

It's Milwaukee Time!
*Come See What's Brewin'
in LPC!*

Livestock Publications Council
2005 Critique Contest
Results Book



Coordinated by:
Texas Tech University ACT

Livestock Publications Council

2005 Critique Contest Results

7th Annual Agricultural Media Summit
Milwaukee, Wis. • July 31-Aug. 3, 2005

Livestock Publications Council
910 Currie Street • Fort Worth, TX 76107
www.livestockpublications.com

2005 Contest Participants

Publication Members

America's Horse
The American Quarter Horse Journal
The American Quarter Horse Racing Journal
American Red Angus Magazine
American Salers
Angus Beef Bulletin
Angus Journal
Angus Productions, Inc.
BEEF
California Cattleman
Cattle Feeders Annual
The Cattleman
Charolais Journal
The Correinte Corresponder
Cutting Horse Chatter
Dairy Herd Management
Dairy Today
Drovers
The Florida Cattleman and Livestock Journal
Gelbvieh World
Hereford Publications, Inc.

High Plains Journal
Idaho Cattle Association
Iowa Farm Bureau Spokesman
Iowa Farmer Today
Kansas Stockman
Land and Livestock Post
Limousin World
Maine-Anjou Voice
Midwest Ag Journal
Missouri Beef Cattleman
National Cattlemen Beef Business Bulletin
National Hog Farmer
Oklahoma Pork Council
PORK
Pork Pages
Seedstock EDGE
The Showbox
Texas Cattle Feeders Association
Texas Longhorn Trails
Western Livestock Journal

Service Members

Attaché International
Certified Angus Beef, LLC
Clear Point Communications
Cornerpost Publications
The Cowboy Connection

Homestead Graphics
Ranch House Designs
Showboat Graphics Co.
Successful Farming Magazine
Trailhead Designs

2005 Contest Judges

Special thanks to all those who committed their time and expertise to help make the 2005 contest possible.

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Keri Geffert
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Susan Rhode
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2005 Contest Staff

Texas Tech University's Agricultural Communicators of Tomorrow chapter served as the coordinating organization for the 2005 contest. This is the first year for the Texas Tech University ACT to coordinate the annual contest. Graduate and undergraduate students who worked on the project are:

*Melinda Findley, Graduate Student
Jerod Foster, Undergraduate Student
Stephanie Miles, Undergraduate Student*

2005 Contest Winners

Publication Categories

General Excellence

1. Most Improved Publication
 - 1st *BEEF Magazine*
 - 2nd *Line Rider*
 - HM *Dairy Today*
2. Multi-Breed Association Publication
 - 1st *Cutting Horse Chatter*
 - 2nd *National Cattlemen Beef Business Bulletin*
3. Multi-Breed, Non-Association Publication
 - 1st *Diary Herd Management*
 - 2nd *BEEF Magazine*
 - HM *Drovers*
 - HM *Dairy Today*
4. Single Breed Publication, 5,000 or less circulation
 - 1st *Gelbvieh World*
5. Single Breed Publication, 5,000 or more circulation
 - 1st *The American Quarter Horse Journal*
 - 2nd *America's Horse*
6. Newspaper
 - 1st *Land and Livestock Post*
 - 2nd *Angus Beef Bulletin*
7. Newsletter
 - 1st *Seedstock EDGE*
 - 2nd *Beef Business Bulletin*
8. Web Site - Home Page
 - 1st *BEEF Magazine*
9. Electronic Newsletter
 - 1st *Pork Pages*
 - 2nd *BEEF Magazine*

Special Issues

10. Special Issue - under 100 pages
 - 1st *BEEF Magazine*
 - 2nd *Iowa Farm Bureau Spokesman*
11. Special Issue - 100 to 200 pages
 - 1st *Texas Cattle Feeders Association*
 - 2nd *Charolais Journal*

12. Special Issue - more than 200 pages
 - No Entries
13. Event/Show Program
 - 1st *The American Quarter Horse Journal*
 - 2nd *The American Quarter Horse Journal*

Visuals Division

14. Picture Story
 - 1st *Angus Journal*
 - 2nd *Angus Journal*
15. Overall Design, Magazine
 - 1st *America's Horse*
 - 2nd *Dairy Herd Management*
 - HM *Charolais Journal*
16. Single Article Layout & Design
 - 1st *America's Horse*
 - 2nd *The American Quarter Horse Journal*
17. Overall Design, Newspaper
 - 1st *Iowa Farmer Today*
 - 2nd *Beef Business Bulletin*
 - 2nd *High Plains Journal*
18. Cover, Multi-Breed Association
 - 1st *Kansas Stockman*
 - 2nd *The Cattleman*
 - HM *Seedstock EDGE*

19. Cover, Multi-Breed Non-Association
 - 1st *Dairy Today*
 - 2nd *Dairy Herd Management*

20. Cover, Single Breed, 4,999 or less circulation
 - 1st *The Corriente Corresponder*
 - 2nd *Gelbvieh World*

21. Cover, Single Breed, 5,000 or more circulation
 - 1st *America's Horse*
 - 2nd *The American Quarter Horse Journal*
 - HM *The American Quarter Horse Journal*
 - HM *Angus Journal*
 - HM *America's Horse*

22. Single Graphic Illustrating an Article
 - 1st *The American Quarter Horse Journal*
 - 2nd *The American Quarter Horse Journal*
 - HM *BEEF Magazine*
 - HM *America's Horse*

23. Single Photo Illustrating an Article
 - 1st *The American Quarter Horse Journal*
 - 2nd *The American Quarter Horse Journal*
 - HM *America's Horse*
 - HM *America's Horse*
 - HM *Dairy Herd Management*

24. National Show Coverage
 - 1st *The American Quarter Horse Journal*
 - 2nd *The American Quarter Horse Journal*

25. National Youth Show Coverage
 - 1st *The American Quarter Horse Journal*

Writing Division

Feature Articles Multi-Breed

26. Production/Management Article
 - 1st *Dairy Herd Management*
 - 2nd *Dairy Herd Management*
 - HM *BEEF Magazine*
27. Marketing Article
 - 1st *Dairy Herd Management*
 - 2nd *BEEF Magazine*
 - HM *Drovers*
 - HM *Iowa Farm Bureau Spokesman*
28. Technical Article
 - 1st *BEEF Magazine*
 - 2nd *High Plains Journal*
 - HM *BEEF Magazine*
29. Feature/Human Interest Story
 - 1st *BEEF Magazine*
 - 2nd *High Plains Journal*
30. Instructional Story
 - 1st *Dairy Herd Management*
 - 2nd *BEEF Magazine*
 - HM *Dairy Herd Management*
 - HM *National Cattlemen*

2005 Contest Winners

Feature Articles Single Breed

31. Production/Management Article

- 1st *The American Quarter Horse Journal*
- 2nd *The American Quarter Horse Racing Journal*
- HM *The American Quarter Horse Journal*

32. Marketing Article

- 1st *Angus Beef Bulletin*
- 2nd *Hereford Publications, Inc.*
- HM *The American Quarter Horse Journal*
- HM *Angus Beef Bulletin*

33. Technical Article

- 1st *Hereford Publications, Inc.*
- 2nd *Drovers*
- HM *Angus Journal*
- HM *America's Horse*

