

2017 Livestock Publications Council

Contest General Information, Rules and List of Categories

DUES

1. Any LPC publication member or service member whose dues are paid for the calendar year of 2016 and 2017 is eligible. New members who join LPC in 2017 may compete if 2017 dues are paid.
2. **Send DUES to: Livestock Publications Council, 200 W. Exchange Ave., Fort Worth, TX 76164.** Publication members: \$185; Service members: \$160. You may write one check for the total amount due.

ENTRY ADDRESS/DEADLINES

3. Entry deadline is Midnight CDT, Thursday April 20, 2017.
All entries except Category 1 must be uploaded to the new online system hosted by www.Submittable.com.
The link for LPC entries is: <https://livestockpublications.submittable.com/submit/>
Once the LPC office has received your submissions you will be sent an invoice for payment. Checks or credit cards accepted.
4. Entry fees **MUST** be received by the **April 27**. Regular categories are **\$30/entry** and general excellence categories are **\$50/entry**.

ELIGIBILITY

6. Entries must have been published between January 1, 2016 and December 31, 2016. Publication date is based on the date that appears on the publication's cover. The publication cover date, and not the release or mailing date, must be used.
7. All entries must have a predominantly livestock theme.
8. "Livestock" refers to any aspect pertaining to the industry and the production and marketing of beef cattle, dairy cattle, horses, swine, sheep, goats, llamas, and ranch/game species such as elk, deer and bison. Acceptable entrants could include meat, by-products, livestock equipment, livestock pharmaceuticals, livestock feeds, rodeo, etc.
9. A publication member or service member may enter as many categories and as many entries in a category as desired.
10. Entries submitted in the wrong category will be moved to the correct category at the discretion of the contest coordinators.
11. Reprinted material or portions of any works that have first appeared elsewhere are not eligible.
12. Identical entries submitted in previous years may not be resubmitted.
13. An organization may enter one publication and multiple newsletters under the same membership name. The membership name, not the publication or newsletter name, will appear on any award plaques received.
14. For publication members – the individual or company that created the entry must be listed in the publication's staff box. The individual or agency must be working on behalf of the publication and must be paid for work done for the publication. For service members – any material purchased by a service member is considered to be staff created.

ENTRY SYSTEM DETAILS

1. Go to <https://livestockpublications.submittable.com/submit/>
2. Create profile.
3. Select your first category and fill in the required information. Note: this is equivalent to the entry label from previous years.
4. After clicking submit, you can enter more categories by choosing the "Back to Categories" link. You may continue to enter as many entries in as many categories by repeating this step.
5. When you are finished go to your dashboard at top right of window and you can see a list of submissions for each category you entered. You can also export the information as a .csv file for your records.
6. The LPC office will then contact you with an invoice for payment on April 20, 2017.
7. Please note: The system is programmed to send you a confirmation email following each submission. You've been warned.

REMINDER:

Category 1 submission must be entered as a hard copy of the publications as listed in the category description.

Send entries with payment: Livestock Publications Council, 200 W. Exchange Ave., Fort Worth, TX 76164

All entries must be RECEIVED by THURSDAY, April 20, 2017 Midnight, CDT- There are no exceptions!

2017 LPC dues must be paid to enter the contest.

You **MAY** pay for dues and Contest fees in one check.

Questions? Diane Johnson, 817/336-1130, diane@livestockpublications.com or grace@livestockpublications.com

CATEGORIES

1. Most Improved Publication (James Flanagan Award)

Submit a total of four issues: two different issues dated between January 1, 2016, and December 31, 2016; one issue each from period January 1, 2015, to December 31, 2015; and January 1, 2014 to December 31, 2014. 2014 and 2015 issues must be from same month as one of the 2016 issues. (For example, March 2016, 2015, and 2012 plus August 2016)

GENERAL EXCELLENCE

Categories 2-5 require two different issues from 2016 to be submitted/uploaded.

2. Association Publication
3. Non-Association Publication
4. Newspaper
5. Newsletter (*either print or electronic*)
6. Website

GENERAL DIVISIONS

Special Issue Division

7. Special Issue — 100 pages or less
8. Special Issue — More than 100 pages
9. Event/Show Program
10. National Show Coverage

Visuals Division

11. Single Article Layout & Design
12. Cover (any color combination or BW), Association
13. Cover (any color combination or BW), Non Association
14. Cover (any color combination or BW), Newspaper
15. Published Editorial Photography (series or photo story – *must include entire story*)
16. Single **Photo OR Graphic** Illustrating an Article (not part of a series or picture story; BW or 4 color (*must include entire story*))

