

2018 Livestock Publications Council Contest Results

Category 2: Association Publication

1st Place: *Chrome*

Honorable Mention: *The Quarter Horse Journal*

A category with a winner... and then the rest. All of the entries are good quality magazines with good artwork, photos, and design. However, the winner in this category is just far and away the front runner. We even tried to punch holes in it and really couldn't. Would recommend that everyone picks up a copy and takes some tips from it. A few of the entries, while were good, just didn't have the zest that is needed to win this category.

Category 3: Non-Association Publication

1st Place: *Ranch House Journal*

2nd Place: *Top Stock Magazine*

This took me 15 minutes just staring at the two entries, trying to make a decision. Both are extremely close in their qualities: design, modern flair, content, ease of reading, variety, photo quality. Both also had a little lifestyle thrown in the mix with the many sale ads. Top Stock probably has more of a newsy feel with results from recent shows while Ranch House Journal felt a little more timeless and wouldn't be dated as much in a year. Both are published four times a year so that was another equitable quality. In the long run we made a decision but it was close!

Category 4: Newspaper

Overall the newspapers in the livestock industry have gotten better as shown in this category. Lots of color use that didn't use to occur, and it is very refreshing with newspapers today.

1st Place: *Tri-State Livestock News*

First and second were extremely close. So close that we had to consider that the winning entry was a "true newspaper" style and is appropriately designed graphically and with content that goes across all interests in the livestock industry. Some of the articles even reached further than, what is assumed is, their geographical readership area. With today's newspaper readership, it is obvious that this one has a big following. Graphically, try breaking up some of the copy in the long articles. Better yet, do they have to be that long? Maybe there is some editing that could tighten up a rambling story.

2nd Place: *Ozarks Farm and Neighbor*

Again a very close second. Very! Decided that it could almost be considered a magazine if it moved to a different kind of paper. Love the center spread with the markets. Excellent use of color and I bet that's one of the first things some of your readers turn to. Smart to keep it in the same place each time. Probably the downfall was the calendar. Would like to see some bold and/or italic fonts used to break it up. Also do you highlight those who advertise with you? Maybe worth consideration.

Additional Comments

Beefmaster Pay Weight

Main thing to consider changing is the font size. It's really one or two points too large. I would assume that it's for those of us who have to put on readers for fonts too small? But suggest tightening it up a little. Would also consider changing your font on the head-

lines to a sans serif to give it a little more style. The overall style is just a little "loose" and using pull quotes could help add interest too.

Western Ag Reporter

Nice newspaper, but just gets beat by some that have a little more modern style. Copy on many pages is really heavy and could use some more photos or breaks in the copy. Knowing that producing a weekly newspaper is tough to tackle with limited time in adding extra style each week, I would still recommend breaking up these very copy heavy pages. When you see that much "gray" on a page, then it's time to edit and lighten it up.

Category 5: Newsletter

1st Place: *Range & Pasture Steward; Writers/Photographers: Erik Johnson and John Wallace*

Clean, concise, easy to read, great use of white space and big, bold and appropriate photos that make you want to read the material. Material is presented in an easy to read format and charts and sidebars are bonuses, not distractions. Very well done.

2nd Place: *Dairy MAX Quarterly Newsletter; Cultivate Agency Staff*

Love the use of color and photos. Informative, easy to read and presented in an entertaining way, which draws the reader right into the material.

Honorable Mention: *Vision; Writers: Shelia Grobosky, Lisa Norton, other staff as assigned; Coordinators: Kristi Stevens & Jackie Lackey; Designer: Jamie Beatty*

Category 6: Website

1st Place: *Carbon Media; AGDAILY.com; Managing Editor, Ryan Tipps; Staff Writer, Ann Hess*

Very clean, easy to follow, very readable format for a site that has a lot of information and changing information. Well done.

2nd Place: *I Am Angus; American Angus Association: Josh Comminellis & Katy Holdener*

The layout really brings you into the information quickly and in a big, bold fashion.

Category 7: Special Issue (100 pages or less)

1st Place: *Tri-State Livestock News; Horse Roundup*

2nd Place: *Tri-State Livestock News; Ag Pride*

Both first and second entries were produced by the same company as evidenced in the design. Choosing between the top two pretty much came down to the cover. I just like the simplicity of the winning one a little better. Overall there are many similarities but enough small things such as the folios, contents page, and a little more design in the first place over the second.

Category 8: Special Issue (more than 100 pages)

Tough category with some really good entries. In general, I was looking for variety in the articles, consistency in the design throughout the editorial pieces, and not trying new design just because you can. With all of them being over 100 pages, it definitely doesn't mean that the more pages you have, the better the book. In

fact, sometimes it can be a hindrance in quality of a publication. Keep the editorial content relevant, and more words don't make a better book.

1st Place: Tri-State Livestock News: The Fence Post Breeder's Connection

This one had a better feel for the editorial pages with nice clean design, consistency in headlines, good photos that were appropriately sized for the article. Really liked the "Leather and Silver" article starting on page 80. It's daring to use reverse type, but it worked. Great contrast with the leather.

2nd Place: Texas Cattle Feeders Association – Cattle Feeders Resource Guide

Good job and definitely a great source of information for your members. I'm sure this is kept around until the next one comes out. Congratulations on the 50-year achievement and it is appropriately celebrated with the cover. I like the whole publication because of the relevance of the content. Nice work.

Category 9: Event/Show Program

Interesting category with a variety of entries. Obviously, one company entered several different options and it was hard to distinguish the difference since they were all so similar. It's hard to judge those against each other as they really don't compete "against" each other as they are so much the same. With that said the winner ended up being the epitome of what fulfilled the name of the category.

1st Place: Appaloosa Journal; World Championship Appaloosa Show

We liked the easy to find schedule at the front. Not crazy about the fonts and very small type, but we overlooked that because of its location. Then it actually contained the program of the show that we can follow along rather than a separate set of information. Knowing the show business side of show programs, I appreciate the fact that it could be printed and inserted ahead of time. You must have good show management to accomplish this. I also liked the fact that you used a paper that is easy to write on for the program. Smart too, as I'm sure it saved some money with the paper and BW copy. Nice job.

2nd Place: Angus Journal; Angus Convention Official Guide;

Again another nice piece that was very well organized and had a lot of content. Sensible order of content too and we really liked the layout in the spread assuming that trade show is a big part of the event. Comes in a very close second to first.

Honorable Mention: Cultivate Agency; Shootin' & Showin' in Stillwater

This needed at least a mention as it's a nice piece. Just didn't have all of the information that the other two above it had.

Category 10: National Show Coverage

1st Place: Appaloosa Journal; World Show

Really nice coverage and it makes me feel as if I experienced even though I wasn't there. I liked the variety of photos that show that a horse show is more than a horse show. But also, it gives a very organized list of winners and is extremely comprehensive. I am sure that those who were there enjoyed it too. I also liked that with each turn of the page I didn't know what I was going to find, which makes it a fun read.

2nd Place: Hereford World; 2017 Junior National Hereford Expo

A very close second and could almost have been a tie for first. Photos are great and the balance of editorial to photos is well done. Loved the emotion of the photos, too.

Additional Comments:

American Angus Association

The way this entry was made was a little difficult to judge. And there was a pdf of the video links that was a little odd. Overall nice work but just not as clean as the others in this category. Style could even be considered a little outdated? Compared to the other coverage, the amount of editorial is enormous, which is great.

Angus Journal; Shelby Mettlen, Jena McRell, JD Rosman, Sarah Hill, Lea Ann Alaudlin

Good work but just doesn't compete with the others in this category. Like the nostalgia though.

The Quarter Horse Journal; Larri Jo Starkey

Nice photos and clean design, but just didn't have the same amount of coverage as others in this category. Still, a very nice layout.

Category 11: Single Article Layout & Design

A great set of entries that went very deep. I would recommend that if you entered in this category and don't see your name then look up the winning entries. Powerful photos, great color combinations and simple CLEAN layouts made the winning entries rise to the top.

1st Place: The Quarter Horse Journal; Born Charro; Lucy Jimenez, Designer

Tremendous work here. There is absolutely nothing wrong with this. Great photos, color choices and on and on. The opening photo of the charro is riveting with an expression that draws a reader in. Keep up the great work.

2nd Place: The Quarter Horse Journal; It Took Good Horses and Good People to Get Through Bad Days; Lucy Jimenez, Designer

Riveting photos that brought me into the story and I almost could feel the heat. A tough situation but the photos and layout truly told the story so you almost didn't need to read the words.

Honorable Mention: The Ranch Horse Journal; Is That Legal?: Lucy Jimenez, Designer

Loved the photos and the simplicity of the layout. A welcome and refreshing layout. Could easily have been a tie with second place.

Category 12: Cover, Association

1st Place: Angus Journal; May 2017 Cover; Mary Black, designer

I'm so glad it remained very simple as there is a tremendous amount of emotion and memories albeit difficult and hard to cope with all wrapped up in this cover photo. There might have been a lot of discussion as to whether this photo should even appear on a cover for a breed that lost thousands of head of cattle during the range fires. I commend the editor for doing so.

2nd Place: Appaloosa Journal; Idaho Quarter Horse Annual 2017 cover; Appaloosa Journal team

Simple without all the cover verbiage and multiple fonts. You should want to read what is inside this magazine on its own image strength. Tremendous energy, action and motion. Wonderful use of depth of field. What would have sent this completely over the top is if the shot had been panned to show the speed the horse was

traveling. I also love the way the designer of this cover brought out colors on the horse in the fonts used.

3rd Place: *The Performance Horse Journal*; Hackamore Revival; Lucy Jimenez – Designer, John O’Hara – Photographer
Beauty, style and grace embodied in this cover photo. Again the title fits the image and tells the story. Love the power created by the long lens as it is sharp right on the Hackamore bridle. Third place for me.

Honorable Mention: *The Quarter Horse Journal*; Zips Chocolate Chip joins Hall of Fame; Lucy Jimenez – Designer; Peri Hughes – Photographer

This is a very powerful and compelling image that should recall many memories. I was drawn to this cover by the use of lighting, depth of field and just the beauty displayed by these two strong heads but my eye keeps being pulled away by the bold white contrast of the lettering beneath them and the white lettering in JQRNAL.

