done. Simple, clear, lots of good information for a new owner. A couple of undefined words that probably should be clarified for a truly new horse owner.

**HM: American Quarter Horse Journal; Kissing Frogs; Abigail Boatwright.**

Took a really gross topic and presented sensible information to provide a clear explanation and solutions for worried horse owners.

**HM: Kansas Stockman; Research finds methods to Overcome Fatigued Cattle Syndrome; Scarlett Hagins.**

Good, clear, solid story.

#### **Category 18: Marketing Article, Association**

**1st Place: Angus Journal; Breeding Beyond Borders; Bridget Beran**

A good job of telling a very broad topic. Taking a story and using the international element proves how much research had to be done. The author did a good job of organizing the story and like all in this category had zero errors. That's what makes these hard to judge. We're giving this the nod for first.

#### **Other Comments:**

**Texas Longhorn Trails; Longhorn Marketing; Myra Basham**

Good article that had potential but the big typo in the pull out quote knocked it out of contention.

#### **Category 19: Technical Article, Association**

**1st Place: Angus Journal; Searching for Hill Climbers; Paige Nelson**

Well written, meaty article with good flow. Nice mix of direct quotes within the copy. Appreciated article about researchers and ranchers working together.

**2nd Place: Paint Horse Journal; The Color Inside; Irene Stamatelakys**

(Close between #1 and #2). The writer has taken a complicated subject and broken it down into information that the average reader can grasp. Not an easy task, and this writer is to be commended for her work. Nice use of direct quotes.

**3rd Place: Kansas Stockman; Know Colic before it happens; Scarlett Hagins**

Nice informative article that simply lacked the sizzle of other articles in the division. Writer did a great job of using--and not over-using--direct quotes. Good flow to the story.

#### **Additional Comments:**

**Angus Journal; Stockpile Savings; Becky Mills**

This story seemed more like that written by extension. Nevertheless, it was well written. Just lacked some "punch" and "sizzle."

**Angus Journal; Adding Meat to Carcass; Kasey Brown**

A more interesting lead would have increased my interest in reading the story. I found myself reading and re-reading paragraphs to understand what the writer wanted me to understand.

**Angus Journal; Pesky Pathogen; Shelby Mettlen**

Lead didn't catch my interest and wasn't worth writing as a direct quote. Overall, this was a pretty ordinary story. That said, it was well written.

**Hereford World; Simply Sire Selection; Kayla Wilkins**

This judge stumbled right out of the starting block, having to read and re-read the second sentence of the lead paragraph. While the article had some great information and significant sources, this story was rather choppy and didn't simplify sire selection for this judge. With commas missing here and there, some sentences were challenging to understand without a second reading.

#### **Category 20: Feature/Human Interest, Association**

**TIE 1st Place: America's Horse; Cowboy Tough; Larri Jo Starkey - Writer**

Great lead that focuses on the person's ability rather than his disability. Very well written article that covers various aspects of the individual.

**TIE 1st Place: America's Horse; Healing Heroes with Horses; Holly Clanahan - Writer**

Well written article. Excellent lead. Good flow and mix of straight copy and direct quotes. This story elicits emotion and causes the reader to feel.

**3rd Place: America's Horse; Running on a Wing and a Prayer; Lindsay Keller - Writer**

Great story. I don't know who comes up with the topics for America's Horse articles but the team does a superb job. This writer is very skilled and among the best in animal ag right now. Her stories come alive and flow beautifully. While I didn't care for the rhythm of straight copy one para, direct quote next para, straight copy one para, etc. on the final page, the overall writing was fantastic!

**HM: America's Horse; Barrel Racings Queen; Lindsay Keller - Writer**

Talented writer. Your lead grabbed me and your writing style kept me reading. Only downside to this story was the writer adding her opinion at the end of the story. If the feature story division had a fourth place, this story would be it.

**HM: Chrome; Urban Cowboy; Jessica Hein, writer/photographer**

Unique topic. Well written. This article was in a super tough division and lacked the emotion elicited from the top winners in the division.

**HM: Katie Navarra for Hobby Farms; Eye of the Beholder; Katie Navarra**

Very relevant topic. Lead caught my interest. Skilled writing wove in important information. This judge urges the writer to avoid using "there is" and rewrite those sentences so they have more punch.

#### **Additional Comments:**

**National Hog Farmer; Leadership Book worth Following; Cheryl Day, Editor; Shelly Misra, Content Design Specialists**

Nice article but some direct quotes (as stand-alone paragraphs) would have dressed it up. A lot of direct quotes were hidden. Writer takes the liberty of saying things such as "has always appreciated," "she enjoyed," etc. and a writer wouldn't have known these things had the subject not said them. They need attribution, not necessarily a direct quote but "Lautner said. . ." Story lacked pizzazz.

**Hereford World; Gift to Give Back; Writer - Kaylen Baker**

Good feel-good story and hopefully will inspire others to donate to the AJHA. I would recommend using quotes when something is said in a unique matter or has some punch to it. Quotes on first of this story didn't add anything and should have been written as "straight copy." Quotes on second page better.

**Angus Journal; Shattering Shawshank; Writer: Barb Baylor Anderson**

Good story but left this judge wanting to know the "why" behind the dismantling of the herd.

**Angus Journal; Career Move; Writer: Becky Mills**  
A nice feel-good story that is well written.

**The American Quarter Horse Journal; Resilience; Larri Jo Starkey - Writer**  
Great article. Well written. Nice flow, and paragraph length was spot on. Writer knows when to use a direct quote. This article simply got outshined in a super tough features division.

**The American Quarter Horse Journal; Where are they now; Sara Gugelmeyer - Writer**  
Excellent human interest article. This writer can definitely write. One suggestion: Use fewer direct quotes so direct quotes used stand out. This article would have been a winner in other competitions but this LPC contest division was super competitive.

**The Ranch Horse Journal; Justin Stanton; Andrea Caudill - Writer**  
Nice feel-good story that is well written. Liked the mix of longer and shorter sentences. This story simply got out-classed in a super tough division.

**The Quarter Racing Journal; Family and Teamwork; Andrea Caudill - Writer**  
Great lead. Well written story. While the pedigree information was important to the story, walking my way through it was challenging.

**The Quarter Racing Journal; JR Valenzuela; Heather Evans-Gibson - Writer**  
Author did a super nice job--from the lead until the end of the story. Nice flow. This judge isn't a fan of long paragraphs so wish several paragraphs were shorter.

**The Quarter Racing Journal; Rock Solid Wake-up; Richard Chamberlain - Writer**  
Good article but the writer tended to over-use direct quotes. Several direct quotes could have been rewritten as "straight copy." Direct quotes should be saved for recording a source's opinion, emotion and unique expressions.

**America's Horse; The Need for Speed; Holly Clanahan - Writer**  
While this story flows beautifully and is so alive, I wish the writer had not used so many direct quotes. Using too many direct quotes takes away the power of direct quotes.

**National Hog Farmer; Hunger to Advance the Pork Business; Cheryl Day, Editor; Shelly Misra, Content Design Specialists**  
Nice story with good flow and a mix of straight copy and direct quotes. Writer does need to attribute more to the subject (ie writer shouldn't say a person thinks, feels, believes, etc. without giving attribution). Simply couldn't be placed higher among such a tough class of feature stories.

