

# Actiongram

## Happy New Year!



*Cindy Cunningham  
2017-18  
LPC President*

Those of you who know me know I am most often a pretty positive person. Here are a few of the phrases I have used in the last few weeks:

- "It's a new year full of new opportunity."
- "The days are getting longer, which means spring can only be a few short weeks away."
- "I know it is -35 wind-chill, but did you see the amazing sundogs?!"

As you can imagine, some of these have received less than positive responses. I'm not suggesting that we look at the world through rose-colored glasses — although Snapchat has a fun new filter that can assist you with that. What I am suggesting is that in a time when it seems like there can be so much challenge and negativity in our lives, let's step back and remember that life really is good and that we need to remember to live it that way.

Your Livestock Publications Council (LPC) Board of Directors met in that spirit earlier this month for the winter board meeting. There are some exciting things happening in LPC and we wanted you to know about a few of them.

Planning continues for what promises to be a very interesting Ag Media Summit August 4-8 at the Westin Kierland Resort and Spa in Scottsdale, Arizona. In addition to our AAEE Ag Communicators Network (formerly the American Ag Editors' Association), Ag Communicators of Tomorrow and LPC, we will be joined for the first time by the Association for Communication Excellence (ACE) in Agriculture, Natural Resources and Life and Human Sciences. The exciting news is that through the collaboration with these groups we are able to provide you with even more professional development opportunities. More de-

tails will be out shortly, but this historic meeting is one in which you will certainly want to participate.

The finishing touches and photos are being added to the newest program for LPC. The LPC Photo Pen will be ready for use shortly. This will be a great member benefit, as both a place to source images for your use, but also as a place to post your images for others who may be interested in your work.

Also on the photo front, we are excited to let you know about a new online photo contest to be held prior to AMS. Full details will be released with the contest rules, but our goal is to use online technology to feature your work.

And finally, for those of you attending the Cattle Industry Convention and NCBA Trade Show, we invite you to join us for the LPC Luncheon. This is a great time to connect with fellow LPC members

### LPC Executive Committee

### Board of Directors

Cindy Cunningham, President  
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Photo credit: Katy Kemp



Each month watch for a winning photo from the Best of the Bunch competition held at AMS.

and enjoy lunch. A special thanks to the National Cattlemen's Beef Board for sponsoring this luncheon. Full details are available in this newsletter.

As we work to build out more of the details of board meeting actions, we will be sharing them with you here in the *Actiongram* and also through the LPC social channels. Your board of directors, listed on this side of this page, would like to hear from you. Help us to continue to build on this great organization.

In closing, I offer you a thought from **William James**, who is considered possibly one of the most influential philosophers the United States has ever produced. "Be not afraid of life. Believe that life is worth living, and your belief will help create the fact."

*Cindy*

## Stipends awarded to LPC members

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

Just announced are these three award winners: **Jennifer Carrico**, High Plains Journal and **Camden Barnden**, Lee Communications. Jennifer is planning to use it to attend the International Federation of Ag Journalists (IFAJ) Congress in The Netherlands and Camden plans to use it to attend the 2018 Ag Media Summit. Watch for reports from our stipend award winners in the *Actiongram* later this year.

## Horton Selected as 2018 LPC Summer Intern

**Emily Horton** has been selected as the 2018 LPC summer intern for Beefmaster Breeders United (BBU). Emily is a senior in agricultural communications at Oklahoma State University and will graduate in December 2018.

She is passionate about the cattle business, and her family raises Beefmaster cattle in Hardeman County, Texas. Emily is a talented writer and photographer and also enjoys public relations and event management.

This summer she will work with the BBU communications team, helping to plan and coordinate the production of the fall issue of *The Beefmaster Pay Weight*, as well as assist in capturing content for use in marketing pieces. She will help coordinate and cover the Junior Beefmaster Breeders Association National Show and Convention, as well as manage social media platforms and web presence. In addition, she will write articles for *The Beefmaster Cowman* magazine, the BBU e-newsletter and blog.

"We had numerous strong applicants for this year's internship program, and it was a difficult decision, but Emily rose to the top," says **Jeralyn Novak**, BBU Communications Coordinator. "This LPC program is a great opportunity for young communicators to explore the field of agriculture communications, as well as allowing organizations to employ a fresh, youthful perspective."

BBU was selected to host the Livestock Publications Council internship program and thanks LPC for the opportunity.