34. Feature/Human Interest Story

- 1st *America's Horse*
- 2nd *The American Quarter Horse Racing Journal*
- HM *The American Quarter Horse Journal*

35. Instructional Story

- 1st *The American Quarter Horse Journal*
- 2nd *The American Quarter Horse Journal*

36. Personality Profile

- 1st *The American Quarter Horse Journal*
- 2nd *Cattle Feeders Annual*
- HM *Angus Journal*
- HM *The American Quarter Horse Racing Journal*
- HM *The American Quarter Horse Journal*
- HM *Angus Journal*

37. News Story

- 1st *Angus Journal*
- 2nd *Iowa Farm Bureau Spokesman*
- HM *Drovers*

38. Editorial

- 1st *National Hog Farmer*
- 2nd *High Plains Journal*

HM *Dairy Today*

39. Regular Column

- 1st *Dairy Today*
- 2nd *Gelbveih World*
- HM *The American Quarter Horse Journal*
- HM *Western Livestock Journal*
- HM *America's Horse*
- HM *High Plains Journal*

40. In-depth Reporting (single article)

- 1st *The American Quarter Horse Journal*
- 2nd *BEEF Magazine*
- HM *Angus Journal*
- HM *Dairy Today*

41. In-depth Reporting (multiple article series)

- 1st *BEEF Magazine*
- 2nd *National Hog Farmer*
- HM *Dairy Today*

42. Commentary or Essay Article

- 1st *Seedstock EDGE*
- 2nd *BEEF Magazine*
- HM *High Plains Journal*
- HM *High Plains Journal*

Staff-Created Advertising Division

43. 4-color Full Page Ad for a Livestock Sale

- 1st *The Cattleman*
- 2nd *Charolais Journal*
- HM *Gelbvieh World*

44. 4-color Full Page Ad for a Ranch or Farm

- 1st *Limousin World*
- 2nd *Charolais Journal*
- HM *Limousin World*
- HM *Charolais Journal*
- HM *Gelbvieh World*
- HM *Limousin World*

45. 4-color Full Page Ad for a Livestock Supplier, Service, Assn.

- 1st *Limousin World*
- 2nd *California Cattleman Magazine*
- HM *Seedstock EDGE*
- HM *Limousin World*

46. 4-color Less Than Full Page Livestock Ad

- 1st *Limousin World*
- 2nd *The Cattleman*
- HM *American Red Angus Magazine*

47. 2-color or 3-color Full Page Ad for a Livestock Sale

- 1st *Kansas Stockman*
- 2nd *Gelbvieh World*

48. 2-color or 3-color Full Page Ad for a Ranch or Farm

- 1st *Gelbvieh World*

49. 2-color or 3-color Full Page Ad for a Supplier, Service, Assn.

No Entries

50. 2-color or 3-color Less Than Full Page Ad for a Livestock Sale

- HM *California Cattleman Magazine*

51. 2-color or 3-color Less Than Full Page Ad for a Ranch or Farm

- HM *Limousin World*

52. 2-color or 3-color Less Than Full Page Ad for a Livestock Supplier, Service, Assn.

- HM *Limousin World*

53. 1-color Full Page Livestock Ad

- 1st *Charolais Journal*
- 2nd *Angus Journal*
- HM *Cutting Horse Chatter*

54. 1-color Less Than Full Page Livestock Ad

- 1st *Limousin World*
- HM *Gelbvieh World*
- HM *The Cattleman*

55. Livestock Advertiser Campaign

- 1st *California Cattleman Magazine*

56. Livestock Ad Layout

- 1st *Charolais Journal*
- 2nd *Charolais Journal*
- HM *Gelbvieh World*

57. Livestock Ad Headline

- 1st *Gelbvieh World*
- 2nd *California Cattleman Magazine*

2005 Contest Winners

58. Multiple Page Livestock Ad
1st *Seedstock EDGE*
2nd *Limousin World*
HM *Hereford Publications, Inc.*

59. Brochures, Flyers and Direct Mail Pieces
HM *Seedstock EDGE*

60. Special Projects
1st *Limousin World*
2nd *High Plains Journal*

Publication/Service Combined Competition

61. Sale Catalogs
1st *Texas Longhorn Trails*
2nd *Homestead Graphics*
HM *Limousin World*
HM *The Cowboy Connection*
HM *Charolais Journal*

62. Logo Design
1st *Ranch House Designs*
2nd *Limousin World*

63. News Release
No Entries

64. Annual Reports
1st *Angus Productions, Inc.*
HM *Certified Angus Beef, LLC*

65. Livestock Ad Photo
1st *Trailhead Designs*
2nd *Attaché International*

66. Livestock Ad Illustration
1st *Gelbvieh World*
2nd *Limousin World*
HM *Limousin World*

67. Advertising Media Kit
No Entries

68. Ad Copy for One Display
No Entries

69. Humor Writing
1st *Clear Point Communications*
HM *High Plains Journal*

70. Web Publishing, Publication Home Page
1st *The American Quarter Horse Journal*
1st *The American Quarter Horse Racing Journal*

71. Web Publishing, Association Home Page
1st *Ranch House Designs*
2nd *Angus Journal*
HM *Gelbvieh World*

72. Web Publishing, Breeder Home Page
1st *Ranch House Designs*
2nd *Angus Journal*

73. Web Publishing, Livestock-Affiliated
1st *Ranch House Designs*
2nd *Ranch House Designs*

74. Web Publishing, Special Site
1st *Angus Journal*
2nd *Ranch House Designs*

75. Web Publishing, Banner Advertisement
HM *Angus Journal*

Advertising

76. 4-color Full Page or Less Livestock Ad
1st *Ranch House Designs*
2nd *Homestead Graphics*
HM *Cornerpost Publications*
HM *Cornerpost Publications*

77. 2-color or 3-color Full Page or Less Livestock Ad
1st *Homestead Graphics*
2nd *Cornerpost Publications*

78. 1-color Full Page or Less Livestock Ad
1st *Certified Angus Beef, LLC*

79. Multiple Page Livestock Ad
1st *Homestead Graphics*
2nd *Homestead Graphics*

Feature/News Writing

80. Personality Profile
1st *Certified Angus Beef, LLC*
2nd *Certified Angus Beef, LLC*

81. Technical Article
1st *Certified Angus Beef, LLC*

82. Production/Management Feature Article
1st *Successful Farming Magazine*
2nd *Successful Farming Magazine*
HM *Certified Angus Beef, LLC*
HM *Clear Point Communications*

83. Marketing Feature Article
1st *Clear Point Communications*
2nd *Certified Angus Beef, LLC*
HM *Certified Angus Beef, LLC*