**Angus Journal; Anderson Creek Wildfire; Jena McReil**  
Well written article that is packed with information. This writer knows when to use a direct quote. Adding more emotion to this story would have jettisoned it into the top place.

#### **Category 21: Instructional Story, Association**

**1st Place: The Ranch Horse Journal; Ride to the Top; Mozaum McKibben - Writer**  
This article was very well done. I appreciated the conversational tone and it made me feel like we were engaged in conversation rather than reading a story. Though I am not a horse person, I easily followed what the author was saying and could visualize his points. Good work!

**2nd Place: The American Quarter Horse Journal; Performance Prescription; Lindsey Keller - Writer**  
Nice job with an interesting topic. Your lead was strong with the human/horse analogy. I would have liked to see you carry that through the entire story. I appreciated how you broke down the information on the second and third pages of the story. That gives readers an opportunity to glance through the story to find the information that is most applicable to them.

**3rd Place: America's Horse; It's Vital; Holly Clanahan - Writer**  
Nice job in a very deep field of competition. I like how you broke down the story into topic areas. I appreciated how you gave me normal ranges and caution zones. For consistency, it would have been good to include caution zones on all the categories (not just temperature and pulse).

**HM: The American Quarter Horse Journal; Pole Plexed; Abigail Boatwright - Writer**  
Nice job with your descriptive opening. I appreciated the conversational tone of the writing. The checklist was also a good way to share quick information with the readers.

#### **Additional Comments:**

**The American Quarter Horse Journal; What's the Score; Megan Arszman - Writer**  
This article is very technical and as a reader I felt a bit overwhelmed with the details. Good move on including a video link. I'm sure that was beneficial for the reader. I realize your audience should be familiar with the terminology, but you may have some novice readers who don't know what some of the terms mean (like the word rollback for example). I do appreciate how your broke the story with subheads and showed the scorecard to help bring the reader along.

**The Ranch Horse Journal; Getting Ranchy; Abigail Boatwright - Writer**  
Nice job. The illustrations nicely supported the messages written in the article. The articles that placed higher in this category shared more technical information and were rewarded for their complexity. Overall, good job with a straightforward topic.

**The Ranch Horse Journal; Breeding Book; Richard Chamberlain - Writer**  
Nice descriptive opening. I thought the book analysis was a little odd. I had to re-read it a couple times and then I realized the connection the author was wanting me to make. To me this story would be a better fit with a personality profile category than the one it was entered in.

**The Quarter Racing Journal; Taking it on the Lip; Richard Chamberlain - Writer**  
What a great headline and lead on this story! You have a really nice writing style. After reading the opening paragraph, I was anxious to learn more, but the story wasn't what I expected for this category. This was entered in the information piece category so I thought I was going to learn steps about how I could apply this tattoo on my horses instead of reading about how I needed to hire it done.

**Texas Longhorn Trails; Futurities 101; Myra Basham - Writer**  
I liked how the breaks in the story allowed the readers to come in and out of the piece depending on their area of interest. This was a very long piece and it did not hold my attention. Try condensing it down and using bullet points to help the reader get information easily and quickly.

### **Joann Pipkin; Fingertip Marketing; Joann Pipkin**

The article was a strong contender in this category. It offered great tips and advice for the readers. My criticism is that it felt like a bit of a sales piece for Angus Media. Try not to blur the lines between objective writing and promotional material.

### **Category 22: Producer/Farm/Ranch Profile, Association**

#### **1st Place: The American Quarter Horse Journal; Gator Horses; Larri Jo Starkey – Writer**

Wonderful writing and visuals, love the play on words.

#### **2nd Place: Angus Journal; A Century Overcoming Adversity; Writer: Kasey Brown**

#### **Additional Comments:**

#### **National Hog Farmer; Safety stressed at all times; Kevin Schulz, Writer; Shelly Misra, Content Design Specialists**

The key messages in this story are lost and/or buried. Writer flits from topic to topic with poor transitions or NO transitions. He starts the story of the farmer who survived a flash fire and then gives several paragraphs of unrelated information with no transition. Difficult and clunky to read.

#### **Alabama Cattleman; Salacoa Valley Farms; Writer/Photographer: Kayla Greer, Layout & Design: Nicky Bechard, Editor: Dr. Billy Powell**

Not as well-written as I would have liked. The writer made poor choices in the use of some adjectives (ie., "riddled" and "laced" in the opening paragraph). This reads like an advertorial.

### **Category 23: Production/Management Article, Non-Association**

#### **TIE 1st Place: High Plains Journal; Roof Overhead; Jennifer Carrico**

#### **TIE 1st Place: Drovers; Beef's 35 million Bruise; Greg Henderson**

#### **2nd Place: Maggie Malson; A Boost in Business; Maggie Malson (printed in The Cattleman)**

#### **HM: Ozarks Farm & Neighbor; Mixing the past with the Future; Amanda Newell, Julie Turner-Crawford**

#### **Additional Comments:**

#### **Western Livestock Journal; 5 Tips for Managing Production Costs: Jason Campbell**

Typically, a "listicle" is written in a very tight manner, giving tips and information in a very concise manner. This article is a very long read and could have been much tighter and easy to consume.

#### **Western Ag Reporter; Del Ficke; Linda Grosskopf, Editor; Kerry Hoffschneider, Writer**

This feels like the writer got a LOT of information, so much that it was difficult to organize prior to writing. The key messages of the story are lost and/or buried because of poor material organization.

### **Category 24: Marketing Article, Non-Association**

#### **HM: Top Stock Magazine; Building Relationships; Writer: Piper Whelan**

Would have been clear winner if not for two typos. Very nice introduction. Good flow. Well organized, interesting, informative. Left reader with total picture. Loved this story.

### **Category 25: Technical Article, Non-Association**

#### **1st Place: Western Livestock Journal; North American Bull Guide; Cut and Paste Animals; Kerry Halladay**

Ambitious story—the writer took on a complex topic and explained it well using excellent quotes, copy and cogent examples. The lead is good, but the first page was more oriented to writers/editors than the audience. It would have been great to include some hint of the benefits to livestock producers (PRRS-resistant pigs, naturally polled Holsteins, and, of course, advances of interest to beef producers) up front. Another plus would have been bringing up the Gone with The Wind metaphor. It was a perfect illustration of the specificity of the new technology, and kind of a shame to have to find it buried four pages in. Another nit to pick: the inclusion of Genus' mission statement in a quotation. It tarnishes the story a bit without adding anything of use to the reader. Use your quotations to help enlighten readers and pull your narrative forward! Don't let marketing execs lard their quotes with advertising messages. They (and you) will come out looking better in the end. In all, this is a useful story for readers and an effort the magazine should be proud to run.

#### **2nd Place: Certified Angus Beef LLC; Shike Calving Ease; Miranda Reiman**

Excellent story that keeps the reader in mind with every paragraph. Highly readable—great use of quotations enhanced by interstitial copy that pull the reader through the story. I really appreciated the fact that nearly every comment was backed by data. The description of polling the audience helped convey a sense of action that is typically lacking in meeting coverage. Excellent conclusion with actionable advice. I really liked the "The take-home message is" lead-in to the conclusion. It's a simple, strong device that signals the wrap-up and pokes the reader into paying that last bit of attention. It's always a pleasure to read copy dedicated to serving the reader. This is a wonderful example.