Honorable Mention: *The Ranch Horse Journal*; Work Goes On; Lucy Jimenez – Designer, Andrea Caudill – Photographer
The image fits the title. Loving this as a cover. I’m one for simplicity in cover photography. Had this cover only had the publication name and info along with a small subtitle, “Real Deal” it would be much stronger as the cowboy, horse, tack and conditions scream “REAL DEAL”. This will be an honorable mention cover for me.

Additional Comments:

***America’s Horse*; Picture Perfect Quarter Horse Photo Shoots; Lucy Jimenez – Designer; Mason Gray - Photographer**

Terrific idea to attempt. There was a ton of planning, prep, make-up artist, hairstylist, dress designer and horse training that went into this photo shoot not to mention the model. It appears this was planned and executed during the high sun instead of late afternoon with long shadows and warm light and a longer focal length lens.

***The Ranch Horse Journal*; Work at the Silver Spur; Tim Archer – Designer; Andrea Caudill - Photographer**

I love the action going on in this cover shot, just not enough sun to shadow ratio for me. Looks like they are working cattle during the high noon heat of the day.

***Ohio Cattleman*; Summer Issue 2017 – Cover; Photo by: Emily Henes; Designed by: Lauren Corry**

Great cover photo for a cattle feeding publication. Head of cattle in a feed bunk is way over used in my mind. No story told in this cover photo.

***Missouri Beef Cattleman*; Bulls Head to Head for Tradition vs. Technology; Wes Tiemann, Candace Rosen, Mike Deering, Andy Atzenweiler**

Image doesn’t reflect the covers meaning and subtitles, etc “low stress handling”. For old vs new, I would like to see a broader age difference.

***Ohio Cattleman*; Early Fall Issue 2017; Photo by: Emily Henes; Designed by: Lauren Corry**

Good use of depth of field but, what is the focal point of this cover? #8 ear tag and foam coming out of the critter’s mouth?

***Seedstock EDGE*; Photographer: Kayla Jennings; Designer: Stephen Weintraut II**

Great use of color coordination and honest child emotion.

***Gelbvieh World*; August 2017 Gelbvieh World; Photographer - Drew Carlson, AGA intern; Designer - Lynn Valentine**

I always enjoy seeing kids participating in the production of live-

stock. For me this is just another showing shot without much else going on in it, not even other heifers in the class.

Category 13: Cover, Non-Association

1st Place: *Working Ranch*; Designed by graphic artist Heather Swaim, Chief Content Officer Drew Lawler; photo by Melissa Hemken.

Single entry in this category, really could have withstood some competition. Excellent photo depicting the major story line for the issue, using baby calves at weaning time with the ranch horse in a very natural and stress free environment. Appreciate the use of the bright blue spot color, tying in the color of the rope on the saddle and the sky in the upper right corner. Would have preferred to see more of the cover photo and less copy, the cover seems somewhat busy with the over use of copy pointing out the additional subject lines within the issue. Suggest that the table of contents be used on the first 3 or 4 pages highlighting the titles of the features within the issue, rather than using the front cover to tease the reader with the additional feature stories.

Overall, a very nice use of photography and color to grab the readers attention.”

Category 14: Cover, Newspaper

Honorable Mention: *High Plains Journal*; Seedstock Issue; Heather Noll

Powerful visual and use of color. Best newspaper cover sent to me. Honorable mention.

Additional Comments:

***High Plains Journal*; 2017 Forage Management; Heather Noll**
Would like to see more detail on coat of this cow’s side as the sun is shining on it. Also for a forage issue it has a big weed growing on its side

***High Plains Journal*; 2017 Beef Issue; Diana Derstein**

While this cover photo depicts some of the wildfire that destroyed so much range land, livestock and structure it just doesn’t portray the devastation that was needing monitoring.

***High Plains Journal*; 2017 Horse Issue; Diana Derstein**

High noon landscape photo that doesn’t show passion as the title portrays.

Category 15: Published Editorial Photography

No entries

Category 16: Single Photo or Graphic Illustrating an Article

1st Place: *The Ranch Horse Journal*; Niether Snow Nor Rain; Chris Dickinson – Photographer

Extremely powerful image, speaks volumes. Tells the story immediately and draws the reader in. Love the black and white treatment.”

2nd Place: *The Performance Horse Journal*; The Clock Stopper; Lone Wolf Photography

Very striking image, love the way the rope leads you across the page and encircles the horse’s head is to draw your attention from the cowboy to the horse. Creates a great layout for the spread

3rd Place: *Angus Journal*; A Better Tomorrow; Artist: Mary Black; writer & photographer: Morgan Marley

Powerful image, creates context for the story, sets the tone up front

and draws readers in. Nice photo, entices readers to explore

Honorable Mention: *Angus Journal*; Balancing Family & Business; Artist: Craig Simmons

Interesting way to illustrate the concept and draw the reader in.

Additional Comments:

BioZyme Inc.; It all Starts with Good Help and a Great Mineral Program; Photographer & Designer: Jamie Beatty

Cute photo, would like to see some extra space between the semi-transparent box and the first lamb's head. Feels a bit cramped as it's shown in the layout with the article. The graphic alone works well with the text in the sky.

Category 17: Production/Management Article, Association

1st Place: *The Ranch Horse Journal*; Bosal Basics; Abigail Boatwright - Writer

This is a great article. Well-written solid information with a single source. Photos are wonderful for the step by step. Tightly written and engaging.

2nd Place: *Angus Journal*; Illinois Outliers; Writer: Barb Baylor Anderson

A great article that clearly shares how this operation implemented a gestation barn in their cattle operation. Engaging, concise and practical information. The side bar on girl power really adds some personality to the article.

3rd Place: *Kansas Stockman*; Cow costs cut in semi-confinement system; Todd Domer, writer

A truly unique approach to expanding a cowherd with great business-sense. The nice thing is the economics didn't bog the reader down, it simply supported the why of the producer's decision. Tight editing and an interesting producer story made for a great reading experience.

Honorable Mention: *The Quarter Horse Journal*; Big Daddies; Andrea Caudill - Writer

An interesting topic and liked the approach. Great, practical advice from folks in the business.

Honorable Mention: *Angus Journal*; Historic Herd, Fresh Focus; Writer: Becky Mills

A nice article with real-world perspective and shows how someone with little ag background can use resources to implement an effective grazing program. While the historical aspect is nice, it made for a slow-moving beginning to the article.

Additional Comments:

***The Quarter Horse Journal*; A Little Learning; Richard Chamberlain - Writer**

Good information for beginning breeders. It is complicated business but you did a nice job of attempting to simplify. At times I got a little lost in the article.

***The Quarter Horse Journal*; The Outcross: Azure Te; Richard Chamberlain - Writer**

This was an interesting story about a truly unique horse but I'm not sure it belonged in Production/Management. It was really more of a Personality Feature.

***The Performance Horse Journal*; Banking Fertility; Megan Arszman - Writer**

Lots of good information in this article. We need to streamline by editing a little tighter.

***The Ranch Horse Journal*; Where There's A Will; Sara Gugelmeyer - Writer**

The information is good and it's an interesting topic. Some sentences and ideas seem repetitive. The line about not needing access to cattle to be successful was used multiple times. Once was enough.

***Kansas Stockman*; Give bad actors the gate; Scarlett Hagins, writer**

Interesting tie to the economics of docility. Nice use of research to support a management improvement.

***Kansas Stockman*; Leaving a legacy; Sara Gugelmeyer, writer**

The incorporation of multiple sources was a good approach. In some ways I needed an example of a bad experience as a bigger motivator. You teased that a bit with the producer featured but not much. It was a nice article but I didn't feel the drive to take that next step.

***Kansas Stockman*; Knowing is controlling when it comes to flies; Scarlett Hagins, writer**

Nice introduction to make the reader care about why fly control is important. It's a tough category but this article is in the top half.

***Western Ag Reporter*; It's God's Farm; Writer: Kerry Hoffschneider**

Interesting article, great information for the readers. Use quotes only for emphasis. Some of them were a little rambling.

Category 18: Marketing Article, Association

1st Place: *The Performance Horse Journal*; Equi-nomics: Marketing & Branding Concepts; Stephenie Wolf – Writer

Great educational article that I would imagine those in the industry would find extremely helpful. It is clearly written to the target audience. Sources appear very knowledgeable and credible. This is truly a story that meets the objectives of the category ... helping the audience to a more effective job of marketing the product.

2nd Place: *Angus Beef Bulletin*; Reputation-driven; Becky Mills

Becky wrote a newsy, informative piece that clearly explains the purpose and benefits of the program. Straightforward, easy to read, good quotes. Excellent use of infographic.

Category 19: Technical Article, Association

1st Place: *The Performance Horse Journal*; Higher Ground; Julie Bryant – Writer

Technical information is conveyed in a story that is rich with visually descriptive details throughout. Fantastic lead that allowed me to see exactly what happens when that hoof places 2000 pounds of pressure on the arena floor.

2nd Place: *Angus Journal*; A Case for Composting Livestock Mortalities; Writer: Troy Smith

Excellent explanation of why to consider using this method of disposal, the science behind it and step-by-step "how to." Good use of infographic.

3rd Place: *Kansas Stockman*; Addressing the FMD vaccine dilemma; Scarlett Hagins, writer

Strong summary lead! Clearly defines the situation and concerns. Good explanation of how it is being addressed and why preventative vaccination is not a good idea. This is one of the harder news entries in this category. The strong, concise writing makes it stand out.

Honorable Mention: *The Quarter Horse Journal*; ID Please; Becky Newell - Writer

Excellent use of anecdotal lead. Helps to draw me into the story. An amazing amount of information is provided in a story that is able to fully inform without overwhelming. Concerns and benefits of the technology are presented clearly.

Category 20: Feature/Human Interest, Association

1st Place: *The Performance Horse Journal*; **The Taskmaster;** Julie J. Bryant - Writer

So well written and the words created vivid photos of this legend. At the end of the article I felt as if I had sat down and visited with Mr. Welch. So descriptive, colorful and interesting.