Horton will share her experiences with LPC members and attend the 2018 Ag Media Summit. Any LPC member organization interested in this opportunity can learn more at [www.livestockpublications.com/student\\_internship\\_program.php](http://www.livestockpublications.com/student_internship_program.php).

## Forrest Bassford Student Award applications due Feb. 15

We are happy to announce that Alltech will again be the major sponsor of the **Forrest Bassford** Student Award.

Scholarship applications for the award are available on LPC's website. This scholarship will be awarded in at the 2018 Ag Media Summit (AMS). Also, up to four travel scholarships of \$750 each will be awarded to deserving students who must be able to attend the AMS. If you have questions, contact: **Julie White**, committee chairman, [jwhite@hereford.org](mailto:jwhite@hereford.org). Deadline for applications is February 15, 2018.

About Alltech: Alltech is a global leader in the animal health and nutrition industry and among the top 10 animal health companies in the world, focused on natural scientific solutions to today's biggest agriculture and food industry challenges. Headquartered in Nicholasville, Kentucky and with Bioscience Centres in the US, Ireland and Thailand, Alltech has offices and distributors in 128 countries and 31 Tier 1 and Tier2 manufacturing facilities located strategically throughout the world. •



★ JOIN US! ★

LPC ANNUAL LUNCHEON

Thursday, February 1, 2018

11:30 am - 1 pm

Location: Regency A Ballroom at the Hyatt Hotel  
*during the National Cattlemen's Beef Association  
Cattle Industry Convention in Nashville*

Incoming NCBA President Kevin Kester has been invited to address the group plus we'll update you on all of the exciting LPC events planned for 2018.

*Thank you to this year's luncheon sponsor.*



National Cattlemen's  
Beef Association

**PLEASE READ THE FOLLOWING!**

You **MUST** RSVP by Friday, January 26 to Diane  
[diane@livestockpublications.com](mailto:diane@livestockpublications.com) or call 817/336-1130

**No shows are highly discouraged.**

**LPC  
CALENDAR  
OF EVENTS  
& DEADLINES**

**FEBRUARY 1**

Annual LPC Luncheon during  
NCBA Convention, Phoenix

**MARCH 1**

Membership Dues due

**FEBRUARY 15**

Forrest Bassford Student Award  
Applications due

**APRIL 20**

LPC Contest entries due



**HOTEL HEADQUARTERS:**  
 The Westin Kierland Resort & Spa  
 6902 E. Greenway Parkway  
 Scottsdale, AZ 885254  
 480-624-1000  
 kierlandresort.com  
 Room rate: \$149

Mark your calendars and get ready to head to Scottsdale, Arizona for the 20th annual Agricultural Media Summit (AMS). LPC is a part of this largest gathering of agriculture's top writers, editors, photographers, publishers and communication specialists in the U.S. This year's dates are August 4-8 with the hotel headquarters and location of all events at the Westin Kierland Resort and Spa.

A very exciting addition to this year's event will be when the Association for Communication Excellence (ACE) in Agriculture, Natural Resources and Life and Human Sciences will join the AMS partners of LPC, AAEA The Agricultural Communicators Network, (formerly American

Agricultural Editors' Association), and the Connectiv Agri-Media Committee. With the addition of ACE, more than 850 media and communications professionals are expected to attend.

This industry-wide gathering of agricultural communicators offers one of the best opportunities for professional improvement and industry networking. The InfoExpo annually exceeds 75 booths and provides the best place for companies to promote products and services. The system to sign up for a sponsorship and/or a booth is now open. If your company is interested or you know of someone who would benefit, check it out at: [www.agmediasummit.com](http://www.agmediasummit.com)



## *New Sponsor for Coffee and Collaboration*

LPC welcomes Rockin' K Productions as its newest sponsor. Owner **Kent Jaecke** has come on board to sponsor the monthly Coffee & Collaboration series. A big thank you for his generosity to help support this program for all LPC members! *Watch for more details on the next C&C in February.*

## LPC Business Notes

- Dues notices are in the mail and should already be on your desk! If you have not received yours, let us know. Sometimes the USPS plays tricks on us and, even though we have the correct address, they like to send them back. Also, it certainly helps if these are paid right away! Credit cards are accepted for an additional service fee.
- February 15 - deadline for the Forrest Bassford Student Award applications. Students~ -- it's FREE money!
- The LPC Contest rules and new categories are now up on the website. Deadline for entries will be April 20. Start making a list of your winning entries!
- Are you interested in serving on the board of directors for LPC or on a committee? Let us know!