#### **HM: Ozarks Farm & Neighbor; Replacing Heifers; Gary Diguseppe, Julie Turner-Crawford, Amanda Newell**

Great, highly readable piece that packs lots of good advice in a compact package. I really appreciated the solid examples and constant awareness of what readers need to know and what they might ordinarily do. That's a great reflection of the author's knowledge of the readers he serves, and his respect for his audience.

The piece comes to a good, strong conclusion. It would have been nice (and I recognize space was an issue) to have a line of transition between the discussion of fertility and the shift to Cole's comments on sourcing cattle that are well-adapted to local conditions and forages. We can't always fit all the niceties, but that would have made this stronger. Even without that transition, this is an excellent example of strong, useful, reader-focused copy.

#### **Additional Comments:**

#### **Certified Angus Beef LLC; Breakaway Demand; Steve Suther**

This is a nicely written story of the toughest sort—trying to help readers wade through statistics and charts. The writer did a fine job of making the facts intelligible and explaining to the producers of Certified Angus Beef what they mean to their brand and market. The piece seemed like a better fit for the "Marketing" category, in that it did a nice job of talking about "the markets themselves" rather than explaining technology behind the sales of various categories, grades or brands of beef. Despite the challenge of fitting the category, this is a story that did the writer proud and delivered good information—clearly—to readers.

### **High Plains Journal; Sustainability Comes Full Circle; Jennifer Carrico**

This is a strong case study with a nice, readable writing style. I love the way the writer detailed the operational considerations—the size of the operation and whether it would produce the right amount of manure, the availability of other feedstocks, the need to stockpile ingredients, the challenges posed when too many cornstalks are added, the need to maintain generators, etc.

It would have been nice to see some dollars-and-cents perspective on the cost of installing and running the system, and whether it pays off. (I recognize that Amana Farms may not have wanted to share that information, but that perspective would definitely have strengthened the story if it was at all possible to include it.) A good, solid, highly readable story—one any writer could be proud of.

### **Category 26: Feature/Human Interest Story, Non-Association**

#### **1st Place: Certified Angus Beef LLC; Setting Precedent; Laura Conaway**

This writer captured the personality of Mr. Laramore through his voice, actions and her writing. The reader certainly was able to feel like they know him. Excellent writing.

#### **2nd Place: Tri-State Livestock News; Community Spark; Tamara Choat, writer**

Through her words, the writer displayed the warmth and grit of Ms. Davis and the entire Fallon, Montana, community to overcome their challenges. Her writing was fresh and maintained the reader's interest throughout. That takes talent. Excellent job!

#### **3rd Place: High Plains Journal/Midwest Ag Journal; Dream Team; Jennifer M. Latzke**

Great story on a unique program that benefits the students involved and their community in a positive way. The writer does an excellent job of explaining the program and providing input through quotes from the various participants in the program from program coordinator to student. Nice job of letting people see how innovative projects impact communities. Great job!!

### **Category 27: Instructional Story, Non-Association**

#### **2nd Place: Top Stock Magazine; Photography Tips; Writer/Creative Direction: Katie Songer**

Nicely written article, great information. The layout is great at guiding the reader through the article. Engaging content and nicely presented. This article would have easily earned first if the remaining two tips would have been included. It says 10 tips and there are only eight in the entry.

#### **HM: Ozarks Farm & Neighbor; When is it time to call the vet; Gary Digiuseppe, Julie Turner-Crawford, Amanda Newell**

A nice article with great practical information for cattle producers. The checklist was great! The article could use some tightening--it got a little rambling in spots. It could have also benefitted from a strong wrap-up paragraph--drive an action.

### **Category 28: Producer/Farm/Ranch Profile**

#### **1st Place: Tri-State Livestock News; Cardwell; Savanna Simons, writer**

Heart-warming, well-written story that really takes the reader into the kitchen of the source and lets us get to know her. I felt like I just had a visit with my grandmother.

#### **2nd Place: Western Ag Reporter - Breeder Edition; Deep Creek Angus; Lisa Schmidt, Writer**

These stories are a challenge to write, because even as features,

there is no obvious hook to draw the readers in. This journalist did a great job with this story. Solid, well-written, good flow. Nicely done!

### **Additional Comments:**

#### **Certified Angus Beef LLC; Seedstock Riverbend; Miranda Reiman**

Well written and informative. Nice story-telling.

#### **Certified Angus Beef LLC; Evert Ranch; Miranda Reiman**

Nice color descriptions; well-written.

#### **Certified Angus Beef LLC; Harris Backward; Laura Conaway**

Solid, practical information for readers to put to work, told in a well-written story.

#### **Ozarks Farm & Neighbor; Groves View Dairy; Cheryl Kepes Julie Turner-Crawford, Amanda Newell**

Good explanation about the farm's use of genetics and their principles on them, however, I found the ending too abrupt.

#### **Ozarks Farm & Neighbor; Breeding for the Best; Stephanie Beltz-Price Julie Turner-Crawford Amanda Newell**

solid writing

#### **Katrina Huffstutler for The Show Circuit; Leading a Legacy; Katrina Huffstutler**

I think this story had potential to be a stronger, woman-focused story. It's OK, but I feel it's a missed opportunity for more.

#### **Katrina Huffstutler for Angus Journal; Glenn Cantrell; Katrina Huffstutler**

Interesting read

#### **Western Ag Reporter - Breeder Edition; Saddle Butte Ranch; Jami Howell - Writer**

Plenty of detail is packed into this story, but the writing could be tightened up to improve the flow of the story. Words like "that" can often be taken out and be mindful of passive verbs.

#### **Western Ag Reporter - Breeder Edition; Barstow Angus Ranch; Kerry Hoffschneider – Writer**

well-written and solid story

#### **Western Ag Reporter - Breeder Edition; Harger Cattle Company; Heather Smith-Thomas, Writer**

This story packs a lot of information into it, but I found the quotes to be too long. Think of the direct quotes as the spice of the story, not the main ingredient. Unless the source is saying something quirky, it's probably better to paraphrase it.

#### **Western Ag Reporter - Breeder Edition; Rolling Rock Angus; Jami Howell, Writer**

Feature stories like these can be hard to write when there is no glaring hook to draw the reader in. I found this story is well-written and solid but lacks sparkle.

#### **Western Ag Reporter - Breeder Edition; Bar R Cattle Company; Leesa Zalesky, Writer**

Nice job of weaving several years of history into an interesting story.

#### **Western Ag Reporter - Breeder Edition; Durbin Creek; Lisa Schmidt, Writer**

Nice profile. Solid writing; informative and interesting.

#### **Western Ag Reporter - Breeder Edition; South Mountain Ranch; Heather Smith-Thomas, Writer**

Nice feature story with a well-rounded view of the family operation. Be mindful of quotes that are too long - consider the quotes as the spice of the story, not the main ingredient.

**Western Livestock Journal; Killing two birds with one stone... non-lethally; Kerry Halladay**

Lots of info packed into this story and provides readers with some good, solid details on how to perhaps implement this on their own farm. I felt like it ended too quickly, though.

