

# Actiongram

*Newsletter of the Livestock Publications Council,  
an international organization serving the  
dynamic livestock communications industry.*

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## Return on Investment

*Angie Denton, 2015-16 LPC President*



Whether you are buying a new car, a new camera or deciding where to eat dinner with your family, the value for your investment tends to drive your decision making process. There's no doubt we all want the most bang for our buck.

Likewise, we understand for the Livestock Publications Council (LPC) to be successful its members must find the organization to be worth the investment — both financial and time.

Our current membership includes more than 200 publication and service members. Members include livestock publications, advertising agencies, freelance writers, graphic designers and sales representatives, as well as other interested individuals who want to be a part of this progressive organization.

The livestock media industry is changing quickly and membership in LPC allows you to keep up with that pace. The networking opportunities are endless, and we continue to offer professional development programs through various outlets that help our members be the best at what they do. In addition, members are eligible to enter the LPC Contest, which recognizes excellence in writing, design and photography. Members also receive our monthly e-newsletter, the *Actiongram*, which features current news, industry information and upcoming events.

Members get a discounted registration for the Agricultural Media Summit (AMS), the joint meeting of LPC, the American Agricultural Editors Association and ABM Agri-Media Council. This "can't miss" event is the largest gathering of crop and livestock media professionals in the U.S. It provides workshops and speakers that cover topics on the cutting-edge of technology and management. This year's meeting will be held in St. Louis, MO, July 23-27.

The LPC board continues to add and enhance our programs working to offer our membership more value. In recent years we've added several new programs, including:

- Internship program — each year a member organization is selected to host an intern at no cost to the member. LPC provides a stipend to the intern so there is no cost for the host organization.
- Stipend program — LPC offers up to three \$1,000 stipends each year to be used for Ag Media Summit (AMS), International Federation of Ag Journalists (IFAJ) or other professional development workshops.
- Coffee & Collaboration — monthly online education program and chat.
- Online Contest Submission — to streamline the submission and judging contest LPC has transitioned to the online process.

With these programs, we've added more than \$7,500 per year in expenses to the LPC budget. During the board's recent long-range planning session membership fees were discussed. The current fee structure is \$175/year for publication members and \$150/year for service members. The last fee increase was 20 years ago.

With the increasing cost of operation plus the addition of new programs, the board voted to propose a \$20 increase in dues — \$195 for publication members and \$170 for service members.

Because member fees are part of the by-laws, the membership must vote on the increase during the upcoming Annual Meeting in St. Louis this summer.

*(continued on next page)*

None of us want to increase dues, but to keep LPC in the black and to be able to sustain our current programs and consider new ones in the future, it is a step that must be done. The LPC board is committed to be financially responsible and we appreciate your support in this change.

If you have any questions, please don't hesitate to contact me at [angiedenton@ksu.edu](mailto:angiedenton@ksu.edu) or 785-562-6197.

### Regional workshop is Tuesday

Don't forget the LPC regional workshop on June 14 prior to the Beef Improvement Federation (BIF) Research Symposium

and Convention, which kicks off that evening. The event will be hosted at the International Grains Program Conference Center on the Kansas State University campus.

We are so appreciative of our premier partner — Zoetis. With its help we've been able to develop an educational-packed program that you won't want to miss. Morning topics will include utilizing multiple media outlets, capturing and editing video, writing for social media, creating social media graphics and understanding analytics. A highlight of the afternoon schedule will be an update on genomics in the beef industry followed by

a session on how industry leaders effectively take highly technical subject matter, such as genomics, and transform it into understandable and educational articles for ranchers, farmers and the consuming public. More information about the event, including the schedule is posted to the LPC website.

Hope to see you in Manhattan on Tuesday and then St. Louis next month.

All the best,

*Angie*



## LPC Best of the Bunch Photo Contest

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

### Rules...Read carefully!

#### Photo Submissions

1) Enter each photograph in one of four categories:

- Livestock
- Livestock industry people
- Livestock scenic (such as a landscape)
- Digitally enhanced (the sky's the limit!)