Writing Division

Association: Feature Articles

17. Production/Management article
18. Marketing article
19. Technical article
20. Feature/Human Interest Story
21. Instructional Story
22. Producer/Farm/Ranch Profile

Non-Association: Feature Articles

23. Production/Management article
24. Marketing article
25. Technical article
26. Feature/Human Interest Story
27. Instructional Story
28. Producer/Farm/Ranch Profile

Association and Non-Association Combined Categories

29. News Story
30. Editorial
31. Regular Column (regular feature, same author, submit 3 columns per entry)
32. In-depth Reporting (single article)
33. In-depth Reporting (multiple article series)
34. Commentary or Essay Article (not an editorial)
35. Miscellaneous Writing (includes humor and entries that don't qualify for above categories)

Design Division

36. 4-color, Full-page Ad for a Livestock Sale
37. 4-color, Full-page Ad for a Ranch or Farm
38. 4-color, Full-page Ad for a Livestock Supplier, Service, Assn.
39. 4-color, Less-than-full-page Livestock Ad
40. 2-color or 3-color, Livestock-affiliated Ad, any size
41. 1-color, Livestock Ad, any size
42. Livestock Advertiser Campaign (3 or more insertions)
43. Livestock Ad Headline (*submit entire ad*)
44. Multiple Page Livestock Ad
45. Logo Design
46. Brochures, Flyers and Direct-mail Pieces
47. Sale Catalogs Any color usage on cover, 4-color text pages
48. Sale Catalogs Any color usage on cover, less than 4-color text pages
49. Annual Reports
50. Miscellaneous Design (entries that don't qualify for above categories)

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Web Division

51. Publication Website
52. Association Website
53. Breeder Website
54. Livestock-affiliated Website (*include topic site, event site, etc.; must have been created in current year*)
55. Social Media Marketing Campaign
- E-Newsletter (must be at least quarterly)**
56. E-Newsletter (daily/weekly)
57. E-Newsletter (monthly)
58. E-Newsletter (less than monthly, i.e. special event)

Blog Division

59. Single Blog Post (specify time and date)
60. Blog Series (specify times and dates)
61. Best Overall Blog Site (based on editorial, not site design)

Guidelines for categories within the writing divisions.

Production/Management: Emphasis in these feature articles, news stories, and operation profiles is on how ranchers and farmers produce the product or manage specific production aspects of their enterprise. Examples would include: Benchmarking Performance for Progress; The Trade-offs Between Production and Carcass Traits; How XYZ Cattle Co. is Growing, etc.

Marketing: Emphasis in these feature articles, news stories, profiles is upon how people market livestock products, or focus upon aspects of the markets themselves. Examples would include: Putting Grid Marketing To Work For You; New Ways to Manage Financial Risk; Leasing Rather Than Selling Bulls, etc.

Technical: Emphasis in these feature articles, news stories and technology profiles focus upon the science and technology utilized in production and marketing, rather than production and marketing itself, often relying upon the need to explain complex principles to readers in layman's terms. Examples would include: What EPDs Are and Do; DNA Today; Secrets Behind Bovine Estrus, etc.

Feature/Human Interest: These articles focus upon the people and human side of people involved in the livestock business, rather than upon the business side of livestock production, and they don't rely upon offering information, per se. For instance, an article 20 Things Every Producer Should Know About Depression, would not be appropriate; where as an article Overcoming Depression Was Step One for Joe Smith would be a great human interest approach to a serious issue.

Instructional: Articles that provide how-to information in a step-by-step format. Entries will be judged on clarity, content and usefulness to the reader.

Producer/Farm/Ranch Profile: Articles in this category focus on informing the reader about a specific producer, farm or ranch through the words, actions, observations, etc. of the subject being profiled and/or others who offer their views of the subject.

News Story: These articles chronicle and explains to readers unfolding livestock industry events and changes. Examples would include: What New EQIP Regs Mean to You; What Japanese BSE Means to US Beef; Producers Demand COOL Revisions, etc. Typically these articles focus on something that has happened, why it's important for readers to know—what it means to them immediately—rather than specific long-term options readers may want to consider in response to the event. Timelines will be considered by judges.

Editorial: Like commentary/essay, an editorial expresses the opinions of the author, but also calls the reader to specific action. A regular column could also be entered in this category.

Regular column: A column that appears in at least three consecutive issues of the same publication, under the same column name and by the same author (three columns must be submitted as the entry).

Commentary/Essay: A column or article that expresses the opinions of the author. A regular column could also be entered in this category.

Humor: (note this is now a part of Category 35) Either non-fiction or fictional accounts of life, events, news, etc. of interest to readers of livestock publications.