**Category 29: New Story**

**1st Place: Tri-State Livestock News; Locked Out; Carrie Stadheim, Editor and writer**

This article definitely fulfills the objective of fresh breaking news. Snappy headline and lead. I was able to easily grasp and associate with the futility of Jeanette Finicum and the challenges she faced. Color sidebars help digest all the pertinent information.

**2nd Place: Katie Navarra for Performance Horse Journal; Left-handed? Right-handed?; Katie Navarra**

I learned something about horses that was completely new to me. There were good descriptions and photos on how to handle horses and to help show which if any direction they favored. This was a very unique article.

**3rd Place: Top Stock Magazine; Out with the old; Writer: Piper Whelan**

Starting the article with the new additions to the Agribition followed with the history might help the flow of the article and spark increased reader interest. The map was an excellent addition. Bullet points or bold face copy would serve to highlight the changes, taking less time for the readers to get through all the copy.

**Additional Comments:**

**Ozarks Farm & Neighbor; VFD Rules to Change; Julie Turner-Crawford, Amanda Newell**

Plenty of pertinent information packed into this article. Author fulfilled the objective of answering any questions about the Veterinary Feed Directive. Headline and kicker reinforce the subject matter. Subheads work well to break up the copy.

**Western Livestock Journal; Real story: Hammonds return to prison; Theodora Johnson**

Had trouble following the focus of this article. Either it should relate more to the Hammond's or the protesters. There seemed to be too many twists and turns and became a little confusing. Perhaps a strong quote or two from a protester to begin the article might set the stage and create more impact for the reader.

**Western Livestock Journal; Wildfire burns Oklahoma and Kansas grasslands; Rae Price**

Article fulfilled objective. However, so many numbers to absorb. Perhaps boxing some of them would provide more impact and help the readers sort out damages and overall losses that occurred. It seems like there might be two separate articles here. One details the overall destruction and losses. The other is the donations, sources of help and relief fund. This information seems buried in the latter part of the story.

**Category 30: Editorial**

**1st Place: Gelbvieh World; Breed Associations: Thing of the Past or Key to the Future? ; American Gelbvieh Association, Kari White**

Objective clearly stated, good intro, points well presented, conclusion echoes introduction. Article is grammatically correct, contains no typos or subject/verb conflicts, flows well, makes convincing argument, and comes to a satisfying conclusion. Well done!

**HM: Angus Journal; Angus Stakes; Writer: Shauna Rose Hermel**

Poignant tribute. Well-written overall, but missing some key details necessary for full understanding of article's message. (Though these oversights were justifiable given the writer's state of mind, all articles submitted were subject to the same set of standards.)

**Category 31: Regular Column**

I receive several ag publications and there are certain writers/authors that I seek out to find their articles. That's one of the definitions that I consider for a "regular column". It should result in "regular readers". I want to see consistency in style, type of content, creative visualization. It also needs to pull me in and keep me going. A few of these got me through 3/4 of the column and then the ending was just too weak.

**1st Place: The American Quarter Horse Journal; Up and Over; Pamela Britton-Baer - Writer**

Good writing that had just enough clever writing to keep me interested. Great job of making me think I was there with the author.

**2nd Place: High Plains Journal/Midwest Ag Journal; Common Ground; Jennifer M. Latzke**

Good writing. Just not quite as strong as the first place winner but certainly a good set of columns that I'm sure she has regular readers.

**Additional Comments:**

**Ozarks Farm & Neighbor; Across the Fence; Julie Turner-Crawford, Amanda Newell**

Not quite as original. One of the topics (Mar. 7) is used a lot and, unfortunately, it's hard to change it up very much to make it have an interesting twist. Nice job though.

**Western Ag Reporter; Sortin Pen; Leesa Zalesky, Writer**

Unfortunately this one didn't have a continuation of the column. It included page 5 but not page 9. (January 14, 2016 column)

**Category 32: In-depth Reporting, single article**

**1st Place: Tri-State Livestock News; What Now?; Ruth Nicolaus**

This is a great story because it truly is telling about an active event so it is an article that explains and fits the category. Reporting. Well written with good grammar and just the appropriate length. Good job.

**2nd Place: Angus Journal; If Not in the Food Bank; Paige Nelson**

Well written article and interesting to read. Am sure your readers enjoyed it. I felt it wasn't as much of a "reporting" article than the first but still worthy of recognition.

### Category 33: In-depth Reporting, multiple articles

#### **TIE 1st Place: High Plains Journal/Midwest Ag Journal; Cuba; Jennifer M. Lutzke**

Solid investigative reporting with excellent and timely information concerning a subject that few individuals knew anything about. The author went the extra mile to integrate a particular story line, photos and captions together in the article, A trip to the grocery and market store in Cuba. I hope there can be some updates or a follow up story or two over the next year or so about some of these topics.

#### **TIE 1st Place: Western Ag Reporter; Jack Yantis; Leesa Zalesky, Writer**

This article absorbed my attention throughout because of the different personalities that were introduced as the details unfolded. It is saturated with many complicated scenes but there are so many conflicting witness reports, it is difficult to decide who is actually telling the truth. It parallels many of the stories that seem to happen consistently across this country. It was a tremendous job of reporting complex information that had to be gathered over an extended period of time.

#### **2nd Place: Western Ag Reporter; Montana Department of Livestock; Lisa Schmidt, Writer**

A difficult, political firestorm and controversy that it tough to convey to readers. The author did a masterful job of digging out facts interlaced with meaty quotes.

#### **3rd Place: Tri-State Livestock News; Helping Hands; Maria Tussing, editor and writer**

Nice touch on this well-rounded human interest story. The reporter fulfilled the articles objective with splicing in excellent quotes and details which helped move the reader along at a good pace.

#### **Additional Comments:**

#### **Western Ag Reporter; Hammonds; Lisa Schmidt, Writer**

Truly a tough subject to untangle especially with fragile emotions on edge. Reporter did thorough research to uncover all sides of the case as well as other examples.

### Category 34: Commentary or Essay

#### **1st Place: Angus Journal; Snippets on Sustainability; Kindra Gordon**

### Category 35: Miscellaneous Writing

#### **1st Place: Certified Angus Beef, LLC; Trading Places; Laura Conaway**

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

#### **1st Place: Ranch House Designs, Inc.; V8 Ranch; Rachel Cutrer**

Score: 7

Headline: 7 (Best headline of the group.)

Problem/Solution: 3 (First attempt at pointing out solutions. Didn't have problems.)

Copy: 7

Design: 5 (The bull head should have been clipped instead of faded edge. Felt half done.)

Call to Action: 0

#### **2nd Place: Ranch House Designs, Inc.; Curtin Cattle; Melissa Grimmel**

Score: 6

Headline: 4 (Self serving headline)

Problem/Solution: 0

Copy: 4

Design: 5 (Blue body copy is bad. Can't easily read second half of headline because it's a bleach script. Never use script in a headline.)

Call to Action: 5 (First Call to Action in category even if it's weak.)

#### **3rd Place: American Hereford Association; Mile High; Katy Holdener**

Score: 5.5

Headline: 7 (Not a bad headline, but they never told me WHY I don't want to miss it.)