2) The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.

3) All photographs must be mounted on lightweight stock. Minimum size for entry is 8"x10" to 10"x12". With the mounting, the maximum size of an entry can be no more than 11"x14".

4) All photos must be identified with your name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.

5) All photos must ALSO be submitted digitally for use in the slideshow presentation of winners, along with your headshot.

6) There is no limit to the number of entries you may enter.

7) There will be a small entry fee (\$5 per photo) but we have added larger cash prizes.

8) Entries will be taken until 9 a.m., Monday, July 25 at the registration desk.

9) You may enter without attending the Summit but contestants are responsible for making arrangements in getting their photo(s) returned.

#### Eligibility

- All entries must be original un-retouched, "straight out of the camera" photos.
- Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student

members of LPC are also eligible to enter.

3) Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.

#### Winning Photos

1) Each category will pay \$100/first; \$50/second; \$25/third.

2) The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.

3) The winner of the "Best of the Bunch" will receive a canvas print of their winning entry.

#### General Information

1) LPC retains the right to use any of the photos submitted in the Best of the Bunch Photo Contest for publishing in print or on the web.

2) ALL entries will go on the LPC web site and remain on there for one year with your name attached to the entry. We feel that this is a way of "advertising" for your photo(s) and then it's also like an on-line "portfolio" for you.

For more information or questions contact [Reba Underwood](mailto:Reba Underwood), [rebalorena09@yahoo.com](mailto:rebalorena09@yahoo.com) or [Carrie Horsley](mailto:Carrie Horsley), [chorsley@pork.org](mailto:chorsley@pork.org)

## Cash For Copy: Calling All Freelancers (not just writers!)

Interested in earning \$200 toward your Ag Media Summit registration AND helping out your fellow LPC and AAEA members? We know not everyone is able to attend AMS. And we know attendees can't even catch all the good sessions they want to. We're looking for freelancers to write up summaries of the sessions so others can benefit from what you learned — and we'll take \$200 off your AMS registration for doing it.

It's first-come, first-served -- the first five freelancers who show interest will have the opportunity. Attend AMS, write up summaries of two

or more sessions. You don't have to be a writer, but we're sure you can take good notes and in some cases just provide bullet point highlights of the workshops! If you fulfill these duties within 30 days of returning from St. Louis (upon AMS Steering Committee approval), we'll credit you \$200 off your AMS registration fee.

Let Ag Media Summit Chair [Molly Schoen](mailto:Molly Schoen) know you're interested by July 1. Email her at [mmader@charolaisusa.com](mailto:mmader@charolaisusa.com)

**Early bird deadline for AMS registration is Wednesday, June 15. Save money and register early!**

# LPC Regional Workshop

Manhattan, Kansas

TUESDAY, JUNE 14, 2016

8:30 am – 4 pm

Special thanks to Zoetis for major support of this event.



This workshop will be held prior to the Beef Improvement Federation annual convention:  
<http://beefimprovement.org/library/general-information>

## • AGENDA •

Workshop will be held in the Conference Center at the IGP (International Grains Program) Institute  
1980 Kimball Avenue, Manhattan, KS 66506

### 8:30 a.m. Registration

#### 9 a.m. The Biggest Bang for your Editorial Buck

*Holly Spangler, Prairie Farmer editor*, will discuss how she utilizes all media outlets to get the most out of every story she writes. She will give tips on how to take a topic and make it fit various formats, including a publication, blog, podcast, etc.

#### 10:15 a.m. Tips and Tricks Roundtables

Have questions about video equipment or editing software? Want to know the best way to capture your audience when writing for social media? Wondering what applications are available to help you create graphics for Facebook, Twitter, etc.? Confused by web/social media analytics? Get answers from these experts! (You will have the opportunity to choose two tables.)

