

Actiongram

By-Law Change Proposed

I recall questioning earlier this year if spring would ever arrive in Iowa. And as I listen to weather alerts for excessive heat warnings over the next few days—in JUNE—I’m wondering why I was ever concerned about the cold temperatures departing.

Just like the changing of the seasons, ag communications and the way we work is changing too. With this in mind, last year, your Livestock Publications Council board (LPC) started looking at the board structure and membership as a whole, which led to the development of a task force for further review. What was noticed was a shift has occurred over the last few years in the make-up of our LPC membership. Most notably, our organization has seen an increase in service members. As a refresher, LPC is made up of publication members and service members. A publication member must devote at least 50 percent of their average content to the livestock industry and publish at least four issues per year. Service members are open to individuals and organizations that service the livestock industry, but do not meet publication membership requirements.

Currently, the LPC board has 11 members comprised of both publication and service members. Per the current by-laws, service members may never represent more than 40 percent (four seats) of the entire board. Therefore, the question ultimately posed to the board was, “Do the board positions accurately reflect our membership, and thus allow for the board to represent you?” I will say the discussion of the task force and the board was robust around this topic. We wanted

to make sure we were upholding the values LPC was based on, but also working to be inclusive with the members who had a genuine commitment to LPC. Ultimately, the board decided an update to the by-laws was needed. If approved, by you, the members, the new board structure would allow for up to six service members to hold seats on the 11-member board. Your LPC board will bring these potential changes to the membership for a vote during the LPC annual meeting on Tuesday, August 7, at 2:30 pm during AMS. The board feels this move would better reflect the current makeup of the membership and work toward the goals of today’s LPC.

I would ask that if you have questions about this potential by-laws change, or anything LPC-related, please feel free to reach out to any of your board members. You’ll find our contact information on this page, and you’ll also find a group of individuals who are happy to respond.

As for what’s ahead this summer, Ag Media Summit! In this Actiongram you will find the details on registration, seminars, tours, contests, receptions and so much more. We welcome our friends from ACE as they join us this year. We will reunite with our AAEEA colleagues and we’ll look to the future of our industry working with the ACT members. Everything Under the Sun is the theme for AMS 2018, and it promises to be the best Ag Media Summit yet! See you in Scottsdale.

*Cindy Cunningham
2017-18
LPC President*



LPC Executive Committee

Board of Directors

Cindy Cunningham, President National Pork Board ccunningham@pork.org
Carey Brown, First Vice President Cow Country cbrown@kycattle.org
Jennifer Carrico, Second Vice President High Plains Journal jcarrico@hpj.com
Secretary-Treasurer LeAnne Peters CattleBusiness in Mississippi cbmag@att.net
Scarlett Hagins, Immediate Past President Kansas Stockman scarlett@kla.org

Greg Henderson ('18), <i>Drovers</i> , ghenderson@farmjournal.com
Katrina Huffstutler ('20), Cactus Flower Communications, katrina@cactusflowercommunications.com
Kent Jaecke ('19), Rockin' K Productions, wildcatjake@hotmail.com
Julie Mais ('20), Hereford World, jmais@hereford.org
Katie Miller ('18), Kate Communicates, kcommunicates@gmail.com
Mike Opperman ('20), Farm Journal's MILK, mopperman@farmjournal.com
Ben Richey ('20), United States Animal Health Association, brichey@usaha.org
Jennifer Scharpe ('19), <i>Limousin World</i> , jennifer@nalf.org
Molly Schoen ('18), <i>Charolais Journal</i> , mmader@charolaisusa.com
Steve Taylor ('18), <i>Appaloosa Journal</i> , staylor@appaloosa.com
Eric Tietze ('19), <i>Ozarks Farm & Neighbor</i> , eric@ozarksfn.com
Diane E. Johnson, executive director Located in the Historic Stockyards of Fort Worth 200 West Exchange Avenue, Fort Worth TX 76164 dianej@flash.net • diane@livestockpublications.com www.livestockpublications.com 817/336-1130 • cell: 817/247-1200

Notice of LPC Annual Meeting:
2:30 pm
August 7, 2018
Westin Kierland Resort
Scottsdale, Arizona

Full schedule can be found at
AgMediaSummit.com

LPC Best of the Bunch ^{Facebook} Photo Contest

Eligibility:

1. All entries must be original 'straight out of the camera' photos. Basic color and lighting adjustments only. No digital enhancements.
2. Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC.