Problem/Solution: 0

Copy: 4

Design: 5 (I hate the upper and lower case font usage)

Call to Action: 4

#### **Additional Comments:**

#### **Ranch House Designs, Inc.; Buck Bros.; Melissa Grimmel**

Score: 3

Headline: 0

Problem/Solution: 0

Copy: 0

Design: 8 (Good looking top half. Fell apart on the bottom. Placement and quality of the square photos inconsistent.)

Call to Action: 0

#### **Ranch House Designs, Inc.; Swearngin Angus; Melissa Grimmel**

Score: 3

Headline: 0 (No headline)

Problem/Solution: 0

Copy: 2

Design: 6 (I like the bull photo. Having bull looking at audience is good and different.)

Call to Action: 0

#### **Ranch House Designs, Inc.; Grimmel/Lemon; Melissa Grimmel**

Score: 4

Headline: 4 (Self-serving headline. No real benefit to the customer.)

Problem/Solution: 0

Copy: 2

Design: 5 (Energetic colors and design style. HATE THE UPPER CASE BODY COPY. REALLY?!)

Call to Action: 0

#### **Western Ag Reporter; Vermillion Ranch; Kara Fairbank – Designer, John Goggins – Photographer**

Score: 4

Headline: 0

Problem/Solution: 0

Copy: 5 (It's good to know some details about sale to make a decision. But really didn't position the information against anything. Why is this info better than competition?)

Design: 5 (Symmetrical use of photos helps. As a potential buyer I'd be interested in seeing some of the stock offered - so that's good. Way too busy.)

Call to Action: 0

**Cultivate Agency; Halfmann Beckton; Cultivate Agency Staff**

Score: 4

Headline: 6 (Trite)

Problem/Solution: 0

Copy: 0

Design: 7 (Nice look, good colors and font usage.)

Call to Action: 0

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

Three things you need to consider in creating ads. Number one is the headline. Period. Number two is to give the reader something to do! Give them a "call to action" so the advertiser can take advantage of the call/email, etc. Number three. Stop the self-serving ads! So many are "look at me" or "come to my sale". Give them a reason to come to your sale, not just saying when it is and hope they show up. This category had a wide range of creativity and quality and all were pretty good comparing from when I've judged in the past.

**1st Place: Monti West Design; Halbach Cattle; Designer: Lacy Short**

A very unique ad and it took a while to study and be assured that it does have all elements we want. Creative use of the blue artwork coupled with the black and white action image of the judge slapping the champion. Message is good too as it makes one think about the correlation of the graphics to the message and it's all there.

**TIE 2nd Place: The Showtimes Magazine; Bob May; Brian J. Reid, Laurie Reid and Lisa Reid**

The design, feel and creativity is all there. While the message doesn't tell us enough it still gets a nod for a unique approach that caught our attention. Next time, tell us a little more about what history is being made.

**TIE 2nd Place: AgTown Technologies; Sitz Angus Ranch; Ag-Town Technologies**

Beautiful ad. Gorgeous ad. But what is the paneling doing covering up that Montana sky!? Would love to see this ad re-worked without that paneling art because it would be breathtaking while having a message that works enough for me.

**Additional Comments:****Ranch House Designs, Inc.; Emmons Ranch; Melissa Grimmel**

Another ad that barely tells me to "feel free to contact us". Photos of the cattle are good. The top right photo of the banners kind of took us back when we looked at it as the leather banner kind of kills the look. We know what the point is but looking at it for the first time made us want a different configuration of the banners for art.

**Gelbvieh World; Cedar Top Ranch; Lynn Valentine**

The ad is just an announcement. What do you want the reader to do?

**Gelbvieh World; Swanson Cattle; Lynn Valentine**

The copy in the box ("Our tradition...") is really bullet points. Could have made that copy a little more smooth. Good color use and nice photo which appears to be in the Sandhills and then we noticed it probably is! The message is just a little too vague but still gets a thumbs up.

**Gelbvieh World; Bar Arrow Cattle; Lynn Valentine**

Knowing how difficult it is to get a photo with all cattle in the exact position you want - but this photo just diminishes the quality of the design. Interesting message that they are going to feed

the world but maybe they can help. Like the world art in the plate but the cattle photo just doesn't work.

**Category 38: 4-color, Full page Ad for Livestock Supplier, Service, Association****1st Place: Filament Marketing; Purina Animal Nutrition; Filament Marketing**

First of all a very clever ad with a great simple headline that almost makes it look like the chicken is saying it. The headline draws me in to the copy below because it makes me wonder the message. Good to have the web address stand out. Telling me it's "New" also makes me want to find out more because I apparently might not be using the product yet. Great job.

**TIE 2nd Place: Agtown Technologies; Streamline Genetics; AgTown Technologies**

Finally an ad that has the elements needed -- good quality photos with action in them and a call to action in the message. Good logo and all the contact information is there just like we want. The transparency used in the photos saves it from being too busy but definitely eye-catching.

**TIE 2nd Place: Cultivate Agency; Dairy Max; Cultivate Agency staff**

Great ad with good color selection. Simple, clean and you can't help but look at the little girl! Might look over the copy again for a couple of missing commas. And what is Built by Nature? Maybe your audience already knows what it is but is it a trademark or registered product or should there be quotes? Since it has initial caps we know it means something. Nice work.

**Additional Comments:****The Showtimes Magazine; Sunglo; Brian J. Reid, Laurie Reid and Lisa Reid**

Wow -- such a powerful idea but what do I do? Where is the call to action? Do I have to look it up on the website even if I'm ready to order right now? Give me a phone number or at least a way to order. I'm ready! The clipping on the logo with the orange and green is a little rough. It's good but just missing the purpose of the ad -- which could have been explained in the objective.

**Western Ag Reporter; Shipton's Big R; Karen Klement - designer**

Certainly a different ad than the rest in this category. There is a lot...like a lot going on in this ad. I'm not sure how many fonts are in it but a few too many. Check out some ads that sell clothing and products in a totally different industry and it might help to get new ideas. This is definitely an old style of design that needs some updating to 2017. This much information needs to be in two pages too.

**Cultivate Agency; Texas Beef Checkoff; Cultivate Agency staff**

Great photo that definitely catches the eye. The young lady is attractive and has a very pleasant, friendly look which draws one in. Would definitely get rid of the white box. There is enough dark color to be able to reverse the type like you have it so the box isn't needed. Would like to see some sort of beef in the picture but maybe the trailer insinuates that.

**Filament Marketing; GEA; Filament Marketing**

Interesting ad. Great photos and good color selection. While we like to have phone numbers in ads, this one serves as more of an educational call to action to get online and research the company and products. Headline is very good.

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

#### **1st Place: Filament Marketing; ImmuCell Corporation; Filament Marketing**

Powerful, clean design! Use of familiar fire alarm image is clever and effective. Strong, simple message that comes across loud and clear. I am not the target audience for this add, but it drew me in. Writing and design work together to achieve the desired response! The most elegant solution is always the simplest and this add proves that to be true with a clean design that communicates quickly and directly.