##### 1. Video on a Shoestring Budget

*Gerry Snyder, multimedia specialist, KSU*

##### 2. Writing for the Social Media Audience

*Sheila Ellis-Glasper, digital media specialist, KSU*

##### 3. Best App for the Job: Creating social media graphics

*Katie Allen, communications specialist, KSU Research and Extension*

##### 4. Analytics: Clearing out the confusion

*Shannon Krueger, freelance creative professional with Allegro Creative*

#### 11:30 a.m. National Bio and Agro-Defense Facility Update

*Marty Vanier, Kansas State University Director of Operations at the National Agricultural Biosecurity Center*, will give an update on progress being made on the NBAF facility. Vanier was chosen by the Department of Homeland Security to be the senior program manager for strategic partnership development in 2015. Construction on the \$1.25 billion animal disease research laboratory began in May 2015 and is expected to be completed in 2020.

#### Noon Lunch

1 p.m. Tour IGP facilities —  
Feed Mill and Pet Food Facilities

#### 2:15 p.m. Genomics in the Beef Industry

*Dan Moser, Angus Genetics Inc. President*, will explain how ranchers are incorporating genomic information into genetic evaluation of beef cattle. He will highlight how this information has helped breeder's select cattle that perform well on the ranch and the rail.

#### 2:45 p.m. Tips for Simplifying Complex Subjects

*Kent Andersen, Zoetis Director of Genetics Technical Services, U.S. Cattle-Equine*, will discuss the importance of choosing your words wisely, knowing your audience and communicating key takeaways when explaining technical subject matter.

#### 3:00 p.m. Scientific Writing: It Doesn't Have To Be Complicated

Good writing increases access to knowledge. This panel of journalists will explain how they take highly technical subject matter, such as genomics, and transform it into understandable and educational articles for ranchers, farmers and the consuming public.  
*Sarah Hancock, technical writer, Office of the Vice President for Research at KSU*  
*Greg Henderson, Drivers, editorial director*  
*Miranda Reiman, Certified Angus Beef assistant director industry information*

#### 3:45 p.m. Closing and K-State Ice Cream Send-off SPONSORED BY AG PRESS

**WE ARE KEEPING  
REGISTRATION OPEN!**

Last minute registrations will be accepted

E-mail [diane@livestockpublications.com](mailto:diane@livestockpublications.com)

In the subject line put:

**REGISTER FOR REGIONAL WORKSHOP**

Questions: 817-336-1130

**REGISTRATION FEES: \$80.00 (members)**

**\$100.00 (non-members)**

**\$40.00 (students)**



# 18th Annual Ag Media Summit

## July 23-27, 2016

### St. Louis, Missouri

A joint meeting of: American Agricultural Editors' Association, Livestock Publications Council, and the Connectiv Agri Media Committee plus the annual meeting of the Agricultural Communicators of Tomorrow

All meetings will take place at the Hyatt Regency St. Louis at The Arch  
 315 Chestnut Street, St. Louis, Missouri, USA, 63102  
 314-655-1234 Reservations: 888-421-1442

## *Saturday, July 23 - All day Agriculture Tours 7am to 5pm*

### #1 Science Of Agriculture Tour

St. Louis is a hub of scientific discovery and innovation for agriculture. Your first stop focuses on one of ag's hottest technologies. **Aerial Agriculture** is a full-service unmanned vehicle systems company that uses a combination of satellite images and field data captured by a fixed-wing UAV to create actionable intelligence farmers can use to make crop management decisions. Founded by an experimental physicist who was a post-graduate researcher at the University of Missouri, the company is FFA certified and uses a proprietary artificial intelligence system for real-time analytics on a custom mapping interface. Next is the **Donald Danforth Plant Science Center** the world-class research campus focuses on accelerating advances in crop development and plant sciences around the world. Scientists are using genomics, CRISPR genome editing, robotics, imaging and other tools to increase food production, adapt crops to ever-changing environments and to conserve natural resources like soil and water. Lunch will be served on the campus.

The next stop is the newly opened **GROW Agriculture Gallery** at the St. Louis Science Center which is a one-acre indoor and outdoor exhibit with interactive educational activities, a greenhouse and classrooms. Your final stop is **Urban Chestnut**. The St. Louis craft beer brewery is known for its sustainability initiatives and industry-leading research. You'll learn how the brewmaster sources hops and grains and returns the brewery waste back to livestock producers as feed. The tour includes a tasting of Urban Chestnut's signature products.