84. News Reporting
1st *Successful Farming Magazine*
2nd *Certified Angus Beef, LLC*
HM *Clear Point Communications*

85. Editorial
No Entries

86. Regular Column
1st *Clear Point Communications*
2nd *Certified Angus Beef, LLC*

87. Commentary/Essay
1st *Successful Farming Magazine*
2nd *Certified Angus Beef, LLC*

88. Instructional Story
HM *Successful Farming Magazine*

Miscellaneous Material

89. Published Editorial Photography
No Entries

90. Livestock Newsletter
1st *The Cowboy Connection*

91. Brochures, Flyers & Direct Mail Pieces
1st *Ranch House Designs*

92. Special Projects
No Winner Selected

Table of Contents

Category 1. Most Improved Publication.....	8
Category 2. Multi-Breed Association Publication.....	10
Category 3. Multi-Breed, Non-Association Publication.....	11
Category 4. Single Breed Publication, 5,000 or less circulation.....	11
Category 5. Single Breed Publication, 5,000 or more circulation.....	12
Category 6. Newspaper.....	13
Category 7. Newsletter.....	14
Category 8. Web Site - Home Page.....	15
Category 9. Electronic Newsletter.....	15
Category 10. Special Issue - under 100 pages.....	16
Category 11. Special Issue - 100 to 200 pages.....	17
Category 13. Event/Show Program.....	18
Category 14. Picture Story.....	18
Category 15. Overall Design, Magazine.....	19
Category 16. Single Article Layout & Design.....	20
Category 17. Overall Design, Newspaper.....	22
Category 18. Cover, Multi-Breed Association.....	23
Category 19. Cover, Multi-Breed Non-Association.....	24
Category 20. Cover, Single Breed, 4,999 or less circulation.....	26
Category 21. Cover, Single Breed, 5,000 or more circulation.....	26
Category 22. Single Graphic Illustrating an Article.....	28
Category 23. Single Photo Illustrating an Article.....	29
Category 24. National Show Coverage.....	30
Category 25. National Youth Show Coverage.....	31
Category 26. Production/Management Article.....	32
Category 27. Marketing Article.....	35
Category 28. Technical Article.....	37
Category 29. Feature/Human Interest Story.....	38
Category 30. Instructional Story.....	39
Category 31. Production/Management Article.....	40
Category 32. Marketing Article.....	42
Category 33. Technical Article.....	43
Category 34. Feature/Human Interest Story.....	44
Category 35. Instructional Story.....	46
Category 36. Personality Profile.....	48
Category 37. News Story.....	50
Category 38. Editorial.....	52
Category 39. Regular Column.....	53
Category 40. In-depth Reporting (single article).....	55
Category 41. In-depth Reporting (multiple article series).....	56
Category 42. Commentary or Essay Article.....	57
Category 43. 4-color Full Page Ad for a Livestock Sale.....	58
Category 44. 4-color Full Page Ad for a Ranch or Farm.....	59

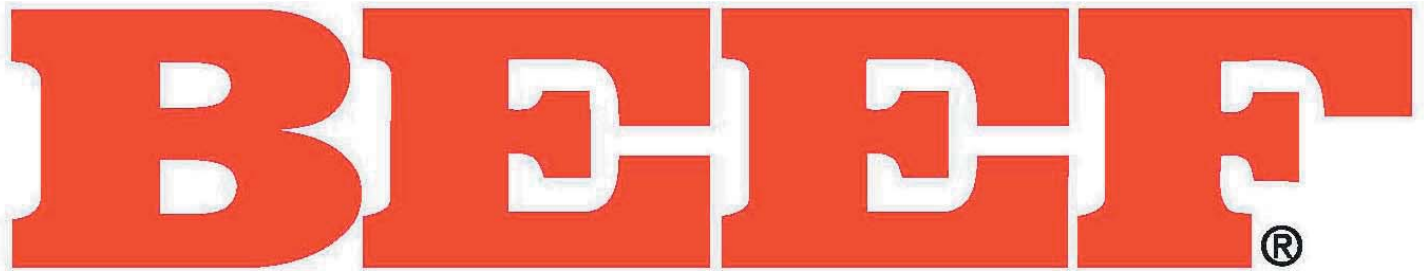
Table of Contents

Category 45. 4-color Full Page Ad for a Livestock Supplier, Service, Assn.....	61
Category 46. 4-color Less Than Full Page Livestock Ad.....	62
Category 47. 2-color or 3-color Full Page Ad for a Livestock Sale.....	63
Category 48. 2-color or 3-color Full Page Ad for a Ranch or Farm.....	64
Category 50. 2-color or 3-color Less Than Full Page Ad for a Livestock Sale.....	64
Category 51. 2-color or 3-color Less Than Full Page Ad for a Ranch or Farm.....	65
Category 52. 2-color or 3-color Less Than Full Page Ad for a Livestock Supplier, Service, Assn..	65
Category 53. 1-color Full Page Livestock Ad.....	66
Category 54. 1-color Less Than Full Page Livestock Ad.....	66
Category 55. Livestock Advertiser Campaign.....	67
Category 56. Livestock Ad Layout.....	67
Category 57. Livestock Ad Headline.....	68
Category 58. Multiple Page Livestock Ad.....	68
Category 59. Brochures, Flyers and Direct Mail Pieces.....	69
Category 60. Special Projects.....	69
Category 61. Sale Catalogs.....	70
Category 62. Logo Design.....	71
Category 64. Annual Reports.....	72
Category 65. Livestock Ad Photo.....	72
Category 66. Livestock Ad Illustration.....	73
Category 69. Humor Writing.....	73
Category 70. Web Publishing, Publication Home Page.....	74
Category 71. Web Publishing, Association Home Page.....	74
Category 72. Web Publishing, Breeder Home Page.....	75
Category 73. Web Publishing, Livestock-Affiliated.....	75
Category 74. Web Publishing, Special Site.....	76
Category 75. Web Publishing, Banner Advertisement.....	76
Category 76. 4-color Full Page or Less Livestock Ad.....	76
Category 77. 2-color or 3-color Full Page or Less Livestock Ad.....	77
Category 78. 1-color Full Page or Less Livestock Ad.....	77
Category 79. Multiple Page Livestock Ad.....	78
Category 80. Personality Profile.....	78
Category 81. Technical Article.....	79
Category 82. Production/Management Feature Article.....	79
Category 83. Marketing Feature Article.....	80
Category 84. News Reporting.....	81
Category 86. Regular Column.....	82
Category 87. Commentary/Essay.....	82
Category 88. Instructional Story.....	82
Category 90. Livestock Newsletter.....	82
Category 91. Brochures, Flyers & Direct Mail Pieces.....	83
Category 92. Special Projects.....	83

The following categories had no entries: 12, 49, 63, 67, 68, 85 and 89

Category 1

Most Improved Publication



First Place

BEEF Magazine

This magazine comes packed with information to help beef producers improve their bottom lines. The new design gives punch to the information by putting it in a more attractive package and helping readers go straight to what they need with a streamlined contents page. The “Beef Xpress” page allows readers to get a synopsis of each story included in the issue. Great idea! The column pages are also much improved and readable. The new cover simplifies the look of the magazine while still attracting newsstand buyers. Overall, this is a major improvement on an already good magazine.

Category 1 Most Improved Publication

All of the entries in this category worked hard on improving the publications for the reader. A redesign and refocus of the editorial content should never be undertaken for the editors, writers and designers. Any redesign should strive to improve the look, navigation and, ultimately, the information communicated through the magazine. While these entries are diverse in their content, tone and style, you can tell that the redesigns were undertaken to improve the publications with the readers in mind. Congratulations on a job well done.