#### **2nd Place: Ranch House Designs, Inc.; Illini Elite; Melissa Grimmel**

Good use of contrast in "already in the winner's circle" typography. Lots of information is communicated here. Fox Creek logo complements the design of the Illini elite logo nicely. I understand the desire to use Illini color scheme, but the orange type is difficult to read. Perhaps if instead of washing the whole page with the purple, use gray (just ghost back) the image in the lower third of the page. The orange might be more readable on gray.

All caps should be used sparingly. Our eyes want to see the up-and-down of upper and lowercase letters. Our eyes read all caps as blocks, more like a graphic.

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

#### **1st Place: The Showtimes Magazine; July/August 2016 State Fair Edition Cover; Brian Reid, Laurie Reid and Lisa Reid**

Beautiful use of color and typography to create an eye-catching cover. State Fair wrap complements and enhances the cover design.

Decorative, script type is used sparingly so as not to become overbearing. Layout is clean and easy to read.

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

#### **1st Place: The Showtimes Magazine; Champion Steers of Denver; Brian Reid, Laurie Reid and Lisa Reid**

Powerful photo illustration. Works beautifully with the tagline (Covering Shows from Across America). Focus is on youth which is always appealing and pulls the viewer in. Strong use of b/w, good use of rule of thirds in placing illustration and type on page.

#### **2nd Place: Ranch House Designs, Inc.; Make Him Count; Rachel Cutrer**

Profile of Brahman bull is powerful and communicates the message of the ad clearly. This imagery works effectively with the ad copy. The headline typography is handled skillfully! Copy could be tightened up, which would have simplified the page. Also, the V8 Ranch branding logo is distracting. I admit to not having knowledge of this particular industry, so I went to the V8 Ranch website to see if this was an image they used. It does not seem to be. Using their simple V8 Est 1944 would have been a better choice.

#### **3rd Place: The Showtimes Magazine; This is Why We Show; Brian Reid, Laurie Reid and Lisa Reid**

Strong in its simplicity. Expression on owner's (?) face says it all and works beautifully with the hashtag text. Balance of the page feels off. Placement of Showtimes logo pulls the eye off of the image. Placing a bit higher on the page, and perhaps smaller would have emphasized it more and kept it from conflicting with the rest of the image.

### **Category 42: Livestock Advertiser Campaign**

#### **1st Place: Cultivate Agency; Celebrating Like a Texan; Cultivate Agency staff**

Love the clear and concise look across this campaign that is promoting beef. The photos do a wonderful job of conveying what the promotion is about and love the touch of fresh Rosemary in the cover shot to tie it into the holiday season.

#### **2nd Place: Cultivate Agency; Beef Loving Texan; Cultivate Agency staff**

Love the consistency of the headline and photo placement in each ad. Layout conveys a sense of consistency throughout the campaign but yet it differs enough to make the reader easily realize it's not the exact same ad each time. Good job!

#### **3rd Place: Cultivate Agency; Dairy Max; Cultivate Agency staff**

Great consistency across the board with these ads -- good photos of real people, simple copy but yet it's meaningful.

#### **HM: Cultivate Agency; Beef Checkoff; Cultivate Agency staff**

Another great campaign. Love the simplicity of these ads, yet there is consistency in the placement of the headline, the photos and the copy is to the point.

#### **Additional Comments:**

#### **Ranch House Designs, Inc.; V8 Ranch; Rachel Cutrer**

Consistency is key in every ad campaign. While the ads are beautiful, as a whole they are too varied to be considered a campaign. The major item that jumped out at me was the variation of the logo. Two completely different logos are used in different ads.

#### **Ranch House Designs, Inc.; Grimmel Girls; Melissa Grimmel**

This judge questions if the look of the ads is consistent enough to be considered an ad campaign. These are great ads, the fonts and color schemes work well together across all of the ads, but that seems to be where the consistency stops. The logo and the teal color are really the only identifying pieces that are consistent across all ads.

#### **The Showtimes Magazine; Blackout Jackpot; Brian J. Reid, Laurie Reid and Lisa Reid**

Not sure what the "5" is supposed to convey? Maybe it tells me in one of the ads, but it appears to be a low res file and I can't read all of the text.

### **Category 43: Livestock Headline**

#### **1st Place: Cultivate Agency; Dairy Max; Cultivate Agency staff**

Love the use of this headline and how it ties into the photo and the objective of the ad. Nice one!

#### **2nd Place: Ranch House Designs, Inc.; V8 Ranch; Rachel Cutrer**

Nice use of the headline to tie into a really good photo. This ad definitely meets the objective set forth. Good work.

#### **Additional Comments:**

#### **Ranch House Designs, Inc.; Schaake Farms Heritage Sale; Melissa Grimmel**

Nice headline, but it doesn't tie into the rest of the ad very well.

**Kansas Stockman; Oleen Brothers Sale; Designer: Tammy Houk, Writer: Arden Oleen, Photographer: Andrew Oleen**

The font and underlines in the headline just don't push this ad into the same caliber as the winners in this category. The headline "Saddle-Up" concept really doesn't go well with bucking horses. Are we selling horses or cattle? It appears there are a lot more cattle selling than horses, but the entire concept of the ad appears that it's more horses than cattle. Ad is misleading.

**Category 44: Multiple Page Livestock Ad**

**1st Place: Ranch House Designs, Inc.; V8 Ranch; Rachel Cutrer**

Clean use of the ever-monotonous show win pics. Not too much text, but clearly conveys the information needed. Very nice use of the large photo for a focal point along with the script typeface headline. Nicely done. However, you mentioned in your objective that you were using the ranch's colors of navy blue and white...I'm not seeing the navy blue? Yes, the judges really do read the objectives!

**2nd Place: The Showtimes Magazine; Reimann Ranch; Brian J. Reid, Laurie Reid and Lisa Reid**

Cool graphics promoting this sale. I like the arrangement of the various cattle pics. As a livestock producer, I have to wonder what some of the sires are of those babies on the second spread. I feel like you gave good info on the first two pages, but got lazy on the second two pages and didn't provide any info about those calves. Overall a nice ad.

**HM: Cultivate Agency; Beef Checkoff; Cultivate Agency staff**

Great to see a real producer in an ad. The graphics to the right lost me a little in the text about television reaching more than 2 million viewers. The sentence seems to be just left dangling as you have to move over to the 2 million viewers graphic. Maybe it could have been right aligned to be more pleasing to the eye.

**Additional Comments:**

**Western Ag Reporter; Billings Livestock Commission; Karen Klement - Designer**

Too busy. Too much texture that takes away from the photos. The circles and boxed text seem to just be floating around the page. The rope border is the first thing the eye is drawn to, is that what you intended? I hope not. Are you selling rope or livestock?

**Category 45: Logo Design**

**1st Place: Ranch House Designs, Inc.; Prime 37; Sarah Simpson**

This logo is very clean, contemporary and the entry illustrates good execution in various applications. It reproduces well and is very legible in a variety of sizes. It would easily adapt to a color if needed in the future.

**2nd Place: Ranch House Designs, Inc.; Dean & Peeler Meats; Kristen Davis**

This entry also illustrates very nice design which fits a variety of needs. The logo will be easily identifiable with a precise color palette which will compliment other colors.

**3rd Place: Ranch House Designs, Inc.; Coats Cattle Company; Sarah Simpson**

A nice logo which accomplishes the goals established in the objective and will be very effective for the client.