### #2 From Farm to Fork Tour

The Livestock Tour offers a glimpse into various production practices in the Show-Me State.

Your tour begins at the **Purina Animal Nutrition Center** located in rural Missouri on 1,200 acres of rolling hills. The facility is known simply as "the Farm," and is the heart and soul of everything Purina Animal Nutrition does now and since 1926. More than 100 nutritionists, veterinarians and animal care specialists work together to manage

3,000 animals each day making it a unique facility within the feed industry. The next stop is **Geisert Farms**, a farm to fork hog operation near Washington. The farm has been in the same location since 1916 and this year they ventured out to a true farm to fork experience. Tour attendees will have an opportunity to sample some of Todd's pork products as we stop by their café for lunch.

Next will be **Scheer Dairy** a 150-cow dairy operation in New Haven to see one of three robotic milkers at work. The tour will take you inside the milking parlor to watch the robots in action. Eugene will share how technology is helping keep his son on the farm and a small dairy viable. The Scheer's sell their milk to Prairie Farms.

Just down the road from Scheer Dairy sits **Robbler Vineyard**. Robert and Louis Mueller along with their children own and operate the vineyard. Robbler Vineyard started as a backyard hobby, but today is a formidable estate styled winery. The stop will include a tour, presentation and wine tasting.

## *Sunday, July 24*

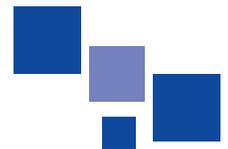
8 am - 5 pm  
 8 - 11:30 am  
 8 - 11:30 am  
 Noon  
 2 - 4 pm

Registration desk open  
 LPC board meeting  
 AAEA board meeting followed by PIF meeting  
 Lunch on your own  
 ACT Welcome, Student Professionalism Sessions and Speed Networking

A part of this year's student events will include a Speed Networking event with agricultural communication professionals who are attending AMS. If you are interested in expanding your professional network, looking for future internship experiences or ready to find your dream job, you must know that it starts with networking! You will learn about diverse career opportunities while gaining leads on internship and job openings for the coming year. Plus, you'll have a great time connecting with people who share your same passions for agriculture and communications.

2 - 5 pm  
 5 - 6 pm  
 6:30 - 9 pm

InfoExpo exhibit set up  
 First-timers reception  
 Famous Welcome Party



7 am – 6 pm Registration desk open  
7:30 – 8:30 am Hot Breakfast  
8 am – 4 pm InfoExpo set up

8:30 – 10 am BLOCK 1 SESSIONS

• **Deep Dive: Getting the Most from Adobe's Creative Cloud & InDesign Tips and Tricks (Part I)**

Are you thinking about upgrading to Adobe's Creative Cloud? Perhaps you already have, but are still using it like your old software? **Russell Viers** with Adobe is back by popular demand and will show not just the new features of CC (InDesign, Illustrator and Photoshop), but also new Cloud-based tools to help you work across the apps and collaboratively with team members, including Color Themes, Libraries, TypeKit and also how the Touch Apps can change the way you work.

• **Newsmakers Panel – Where Should Farmers Invest?**

Commodity prices are down. Environmental issues are up. New technology is flashy. Farmers are facing tough decisions about what to do and where to invest. During a panel discussion moderated by **Gary Schnitkey**, University of Illinois professor of agricultural economics, farmers from Illinois and Missouri will share their insights on their decision-making processes that help them be profitable while balancing other short-term and long-term issues.

• **Social Media Marketing**

We'll take in-depth look at current social media platforms, trends and demographics. Speaker **Mike Mintz**, president, 9-0 Films, will present a breakdown of the marketing benefits of each major site, as well as tips and tricks on how to post more efficiently and more effectively and how much you should be spending on social media.