Second Place *Line Rider*

Line Rider worked within its resources and limitations to greatly upgrade its presentation and navigation. The uncluttered table of contents should be of much more value to your time-crunched readers in selecting the stories that are valuable to them. The vertical navigation bars assist readers in finding stories and are a great improvement. While the typography of the cover remained the same, removing the top bar gave the magazine a more modern look. However, the design demands that you select art that doesn't clutter your cover. Select images that leave room for your type. Nice job.

Honorable Mention *Dairy Today*

The simplified cover typography works to draw the reader into the magazine. I liked the emphasis on a single clover blurb, with the others listed at the top or given secondary importance. The greatest improvement was in the quality of the photography used after the redesign. The contents page reflects more modern design principles, and I liked the added focus on the cover story explanation. However, you might want to rethink the blocked images that force the reader to reference the page numbers and refer back to the list of explanations. Color choices reflect a modern palette. The "key point of interest" feature is a nice touch and the navigation bars are a great improvement.

Texas Longhorn Trails

While this magazine went through fewer cover changes, the editorial design experienced a marked improvement. I would encourage you to look at more covers like the November 2004 image, rather than the composites of herd bulls. The top-10 movers and shakers redesign improved the look of the section. You might want to consider more explanations about the divisions, etc. for new readers. Overall, the improved layouts have made a difference for this magazine, but the changes were not as significant as some of the other entries.

American Salers

I like the new typography of the cover, and the refined table of contents and layout have improved this breed publication. The layouts show more imagination and improved use of art. Be careful to not overuse stock art and clip art. One suggestion might be to use simpler images like were found on the old covers. A single image can often be more interesting and effective than collages. Also, always make sure that your images reproduce well in the finished product.

Pork Pages

The major changes to this magazine came inside. Nice job on the columns and story pages on working in new designs and art. The department page, especially, benefited from the departure of the faded out title boxes. Better photography also helps to spice up the interest in your product. Overall, nice improvement. Always ensure that your cover art is attractive and pulls the reader in – even when it's a targeted reader.

The Showbox

Nice job improving the table of contents and making the stories easier to read. Especially in a magazine packed with advertising, it's important to separate the stories and ads by making the articles more open. Going to a non-coated paper for the listings actually helps separate them and is a great service to the reader. You might consider putting navigation bars throughout the magazine to make it more navigable.

Category 2 Multi-Breed Association Publication

Overall, the entries in this category stayed true to their objectives. The editorial offered interesting human interest stories. The editorial content in several of the publications was often not enhanced by the graphic design. Creating consistency and categorizing information will help readers more easily flow through the book. A major distraction in judging these entries was the use of elementary layout and design work – shadows in headlines, poor photo cropping and cluttered font selection.

First Place *Cutting Horse Chatter*

This is an excellent example of graphic design and quality. The table of contents is well categorized and easy to read. The category headers on the editorial pages help separate them from the numerous advertising pages. Excellent use of font – it's very easy to differentiate headlines from body copy. The editorial quality and quantity can be enhanced. The editorial does a nice job of covering human interest stories; however, some of the production and product information loses editorial balance. A note for improvement – when there is a need to jump stories, keep the information as close to the first page of the story as possible.

Second Place *National Cattlemen Beef Business Bulletin*

This publication does a nice job of offering a diverse mix of editorial and advertising. The editorial is easy to read and attention grabbing. Headlines for feature stories are difficult to read and the headline font does not match the consistency of the remainder of the publication. Nice job of utilizing subheads and pull quotes to highlight interesting information. The use of the NC symbol at the end of stories is inconsistent and confusing. The “guts” of this publication are very good. Adding more consistency throughout the layout and editorial style will help pull this publication together.

Kansas Stockman

The publications offered in this entry are well organized. The publication smoothly flows from topic to topic. A good mix of information is offered. However, it lacks interest and excitement. The photos are very dark and lack contrast and detail. In addition some photos have a moiré effect. The story titled “Blazed-face steer...” with a hindquarter shown in the photo displays a lack of good visual selection. The publication covers offer a consistent look, but the images lack interest. Overall, this publication is staid in its presentation.

The Cattleman

This entry provides good information in a well organized format. From the table of contents to advertiser's index, it is easy to move through this publication. The concept of burying editorial

copy on pages with two-column ads is distracting. Stop allowing the advertising sales department to dictate the look of the book. Using pull quotes is an excellent concept; however, make sure there is useful editorial information to utilize. Incorporating pull quotes for the sake of doing so is not takes away from the overall editorial content.

Missouri Beef Cattleman

The entry does an excellent job of reporting on events from around the state. The county news section is interesting to read and provides a quick way to recognize industry involvement. The layout of both issues submitted for this entry buried the “lead” story in the back of the book. The Table of Contents does not have to be a listing by page number. Utilize category headings to help point the reader to important stories. Each of the section heads is designed differently. Creating a consistent design for the headings will help the reader more efficiently use the great information included in this publication.

Seedstock EDGE

Entries from this publication offered interesting visuals and excellent people shots. The lack of solid editorial keeps this publication from moving to the top of this category. The human interest stories are interesting and often include good visuals. The junior show coverage in one of the issues actually looked like an advertisement. Keeping the editorial and advertising looks differentiated will help the reader move through these books. The use of shadowing in the headlines was detracting and difficult to read. The columns offered good information, but need the copy small. The section “For your information” offers good information, but the layout is busy and distracting.

California Cattleman Magazine

These issues provide excellent coverage of the events and issues affecting the state's cattle producers. However, it was often difficult to differentiate the editorial from the advertisements. The numerous use for photos detracted from the news events that are important to the cattle business. Remember, producers are business people and this is a vehicle that can be very helpful to them in the management of their operations. With that in mind, the editorial needs to be separated into more clear and consistent sections to help the reader find the information most important to them. Use of more original editorial also would make the overall impact more meaningful. This publication is headed in the right direction of working to cover the numerous segments and regions of the business.

Idaho Cattle Association (Line Rider and News Brief)

This entry did a nice job of covering industry news. The information was categorized and it was easy to distinguish the editorial from the advertising. The editorial layout needs to be punched up and designed to attract the reader. Remember the “hand rule” when designing your pages – when you place your hand over the text, it should touch a graphic element. Utilize pull quotes, tables and other elements to help the reader through the stories. While the headlines are informational, the story layout

does not keep the reader intrigued. It's important to remember the target audience of these publications – readers over 50 years of age. With this in mind, utilize a font that is easier to read.

The Showbox

This publication does a good job of recapping show results. The overall lack of editorial makes this publication more of a catalog. What editorial does exist is simply a listing of names and rankings from shows. In reading through the stories, spelling and editing errors were numerous. For the limited amount of editorial, more time should be spent on increasing the quality of the text.

Category 3 Multi-Breed, Non-Association Publication

These publications do an excellent job of serving livestock producers. Through feature stories that put faces on the issues and hands-on stories and news that ranchers and dairymen can use, all four magazines relay the story of animal agricultural by connecting to their readers. You get a sense that the editors and writers have their readers' best interests at heart.

First Place *Dairy Herd Management*

With a clean, modern design and writing that is right on target for 21st century dairy farmers, Dairy Herd Management rises to the top in this category. Starting with the table of contents, each page helps producers find the information they need, and then packages that information with effective headlines and crisp writing backed up by attention-grabbing visuals. Just make sure you give enough explanation, especially on short items, to inform novices of what should be important to them. Great job.