2nd Place: *America's Horse*; **Mission Critical;** Lane S. Karney - Writer

Very informative and written to bring the reader into the profession. Writer provided a nice balance of information and personality.

3rd Place: **Texas Cattle Feeders Association - Cattle Feeders Resource Guide;** **TCFA History: A look back at 50 exciting, tumultuous and hard-won years;** Burt Rutherford, writer Jayce Winters, editor

Historical account presented in a very concise, interesting and informative way.

Honorable Mention: *The Quarter Horse Journal*; **Keeping Up With the Johnsons;** Megan Arszman - Writer

Honorable Mention: *The Quarter Horse Journal*; **Dauntless;** Larri Jo Starkey - Writer

Honorable Mention: *America's Horse*; **Angel Horse;** Abigail Boatwright - Writer

Honorable Mention: *America's Horse*; **Freeze Frame;** Abigail Boatwright - Writer

Creative idea.

Honorable Mention: *Seedstock EDGE*; **Writer:** Rachel Dotson; **Designer:** Stephen Weintraut II

Category 21: Instructional Story, Association

All stories in this category were interesting to read, even for a reader who is outside of the publication's target audience. The top two writers used credible sources (although I would have rather seen at least three, rather than just two), and the stories flowed well throughout. These stories also had a strong sense of audience than others in the category and kept a third-person approach to the article. The honorable mention story needed to stick with third-person format throughout.

1st Place: *The Performance Horse Journal*; **The Domino Effect;** Breanne Hill, Writer

2nd Place: *Angus Journal*; **Decent Exposure;** Barb Baylor Anderson, Writer

Honorable Mention: *The Quarter Horse Journal*; **Sheath Cleaning 101;** Dr. Amy Armentrout and Abigail Boatwright, Writers

Category 22: Producer/Farm/Ranch Profile, Association

1st Place: *Angus Journal*; **Living History;** Jena McRell

Lovely lead. You really set the tone for the reader on the first page. I love the sidebar. You kept me engaged through the entire piece. It has a great flow and was very well written. Great job!

2nd Place: *Angus Journal*; **A Better Tomorrow;** Morgan Marley I LOVE your first two paragraphs! Really sets the mood, especially with the photo overlay. I was wondering about the Ducheneaux name - so glad you included that info. I might have put the section about her heritage and name as a sidebar, because it was a bit abrupt to go from "Right now, we are able to tell that story with beef," to the Lakota heritage. Could have had more continuity by going right to, "The DX Ranch operates..." The section on hunger would have made a nice sidebar too. Sidebars help break up the page and add interest (I think). What a nice, easy, conversational writing style you have! It might have been nice to have a summary paragraph at the end, but all in all, I really enjoyed this article.

3rd Place: *The Ranch Horse Journal*; **Living in Utopia;** Andrea Caudill - Writer

This is a very well-written, interesting article. I wanted to read it from beginning to end. You drew the reader in at the beginning and held my attention throughout. Very well done!

Additional Comments:

The Quarter Horse Journal; **A Life That's Good;** Larri Jo Starkey - Writer

Nice headline and lead. Try to be a bit more succinct (i.e. don't need "could" three times in one sentence; don't need to repeat: "At 12, Greg was allowed to rope off a horse" - you'd already told us. "...judging makes me a better trainer and a better exhibitor and a better teacher." Would be better to paraphrase for conciseness (i.e. Cindy feels judging makes her a better trainer, exhibitor and teacher). It's not a bad article - just could be improved by making it tighter."

The Performance Horse Journal; **More Than Just A Pretty Face;** Lindsay Kelley - Writer

Great choice of photos to illustrate this article. If you're in the horse-breeding business, this article has a lot of very good information. I liked the headline but I think you could have had a more compelling lead. You accomplished what you set out to do, but it seemed to get a bit bogged down in the details for me. However, for breeders, I'm sure they relished those details.

The Ranch Horse Journal; **Step to Stirrup;** Richard Chamberlain - Writer

This is a nice article with some strong quotes and good transitions. It didn't "set the mood" for me as well as some other entries, but it's a good read.

The Beefmaster Pay Weight; **Numbers Don't Lie: The Epley Philosophy;** Jeralyn Novak

This is instructional and informational. In one place you use "Mr. Epley" but everywhere else it's just "Epley." You accomplished what you set out to do, but work on making it more of a story to engage the reader.

Seedstock EDGE; **Writer:** Cassie Godwin; **Designer:** Stephen Weintraut II

You have some grammatical errors. When you have quotes with poor grammar, it's better to paraphrase rather than leave it as is and have your reader stumble over the words. Just a suggestion.

Hereford World; **Resourceful;** Sara Gugelmeyer

Not a bad story, but not as interesting as some - it's pretty straightforward with a lot of good information.

Hereford World; **A Firm Foundation;** Julie Mais

Nice lead paragraph! Nice photos with the article too. The second page became more typical, with straightforward facts, and it was

more promotional. Fairly tightly edited with a lot of good information.

AgCircle; Cotton Rosser, The King of Cowboys; Writer: Samantha Wallace; Designer: Annie Hamilton

“OK” lead but might have been better to set a more interesting stage. (maybe start it with the accident and the defining moment you mention - that’s what your readers would want first. At top of second page, Hereford is misspelled. And should be “saddle broncs” (“n” is missing). There are some nice phrases and thoughts expressed in this article. I would suggest using a timeline for some of the information and maybe a little tighter editing, but nicely done.

Angus Journal; Standing Out From the Crowd; Shelby Mettlen
I like the lead, and like the fourth paragraph, when you tell us about her Louisiana accent. Nice.

The quote about “the other [son]” is a little awkward. Might have been better to paraphrase. It’s a nice tribute with lots of good information but probably could have been condensed a bit more.”

Gelbvieh World; Over the Fence with Harry Haythorn, Haythorn Ranch Company, Maxwell, Nebraska; Tom Strahm
Love how you started the article. I really liked the first page and the historical background. The second page sounded more like an ad or testimonial. If that’s what it was supposed to be, then you succeeded.

Category 23: Production/Management Article, Non-Association

I like a good lead that teases me to keep going. Most of these had that going for them and the winning entry did just that. A few things to watch are run on sentences, using 2 instead of two, and writing too much just to fill up space. Tighter writing in a few of these would have helped. Ironically, two stories were about Bermudagrass and one spelled it bermudagrass. Hum. This was an incredibly good category to judge and you all should be proud of the quality of work that you are producing. Very difficult to find major mistakes, so congrats to everyone. The winners can be proud.

1st Place: Ozarks Farm & Neighbor; Building Better Bulls; Cheryl Kepes, Julie Turner-Crawford and Amanda Newell

2nd Place: Miranda Reiman for Angus Journal; Time for Prime; Miranda Reiman

2nd Place: DTN/Progressive Farmer; Hooves not Harrows; Vicki Myers

Honorable Mention: Ozarks Farm & Neighbor; Finding the Right Balance; Julie Turner-Crawford and Amanda Newell

Honorable Mention: Show-Me AgriComm for Angus Journal; An Ounce of Prevention; Joann Pipkin

Category 24: Marketing Article, Non-Association

1st Place: Ozarks Farm & Neighbor; Farm to Table; Kristyn Richner, Julie Turner-Crawford and Amanda Newell

Good story with interesting subjects. #1 in the category.

2nd Place: Bader – Rutter – Range & Pasture Steward; Chaparral brings double-barrel benefits to fescue management; Erik Johnson, writer

Good article on an important topic. Not enough info on potential downsides, resistance. #2 in category

Category 25: Technical Article, Non-Association

1st Place: High Plains Journal; Fitbits in Feedlot of the Future; Jennifer Latzke

Cool implementation of new technology. Nice tie-in with consumer tech analogy. Well written and well sourced.

2nd Place: Top Stock Magazine; What Beef Producers Need to Know About Malignant Catarrhal Fever; Design: Katie Songer; Writing: Piper Whelan

Good approach to important topic. Relevant tips and how to’s.

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

1st Place: Western Ag Reporter; Fire on the Plains; Writer: Leesa Zalesky

Great lead sentence. Your story is full of description and adjectives, a nice touch when dealing with tragedy because I see and almost feel the fire as I read. It’s lengthy but strong and you offer solid facts with a balance of emotion and government information. I will say that I’d like to have read more quotes from people in this piece - direct quotes please. You tell the story well but a story source can always bring validity and rawness to a piece. And this is the Human Interest category so you are up against others who’ve used quotes to really sell their story. I think my favorite phrase on page 1 is “reignite the monster”.

2nd Place: High Plains Journal; Mental Health: The Next Farm Crisis in America; Jennifer M. Latzke

This might have been a tough story to write due to sensitivity but it is a very, very important topic to cover. Thanks for doing so.

It is a detailed, fluid piece, with a wonderful balance between two good sources. It’s a keen attempt to begin discussions with those who need help and naming resources and facts that might guide a person who needs help - to do so. I flat out like the piece very much.

As far as critique goes, I would only say do submit just the pages on which your piece is placed. As a judge I count four extra pages submitted that I sat through and thoroughly scanned to be sure I wasn’t missing more of the story. It was too time consuming for the number of entries this category contains.

3rd Place: Tri-State Livestock News; Family and Friends Remember...; Maria Tibbetts

What a sweet piece on what sounds like a sensitive, yet heartwarming and sad situation. This story covered George’s life well, told about neat characteristics too, without being overdone. I hope the Gittings family appreciated the writer’s efforts - it is a nice tribute to George. I thought the quotes about the Christmas gifts of candy, the ice cream maker and freezers and the heart-shaped box of Valentines and six pairs of earrings were great. That info stuck with me throughout the piece. Thanks for a good story.

Honorable Mention: The Cattleman; Adventures in Ranching and Hunting, Meridian Ag Livestock - “Bees”; Maggie Malson

Neat story! Love the photos; love the canning photo most! Great quotes from Mike. He is funny and I imagine a great interview. Love the design and the text in the Honeybees 101 sidebar box. This is just a really neat piece. It made me happy at the end to see the diversity in their operation and Barbara’s love for the bees. It’s an up and coming thing to have bees, and she does it well.