• **Photography – Essential Photo Techniques**

Digital photography is important, but technology alone is just part of the solution to a great photograph. Photographic basics still apply to capture images that inform audiences with clarity and impact. **Bob Alber**, former UPI photographer, South Dakota State University ag journalism adviser and vice president of San Diego State University of California – Chico, will lead a discussion of solutions to common and uncommon photographic problems.

10 – 10:15 am Coffee Break

10:15 – 11:30 am BLOCK 2 SESSIONS

• **Deep Dive: Getting the Most from Adobe's Creative Cloud & InDesign Tips and Tricks (Part II continuation of I)** **Russell Viers**, Adobe

• **Scout Your Potential Sports Partnerships**

Thinking about working with sports teams for your next promotion? Curious what it takes to hit a home run and avoid a sack? From football to NASCAR to baseball, come learn from communicators who have worked with the pros and college teams, too. **Becky Frankenbach**, communications director with Missouri Corn, and **Meghan Kuhn**, communications director with Indiana Corn Marketing Council and Indiana Soybean Alliance, will tag-team a discussion that explores the pros and cons of working with sports organizations.

• **Communicating the Benefits of GMOs and Ag Technologies**

**Dr. Robb Fraley**, Chief Technology Officer at Monsanto, will share tools and key learnings on how to best communicate about the benefits of ag technology. Recognized as the father of biotechnology, Fraley has authored more than 100 publications and patent applications. Fraley's honors include: a World Food Prize Laureate (2013), the National Medal of Technology from President Clinton (1998), the National Academy of Sciences Award for the Industrial Application of Science for his work on crop improvement (2008), among other recognitions.

• **Video Basics**

This session features a how-to-get-started into video guide. **Mike Mintz**, President, 9-0 Films will describe what equipment and software you will need, techniques that will help you make high-quality videos inexpensively, and why it can reap big rewards. Feature will include beginner level special and virtual effects including graphics, titles and green screen.

• **Photography – Ready. Aim. Capture.**

This in-depth session hones in on:

- Ready – the importance of research, studying and practicing your technique
- Aim – emphasizing composition, artistically and otherwise
- Capture – setting the scene, establishing rapport with subjects

**Bob Alber**, former UPI photographer, South Dakota State University ag journalism adviser and vice president of San Diego State University of California – Chico, will detail the importance of these three approaches.

11:45 am – 1 pm Student Awards and Recognition Luncheon

### 1:15 – 2:30 pm BLOCK 3 SESSIONS

- **Rock Your Web Headlines for SEO and Social Media**

Learn how to write headlines for searchability and clickability from Poynter Institute's **John Schlander**. Headlines can be a powerful tool to drive traffic, if you know how to pump them up.

- **Rural Storytelling**

We'll demonstrate ways to capture the essence of subjects and tell their story in just a few minutes. Using interesting anecdotes, captivating videos, and stunning photography, **Russell Graves**, russellgraves.com, will teach your audience how to engage a subject and bring out the best in them within just a few minutes. The workshop is called rural storytelling because as a photographer, he specializes in rural lifestyles and travel capturing interesting rural stories and bring them to the masses.

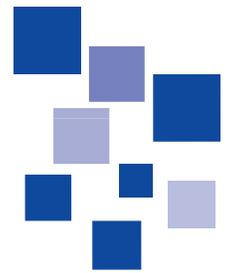
- **Techniques to make you a long document master using InDesign**

Are you putting out a magazine or newspaper on a regular basis? Are you still building using the techniques you used when creating ads and fliers? Learn how to save time, improve quality, work collaboratively with others and make your documents flexible for edits while you build. InDesign has so many automation tools that can reduce or eliminate production time that after this session, you will probably find yourself have a lot more free time to focus on design, or go home at a decent hour for a change. Presenter is **Russell Viers** with Adobe.

- **Hire and Hold: How to get and keep the best talent, no matter what generation they are**

Your employees are your most valuable asset, so it's no surprise that your ability to hire and retain them are important to your future. How do you do it, especially when unemployment is low and Baby Boomers are retiring – and when the ag industry and generational differences present their own unique needs? **Mark Waschek** of Ag 1 Source will share unique strategies for your organization to attract and retain the right people, in a session packed full of interactive learning, specific tips and strategies that you can take home and put to work. Plus: how to work better as a team once they're on board. Are you the job candidate? You'll learn a little something, too!