Second Place *BEEF Magazine*

The Beef Xpress pages are a great service to the reader and a feature that many magazines should duplicate. The information found in the magazine is complete, well-researched and informative. The art director does a nice job of supplementing the written message with illustrations and graphs. However, there is a proliferation of head-and-shoulders shots in the magazine. I find myself asking if the reader really needs to know what the source looks like. Could that space be dedicated to a visual that helps you communicate more effectively? Overall, a well designed and well crafted magazine.

Honorable Mention *Drovers*

A magazine packed with information for beef producers. The profit tips are a great source of information in a quick read.

However, you might look at tightening them up. They are a difficult to navigate because the subject heads are small. Features are well-written and accompanied by quality photographs. Be wary of using too many of the same types of photographs, for instance, backlit silhouettes, in the same issue. Nice job of selecting topics that ranchers deal with on a daily basis.

Honorable Mention *Dairy Today*

Nice cover art and enticing blurbs. However, make sure your blurbs contrast enough from the background to be readable. The table of contents is clean and modern and points readers in the right direction. The dollars and sense section is a great way to put a face with producers and share ideas. The key points of interest are another great feature that more magazines should use. The new design is effective. However, the color palette varies a great deal. You might want to consider a standardized palette to give more consistency to the design.

Category 4 Single Breed Publication, 5,000 or less circulation

First Place *Gelbvieh World*

This breed publication is very professionally produced and printed. Less white space on cover may be required for the address label than one issue showed.

The use of gray scale and process leather graphics is done with good control of a difficult graphic to control.

There are limited instances of reversing stylized text out of the leather background that does plug.

The Cattleman's Connection is a nice two page ad which involved a headline of text that crosses over two full pages. The suggestion is two fold. One issue is to not break a word over a production crossover. The second suggestion would be to use some graphic to assist the reader to make the read across two pages. A solid rule, a key line box or perhaps a 20 percent grey screen used behind the text would produce the visual effect of a two page spread.

The Market Place uses enough white space to be easily read and creates full pages that are not cluttered.

The Gelbvieh color when used as process text needs sufficient point size and appropriate font selection to "carry" the text. This publication does a very good job of utilizing this color.

The Board of Director group photo is adequate. The middle of the group is “hotter” than the sides. Perhaps use of risers would allow more rows and thus more face value and less carpet, boots and jeans. The use of multiple sources of light could gain more uniform exposure and flesh tones. Also, a reduced amount of reflected glare from glasses may be possible.

Category 5 Single Breed Publication, 5,000 or more circulation

This category of five was interesting to judge as three of them obviously come from the same organization. This creates a challenge because the three are SO similar so it was hard to distinguish them and really it came down to where we could find anything to fault! All of the entries have no typos and obvious errors that we could find which says something with this quantity of work. So it came down to the overall look and feel and the top three easily could be placed in any order.

First Place

The American Quarter Horse Journal

This entry has the overall quality that moves it to the top. Its massive content of editorial and advertising makes it worthy of number one in this category. A few details that we found include: page 96 (Feb. 2005), not sure about the first short paragraph; I think someone did this as a chance at trying something different, but I’m not too thrilled with it; it easily could have gone on the next page. I do like the color coding on the Contents page which shows the Cutting Section with the light blue identifying not only the contents page, but also the pages throughout the book. The vertical black bars indicating the sections/articles could easily be turned so the type isn’t vertical too; it’s much easier to read these as “tabs” and have the copy in a horizontal line.

That’s quite a jump from page 8 to page 416 with the mailbox! Not sure where you place importance on that column, but it really jumps a long ways. Could be good because I was forced to go to the back of the book, but did I come back to the front? You do a good job of organizing the content with the results, trading post and calendar of events. It’s a lot to make this all work in a readable, pleasing format. Overall a really nice magazine. The faults are few and, although this is so close to the other two that obviously come from your organization, this one still deserves the ribbon.

Second Place

America’s Horse

Overall this is a fun magazine to read. I wanted to read all of the articles for the variety and the personal touch. The fun features with the license plates and interesting facts make it a happy magazine. I’m sure your readers enjoy getting it and wish

that it was a monthly. The fewer ads also make it more enjoyable. Too bad we can’t have all of our magazines without ads!

Great way of telling the story in Spanish and English; page 20-21 cutlines don’t work well in the dirt of the photo. You sometimes are taking a chance when placing cutlines with colored fonts within the photo and these could have been moved just a little and it would have worked better. Article “The Peppy Dynasty” (page 60) needs some pull quotes or something to break up the copy; very heavy and not inviting to the reader. (also see pages 36-37) Nov. issue page 76: a little confusing with the graphics included with the articles; combining it with the ad on the right really made it confusing. But all in all this is a great publication and only a close second by a hair.

The American Quarter Racing Journal

Very interesting cover (Oct. 2004); I really had to look at that gray horse for a while to see if it was colorized or some other technique. Emotion shows on the cover which is good and I would hope to find (and did) a story that tells all about this. Summer Snowfall article (page 56-61, October 2004): I don’t like long line lengths at all; even though you’ve added the ellipses, it still is difficult to read; a reader really only wants to read half way across the page before they’ll move on.

Some fonts used throughout are a little small (i.e. table of contents). Page 8 in the rust colored box should have a little more contrast from the rust to the black for ease of reading. Just like in another of the entries the vertical bars could be more effective with the type changed to horizontal.

It’s really just as good as the two previous, but had to fit in to the placings somewhere and this year, it’s as much as tied with number two.

Charolais Journal

Contents page is extremely pleasing and easy to read. Really like the dark blue that focuses on the features area. Also the “August 2004” red box over the “IS” in CHAROLAIS is a very subtle, tastefully done piece of creative design. Great quality photos on the front offering a bright look at the event. I like the logo included on the top to indicate that I was about to see junior show coverage within the book.

I’m sure that taking photos of white cattle is as difficult as taking pictures of black cattle. Your show photos are excellent with just the right amount of brightness/contrast done; page 64 candid in general are OK, a couple could have used a little more brightness. Really like the ease of finding staff, officers, directors, etc. on page 21. This information is important to your members and you’ve got everything covered there. Overall your editorial layout is very crisp and consistent. Really like the headings with the good modern font. Pages 18-19 have some one liners hanging.

Unfortunately this entry was not done correctly with only one issue submitted so there was no way to have enough information to critique, plus the other entrants were correct; would possibly have won if it had been entered correctly.

Angus Journal

Wow! There’s a lot of copy in these issues! Busy ads almost make it tiring to read very much at one time. However I am sure that the Angus enthusiasts take their time in reading these

issues. February 2005 cover is great! Gives me the feeling of a cold winter. On the other hand, October 2004 cover lacks quality of photo. The concept is there, but I wish the photographer had waited it out and gotten a better pose- of course taking photos of baby calves isn't the easiest thing to do. Overall this publication seems a little dated. The fonts used are a little old fashioned and I want much cleaner, less cluttered ads. I know that advertisers think that they need to put all of this information in, but try and educate your advertisers on the purpose of their ads. The bold font (see pages 54/55, 106/107 for example) is SO tiring. It is OVERUSED! I do like the Showring section as I know that it's difficult to keep up with the shows, and it looks like this may work for you. It's time to consider a re-vamp of the editorial heads, i.e. Angus Stakes, Assn. Highlights, etc. and possibly a readership survey to see how much of the content is actually being read by your readers or if you are just making clutter into what could be an outstanding publication.

in different fonts, which can look like a mistake. When using quotes, be consistent with the attribution. Use said, not says. They are consistent within a story, but not within the publication. In addition, keep the side bar on the front page the same for each issue.