Your piece is well balanced too, incorporating other parts of their operation just enough, then bouncing back to the bee story. It’s a true Human Interest piece that fits this category well and stands out

among other entries. I did see that your first cutline is the same as the second paragraph of your piece. That jumped out at me, nearly the same text except for the last sentence. I think we all get in a hurry and use a cutline or two that's pre-written but know it did stand out to me and was probably too early in the piece to copy cat it.

Additional Comments:

The Progressive Farmer; Heart of a Farmer; Victoria G. Myers

This is a great piece. The graphics, cutlines, pull quotes and sidebars are extremely beneficial to the story. The piece is long but it held my attention throughout due to adequate length of time with each source and diversity inside the story. I appreciate that a big editing and graphic design team helped put this together but the writer did a very nice job of putting the meat and potatoes in it. I learned things, which must happen for a piece to be relevant. I would only change the length. A five-page piece must read well and be interesting and this piece does that - however it is long, as in I found myself asking, "where is the end here?" So good job on keeping me interested but I am not 100-percent sure all readers will keep turning the pages.

The Progressive Farmer; Birth to Burger; Victoria G. Myers

This piece reads well for such a technical subject (in comparison with the other entries for Human Interest division). It is thorough and includes great sources. The title is cute and good. The subhead outlines the upcoming story very well. The photos are clear and bright. It might be that the topic of sustainability is overdone throughout the industry but I get a bit lost in the middle of the story. The GRSB stuff loses my attention I suppose. I do like the five principles graphic box. It is a great summary.

The Progressive Farmer; It's a Texas Thing; Victoria G. Myers

I like this piece. I like the hook, the length and the lead. Very catchy.

The topic is unique and cool, such a good lead to put together a nice piece.

There are no critiques from me on this one. It is timely, succinct, interesting and done well.

BioZyme Inc.; Brothers Use County Fair Proceeds to Give Back to Boy Fighting Batten Disease; Writer: Shelia Grobosky

This piece has a nice theme to it. It flows well and makes me proud of the show industry for raising generous young people. There is a bit of a missed opportunity here with it. I feel it is a sweet story with easy quotes but I wanted a tearjerker, something to make me remember it the next day. The sources are young and it was probably hard to drag detail out of the twin boys, but there needs to be a huge quote, either from the parents or from the twin boys about their service. Maybe ask them about the funniest story they shared with Brock about their pigs or specifically how they feel they can relate to a boy who's life will end before theirs. Also, the word livestock is used repetitively in the first paragraph and the word approved/approval in the fifth paragraph. I also think the title is way too long. How about "Twin Boys Donate Premiums to Friend Fighting Disease."

High Plains Journal; Livestock community donates to wheelchair fund for The Cow Whisperer; Jennifer Carrico

It's hard to beat this piece in the Human Interest category. I was there when Alec led JD into the NJAS show ring and it was a tremendous sight. Therefore I can appreciate the care this story must have taken to write, to focus on Alec but not on his disability per se. What a great story to read. There are no obvious edits or

changes needed for this piece but I do leave it wondering, "What does Alec think?" I wonder if it is possible to include more quotes from him and give us more ideas on how he works with his calves, besides just showing them. This story has the potential to motivate so many and any follow-up piece would be well received.

AGDAILY.com; From hay to fencing to manpower, heroes step up to help wildfire victims; Rachel Spencer

This piece tells an important story about regrouping after a wildfire and I appreciate the writer's efforts. However, there is no mention of the name of the wildfire. I read the intro paragraphs several times hoping for an official name of the fire and didn't see it, nor did I see a date of the fire, a description of how many acres it burned or relevant details. I've written a few fire stories myself and there is always a way to tell more, like the names of the counties that burned, how many acres were lost/effected. It's a missed opportunity in this story to document when and where this fire happened.

The piece also missed description details like in the next to last paragraph, about the piggy bank donation, it would have been good to put in the word, "young" to describe the donor. I assume it was a young person who gave their personal piggy bank money but this specificity is missing.

In the 25th paragraph there is an issue with the beginning quotation marks. In the 21st paragraph there is an issue starting the paragraph with "We had firefighters..., she said,..." Who is "we" and if it's Kokes then it is a direct quote and should be in quotations. It is a confusing paragraph. The potential for this story is great but it needs attention to detail so the fire victims can get the recognition they deserve.

High Plains Journal; Young cattleman has found his way; Ky-lene Scott

One thing I noticed and this is a style preference among editors that I've learned to embrace is in each direct quote you really should attribute it to the person's last name. Don't just put "he said," or "she said." Even if you mention Clint's last name, Laflin, in the paragraph or sentence prior, you really should attribute the direct quote to him so there is no confusion. I think you get away with it here because he is the single source but it's something I'd like to consider because you have so many direct quotes and I spot the word "He" and "he" everywhere at a quick glance. I'd rather see "Laflin" standing out on the page. This is a nice piece on a well deserving man. It flows well and covers all points regarding what affects Clint, how he was raised and what he's doing now. The layout and design is lackluster, compared to other entries in this division but the story is excellent.

Iowa Farmer Today; Producer makes conservation, education his top priorities; Jeff DeYoung

This piece hits on growing practices that are really important for conventional farmers to comprehend. Love the balance of info among direct quotes. The photos give to the story in a nice way. The length is sound and appropriate. It's a good piece I hope your readers took time to enjoy.

Iowa Farmer Today; Family labor still vital to Iowa farm businesses; Jeff DeYoung

What a great photo to open this publication. This is an easy read, easy to digest and gives great kudos to great grandpa Doyle. The writer does a nice job of including quotes and transitions that give value to farm transition and how this family has made themselves a multi-generation farm. It is a good, sound story.

Iowa Farmer Today; Stewardship tradition defines Iowa family farm; Jeff DeYoung

This is a nice piece on an important topic. I have a personal interest in native grass and taking care of the soil using conservation practices. You do a nice job of talking about the transition and why the Smiths are managing it into their 5th generation farm. It is an easy read, not too technical and really fits the bill in this human interest category. What I'm missing, compared to the others, is a feeling of amazement. I don't think you can put words into a source's mouth to make a story draw a tear, but compared to the others in this category, who wrote about wildfires and mental health issues on the farm, this one is a steady piece but not the biggest crowd pleaser. Still, well written and I'll keep that in mind as I rank them.

National Hog Farmer; Farm Work Is Diverse Source of Education; Ann Marie Ames, Filament

What a neat piece! I love the theme and the essence of the story. Well written and well thought out. I like the main photo of Jacob holding a pig but would like to have read a cutline below it. The second cutline seems bare as well, like an afterthought for the photo and the story. It's a solid piece though and I appreciate the writer's abilities

The Cattleman; Adventures in Ranching and Hunting; Maggie Malson

This is a good, long piece. I think the hook and interest level are high and I like how specific details go as far as the management of hunting and fishing. There are no glaring errors or problems with the story but it's not as fancy and fun compared to several others in the category. The cattle angle in the piece is clearly secondary to the hunting story, a little imbalanced for a publication called The Cattleman. But I get the need to showcase something unique and different like this adjacent to a ranching operation.

Western Livestock Journal; Generations carry on business; Rae Price

Good story. What a neat family business angle. It is an easy read but compared to the others in the category it doesn't have the human interest punch that other, emotional, sappy stories have. I need some great quotes to keep me interested. Also, in the second paragraph, first line, I see a typo. Needs a comma after the word "business" because it precedes "which." The dominant photo is a great accompaniment could have used a bigger cutline.

Certified Angus Beef LLC; A Reason to Stay; Laura Conaway

This is a great story, beautifully written with a terrific intro. The photos and quotes do it justice. It entices me to keep reading and I think it is encouraging that a spouse can keep the operation going, when the other spouse is gone. That is how my own family functioned after 1993, so this one hits home.

The only thing I don't like/love is using a cutline that is the same as a quote in the story. I believe there has to be at least one more nugget of info to make a beefy cutline, not a copy/paste job. It doesn't change the goodness of this story but it's something to think about. Great work - what a neat one to write.

Tri-State Livestock News; Reading, Riding, 'Rithmetic; Writer - Savanna Simmons, Photographer - Jessica Deering

What a great hook for a story! I love the focus of this piece. I read parts of it to my children to let them know about the way these students travel to and from school. It does lose some lackluster, compared to other stories in the category that pull at the heartstrings. Well written and good sentiments but does need to pack a punch to compete higher.

Category 27: Instructional Story, Non-Association

1st Place: The Progressive Farmer; How Cold is too Cold; Vicki Myers

Well written, organized and love the Calf-Care Checklist. Indicates to me that this is a true instructional story. Plenty of information but not too much to drag me down in reading it.

2nd Place: California Polytechnic University; Back Country Trails;

Very interesting topic that was addressed very well with lots of background information and history. Liked the personal input from your sources. A unique angle to take to make it an instructional story.

Honorable Mention: Filament for National Hog Farmer; No Detail too Small in Wean-to-Finish Barn; Ann Marie Ames

Category 28: Producer/Farm/Ranch Profile

1st Place: Katie Navarra for Western Horseman; Where The Pavement Ends; Katie Navarra

Nice headline, good supporting quotes, and good background info on the history of the ranch. A very informative, interesting and entertaining article. Well done.

2nd Place: Angus Journal; Genetics, Goals and Grids; Miranda Reiman

Good headline, good intro and good use of supporting quotes to tell the story. Well written.

3rd Place: Certified Angus Beef LLC; Moore than Money; Laura Conaway

The objective line should tell the goal or purpose of the article. Good headline. Strong intro that really sets the stage for the article. The story shares plenty of good information about the ranch as well as a little about the personality of the producer.

Honorable Mention: Western Ag Reporter 2017 Herd Reference Edition; Krebs Ranch - It's All About Pride of Ownership; Writer: Linda Grosskopf

The objective line needs to tell about the goal or purpose of the story. Good intro and good conclusion tied the story together. All the info about Sandhills region took away from the story about a really good ranch. Overall well done.