2:30 – 2:45 pm Coffee Break



### 2:45 – 4 pm BLOCK 4 SESSIONS

- **Using Analytics to Drive Web Success**

Learn how to sort through an array of analytics to get to numbers that matter. Use the virtuous circle of mission, goals, strategies and tactics, always informed by data. **John Schlander**, Poynter Institute

- **Risk Communications in the 21st Century**

**Kasisomayajula (Vish) Viswanath, PhD**, professor of health communications at the Harvard T.H. Chan School of Public Health, presents real-world cases about the current challenges and constantly evolving landscape of risk communications. He'll demonstrate how new technology, social media, globalization, diversity and multiculturalism affect issues surrounding public health as it relates to food production and food safety. In addition, he'll help us understand risk communications strategies and how these can be applied to us in agriculture as we communicate with ag and non-ag audiences. Vish has written more than 175 journal articles, co-edited three books and has received multiple awards and chaired many public health committees.

- **Photography – Essential Photo Techniques (repeat Session 1)**

Digital photography is important, but technology alone is just part of the solution to a great photograph. Photographic basics still apply to capture images that inform audiences with clarity and impact. **Bob Alber**, former UPI photographer, South Dakota State University ag journalism adviser and vice president of San Diego State University of California – Chico, will lead a discussion of solutions to common and uncommon photographic problems.

- **Research Update: Biennial Agricultural Media Usage Study**

Every other year, the Agri Media Committee of Connectiv, formerly ABM, completes its Media Usage Study of operators across the country. The fourth study has just been completed. **Jack Semler** with Readex Research will present the results from this recent study and show usage trends since 2010.

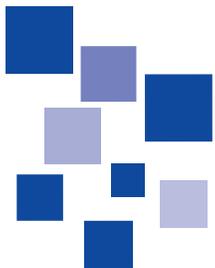
- **Advertising and Editorial: Are we speaking the same language?**

As more agricultural advertisers and media companies consider new formats for marketing content in an increasing digital world, the need for consistent, ethical approaches for delivery continues to be a critical issue. Building on the success of NAMA and past AMS ethics sessions, panelists from key industry segments will discuss consistent terms and guidelines for sponsored online content and special projects. And we'll reveal the results of a recent survey of media leaders regarding editorial terminology and integrated advertising trends – and the implications this has for the industry. Come with questions and concerns – this is an interactive session.

**Panel Moderator: Greg Horstmeier**, Editor-in-Chief, DTN/*The Progressive Farmer*

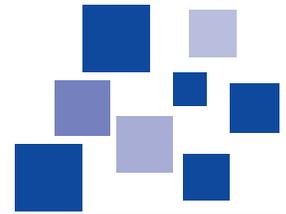
4 – 7 pm InfoExpo Grand Opening followed by a free evening to enjoy downtown St. Louis

4:30 pm ACT Critique and Contest Awards



Tuesday, July 26

8 am – 6 pm Registration desk open  
7:30 – 9 am LPC annual business meeting  
LPC Contest awards will follow LPC meeting  
8:30 – 10 am Breakfast in InfoExpo



### 10:15 – 11 am BLOCK 5 SESSIONS

#### • Make Statistics Sizzle

Good numbers help tell good stories. Done well, they make those stories better. **Virginia Harris**, demographer with the USDA National Agricultural Statistics Service, has analyzed ag statistics and Census of Ag data for more than a decade. She'll share how to integrate crop and livestock production data, as well as demographics of American farmers into articles to provide context and perspective.

#### • Did they hear/read what you thought you said/wrote? Communicating in the age of the science illiterate

In the wake of recent breaking headlines that impact production agriculture—think WHO/IARC meat and cancer report, GMO labeling, large dairy farm animal abuse, for example—it is critical for agricultural communicators to appreciate the basis of reports and claims, and then to be able to report and write in a way that clarifies science-based information and provides fact-based context to the issues. Demeter Communications Senior Partner, **Wendy Feik Pinkerton**, is a sought-after communicator and issues expert who provides insight and tools to help those involved in all phases of agriculture—researchers to writers—thoroughly understand not only the science behind the issues, but also audiences' information understanding, needs and demands.