**Category 46: Brochures, Flyers and Direct-mail Pieces**

**1st Place: AgTown Technologies; Sitz Angus Ranch; AgTown Technologies**

Nice work and has all of the elements that I'm looking for. Great photography, personal touch with the people photos, good amount of color and easy to find out how to get in touch with them. Really like this piece.

**HM: Ranch House Designs, Inc.; Heart Brand Beef; Kristen Davis**

Another entry that deserves recognition for excellent photography, clean design and information that is easy to read/understand. Really like the way the recipes are included. Makes me think I'm part of the family. Tough category but this one definitely was a top competitor.

**HM: American Angus Association; Long Ranch Strategic Plan; Crystal Albers, Leann Schleicher**

It's difficult to make somewhat mundane copy into a readable and interesting format but you accomplished that. Very clean and easy to read. Great color selection that didn't overpower the content.

**HM: Cultivate Agency; Tailgating in the South; Cultivate Agency staff**

Really like this and the creativity is excellent. I'm sure it was a fun project to work on and am sure you were glad when it went to print. Photography and tie in to the graphics is really good.

**Additional Comments:**

**The Banner - Beefmaster Seedstock Directory; "Bill Pendergrass - Editor & Advertising Sales, Jeralyn Novak - Managing Editor, Photographer & Graphic Designer, Gail Lombardino - Cover Design, Matt Woolfolk - Advertising Sales, Contributing Writers: Dr. Wesley Hood, Laramie Naumann, Bill Pendergrass, Dr. Whitney Whitworth, Dr. Robert Williams**

Nice piece but a couple of things. On the contract -- do you really want them to tear that page out and send in? The editorial pages (i.e. 11, 15, 16, 41, 42, etc.) are too copy heavy and need pull quotes, drop caps, photos or something to spice it up. Page 48 has typo "Breedrs".

**Hereford World; Hereford Publications Inc.; Deppe Bros.; Hereford Publications Inc. Team**

Lots in this brochure and definitely accomplished what your client was looking to do and promote their cattle. Nice color and organization. Just not in the top of this tough category.

**Hereford World; American Hereford Association; Hereford Advantage Program; Katy Holdener**

Again not enough room to fill in the information. Good consistency in the graphic designs but the forms need help. While the flyer is clean and simple the form is not. It needs to be cleaned up - try making the check boxes smaller and give much more space to write the information. A common mistake that people make with forms - never enough room to write. Is this also available in a fillable pdf?

**Filament; ImmuCell Corporation; Filament**

Looks like a good campaign. I would have liked to have seen the files rather than pictures of the end product. A little hard to judge in this format. I'm a little lukewarm on the piece. Just nothing grabs me.

### **Filament; Purina Animal Nutrition; Filament**

Another entry that I would like to read the copy to understand all the pieces. It looks like a very creative piece that obviously took time to build and a pricey piece! Since I'm not sure of the message it's hard to judge.

### **Angus; Zoetis Beef Genetics; Angus Media Team**

Great photo to capture the essence of "Confidence". It is a good piece, just out horsed in this category. Definitely makes a good message in a clean manner.

### **Category 47: Sale Catalogs, 4-color text pages**

#### **1st Place: Ranch House Designs, Inc.; V8 September Catalog; Rachel Cutrer**

This catalog is very worthy of winning this category. It offers the reader a design which is consistent throughout and easy to follow. The photography is outstanding. The filter applied to the background photos is very consistent and an attractive compliment to the catalog. It includes great content and sale information to assist the reader in their buying decisions.

#### **2nd Place: Monti West Design; Magness Land & Cattle; Lacy Short**

A beautiful catalog offering the reader an easy, consistent flow of information. The typography is easy to read. The background and supporting photos are a very nice compliment and supporting elements to the catalog. Either the designer or the photographer needs to be careful with post production on the actual sale lot photos to ensure consistency. The black tones should be strengthened in many lots.

#### **3rd Place: The Showtimes Magazine; Trent Ray Sale; Brian Reid, Laurie Reid and Lisa Reid**

A well-executed catalog which is easy to read. It also contains a great set of photos.

#### **HM: Monti West Design; Magness Land & Cattle Mile High Elite Female Sale; Lacy Short**

### **Category 48: Sale Catalogs, less than 4-color text pages**

#### **1st Place: Ranch House Designs, Inc.; Swearngin Angus; Melissa Grimmel**

A very well-organized catalog given the extensive footnotes of varying lengths. Easy to read and visually appealing.

#### **2nd Place: Hereford Publications Inc.; Barry; Hereford Publications Inc. Team**

This catalog is easy to read and the layout is handled consistently throughout.

### **Category 49: Annual Reports**

#### **1st Place: Hereford World; Hereford Publications, Inc.; Annual Report; Hereford Publications staff**

This is a great piece and combines all of the elements we want to see in an annual report. Good color choices, photos and clean copy. Others should take a look at it for inspiration. Definitely worthy of a win.

#### **TIE 2nd Place: American Angus Association; Annual Report; Jena McRell, editor; Leann Schleicher, designer**

Another very good piece. This is a tough category. Can't find very much to criticize so just know that this was a difficult class to judge!

#### **TIE 2nd Place: Top Stock Magazine; Canadian Rountable for Sustainable Beef's annual report; Katie Songer**

Quite an annual report and you can tell a lot of work was put into it. This is an extremely close second to the winning entry. Am sure the company is proud to distribute.

#### **Additional Comments:**

#### **Cultivate Agency; Dairy Max; Cultivate Agency staff**

This was a little hard to determine since the rest were print. Might have needed to be in a different category?

### **Category 50: Miscellaneous Design**

#### **1st Place: Ranch House Designs; Republic Reserve; Sarah Simpson**

Excellent branding and design. The pieces are consistent and represent the brand and identity well. Beautiful color palette and photography. Customer has a clear message of the product and its features. Well done!

#### **2nd Place: Cultivate Agency; I Spy Texas; Cultivate Agency Staff**

Good use of infographic to communicate educational content. Simple, colorful and invites a consumer to interact.

#### **3rd Place: Filament Marketing; Purina Animal Nutrition – Cattle; Filament Marketing**

A very well-produced and informative video. A complex solution has been successfully simplified and illustrated through this medium.

#### **HM: Hereford Publications Inc.; Hereford Publications, Inc. media kit; Hereford Publications Inc. Team**

#### **Additional Comments:**

#### **Ranch House Designs, Inc.; 4C Summit Calendar; Kristen Davis**

Clean, colorful and pleasing design.

#### **Cultivate Agency; The Texas Beef Council's Grill Like a Texan campaign; Cultivate Agency staff**

No explanation necessary! As designers, it's important to remember we can communicate a message in four words and a great photo!

### **Category 51: Publication Website**

#### **1st Place: Angus Media; www.angus.media; Ethan Tierney, Jena McRell, Leann Schleicher & Andy Blumer**

Very user friendly. Good, clean design and use of color and images. Content flows well and site is easy to navigate.

#### **2nd Place: The Showtimes Magazine; theshowtimes-magazine.com; Brian J. Reid, Laurie Reid and Lisa Reid**

A lot of good content. Would like to see the type smaller along with social media links to tighten up the content and reduce some scrolling.