Category 6 Newspaper

Consistency and a good layout are key factors when creating a newspaper. Use an easy-to-read font throughout the publication. In addition, use short and simple sentences and paragraphs. Some stories had long paragraphs with quotes hidden within them. Use a style and follow it. It's difficult to concentrate on what the story tells when it isn't written well.

First Place

Land and Livestock Post

This publication has good consistency. The pull quotes, headers and dates all make it look professional. The side bar on the front page adds color and allows the reader an inside look to what is in the issue. To improve this publication, correct the masthead. Currently it is pixilated, which takes away from the first impression. Try to avoid widows. This will improve the layout of the text. One caption is in two columns, which may be a mistake. Proof the layout to keep this from happening.

Second Place

Angus Beef Bulletin

A positive aspect of this publication is the organization of the written columns. They are toward the front and on sequential pages. This helps the organization of the publication. Consider doing the same for the advertisements. Since the ads and stories are mixed, some of the stories get lost in the ads. Work on the layout to keep the text from being overshadowed. Keep the text font and the writing style consistent. Some articles are

Iowa Farmer Today

The front page is colorful and attracts the reader's attention. To improve the content, make the quotes count. Move them to their own paragraph and attribute them. Some stories attribute the quotes in a separate paragraph, which can be confusing to the reader. Use said in a written story, not says. Says is more appropriate for broadcasting. Proofread to eliminate punctuation mistakes.

Western Livestock

Work on consistency. Keep the headline fonts the same and simple. Graphic headlines can look cluttered, especially when they are on a page with other stories. Readers like short, simple sentences and paragraphs. Some stories have long paragraphs, which will distract the reader. Put quotes in a paragraph of their own. This will help make the paragraphs shorter and will highlight what the person says. Make pictures count. If they don't help tell the story, don't use them. Some pictures are too small and are hidden in the page. Many stories jump to another page, and some jump more than once. Work on the layout to try and avoid this.

Iowa Farm Bureau Spokesman

To improve this publication, work on the layout. Some headlines are three lines long. Shorten them or rearrange the layout. Make sure the text doesn't come too close to the text box. In some areas, the box is not spaced evenly around the text. What writing style is used? Determine a style and use it throughout the publication. Use said in a written story, not says. Says is more appropriate for broadcasting. Proofread to eliminate punctuation mistakes. Dividing the stories by county is a good idea. Try adding a county index on the front page so the reader doesn't have to look to find the area he or she wants to read. Work on the layout of the text. Since there are many stories, some short and some long, try to arrange them in a manner that is pleasing to the eye. Some short stories are caught in the middle of the page, throwing off the layout. Be consistent with the captions. Some are indented, while others are aligned to the left.

Category 7 Newsletters

Each entry for Category No. 7: General Excellence- Newsletter, had a very clean design, showed great consistency and all exhibited features that were targeted toward their general audience. They were very well put together and all should be commended on their hard work and overall excellence.

First Place *Seedstock EDGE*

This newsletter's modern feel and vibrant characteristics seem focused to attract youth, which is the target audience. The cover is fun and the designer keeps viewing entertaining with the different font style and the cut out pictures. The masthead is very creative and the table of contents at the bottom of the page is an innovative touch. In addition, the colors throughout the newsletter are very bold and thus will also be a target when attracting viewers. The newsletter reads well and the additional activities for youth will keep them involved longer in the reading process. A suggestion in the "Show Tips" category is to watch the text over the light blue, this is a little distracting. Overall, this is a very creative newsletter that has many good design features, plus has information that is apt to keep the interest of the readers.

Second Place *National Cattlemen Beef Business Bulletin*

This publication is very well put together, using elements of good visual interest with pictures, boxes and color. Each page is very consistent and has excellent flow throughout the pages. Information is useful to the reader and the design of graphs and charts makes reading them easier. Good use of a consistent font throughout the publication. The shadow in the boxes is also good in adding another component to the playing field. The element of breaking up the stories with pictures, boxes, headlines and pull quotes is another quality attribute. Clearly a very well designed newsletter that exhibits excellent use of design elements that not only makes this publication enjoyable to read, but is pleasing to the eyes.

Texas Cattle Feeders Association Newsletter

The color of the paper and masthead is a good combination and definitely adds a visual interest to the reader. Yet, adding a few additional visuals such as pictures may assist in drawing in the reader's interest. The consistent look of the logo at the top of each main page is also a great element that adds interest to the publication. Content is very informative and I feel the author did a good job with the report pages making them easy to follow. Check text size on Page 2, it is a different size than the rest of the pages (Page 3, Page 4, Page 5 and Page 6). This newsletter has a very clean design and the information is very valuable and useful to the readers.

Idaho Cattle Association (Line Rider and News Brief)

Front cover lacks dynamic element to draw the reader's eyes to the cover. The title down the side is a nice change from the traditional headings, but this makes the cover a little too vertical and text heavy. Yet, the logo for the association is creative and represents the association well. The text has valuable information for those who are involved in the Idaho Cattle Association and since this publication is targeted toward them, this is a very important element to remember. Having a consistent look is also very significant and I feel this publication also achieved this nicely. Overall this is a clean publication with good points such as valuable information ranging from workshops to sale dates, to reminders from the association.

Kansas Stockman

This newsletter is very consistent throughout the publications, by using good use of the pictures to break up the text and also a good use of headings to brake up the text flow. The masthead is bold and this is a good attribute to bring out and use as a dominate element. Having the address, phone numbers and internet address on the top is also a plus since the reader has contact information where it is easy to find. A larger drop shadow around the box could be used to make it and the page more dynamic.

Category 8 Web Site - Home Page

First Place *BEEF Magazine*

This Web site is well organized. It has a lot of information, and the designer did a good job making it easy to find. Consistency is a key factor when designing for the Web, and the designer did a good job keeping a consistent layout throughout the site. To improve this entry, decrease the amount of information on the home page. The viewer has to scroll to read all the text placed on this page. On the current issue page, try adding a jump menu, listing all the articles at the top. Link them to an anchor within the page. This will allow the reader to go to the specific articles he or she wants to read. It also will give the reader an overview of what stories are in the issue. For the calendar page, consider adding an actual calendar. Make the information on the page visually appealing. If a calendar is not used, add more space between the events and months. The producer's library page is designed well. It is easy to navigate, and the headers help highlight each section of the page. Check

the links; some don't work. When linking to outside pages, continually check them to ensure the address hasn't changed. To make the art prints page more interactive, link the thumbnails to a larger image. This will allow the viewer to take a closer look at the images. Overall, this is a good site. Some simple changes would make it even better.