Honorable Mention: Cactus Flower Communications for Landscapes; Bred to Last; Katrina Huffstutler

Very nice introduction - good story-telling! It's a well-written article. I would have liked a nice summary paragraph instead of ending with the bank testimonial. Love the sidebar - that gives a real sense for the type of person Dr. Miller is, which is what a writer is supposed to do. Nicely done!

Additional Comments:

BioZyme Inc.; It All Starts with Good Help and a Great Mineral Program; Writer: Shelia Grobosky

Well written but I was looking for more specifics about the producer. Back off on the product info just a little.

AGDAILY.com; Ohlendorf: Baseball pitcher by day, Longhorn rancher by night; Ann Hess

Weak headline. Good job of blending baseball and ranching info. Good use of supporting quotes.

Ozarks Farm & Neighbor; Setting An Example; Laura L. Valenti, Julie Turner-Crawford and Amanda Newell

Good article about women in agriculture. Needed a supporting

quote from Dairy Farmers of America to make it a really strong story.

Ozarks Farm & Neighbor; Educating Visitors About Farming; Julie Turner-Crawford and Amanda Newell

Sentence structure and punctuation need some work. There are really two good stories here. One about agritourism and one about a new barn.

Western Ag Reporter – 2017 Herd Reference Edition; Montana Ranch - Infrastructure, Genetics and People...; Writer: Kayla Sargent

Good intro, good use of subhead and good conclusion. Interesting article about a diverse management group.

Western Ag Reporter; Green Mountain Red Angus - It's All About Relationships; Writer: Kayla Sargent

Weak headline and weak conclusion.

Top Stock Magazine; Solid Education Meets Real-World Experience; Creative Direction: Katie Songer; Writer: Piper Whelan; Photography: Show Champions, Rural Route Creations, Grant Rolston Photography

Too much about the benefit show. Needs supporting quotes from others to strengthen the story.

The Cattleman; From Cattle Buyer to Auction Owner; Maggie Malson

Needs a stronger headline. Nice intro but tighter editing needed for this article. Weak conclusion.

Western Livestock Journal; AI: "It's just not that complicated"; Kerry Halladay

This entry is in the wrong category. It is not really a profile story.

Tri-State Livestock News; A Strong Chord

Nice intro, but a weak conclusion. It did not tie the story together. Certified Angus Beef LLC; Where the Windmills Are; Laura Conaway

Very informative article. An interesting mix of sheep, cattle and energy. Well done.

Category 29: News Story

1st Place: High Plains Journal; Wild Fires Take an Emotional Toll; Bill Spiegel

There were very solid articles in the news story category. Many had elements of a great story, but not all of them combined those elements. The ones that did were outstanding, and it was difficult to choose placings among the top few. All are written well and the authors did a great job in writing true "news" stories.

Category 30: Editorial

Considerable difference in the styles of writing and subject matter with these entries. Overall they were written well, tight and I only caught one small error: ...a operation... (should have read "an operation"). That particular editorial was in the running for a mention too! It really is a matter of opinion on judging editorial anyway, and this category could have been placed a couple of different ways. However, the winning piece was definitely one that caught my attention from the headline and I didn't even think about not reading it. Very visual writing, especially for this difficult topic with the author losing his father at a young age. The story ended up making a very strong point for farm safety. Definitely hit the nail on the head and earns the top spot. Second place was full of information that was written in a concise way even though it could have

been a very confusing topic. Good work to all.

1st Place: Missouri Beef Cattleman; Your Funeral; Mike Deering

2nd Place: Drovers; #NoPinochioBeef; Greg Henderson

Category 31: Regular Column

1st Place: Missouri Beef Cattleman; Straight Talk; Mike Deering

These are very powerful submissions. The conversations style is strong and there is a clear call to action in each of these columns. The writer does a great job of weaving the facts into the columns to make the case for his stance. I really enjoyed reading these. Congrats on topping a deep category of competition.

2nd Place: High Plains Journal; Common Ground; Jennifer M. Latzke

These submissions showcase solid writing throughout. I appreciate the attempt at humor with the Valentine's Day column. As the reader, it was easy for me to follow the direction the author was taking. I also appreciate the challenge of thinking brought about in the legislative column. Nice work.

Honorable Mention: Missouri Beef Cattleman; Capitol Update; Nancy Giddens, Shannon Cooper, Mike Deering

These columns feature nice, descriptive writing that invokes humor, yet also serves to pass information to the reader. I appreciate the subheads that let me easily find the information that I am most interested in reading. One suggestion regarding when you write about legislation, it might be good to add in one line of opinion on the organization's stance on that topic.

Honorable Mention: Kansas Stockman; January: There's a news sheriff in town; April: Riding the wave of emotion; September: Congress can choose to improve horse welfare; Todd Domer, writer

I really liked how you used facts to support your position on the issues you were addressing. While the majority of your audience likely shares your political perspective, you must choose your words carefully or risk turning off the reader that you most want to connect with, which is the person who has a perspective different than yours. In the article about President Trump, after you stated your belief on the Obama administration, you did a good job of explaining how President Trump's potential policies might help or hurt agriculture. My concern is that you may have lost some readers with the first statement and they may not have carried through with you to the balanced perspective you that you gave later in the piece. The column on horse welfare was especially strong for its call to action on why your readers should support this concept. Overall, you did a nice job, in the future, it might be good to interject a little more of your personal perspective into the writing as this is a column and not a news piece.

Additional Comments:

The Performance Horse Journal; Reflections; Al Dunning - Writer

The writer offers a feature element to the columns by quoting the people that he wrote about. Because of this technique, it reads more like a feature story instead of a column. The writer is good at his craft and talking with his readers. However, beyond appreciating the history of the people profiled, these columns do not offer a strong call to action that I like to see with columns.

AGDAILY.com; Column series by Michelle Miller; Michelle Miller

This blog attempts to speak to the consumer audience in a way that

is conversational. This is not an easy educational undertaking so I appreciate the work that this writer is doing on behalf of agriculture. The writer does a good job of incorporating analogies that help the reader along. Rather than pointing to past columns, I would prefer to see more links to science-based facts to back up the author's statements whenever possible. The message is clear on what the writer wants the consumer reader to believe, but I am wondering if there isn't a need for a secondary call to action for those who follow and are involved in animal agriculture.

Appaloosa Journal; The History And Evolution of Appaloosa Racing; Robert A. Lapp

This series of articles might have been better served in a different category. Columns are a way for the author to share a perspective with the reader supported by facts and written briefly in a conversational tone. These historical pieces did not meet those criteria. While I appreciate the research the author did on these pieces, they are way too long for most readers to stick with. Instead, write a concise summary of the research and then link your readers to find more in-depth information for those who want to delve deeper.

American Angus Association; By the Numbers; Kelli Retallick

You did a good job of explaining very technical information in a fairly understandable way. It helps that you break up the text with subheads to allow your reader to quickly grasp the information that was most helpful to them. It was also good to include a visual with the foot scoring to help the reader along. On one of the columns, you included your perspective on why this was beneficial. Since this is a column, it would be good for you to interject more of your personal thoughts into your writing. Take a stance, back it with facts and tell Angus producers why they should follow your recommendations. Use your personal stories to connect with your readers and show them that you understand where they are coming from.

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

You have a nice, clear writing style. Good job of weaving statistics with human-interest stories in your columns. Make it a goal to write tighter. "Form an ag teacher to an agronomists, and dairy farmers to a wife who his the primary operator of her farm while holding down a full-time job off the farm, these ladies are among those who are making strides in agriculture." That sentence not only has plural issues (ad teacher is singular, while agronomists is a plural word), but it is incredibly long. You need to break it down for clarity and brevity.

Western Ag Reporter; Comments; Writer: John Goggins

You have a very conversational writing style and that is a strength to your columns. From a layout standpoint, be careful in the way you jump your writing. Asking your readers to stay with your column through three continued segments is a big request. You also need to be clear about the article header, especially when you are jumping multiple articles. For example, in the column about President Trump, I first jumped to the header Trump on the subsequent page instead of going to the Column header. Try to make it as clear and easy as possible for your readers or you will lose them in the struggle to stay with you.

Western Ag Reporter; On A Side Note; Writer: Zack Goggins

Good job taking on the heavy topics. In the two technical pieces, you have to be really careful not to lose the reader in the language and terminology. I appreciate that you tried to simplify some of the comments by setting them off in parenthesis, but you still lost me at times. Kudos to you for taking on the veteran's topic in a

thoughtful way. It is unfortunate that your editor failed to grasp your message of openness and willingness to engage in a dialog with those who have opposing views, with the editor's note posted following the article.

Tri-State Livestock News; Day Writing; Writer - Heather Hamilton - Maude

You have a nice variety to the column submissions. Your readers will likely connect well to your topics. I appreciate the attempt at humor with the column about the wife running to town, but the column tended to lack focus and I found my mind wandered a bit as I read it. The column about the fire recovery was strong. Unfortunately, it had a typo in it (afected),

Category 32: In-depth reporting, single article

Comments:

Western Ag Reporter; An in-depth look at a multi-faceted proposal...; Writer: Kayla Sargent

This is a very technical piece. You did a good job of trying to bring in many perspectives. The challenge you face is not losing the readers in the technical details. When faced with this type of reporting in the future, consider including more examples of how this policy could impact a representative cattle producer. Show how the policies apply to real life. As your reader, I appreciated the subheads, but if you are going to include them, each section should have a minimum of 3 paragraphs.

Category 33: In-Depth Reporting, multiple article

1st Place: *The Quarter Horse Journal; Equine ER; Abigail Boartwright*

Great stories. I am sure that your readers really enjoy this series each month. While the graphic photos are well, graphic, they definitely help tell the story. Length of articles is just right too.

2nd Place: *High Plains Journal; Coverage of the Starbuck Wild-fire; Bill Spiegel, Kylene Scott, Doug Rich, Larry Dreiling, Jennifer Carrico and Jennifer Latzke*

Great coverage on this topic of the fires and definitely a competitor in this category. All the writers did a great job of writing with the content relevant for your readers. Definitely a sad topic but I would imagine your readers learned a lot about all of the angles that the writers took.