### **Category 52: Association Website**

#### **1st Place: Alabama Cattlemen's Association; Host: Saffire, Web Content Manager: Kayla Greer**

Very informative and clean layout and navigation. Website loads quickly which is a must when out in the country on a slower connection.

**2nd Place: Ranch House Designs, Inc.; Texas Angus; Seth Alling, Web Designer / Developer**

Nice layout and design scheme. Informative and gets information to breeders and also those browsing the web.

**3rd Place: Monti West Design; Iowa Junior Beef Breeds Association; Designer: Lacy Short**

Content loads fast and easy navigation.

**Additional Comments:**

**Ranch House Designs, Inc.; Osceola County Cattlemen's Association; Kristen Davis, Web Designer**

Website was slow to load on connection. Like the color scheme. Content outdated for events. Needs updated possibly with results from events, etc.

**Beefmaster Breeders United; Writers: Jeralyn Novak, Bill Pendergrass, Web Content Developer/Photographer: Jeralyn Novak; Website Designer: EDJE - Britny Hocken**

Website loads slow on connection and would change navigation button area. Main focus seemed to be moving banner ads at top of page.

**Category 53: Breeder Website**

**1st Place: Ranch House Designs, Inc.; V8 Ranch; Seth Alling, Rachel Cutrer**

Really enjoyed looking around this site. The design and the photos are clean and crisp. The information is easy to read and follow. Beautifully done.

**Category 54: Livestock-affiliated Website, Association**

**2nd Place: Ranch House Designs, Inc.; King Ranch; Seth Alling, Website Designer & Developer**

This site is also easy to navigate even with the massive amount of information it offers. The photos and the content are also interesting.

**HM: EDJE; Dream Dirt; Tracy Kendzora, EDJE**

This site is very technical and has a lot of behind the scenes going on. However, it was a little overwhelming when I first pulled it up.

**Category 55: Social Media Marketing Campaign**

**1st Place: Filament; Purina Animal Nutrition; Filament**

A well-orchestrated campaign that provided excellent results. It truly met the objectives set out at the beginning of the campaign. Nice job!

**2nd Place: Ranch House Designs, Inc.; V8 Ranch; Rachel Cutrer, Nicole Erceg, Melissa Grimmel**

A truly well executed plan on a shoestring budget. Objectives were clearly met in an engaging campaign that drove interest in the client's bull sale. Nice graphics, snappy copy and a good mix of visual and video content.

**HM: American Angus Association; Angus; Jena McRell**

Clean, professional and attractive. Some measurements of what you determine as success would have helped this entry place higher.

**Additional Comments:**

**The Showtimes Magazine; State Fair edition; Brian J. Reid, Laurie Reid and Lisa Reid**

The campaign has a nice, consistent look to it. It would have been nice to have some measurements or data--was it successful? I couldn't tell if you truly met the objectives with the campaign.

**Category 57: E-Newsletter – Monthly**

**1st Place: Angus Beef Bulletin; Mary Black, Craig Simmons, Kasey Brown, Linda Robbins, Shelby Mettlen & Shauna Her-mel**

Clean design and well written content bring this entry to the top. It is easy to navigate and read which is critical in electronic pieces.

**2nd Place: Beefmaster Breeders United; Jeralyn Novak**

A nice newsletter for Beefmaster members. Lots of good information. Consider a different layout to highlight the sponsor logos so it is less cluttered at the top. Perhaps rotating between three positions within the newsletters. Edit articles a little tighter.

**Category 58: E-Newsletter- Less than Monthly**

**1st Place: Filament; Purina Animal Nutrition; Filament staff**

A nicely presented newsletter series that did a nice job of supporting the objectives. Newsletters were cleanly designed and engaging for readers.

**Category 59: Single Blog Post**

**1st Place: National Hog Farmer; Protesting agriculture becoming a sport; Cheryl Day, writer**

Very well written and thought out. The objective should have been more descriptive of the actual story. I would suggest condensing some of the points to make it shorter. Blog readers are not known for seeking magazine article length stories.

**2nd Place: High Plains Journal; All farm women are super heroes; Kylene Scott**

Good emotional content and use of an example organization to help communicate the issue.

**HM: Cactus Flower Communications; Stories and love are everywhere; Katrina Huffstutler**

Great idea to get personal which is a key to connecting with your audience. Shows them your personality.

**Additional Comments:**

**High Plains Journal; As much as things change they still stay the same; Kylene Scott**

Nice personal story. Good content idea.

**Certified Angus Beef LLC; Bruning; Miranda Reiman**

I think the promotion of an article was too strong. This could have stood on its own with just a short plug at the end.

**Certified Angus Beef; Foundation not easily shaken; Laura Conaway**

Good story. These are the kind of content ideas that are well suited for a blog format. Good use of photos too.

**Cactus Flower Communications; Amarillo or bust; Katrina Huffstutler**

Thank you for not writing a lengthy essay. These are best short and sweet.

**Cultivate Agency; DM blog post 2; Staff, Susan Allen**

This format is technically well done. However, it seems more like a tutorial than a personal story.

**Cultivate Agency; DM blog post 1; Staff, Kaci Creel**

This format is technically well done. However, it seems more like a tutorial than a personal story.

### **Cultivate Agency; DM blog post 3; Staff, Susan Allen**

This format is technically well done. However, it seems more like a tutorial than a personal story.

### **Category 60: Blog Series**

#### **1st Place: Certified Angus Beef LLC; Trading Places; Laura Conaway**

It captures the passion of both rancher and chefs through its lively, fun writing style punctuated with strong quotes that help me feel I really know these people ...and want to know them better. Images capture the reality of both worlds. This is the kind of writing that helps the general consumer have a positive image of cattle producers.

#### **2nd Place: Certified Angus Beef LLC; Following the Calves; Steve Suther, Miranda Reiman, Laura Conaway, Katrina Huffstutler and Laura Nelson**

This series does an impressive job of highlighting the decision-making process and the overwhelming amount of information needed to make those decisions. It also shows the passion required to make this your life's work. Wonderful to see women ranchers highlighted not only as being involved, but running the operations. Also enjoyed seeing producers from all across the U.S. featured. I think this series would appeal to people in the industry. Might be overwhelming for those not as familiar with terms. I took a look at the actual website/blog and still could not decide exactly who the target audience is.

#### **3rd Place: Certified Angus Beef LLC; Footsteps; Laura Conaway, Miranda Reiman, Katrina Huffstutler**

Interesting families. But content seemed lighter in detail and emotion. I wonder if doing a more in-depth, three-part series on one of these father-son pairs would be more impactful than the four pairs. Blog posts should elicit an emotional response in the reader that would serve as a call to action ... to get the reader to react/interact with the writer.

### **Category 61: Best Overall Blog**

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

The Black Ink blog is full of strong writing and images. The journalists who produce the content understand how to report and write interesting, fact-filled stories that connect with the reader. Photography is outstanding. It seems to be targeted toward those in the industry, yet many of the stories have a general consumer appeal. I hope they working to reach a more general audience as these are the people who need to see this type of content.

#### **2nd Place: Tami Blake; prairiemom.me; Tami Blake**

The writing is straight from the heart. It is authentic, lively and fun to read. A first-hand look at the life of a rancher/mom. The author's personality shines through.