Timeline:

1. Photo submissions: Sunday, July 1, 2018 to Friday, July 13, 2018 by noon central.
2. Voting: Monday, July 16, 2018 through July 27, 2018

Photo Submission:

1. Each LPC member can only submit ONE photo for the online contest
2. Photos, name, affiliation and photo category must be emailed to Carrie Webster at cwebster@pork.org by Friday, July 13 at noon central to be entered in the contest.

3. Photos must fall within one of the three of the Best of Bunch Photo Contest categories: 1. Livestock, 2. Livestock Industry People, or 3. Livestock scenic (such as landscape, must have livestock in the photo).
4. The photo committee reserves the right to remove a photo from the contest if it doesn't meet category submission or has been digitally enhanced
5. No entry fee for the online contest

Voting:

1. Votes will only be counted on the LPC Facebook page (original entry post)
2. Shares and comments will not be counted for voting

Winner:

1. Winner will be announced at Ag Media Summit during the Annual Banquet Tuesday evening
2. Winner does not have to be present at AMS to receive prize
3. Winner will receive \$100 cash prize

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:
 - a) *Livestock*
 - b) *Livestock industry people*
 - c) *Livestock scenic (such as a landscape, must have livestock in photo)*
 - d) *General (may include 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, August 6 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

- 1) All entries must be original "straight out of the camera" photos. Basic color and lighting adjustments only. General category does allow for digital enhancement.
- 2) 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 online "portfolio" for you.

2018 Hall of Fame and Headliner Award Winners

These two honorees will be recognized this summer at the Ag Media Summit and plaques honoring them will be hung in the LPC Hall of Honor located at the American Royal headquarters in Kansas City, MO.



The Hall of Fame award is given to a distinguished leader who has adhered to high standards of professionalism in all aspects of their endeavors. The award is open to anyone who has been listed on a masthead of an LPC member publication or a service member.

This year's Hall of Fame winner is **Steve Suther**. He is known to many as the man

behind the words and has spent the last four decades quietly serving readers in various livestock publication roles. He has an agricultural journalism degree from Kansas State University. His experience comes from working in roles with *Grass & Grain*, *Beef Today* and currently with Certified Angus Beef.

A skilled wordsmith, his work has impacted many. Fellow journalist Bill Miller says, "He sincerely cares about people first and I believe he gets great satisfaction out of helping others improve and grow in their careers. What better legacy than to have helped others develop and contribute to their profession."

Steve served on the LPC board of directors from 2002-2006.



The Headliner award salutes an individual who has shown exemplary service to the livestock industry.

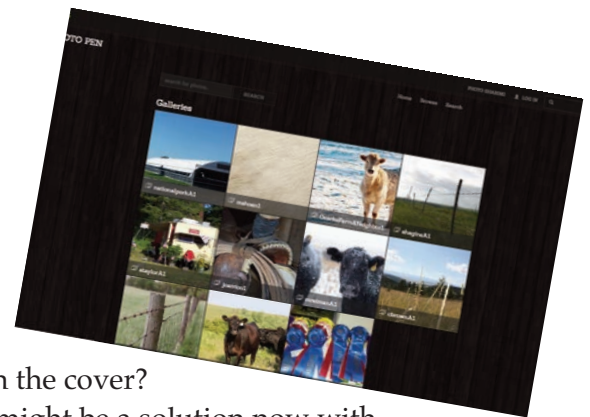
This year's Headliner award winner in Texas rancher, **Minnie Lou Bradley**. She paved a way for young women to enter the arena of livestock breeding and management programs. She was one of the first

women to receive a degree in animal husbandry from Oklahoma State University and the first female member of the Intercollegiate Livestock Judging Team. She was the first female president of the American Angus Association and the recipient of numerous awards, including being inducted into the Saddle and Sirloin Portrait club, for her vision and dedication to the improvement of beef cattle.