Category 9 Electronic Newsletters

With e-mail and Internet becoming the media choice for many, print newsletters are becoming a thing of the past. The benefits of an online newsletter are many; therefore, take advantage of the free space available for this type of communication. Below are a few tips to creating an effective online newsletter. Create a graphic masthead to use for each issue. Don't forget the date, volume number and issue. Full-color is free on the Web. Take advantage of this. Use pictures and graphics to draw the reader to the article. Nobody likes to scroll. Make it easy for the viewer to learn what is in the issue. Make jump menus or link a "more" button after the lead of the story. This will help guide the readers through the issue and will help ensure they don't overlook any content within the newsletter. Interaction and ease of navigation makes the newsletter interactive. Instead of giving the viewer a phone number or e-mail address to get more information, post the information on the Web link it. This will eliminate the extra steps for the viewer and for the creator.

First Place *Pork Pages*

Great design! This online newsletter is simple, clean and professional. The articles are short and contain the current information the viewer needs. To improve it, make it more interactive. Instead of having the viewer e-mail a request for an application, have a link to the application. Title the newsletter. Currently, it has a Web address as the title instead on the name. Overall, a great design with good, current content.

Second Place *BEEF Magazine*

Great organization! This online newsletter does a great job of making it easy for the viewer to find specific stories within the document. It's the most functional and informative entry within this category. The option to change the delivery preferences makes it easier to view the newsletter in a format that is compatible with his or her computer. The "back up top" link also helps with the ease of navigation. To improve this e-newsletter,

add graphics. Utilize the free color. Include pictures or graphics to the stories to make them and the layout more appealing. Title the pages. Currently, the Web address is the title.

Drovers

This online newsletter has great information. To improve it, list the headlines at the top of the page. They could be linked to the rest of the article. Since it has many articles, this will allow the viewer to read the headlines of all the articles and go to the specific one he or she wants to read. This may help eliminate stories at the bottom of the page from being overlooked. Try a different font color for the editorial comments. For some viewers, the red text may be distracting. Try double spacing between the paragraphs instead of indenting them. This is a typical practice for Web-based text. Utilize the free color. Add pictures or graphics for the stories. This will help the layout and design of the newsletter, as well as will create more interest for the viewer.

Pork Magazine

This online newsletter is similar to the previous one. To improve it, list the headlines at the top of the page. They could be linked to an anchor within the same page or have the lead with a link to the rest of the article. Since it has many articles, this will allow the viewer to read the headlines of all articles and go to the specific one he or she wants to read. This will keep the stories at the bottom of the page from being overlooked. Try double-spacing between paragraphs instead of indenting them. This is atypical practice for Web-based text. Utilize the free color. Add pictures of graphics for the stories. This will help the layout and design of the newsletter.

Texas Longhorn Trails

This is a fun, creative online newsletter. This headline with the article overview beneath it gives the reader an idea of the story. The link to the rest of article makes the newsletter interactive and the text short. To improve it, move the advertisements to the bottom of the page or make them smaller. Currently, they overshadow the actual newsletter content. On the subpages, list the headlines at the top of the page and anchor them to the specific article. Some pages require the viewer to scroll without knowing what information is at the bottom of the page. This may cause it to be overlooked. Good job using pictures with the stories. This creates more interest in the story. To improve layout, use text a wraparound the pictures to make them part of the layout. This has potential of being a great online newsletter.

Category 10 Special Issue - under 100 pages

Special issues should state a theme on the cover and that theme should be carried out throughout the publication. Overall, the design in this category is weak and could be improved by more emphasis. Quality editorial is important but it needs to be presented in a nice package to attract the attention of today's busy farmers. Strengthen your editorial by limiting your use of passive voice in sentences. The key to a special issue is having a good solid plan before you start. This includes everything from brainstorming to editorial emphasis to photo development and graphic design (including color choice).

First Place

BEEF Magazine

"Spring Cow-Calf Issue"

by Staff

This magazine wins because it best combines quality stories with consistent use of design. The biosecurity theme is carried throughout the issue. Change the font on the staff listing today! Good consistency of use of keyhole design. The headers are more attractive and eye catching than many of the other entries in this category. Page 20 and 21 do not include a continuation indication. Design should avoid widespread use of widows. Drop caps are too small. Jumps and continuation indications need to be used on all stories consistently. I would prefer a little more variety in font choice instead of all serif type. Good use of relevant pull quotes and sidebars. As with others in this category, text could be better aligned when using bullets.

Second Place

Iowa Farm Bureau Spokesman

"Livestock Supplement"

***by Dale Johnson, Teresa Bjork, Tom Block,
Joseph Murphy and Heather Lilienthal***

This publication closely follows in second because it effectively combines elements for a wide audience. Consistent in use of headline fonts lets the reader follow stories through the publication. Since it is a special issue, the variety of stories covers the entire livestock industry very well. Balance is good with editorial at the top of the page and advertising at the bottom. General staff contact information should be included even though it is a supplement. Identify elements by name instead of by letter in headlines. Don't let one-line sentences hang on next column. Each story contains a picture that seems to be pertinent. On the cover, the graphic "Livestock 2004" could have made the cover pop more if it would have more closely matched the color of the tag. Black or brown type on the orange tag would have been more visible than white type. Sources should be consistently identified in cutlines by first and last name.

BEEF Magazine

"December 2004"

by Staff

The cover design grabs my attention. The ID theme correlates to the photo with the cow's ear tag. However, the clipping path around the left ear of the cow is jagged and needs to be softened. I would prefer the font of the month and Web site to be slightly larger. The table of contents is attractive; however, I would prefer the logos in the bottom left hand corner to be knocked out. Work on the quality of the photos of your sources. On page 34, header graphics are sloppy with bleeds and alignment. Why is this header different than the others. If it is because the editor is a contributing editor instead of a staff editor, your reader will probably not care. On page 46, the imitated dropcap is too close in color to the background. The cover uses bold font colors but the inside editorial pages are marked by dull colors. I would prefer to follow AP style more closely. For example on the third paragraph on page 4, "U.S." used as a noun should be spelled out as "United States." Passive voice prevails in many articles.

National Hog Farmer

"Parity-Based Management"

by Joe Vansickle

This is a useful piece similar to the other entry from the same member. However, this issue stands above the other issue in photo quality and print quality (color, etc.) This issue effectively uses charts, sidebars and pull quotes to illustrate the stories. The information is good for your producers and follows the theme well, however, I would think it would be more beneficial to today's busy readers for writing to be tighter, more concise and use more short, bulleted statements. The header graphic is consistently placed with the exception of the article on page 38. Photos are good for the most part and are sized well, but some could use cutlines. Headlines are straightforward, but could be jazzed up to entice readers. You might also try teasers on the actual story itself since some readers won't remember the introduction from the Table of Contents page. Overall, this is a very useful piece, but could greatly benefit from some effort to make the intense technical information more user-friendly.

National Hog Farmer

"Herd Health Strategies"

by Joe Vansickle

The color and photo of this cover is subdued compared to the publication's other entry in this category. I want the cover to grab my attention and this issue doesn't achieve that. This publication provides a great amount of information to swine producers and should be a valuable tool. Avoid the tendency to weigh down the editorial with passive voice verbs often found with extension writers. I like the introduction pulled to the side on page 3. Editorial is clearly defined throughout the publication by the blueprint design, yet lacks pizzazz. The dropcaps at the

beginning of each story are too small. The dropcap on page 26 does not appear to be the same font as the previous stories. This publication effectively uses charts and graphs to illustrate items that would be hard to editorialize. The spread on pages 32 and 33 could have been better designed by better placement of the photo or pull quotes so that the pages are not so text heavy. Rampant use of widows is distracting to the overall look of the publication. Suggestion: when using bullets, try unifying the indentation.