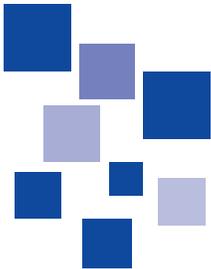
#### • Editorial Design: Squeezing the Dollar

Two veteran creative directors, **Donovan Harris**, DTN/*The Progressive Farmer* and **Matt Strelecki**, Meredith, will discuss achievable ideas you can use to extend your art budgets. This presentation will appeal to designers and editors who need to make the most out of less.

#### • We ALL Sell – ALL the Time

It was once said, "marriage is one big long negotiation." Whether you want to improve your business or relationships, the selling tools in this session can help anyone increase your rapport, as well as grow your business. Speaker **Mark Faust** – Growth Advisor, is the author of the best selling book *Growth or Bust!* and will discuss:

- Nearly "Instant" Rapport building skills and how to never forget the power of focus on the customer.
- How to build and use a Questioning Vocabulary to improve sales
- Why you may need to stop selling product/service/advertising and start selling profit in order to grow your ad revenue.



### 11:15 am - noon BLOCK 6 SESSIONS

#### • Editing Your Own Work

Reporters are increasingly being asked to edit their own work — whether it's because of the desire to post news online fast, because news organizations are downsizing their copy desks or because more reporters are working in the vacuum of freelance journalism. Reporters need to educate themselves on what mistakes to look for, and they need to find ways to distance themselves from their own words so they can spot those mistakes. This session will be led by **Gerri Berendzen**, American Copy Editors Society, University of Missouri and will offer tips on how to approach your words as a copy editor would.

#### • Rural Storytelling (session repeats) **Russell Graves**, russellgraves.com

#### • Break Through with Experiential Marketing

People remember 90 percent of what they do, but only 30 percent of what they see and hear. Experiential events communicate on more personal levels, generate deeper levels of emotional engagement, and result in better conversion rates than any other form of marketing. In this session, marketing pioneer **Ian Lawrow** with Svedvik Collective will discuss the current trends and best practices of this burgeoning channel. Learn how to break through immunity to advertising messages, generate excitement and generate content for your product or brand with this very hot-right-now and important strategy.

#### • Stay Creative with Technology Solutions

Learn how agencies, teams and creative services groups streamline internal processes, keep multiple projects on deadline and gain instant recognition and profitability using simple technology solutions. This is an introduction to using web-based technology to track timesheets, estimate projects, invoice and report on your creative business beyond what paper and Excel do. It will allow your creative agency or group to focus on the work and stay creative. FunctionFox's VP of Customer Success **Solveig McTrowe** will speak to the importance of tracking time and managing projects in your small creative company or group. Solveig has worked with more than 5,000 companies in the last 15 years as a partner in FunctionFox.

#### • Sales & Growth Strategies for Owners, Leaders & Salesman

If you aren't growing...you may be dying! This session will help both those managing & selling grow the business. The presenter will be **Mark Faust** – Growth Advisor and author of the forthcoming – *High Growth Levers* Topics will include:

- The top 10 selling strategies any owner/leader or salesman can use to grow the business
- Tools for increasing profitability, closing bigger deals
- How to increase your business' closing ratio to close more customers faster and more profitably
- The Power of the Three 20's and how to find more new business and keep customers longer.