She and her husband started their Texas ranch in 1955 with 3,300 acres and 20 cows which has now grown to 10,000 acres and 400 registered Angus cows. In 2018, Bradley 3 Ranch is celebrating its 60th year in the registered cattle business.



Be sure to check it out! LPC PHOTO PEN



Magazine due to the printer and you have no idea what to put on the cover? Just wrote a story and need a photo to complete the layout? There might be a solution now with the newest program – "LPC Photo Pen" – which is designed for all LPC members to benefit in more ways than one.

Here's how it works:

As an LPC member you are eligible to submit your photos to the site. When the photos are purchased you will receive one half of the proceeds with the other half benefiting LPC. At this point all photos are priced the same at \$31.00.

Disbursements of your proceeds will be made on a quarterly basis. Keep in mind that the photo does not have to have livestock in it as it could be a piece of leather, a beautiful sunset, or a fence line.

The site is open to the world to purchase, however only LPC members may submit. Contact Diane or Grace at the LPC office for the link to the DropBox site to upload. But if you are ready to browse and purchase go to: <https://lpcphotopen.smugmug.com/>



Schedule

Saturday - August 4

All day Ag Tours of local area

9 a.m. - 5 p.m. ACE Board Meeting

Sunday - August 5

8 a.m. - 5 p.m. Registration desk open

8 a.m. - 11:30 a.m. LPC board meeting

8 a.m. - 12 noon ACE board meeting (cont.)

8 a.m. - 1 p.m. ACE Research Paper and Poster Presentations

8 a.m. - 2:30 p.m. AAEA & PIF board meetings

Noon Lunch on your own

2 - 3 p.m. ACE Learning Community Leaders Meeting

2 - 4 p.m. Student Session

2 - 5 p.m. InfoExpo exhibit set up

3 - 4 p.m. ACE State Representatives Meeting

3 - 4 p.m. JAC Meeting

4 - 5 p.m. ACE Retirees and past presidents reception

5:30 - 6:45 p.m. First-timers/new member reception
(for ACE members new to ACE conference and AMS first timers
for AAEA & LPC new members)

7 - 10 p.m. Famous Welcome Party

Monday - August 6

All day Registration desk open

Silent Auction open

7:30 - 8:30 a.m. Hot buffet breakfast

8 a.m. - 4 p.m. InfoExpo set up

8:30 - 9:45 a.m. Block 1 Sessions

DESIGN: Design Deep Dive part 1

ISSUES: Navigating Regulations Under the New Administration

PHOTO: Tips to Convey the Emotion of the Moment

PR/MARKETING: All Things Digital: Live Streaming and Immersive Video

MEDIA RELATIONS: Farm to Tablet - Can We Please Get Some Media Coverage?

TECHNOLOGY: Accessibility and Section 508 Compliance: Making our Online Tools, Including Games and Interactives, Accessible

LEADERSHIP/MANAGEMENT: Planning for Successful Student Experiences

PR/MARKETING: Not Your Father's Extension: Penn State Extension Launches State-of-the-Art Digital Strategy in the Race for Relevance

DESIGN: Design Matters!

9:45 - 10:15 a.m. Coffee break

Key to organizations

AMS: Ag Media Summit

AAEA: AAEA - The Ag Communicators Network

LPC: Livestock Publications Council

Connectiv Agri-Media Committee

ACT: National Ag Communicators of Tomorrow (students)

ACE: Association for Communication Excellence in Agriculture, Natural Resources and Life and Human Sciences

IFAJ: International Federation of Agricultural Journalists

PIF: Professional Improvement Foundation (AAEA)

JAC: Journal of Applied Communications (ACE publication)

Purple denotes sessions sponsored primarily by AMS.