Honorable Mention: *Angus Journal; Rural America Rises: Tempered by Fire; Shauna Hermel, Shelby Mettlen, Jena McReil, Dale Heikes*

Good writing but this is a pretty competitive category and it just doesn't have enough to win compared to first place. But definitely a series that I'm sure that your readers were interested in reading, which is what you want.

Honorable Mention: *Western Ag Reporter; Montana Beef Checkoff Investigation; Lisa Schmidt*

Really good job at the complexity of this topic. Suggestion for future entries is to specify the topic in your objective. I had a little trouble figuring out which article I was supposed to be following. Definitely deserving of a nod.

Honorable Mention: *Tri-State Livestock News; South Dakota Bovine Tuberculosis; Carrie Stadheim*

Very good work with a tough story to read due to its topic. Really liked the way the author used the italics to offset the storyline. (While I did not judge on this I would suggest putting each article

into one pdf file when you enter to make it easier to follow the story.)

Category 34: Commentary or Essay

1st Place: *Top Stock Magazine*; **A Culture of Support; Design:**

Jenny McCleery, Katie Songer; Writing: Brenda Schoepp
Brenda tackles a difficult topic for this industry. She does so in a manner that is careful not to be inflammatory, while making it clear there is a need to make a conscious effort to improve the landscape for women in the industry. I applaud her for approaching this subject. She not only describes the situation, but offers ideas for solutions.

2nd Place: *High Plains Journal*; **Without civil discourse, the chickens come home to roost; Bill Spiegel**

The writer does an excellent job of describing the situation and offering a logical argument for why those involved might want to rethink their actions. Valid, level-headed observations of an all-to-frequent reality. Well stated.

Honorable Mention: *High Plains Journal*; **Livestock showing teaches life lessons; Jennifer Carrico**

A common topic, but delivered in a sincere, heartfelt manner that I am sure all those involved in judging can relate to easily.

Category 35: Miscellaneous Writing

1st Place: *Tri-State Livestock News*; **Tornado, then fire, then tornado; Writer- Maria Tibbetts; Photographer - Lacy Jo Photography**
Well written and immediately established an interest that kept the reader involved in the story. Descriptive and poignant, and yet concise and to the point. Very well done.

2nd Place: *The Quarter Horse Journal*; **Fashion Forwarded; Pam Britton-Baer - Writer**

Interesting. Creative. I'm sure the article generated similar thoughts and memories of the readership and drew the readers into the heart of the story.

Honorable Mention: *Angus Journal*; **Barn Tour; Writer: Mayzie Purviance**

Creative idea and a standout idea to showcase a junior exhibitor. Felt it was lacking in content in comparison to the other entries in the division.

Additional Comments:

Western Livestock Journal; **Big Horn Ranch Tour Wrap-Up (series); Writers: Kerry Halladay, Zeke Frost Designer: Corina Brown**

Very descriptive – in fact at times it lost my interest as the descriptions overwhelmed the information in the article. This judge felt the readership would have been served better by a more straightforward approach.

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

Cedar Top and Hoffman didn't list a start time. Pretty important when heading to a sale! Ads were pleasing but missing imperative information. The Prill Show Pigs also didn't list a time. Even though it's an online sale there is still a start and end time isn't there? Butler Creek entry was OK but that theme is interesting. "Power in the Blood" with blood stained American flag. Not sure what someone was drinking when they came up with that theme! The Parker Brothers ad stood out with excellent art skills and photos. Interesting twist to have it turned sideways which I'm not al-

ways a fan of but in this case the artwork definitely drew me to it. However, there's no start time there. This was the best ad but unfortunately no first place in this category.

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

1st Place: *Filament*; **Milk Products Calf Solutions print ad**

Pros - Clean with good typography layout. Easy to read. Eye catching when viewed by itself. Cons - Copy is weak and I don't buy in to the headline being all that effective. On a list of importance, you understanding my perspective, is about 20th. The headline needs to be directed at one of my top 3 concerns or objections.

2nd Place: *Cultivate Agency*; **7K Denali Ad; Cultivate Staff**

Pros - Clean. Simple and dramatic color choices. Cons - Needs a headline and strong call to action. Copy doesn't have the Prospect in mind or speak to their needs/wants. e.g. are you trying to increase the muscle mass and depth of body in your operation? We know the buyers are HOT for easy fleshing calves with a solid structure and we offer you the solution. But you'd better get in line quickly because we're offering a limited amount of semen packages and if they move like last year, they'll be gone quick.

Honorable Mention: *Hereford World*; *Innisfail Farm*; *Hereford Publications Inc.*

Pros - Neat concept for the EPD. Fairly clean. Cons - Cluttered page by duplicating the main graphic - could have done without duplications. Need to change out background. Using the nature image destroyed the concept. Needs a better Headline with differentiation. Sure we know great bulls come from great cows. How are yours great/better/best?

Category 38: 4-color, Full-page ad for Livestock Supplier, Service, Assn.

1st Place: *American Angus Association*; **Angus GS; American Angus Association: Clint Mefford & Katy Holdener**

Professional, clean and classy. Cattle pictures are hard to capture and this one is spot on.

2nd Place: *AgTown Technologies*; **ABBA F1 Female Ad; Ag-Town Technologies**

Clean and professional ad with educational copy and nice photo

3rd Place: *Trans Ova Genetics*; **Trans Ova Genetics Advertisement – Leaders; Sara Kober**

Message spot on and caught my eye

Additional Comments: *Cultivate Agency*; *Texas Beef Council April Ad; Cultivate Staff*

As a producer within the industry I know Ryan Moorhouse but what does the ad tell someone that does not know who he is.

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

1st Place: *Filament*; **Milk Products- Sav-A-Chick print ad; Filament**
Standout ad in this category. Clever, simple and easy to follow, right down to placement of the images. Well done.

2nd Place: *Texas Longhorn Trails Magazine*; **E & L Longhorns Half Page Ad; Designer - Joshua Farias**

Simple ad and good headline. I usually don't like an abundance of reverse type, but it's effective here. Nice job.

3rd Place: *Cultivate Agency*; **State Fair of Texas Ad; Cultivate Staff**

The photo carries this ad and shows the pride of youth showing cattle. I like the soft focus of the crowd and the simple message.

Category 40: 2-color or 3-color, Livestock-affiliated Ad, any size
No entries

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

1st Place: Cultivate Agency; State Fair of Texas Ad; Cultivate Staff
Simple, effective ad that shows emotion.

Honorable Mention: AgTown Technologies; Hoffman Ranch
Very busy ad, but has necessary information. Simpler type face would make it look less jumbled.

Category 42: Livestock Advertiser Campaign

1st Place: Filament; Mazuri Exotic Animal Nutrition-Mazuri for Zoos Big and Small campaign

Definitely different for LPC contests, but very interesting none the less! Each ad succeeds in the overall message of “Zoos Big and Small” by incorporating images of a very large animal, a very small animal and an overarching message of nutritional excellence. Clean, simple and on target.

2nd Place: Cultivate Agency; Dairy MAX Ad Campaign

The Dairy MAX ad campaign is relatable. The ads are excellent reminders of the importance of checkoff programs by using photos of consumers, food and children. Each headline clearly communicates the message of the importance of the dairy checkoff.

Honorable Mention: Angus Journal; Sweet Deal; Monica Ford, designer; Doneta Brown and Karri Mildenerger, writers

This campaign will, no doubt, accomplish the mission of promoting the value of the Angus Beef Bulletin. Very colorful, playful, relatable headlines. Suggest changing the extrabold body copy in an effort to compete less with the headlines.

Category 43: Livestock Headline

No entries

Category 44: Multiple Page Livestock Ad

2nd Place: Western Ag Reporter 2017 Herd Reference Edition; Northern Livestock Video Auction; Designer: Kara Fairbank

Like the photos but not all the fancy type. A simpler font would be more effective.

Honorable Mention: Western Ag Reporter 2017 Herd Reference Edition; Bobcat Angus & Horse Division; Designer: Kayla Sargent

All the reverse type on this ad makes it difficult to read. Having some white space would help readability.

Category 45: Logo Design

1st Place: Cultivate Agency; Lone Star Leaders Logo; Cultivate Staff

I really like the clean, simple monoline look and the other iterations are equally strong. Great contrast between fonts, sizes, colors, etc. Looks incredibly professional and conveys the message simply and effectively. Very little I would change, if anything. Well done!

2nd Place: Ranch House Designs, Inc; Blueprint Genetics Logo; Melissa Grimmel Schaake

A very solid logo that could be further improved with a few small tweaks. The negative space between the top of the B and P could be increased slightly, as with the tightness it will likely become troublesome when scaled to small sizes or when screen printed or

embroidered. Watch out for where the contour of the animal meets up with the B; there is a little sliver of black protruding above the B that needs corrected. Similarly, there is a tiny corner of the L in BLUE that is jutting out behind the script G that needs to either be hidden or moved to more purposefully stand out past the G’s edge. Be sure to align the left edges of the B and the P, they’re a little off. There’s also not a ton of contrast between the blue and black, so the script Genetics over the word BLUE loses some of its impact. Some reconfiguring, such as maybe knocking out a small border around the G or and shortening up the hook on the top of the G so it doesn’t touch the U further, could resolve the issue. Very nit-picky things since this is pretty solid as it is, but would take it to a more professional level.

3rd Place: Trans Ova Genetics; ProGentus logos; Sara Kober

As a whole, the logos certainly maintain brand consistency. The interior circles on the ProGentus logo should follow the same gradient as the surrounding shape. Instead, the light appears to be coming from straight above rather than the upper left/lower right directional lighting you see in the red and gray areas. I’d like to see this in a flatter design style, as well, as the glossy effects have fallen out of fashion in the last few years and thus, makes this collection feel more dated than it should.