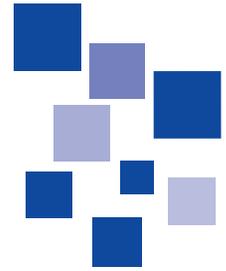
## Tuesday July 26 continued

### Noon – 1:15 pm Luncheon featuring Chris Koch, “If I Can...”

Keynote speaker **Chris Koch** is a part-time farmer, philanthropist, world traveler and motivational speaker. He will challenge you to rise above life’s barriers in his presentation, “If I Can...” Chris was raised in the small farming and ranching community of Nanton in southern Alberta, Canada. Like many of his peers, he enjoyed playing street hockey and baseball, caused mischief at school and caught parental grief when his grades fell. One of his favorite things was helping on his grandpa’s farm and operating equipment. Sounds like a typical childhood, right? Perhaps. Except Chris was born without arms or legs.

After graduating from high school, Chris moved to Calgary, then Ottawa, Ontario, to pursue his college education in history and psychology. He worked for the airline WestJet and became involved with the War Amputations of Canada, an organization that provides resources and support for amputees. Eventually, Chris founded the “If I Can...” organization as a way to share his message to encourage others to live to their fullest potential. Be prepared to enjoy his powerful story, natural wit and undeniable insight!

1:15 – 2:15 pm	Dessert in InfoExpo
2:15 – 6 pm	InfoExpo teardown
3:30 – 4:30 pm	AAEA business meeting
4:30 – 5:30 pm	ACT business meeting
5:15 – 6:30 pm	AAEA awards presentation
6:30 – 7 pm	Reception
7 – 9 pm	Joint Dinner and Awards Banquet



## Wednesday, July 27

5:30 – 9:30 am Coffee-to-go-bar  
 8:30 am IFAJ Congress Planning Meeting  
 The U.S. will be hosting the **International Federation of Ag Journalists (IFAJ) 2019 Congress** and this meeting will kick off planning for the event. This will be open to anyone who wants to be involved in committees and any portions of the planning.

## General Information

To register: [www.agmediasummitregistration.com](http://www.agmediasummitregistration.com)

### REGISTRATION OPTIONS:

FULL PACKAGE REGISTRATION	On or before <b>June 15</b>	June 16- July 15	July 16 and after
Member (AAEA, ABM, LPC)	\$385	\$525	\$625
ACT Advisors	\$385	\$525	\$625
Non-member	\$549	\$725	\$825
Student	\$215	\$475	\$575
Spouse/Guest	\$385	\$525	\$575

### EARLY BIRD REGISTRATION IS EARLIER THIS YEAR! JUNE 15

All ticketed meal functions are included in the FULL PACKAGE registration fee. (All breakfasts are also included) These events include:

- Welcome Party, Sunday, July 24, 6:30 p.m.
- Luncheon, Monday, July 25, 11:45 a.m.
- Luncheon, Tuesday, July 26, 11:45 a.m.
- Joint Awards Reception and Dinner, July 26, 6:30 p.m.

When you register you must mark the meal functions you will be attending to receive tickets. **PLEASE ONLY MARK THE FUNCTIONS YOU WILL BE ATTENDING.**

### CANCELLATION POLICY

100% On or before June 15, 2016

50% June 16 – July 15, 2016

No refunds will be issued for cancellations July 16, 2016, and after. Registration will close July 16 and re-open on site on July 22.

### HOTEL INFORMATION

Hyatt Regency St. Louis at The Arch  
315 Chestnut, St. Louis, MO 63102

To make your online hotel reservations:

<https://resweb.passkey.com/go/AGMediaSummit>

314-655-1234 • Reservations: 888-421-1442

AMS rate: \$155

**RATE IS NOT GUARANTEED AFTER JULY 5, 2016**

**However the block might sell out prior to this date so book early!**

**IF YOU ARE A SPONSOR AND/OR EXHIBITOR** you must fill out the online registration. If you are NOT a part of your company’s comp registrations, you have two options:

1. INFOEXPO ONLY PASSES are available for \$149. These do not include meal tickets or access to workshops. You may purchase the meals à la carte when you register. **Available to exhibitors ONLY. Rates increase after June 15. See online registration for rates.**

All information updated continuously at

[www.agmediasummit.com](http://www.agmediasummit.com)

Direct link to registration: [www.agmediasummitregistration.com](http://www.agmediasummitregistration.com)

Also join our Facebook page and tweet to: #AgMS

*For more information:*

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