Red denotes sessions sponsored primarily by ACE.

Blue denotes sessions sponsored by both AMS and ACE.

10:15 - 11:30 a.m. Block 2 Sessions

DESIGN: Design Deep Dive part 2

WRITING: Working Words on the Small Screen

SALES: Improve Your Media Kit for Sales Success

PHOTO: So, You Want to Build an Image Collection

SOCIAL MEDIA: Advanced Facebook Analytics

PR/MARKETING: A Rising Tide Lifts All Boats: Elevating Awareness for Extension Through Strategic Branding

ISSUES: Managing for Mayhem: Messaging During a Crisis

LEADERSHIP/MANAGEMENT: Getting the Money to Make the Cool Stuff

DIVERSITY: Improving Disability Communications

11:45 a.m. - 1 p.m. Student Awards and Recognition Luncheon

11:45 a.m. - 1 p.m. ACE Luncheon ACE Reuben Brigham Award winner (speaker)

1:15 - 2:30 p.m. Block 3 Sessions

DESIGN: Let Art Work

WRITING: Write about Science the Right Way

SALES: Sell More to Doubting Buyers

PR/MARKETING: Managing Information in the Consumer Digital Space

PHOTO: Get Meta-Smart! Put Embedded Metadata into Practice

PERSONAL DEVELOPMENT: Turn "Me" Time into Productive Time

DESIGN: Let InDesign Do the Job (extended)

ACADEMICS: Grad School Panel: Find the Grad School for You!

TECHNOLOGY: #DronesAreCool - Using Drones for Education, Communications and Marketing

2:30 - 2:45 a.m. Coffee break

2:45 - 4 p.m. Block 4 Sessions

WRITING: Master the Writing Process

PERSONAL DEVELOPMENT: Integrate Remote/Telecommuting into your Business

PR/MARKETING: Tips for Blogging Effectively for Clients

WRITING: Responsible Cannabis Reporting

ACADEMICS: Science of Agriculture.org: Animations, Videos and Virtual Labs for the Ag Learner

SOCIAL MEDIA: UGA's Live from the Lab on Facebook

PR/MARKETING: Building a Program Assessment Tool in Qualtrics

ACE Electronic Media and Photography Learning Community Meeting and Showcase

ACE Publishing and Graphic Design Learning Community Meeting and Showcase

4 - 7 p.m. InfoExpo Grand Opening

4:15 – 5 p.m. Block 5 Sessions

- SOCIAL MEDIA:** Remember It's a Conversation: Creating Meaningful Connections in an Instagram World
- MEDIA RELATIONS:** Going Beyond ROI: Tools to Drive Communication Planning
- ACADEMICS:** The Ag Comm Block: An Innovative Approach to the Capstone Experience
- ACE Instructional Design and Information Technology** Learning Community Meeting
- ACE Marketing** Learning Community Meeting

7 p.m. Free evening

Tuesday - August 7

All day Registration desk open

Silent Auction open

6:00 a.m. Joe Marks Memorial Fun Run/Walk (open to all)

7 – 9 a.m. ACE Breakfast; ACE Professional Award Speaker

7:30 – 10 a.m. AMS Breakfast in InfoExpo

9:15 – 10 a.m. Block 6 sessions

- LEADERSHIP/MANAGEMENT:** Who Are You Hiring?
- ELECTRONIC MEDIA:** Fake It Until You Make It
- ISSUES:** Issues Management: Working through tough conversations with faculty, staff, students, and stakeholders
- PR/MARKETING:** Science Communication: Academic Editing, Storytelling and Engagement
- SOCIAL MEDIA:** Podcasting 101: A Direct Route to Your Audiences Through Audio