Honorable Mention: American Angus Association; Angus GS; “Random Thought Studio”; Tim Loretageli American Angus Association; Clint Mefford

Simple, effective, and on brand for the parent organization. would like to improve kerning between ANGUS and GS, as well as between the G and S. For example, the G is closer to ANGUS than it is to the S. Either create uniform kerning between them or bring the G closer to the S so it operates as one unit and let there be slightly more space between ANGUS and G. Is there a reason for the particular shade of green? If it’s simply picked from the presets, I’d like to see it adapted to take on either a richer hue, like a yellowish green or deeper emerald. Maybe there was a reasoning for this, though. I’d also like to see you experiment with the proportion of the GS relative to ANGUS, maybe at 2/3 or 3/4 of the height of ANGUS.

Honorable Mention: Charolais Journal; 38th National Sale logo; Molly Schoen

I like the general idea, while I wonder if readability is an issue. Perhaps a slightly lighter shade of leather would increase the contrast. The branded text effect is clever, even though it does make it a little difficult to read. The various lines are ever so slightly off center. For example, Charolais Sale and everything below look like the lines need to shift slightly left, while the skull and everything above looks like it should shift slightly to the right. I’d like to see the metal accents downsized a bit and moved up slightly, as they align with the baseline of the date and would appear more purposeful if vertically centered with the mean line of that text.

Additional Comments:

American Angus Association; Raising the Steaks; American Angus Association: Katy Holdener

Nice wordmark style, like the contrast between light and dark colors. The typeface used for “Raising the” could benefit from being swapped for something cleaner and more solid. This one has shaky lines and unnecessary ornaments on the serifs that take away from the overall feel. I see the tiniest sliver of the N lower left serif peeking out from behind the swoop on the S, which is easily fixable. The script is nice and not overly flowery or hard to read,

however I wonder if the gold made it hard to read on screen depending on how it was overlaid (transparent background or white?). A good start that could use a few improvements to go to the next level.

Beefmaster Breeders United; Heart of the Herd; Jeralyn Novak

I like the concept with some tweaks. The H being integrated into the heart shape kind of works in the black versions, but becomes particularly troublesome when the heart becomes gold. I'd like to see the contours on stroke of the right side of the heart adapted to look more like it's the left leg of the H, rather than the H is simply butted up to an existing heart shape. That is to say, I'd like the bottom right piece of the heart, just above the point to appropriately narrow significantly, maybe even disconnecting the stroke at the point so the entire heart outline becomes a brush stroke feel instead of a fully connected outline. In contrast to the script, I'd also like to see a bit lighter weight, non-rounded edge typeface used in for the "Of the Herd" line. The line listing the Production Sale details should also appear in a lighter weight face to improve contrast and readability.

Texas Cattle Feeders Association; TCFA 50th Anniversary Logo; Stephanie Sullivan Design

This particular gold effect makes the logo feel very outdated. Try using a more modern gold effect. There are many tutorials to choose from to create a vector logo with a modern or even intentionally vintage gold effect. I'd also like to see the TCFA logo occupying less of the space inside the zero, as it feels overpowering at its current size. I like the simplicity of the concept.

American Simmental Association; Feeder Profit Calculator Logo; Cynthia Conner, designer

Watch the little details, like the contour of the arrow and how it matches up (or doesn't) with the edges of yellow ring. I understand the idea of enveloping the IGS logo the arc of the arrow, but it likely isn't on brand for them, and detracts from the professionalism of the overall design. I'd like to see the light gray surrounding the silhouette and inside the yellow ring eliminated, as I think it will appear much cleaner. I'd also consider centering the word CALCULATOR before adding the TM, since it feels off balance by centering the entire line including the TM. Good start that could use some simple tweaks.

American Simmental Association; Cow Herd DNA Roundup Logo; Cynthia Conner, designer

A good concept that could be improved with some tweaks. Watch the negative space between the symbol and the R, there's a sliver of white peeking through that either needs some movement/resizing of the CHR to eliminate or make look more intentional. The bubble-like font and outlined ♀ symbol lack a professional feel. I'd consider swapping the font in CHR and the tagline with more refined, cleaner typefaces. The rounded features in the DNA don't bother me, though the thickness of the outlines could be played with. I would tinker with eliminating the rounded edges in the ♀ symbol and CHR to see if it lends a more professional look. I'm also not a fan of the placement of the tagline. The letter width not only looks stretched past 100%, which is a particular pet peeve of mine, but it also is placed too close to the ♀ symbol, which creates a sense of trapped white space between that line, CHR and the DNA shapes.

AgTown Technologies; Valdez Logo; AgTown Technologies

I'd like to see some more space not only above the brand/below the

mountain but also between the baseline of the brand/the ascent of the Valdez Farms. The F in farms is uncomfortably close to the brand. I'd also recommend simplifying the color palette, since the colors used in V in the brand and the Valdez Farms title are very similar, but not noticeably/intentionally different. The script used in the location is difficult to read, so I'd opt to try an italicized, medium or lightweight version of the font used for the Valdez Farms. If not that, then at least a more legible script. A good start, just some tweaks needed to take it to the next level.

Category 46: Brochures, Flyers and Direct-mail Pieces

1st Place: Cultivate Agency; Top It like A Texan Cookbook; Cultivate Staff

Incredible photos and definitely a first place entry. I am sure this has fulfilled its objective. Great design overall.

2nd Place: American Angus Association; Angus GS Producer Brochure; Legacy Livestock Imaging, Random Thought Studio, Clint Mefford, Katy Holdener, Rachel Robinson, Ali Luety

Great piece with excellent photos, design, clean lines. Use of reverse type works in this piece which sometimes doesn't happen. Like the variety of photos. Nice work.

Honorable Mention: BioZyme Inc; GainSmart Stocker Program Brochure; Designers: Jamie Beatty & Kristi Stevens

I really like this. Easy to read and plenty of information.

Honorable Mention: Cultivate Agency; Texas Beef Council Education Materials; Cultivate Staff

Excellent work

Additional Comments:

Ohio Cattlemen's Association; Membership Booklet; Created by: Lauren Corry & Stephanie Sindel

Very well done and covers a lot of information. This is a good piece for its purpose of recruiting. Clean piece, good colors.

Ohio Cattlemen's Association; BEST Program Brochure; Designed by: Amber Shoemaker

This piece has potential but there is way too much copy without some breaks. For example pages 9, 10, 11 are just not appealing. While the attempt was good, I would love to see a re-design as I'm sure the sponsor support is important and the info is needed for the readers.

Hereford Publications Inc.; Deppe Bros.

Piece that just doesn't compete in this tough category. Should be Breeders' World according to their website.

American Gelbvieh Association; Balancer Feedlot Brochure; Megan Slater

The competition in this category is tough and while this is a good piece, it just doesn't have what it needs to place.

AgTown Technologies; SITZ Newsletter; AgTown Technologies

Really like this and am sure the client was happy too. Lots of information included with good design and it definitely fulfills the objective.

Category 47: Sale Catalogs, 4-color text pages

1st Place: Top Stock Magazine; Gerrard Cattle Co Complete Charolais Dispersal; Design: Katie Songer; Photography: Sarah Buchanan (Golden Thread Livestock Images); Client: Bouchard Livestock International

Good, clean, nice colors and simple design. Pictures are good and

refreshing for a different look. The only thing I really don't like is the "S" and "D" within the pedigree art. I am sure it was done as a design element, but this audience doesn't need that and it just kind of adds unnecessary copy. Good job.

2nd Place: *Angus Journal*; Trowbridge Invitational; Designer: Leann Schleicher

I like the cover with the colors and the look and feel of this catalog. Simpler than some other entries in this category and also a nice touch with the history. On the cover, "Over 200 embryo's" should not have the apostrophe.

Additional Comments:

Hereford Publications Inc.; Carswell-Nichols Herefords

The postal abbreviation is KS or you could spell out Kansas, but Kan. isn't properly used. Not a fan of the use of all caps on page four and it's traditionally not a good thing to use in body copy.

Headings are fine but the body copy should be upper and lower case. Color selection is nice and the cover photo reflects the time of year appropriately. I like the photo of the family with "A Tradition of Trust", which gives me confidence in the operation.

***Gelbvieh World*; Boys from the South Bull Sale; Lynn Valentine**

Catalogs can become so repetitive and it's hard to figure out a new way to make a creative design. I think that the attempt at the font in the footnotes, combined with all of the other design elements used, just didn't work. I walked away from the catalog and then came back to it and maybe just a part of the pages used that font. It's just too messy looking. Also make sure to use either CDT or CST when referring to time zones. I would assume that Lebanon might be on the edge of the time zones hence the need for clarification which is good. The red folios could be made smaller and less distracting. Would recommend not using as many fonts throughout, too.

***Angus Journal*; Pleasant Hill Farms; Designer: Susan Bomar**

A catalog that has a lot going on. Would suggest making the line at the bottom of every page (Videos available....) a little smaller and not so close to the picture or copy boxes, and I wonder if it has to be on every page?

***Angus Journal*; A+ Dispersal; Designer: Gail Lombardino**

Pleasing catalog to go through. Not quite as cluttered as some others. I don't know if it's the pdf or what, but the photo on page two for the Larue Stoller family doesn't appear. While that could just be a technical glitch in the system, it's a little odd. I even downloaded the full pdf to check. The page numbers are just OK, but am not in love with them. Overall good colors and good job though.

***Charolais Journal*; 38th National Charolais Sale Catalog; Molly Schoen**

The artwork is very creative and consistent. I'm old school and like to have all pictures on a page facing the same way, even if you have to flip the photographer's name. I guess everyone knows where "West Arena" is but maybe a little more info on location for new breeders who might not realize where it will be.

AgTown Technologies; Krebs Ranch

Couple of typos were the problem in not giving this catalog higher marks. "Complimentary" lunch not "Complementary", and I believe that one of the sales staff probably works for the Messenger and not the Messenger. This is a competitive category and any small mistakes make the difference. Nice catalog though.

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

Only two entries in this category and both are very similar. Interesting that a gray background was used for all of the BW pages in both of them. Wonder if the BW photos were on just a plain white background if they would pop more. Obviously the purpose of the BW is to save money (I assume) and both accomplished it, so it's really a close category. Overall the winning entry has the edge with being a little bit cleaner in design. I also like the map to the ranch and a map should be in every catalog or at least very detailed directions. Don't assume everyone knows where you are located!