10:15 – 11:00 a.m. Block 7 Sessions

- WRITING:** Crisis in Farm Country
- PR/MARKETING:** Farmer-Consumer Campaign Success
- DESIGN:** Let InDesign Do the Job (express)
- PERSONAL DEVELOPMENT:** Step Out and Get Your Book Published
- SOCIAL MEDIA:** Proving Your Worth Through Effective Social Media Metric Reporting
- PR/MARKETING:** Working Smarter for your Branded and Promotional Merchandise Needs
- ACE Academic/Research** Learning Community Meeting

11:15 – Noon Block 8 Sessions

- PHOTO:** Use Images to Tell an Authentic Story
- PERSONAL DEVELOPMENT:** Manage your Career
- WRITING:** Mining for Resources from the Land-Grant System
- PR/MARKETING:** Management and Software Show & Tell: Apps and More
- LEADERSHIP/MANAGEMENT:** From Job Shop to Strategic Communications Agency: Selling The Value To Administration And How to Make It Happen
- PERSONAL DEVELOPMENT:** Freelancing: Voices of Experience
- SOCIAL MEDIA:** Building Collaboration Among Program Social Media Managers
- ACE Diversity** Learning Community Meeting

Noon – 1:30 p.m. Luncheon with presentation by Fernanda Santos, the ACE Gary Hermance Speaker

1:45- 2:30 p.m. Educational meeting for 2019 IFAJ Congress (open to everyone)

2:30 – 4 p.m. LPC annual business meeting and Contest awards

2 – 2:45 p.m. Block 9 Sessions

- MARKETING:** Transforming a College Website into a Strategic Storytelling Machine
- DESIGN:** Art Direction & Design: Creating Characters and Art that Pop
- PR/MARKETING:** Media Production Placement & Distribution: What Three Years of Data Tell
- LEADERSHIP/MANAGEMENT:** Leading Change and Innovation: Keeping Your Eyes on the Prize
- ACE Social Media** Learning Community Meeting

Noon- 6 p.m. InfoExpo teardown

3 – 3:45 p.m. Block 10 Sessions

- SOCIAL MEDIA:** Case Studies: Using Social Media Events and Stories to Increase Program Participation
- PERSONAL DEVELOPMENT:** The Professional Field Trip: A Practical Approach to Professional Development
- PR/MARKETING:** What is Today's Story? Exploring the Land-grant Mission Through Story Circles
- ACE Leadership and Management** Learning Community Meeting
- ACE Media Relations and Writing** Learning Community Meeting

3 – 4:30 p.m. AAEA and PIF business meeting

4 – 5 p.m. ACE business meeting

4:30 – 5:30 p.m. ACT business meeting and Critique Contest

5:15 – 6:30 p.m. AAEA awards presentation

6 – 7 p.m. Reception to honor ACE Executive Director

6:30 – 7 p.m. AMS Reception

7 – 9 p.m. AMS Joint Dinner and Awards Banquet

7 – 9 p.m. ACE Dinner and Awards Banquet

Wednesday - August 8

5:30 – 9 a.m. Coffee-to-go-bar

8:30 – 10 a.m. Planning meeting for 2019 IFAJ Congress

8:30 – 11:30 a.m. Post-conference session: Multidimensional Diversity: Inclusive Communication in Science, Agriculture and Higher Education (*additional fee*)

Be sure to watch for updates at

www.agmediasummit.com

Registration is now open.

www.agmediasummitregistration.com

Sponsorships and booths in the InfoExpo are available with the early bird deadline of May 15.

info@agmediasummit.com

HOTEL HEADQUARTERS:

The Westin Kierland Resort & Spa

6902 E. Greenway Parkway

Scottsdale, AZ 85254

480-624-1000

kierlandresort.com

Room rate: \$149

online reservations: <https://tinyurl.com/yddrc2g4>