1st Place: AgTown Technologies; Sitz

2nd Place: AgTown Technologies; Snowshoe Ranch

Category 49: Annual Reports

Wow what a tough category. These are exceptional pieces of work and everyone should be commended for producing so much quality. Each had all of the elements that should be in an annual report including financials, messages from the top executives and explanations of where the money goes.

1st Place: American Angus Association; Annual Report

While the top two in this category are really close, the amount of information and organization in this entry moved it to the top. Very well organized, clean and contains a wealth of information.

2nd Place: AgTown Technologies; Agfinity

Such a close second and it could easily be a tie for first. The graphics are great, colorful and effective. I'm sure the company was happy with this piece and was proud to get it out to the members. Keep up the good work and know that it was in a tough category.

Honorable Mention:

***Hereford World*; Annual Report**

Absolutely love this cover. Great work and needs a mention but just doesn't have quite the edge that the other two had. But definitely a good annual report with all the content needed.

Category 50: Miscellaneous Design

1st Place: Filament; GEA Milking Intelligence Book

I love the use of white space and cleanliness of the fonts used. The illustrations were strong and really helped convey the message. This is a beautiful book. My only suggestion is that you might consider increasing the point size of the blue pull quotes on some of the spreads. At times, they seemed small in comparison to text and other elements on the page. Overall, this is a well-done design.

2nd Place: Cultivate Agency; Texas Beef Council Billboard

Overall very nice design. The message is clear and there is a strong visual element in the steak on the grill. It might be nice to add a website address as well.

3rd Place: Cultivate Agency; Texas Beef Council Trailer Wrap

What a fun piece to design! Super job conveying the message. I would suggest you also include the website on the back of the trailer as well.

Additional Comments:

American Angus Association; The Denver Update; American Angus Association: Katy Holdener

The banner header on the front of this piece is fun. I love the use of blue and white. The photo is a little strong for on the first page as it is a bit hard to read the text over it. Consider screening it back a bit. On the dates, I would use Sunday, Jan. 7 instead of Sunday,

1/7. The dates as shown read awkwardly. There is a lot of text in the Reminders section. Consider editing it down or show that information in a bulleted form for quick readability. Still, this is overall a nice piece.

American Gelbvieh Association; Meeting Modern Industry Demands Strategic Plan; Megan Slater

Nice logo placement on the front of this piece. Consider going with a two-column format for the text. Fonts are a bit dated. I would use san serif throughout the entire piece. On the Association page, don't carry text underneath the photos on goal two, rather follow the two-column grid.

Top Stock Magazine; CEG Product Packaging; Design: Katie Songer

Nice job with designs overall. On the shampoo bottles, the information is a little difficult to read when the text overlays the bubbles on the back of the bottles. With the Max Active bottles, the purple text is dark and hard to read against the dark green. Also, consider dropping the formula tag over the color bars completely.

Angus Journal; Angus Foundation Calendar; Designer: Leann Schleicher

The calendar is strong in its feature of Angus cattle. Overall the photos are solid. A couple of the months when cattle are featured in blowing snow the images seem a bit soft. The photo credit placement is good and the font choices are clean and easy to read. The logo placement on the front was fine, but the words Education, Youth, and Research were a little hard to read against that image. I loved the angle on the May photo.

Western Livestock Journal; Full Page Spread Advertisement for Ranchline; Jason Stowell

This is a strong design. The logo placement and contact information are easy to find. The background competes a bit with the photos on top. I'd be tempted to screen that back some for a more subtle look. Also, the script font on the top right feels a bit feminine to be alongside an image of a man on horseback. Consider a more western looking font.

Category 51: Publication Website

1st Place: Western Ag Reporter; westernagreporter.com

Good job on this and definitely a nice, clean site. Has everything I want when I'm looking for information. One suggestion: I pulled up the "About Us" section and looked at the publisher and editor tabs. However your names aren't listed! I see them under the "contact us" but go ahead and put them on your own pages too. Overall, good job.

Category 52: Association Website

The way I judged this was to compare some of the exact same tabs. When I went to one (Hereford Women) the phone numbers were a little off space, but then I really liked the photos of the people on the Hereford.org site. I feel that these photos are important for members to be able to put a face with a name. It's important to keep up with these too, as we all know that staffs change and move around! I looked for clean art and good quality photos and all in all they were all very good. All of them also loaded quickly which is now not as much of an issue as it used to be. While it's hard to tell if all of the information is available to your members, it appears that all in this category did have comprehensive information that looked like you could find anything. Tough category and hard to

give just one first.

1st Place: American Hereford Association

1st Place: Charolais Journal

3rd Place: AgTown Technologies; herefordwomen.com

Category 53: Breeder Website

1st Place: AgTown Technologies; PerezCattleCo.com

This site contains great graphics and photos to support their story and explain the operation. The design is clean and easy to navigate. It contains thorough information about the ranch, the program, the people and the product to help inform the visitor. Great use of e-commerce to allow the visitor a complete experience at one site. All sites in this category offered a good mobile experience as well.

2nd Place: AgTown Technologies; FultonRanch.com; AgTown Technologies

This site is well thought out and addresses the client and visitor's needs well. It is well organized with excellent implementation of a database for current information the visitor can print or share. Great set of photos and effective use of archiving past sale catalogs.

Honorable Mention: Angus Journal; ZumBrunnen; Designer: Lauren Hitch; Lead Developer: Mike Nolting

This site offers a good, clean, easy to navigate experience. It contains helpful information on the ranch history and herd. The photos complement the site nicely.

Category 54: Livestock-affiliated Website, Association

1st Place: AgTown Technologies; Sears Marketing Services

A single entry in this category that could have withstood some major competition. This website accomplishes the objective of the client very nicely. Great use of action photos of the client performing his duties for the customers, giving the reader the confidence to hire the owner for future sales. Very easy to navigate through the website. While so many sites are too busy trying to accomplish too many objectives, this site had a very precise and direct set of objectives and the designer accomplished all the objectives in a very clean, attractive and interesting design that led the eye of the reader to the interesting photographs, graphics and current information. The use of the Facebook link was a great idea, utilizing a very proven and cost effective way to capture a much larger audience, and drive more clients to the owner. Overall, an excellent entry, proving that a website can be simple, clean, precise and to the point to accomplish your objective without using too many bells and whistles to confuse the reader.

Category 55: Social Media Marketing Campaign

1st Place: Filament; Signature Moments Contest and Celebrations

I love this campaign. So clever and it just kind of makes you smile when you look through it. Between Ms Flock-tober and Cutest Chick, I would think that this got some traction. Really great work that probably made your client happy. Creativity galore! Make sure you look this up to see what a great campaign looks like.

2nd Place: Filament; Purina Cattle Facebook Page Launch

Great photos and I really like the dark backgrounds with the animals in each one. Very effective and dramatic. I would have liked to have seen more of the campaign but if this is an example, then it is an excellent job with good quality work.

Honorable Mention: Cultivate Agency; State Fair of Texas
Worthy of a mention. Great photos and it looks like a very thorough campaign.

Category 56: E-Newsletter – Daily/Weekly

1st Place: Missouri Cattlemen’s Association; Prime Cuts; Mike Deering

A single entry in this category, but one that all other e-newsletters can aspire to become. Great design from the newsletter’s weekly name, “Prime Cuts”, to the overall design, color scheme, layout and content. The name “Prime Cuts” really captures the essence of the newsletter, relating the news, activities and information that the membership of the association relies on for weekly schedules, current affairs and association deadlines. The content is very direct and to the point, and doesn’t bore you with information overload. The content covers a broad range of topics from legislative updates, upcoming events for the association, schedules for future events and past results from previous events. The use of photos of members really personalizes the newsletter and the use of the red and black color maintains the colors used in the association’s logo nicely. A great touch is linking all the affiliated members at the end of the editorial section, giving the members an easy way to gather more information without sacrificing too much space in this weekly newsletter. A great form of media for the members, combining great design and content in a very easy to read and precise piece.

Category 57: E-Newsletter – Monthly

1st Place: Filament; Purina Animal Nutrition

2nd Place: Cultivate Agency; DairyMax E-Newsletter

Quite a variety in this category. These two rose to the top, and others who entered in this category should take a look at the winning entries for some great examples. All were very clean, easy to read, good copy and some had better images and photos than others. Newsletters are meant to inform everyone on timely manner and I think all of these accomplished that. The winners just had an edge in quality. Congratulations to all though.

Category 58: Single Blog Post

1st Place: High Plains Journal; Worst Day of My Life; Kylene Scott

First of all, the headline grabs my attention. Then the writing that was visually perfect brings me to find out what happened. That’s good writing when I feel like I’m either with you at the time or can think about how you felt when it happened. One caution on all blogs is to make sure they are tightly written and don’t have to be novel length. Pictures are a part of a blog, because while you are writing “visually” you also should have some back up through photos to help the reader enjoy the post. The others in this category were basically too close to call but all were outstanding.

Category 59: Blog Series

1st Place: Certified Angus Beef, LLC – Black Ink Blog

2nd Place: Certified Angus Beef, LLC

Picking a winner in this category is like splitting hairs. Both are well written and have interesting photos to back up the stories. I like crisp posts that don’t go on forever but make me come back

for more. It is obvious that these entries are related so it is hard to choose. I’ll give the honor to the Black Ink Blog and figure that it has a pretty good following. However they probably both do, but I’ll give it the first thumbs up.

Category 60: Best Overall Blog

1st Place: High Plains Journal; Kylene’s Blog; Kylene Scott

Really like the variety in these blogs. Personally I like a fairly short/concise blog. If I was to be a “professional” blog reader, I would like to read several for variety and not have a really lengthy read in each one. But this writer is good and this entry deserves a first place.

2nd Place: Certified Angus Beef, LLC

The method of this entry made it difficult to judge. I did follow the link to search for 2017. But would suggest creating pdf files of the blogs for judging in the future (even if it’s a screen shot). However the work is very good and the pictures are well done.