Maine-Anjou Voice
“Standing the Test of Time”
by Staff

The cover is too busy. The logo at the bottom right is hard to read. I first glanced at it and thought it was a five year anniversary issue. The editorial header on page 36 does not match those on previous pages. Move ad rates to the back instead of placing on page 2's table of contents. As a suggestion, move contact information from page 10 to this page. Page 14 contains photos that are dark and therefore make the overall spread too gray. This headline needs to go away. Too many fonts in editorial layouts. Nice, relevant timeline starting on page 17. Good historical information. Obviously, a lot of research was done. Try to unify your editorial pages with headlines, subheads and text. Page 38 is a perfect place to add people pictures to add some personality. Throughout the magazine, photos are too dark and could use some use of brightness/contrast, curves or levels in Photoshop. Overall, the ads are very nice.

Iowa Farm Bureau Spokesman
“Iowa Livestock: A Value-Added Industry”
by Dale Johnson

The concept of this piece is good; however, it doesn't compete in this category. The line length is too long. Break up with columns. Always be careful when placing photos on top of text because it can lead to disaster. I like the header graphics in the shape of Iowa to distinguish species. In order to use this graphic more effectively, you could have moved the hogs article on page 3 at the bottom half and move the entire cattle editorial to the first page and a half of the spread. Print registration is poor. Lines on the Iowa charts are too fine, color choice is poor and the chart keys became illegible. Is this enough content to give to a banker, etc., for them to make intelligent decisions?

Category 11

Special Issue - 100-200 pages

An easy winner was found in the category. Overall, all the entries achieved their goal of developing a single focus for their issues, the winner was able to deliver a graphically pleasing and easy-to-read entry.

First Place
Texas Cattle Feeders Association
“Cattle Feeders Annual”
by Burt Rutherford

This special issue is well organized and enjoyable to read. The editorial copy is well written and presented in a graphically pleasing manner. The use of the association logo on the cover helps it meet the objective of serving as a year-long reference manual. The mix of editorial stories is interesting to the reader. The use of a color page band treatment to distinguish sections is helpful to the reader. In addition, the utilization of different paper weights makes is effective. Overall, very nice presentation.

Second Place
Charolais Journal
“March 2004 Herd Bull Issue”
by Staff

This special issue makes a good effort at achieving its goal. The stories selected for the issue are pertinent to the topic. However, the stories are lost among the other elements of the book. The editorial content lacks imagery and interest. The copy is heavy and dark. This issue's cover also misses the point of helping emphasize the special issue. The Impressionistic effect used on the cover images lacks shadowing. The columns created by the staff are buried in the gutters and lost. If you are going to ask the staff to write columns for this issue, make sure they have the space to fully develop an idea.

Seedstock EDGE
“June Youth Issue 2004”
by Staff

Nice cover shot for this special youth issue. This special issue sticks true to its objective of focusing on youth. The editorial is pertinent to the success of youth. In order to improve this special issue, the graphics need to find a happy medium. Some stories are overly enhanced graphically, while others lack excitement and imagination. The black and white pictures used on the editorial pages appear washed out. The use of graphic blocks on the “For your information” section is distracting to the reader.

American Red Angus Magazine
“2004 Commercial Marketing Issue”
by Staff

This special issue focusing on commercial marketing offers some interesting information to the reader. The editorial story

selection is good; however, the stories need to be more concisely edited. There's never a need to use two exclamations in copy, like the ones found in the President's Column. Be sure to closely edit all copy, including columns. The use of the red tab at the top of editorial pages helps distinguish the editorial from the advertising. In regards to the cover, a better photo should have been selected. Great care needs to go into cover photo selection. As a business, the beef industry needs to better protect themselves from activists' accusations. Using a cover photo that includes people shocking cattle with hotshots opens up this publication and the entire industry to unnecessary criticism.

Category 13 Event / Show Program

We recognize that all three entries in this category are from the same company and have many similar strengths. All three programs clearly identify the editorial from the advertising with a consistent, clean look. With show programs, it's important to remember that your audience is not necessarily equine savvy. Good descriptions and complete information is important to include, and these programs do a nice job of that, along with providing detailed local information for show visitors who may be in town for an extended period. We would have preferred for the exact show dates to appear on the covers.

First Place

The American Quarter Horse Journal *"2004 Bayer Select Program"*

This entry sets itself apart from the others with a cover photo that draws the reader into the program. However, the logo appears to have dot gain when it is printed, especially when it is reduced. Although most of the editorial is set aside with a clear design, the introductory page on page 3 looks more like an ad than the start of the editorial information. The vertical "2004" type takes away from the clarity of the design. Good editorial layout identifies to readers that valuable information is on that page. Although white space is good, some editorial pages would have benefited from photos from past shows as some other entries have done.

Second Place

The American Quarter Horse Journal *"2004 World Show Program"*

This is a good, functional program for participants. The cover was attractive and clean. Even though you probably didn't have direct control over this, we felt that the registration on the

cover was slightly off. Be careful of logos that may look good on the cover, but do not reduce well on following pages. On page 3, blue type on black does not provide enough contrast to be clearly visible. Otherwise, this is an attractive page with nice management of information and logos. This program certainly recognizes sponsors well. The repetition of the vertical "2004" on editorial pages clutters an otherwise clean layout and serves no purpose. Photo credits are not consistent throughout the program. We prefer the vertical placement of photo credits such as on page 136 as opposed to those on pages 96 and 97. Why are photos credits on the judge page, but not the ring steward page? This program did the best job of using past photos to break up editorial information. On page 136, we would have cropped the top of the photo since the curtain washes out in the background. On page 182 and 183, we would like to have seen some bar shading (such as on entry pages) to break up so much type.

The American Quarter Horse Journal *"2004 Youth World Show Program"*

This cover does not grab my attention and invite me inside. The design uses too many color combinations that do not complement one another. Once again, the logo does not reduce well on pages within the program. The introduction of the editorial section on page 3 is clean and attractive for the amount of sponsorship information presented. Always keep in mind to maintain a youthful flair when producing work that involves kids. Everyone likes to see their picture in print. With youth events, some pictures of past events could have been included on editorial. Good description of events. On page 109, the art winners in black/white are an abrupt change from the previous four-color pages. It would have been nice to include in color if possible.

Category 14 Picture Story

Entrants have done a nice job of telling the story through photos, but people deserve to be identified in the captions. Take the time to get names and other important information when shooting photos. Editors should remove poorly focused or pixilated photos; these devalue the impact of the other images.

First Place

Angus Journal

“Angus in the Old Dominion”

by *Crystal Albers*

Nice mixture of angels, as well as a variety of subject distance and framing. Readers really can feel like they were identified through the photos. Detailed captions are helpful to the readers; however, identify all people, unless they are part of a large group. Old Dominion flag is worst part of the layout because of pixilation. Overall, excellent work!

Second Place

Angus Journal

“We All Scream for Ice Cream”

by *Shelby Axtel*

Fun, focused photos of young people... what a great way to draw in readers! Captions repeat information in the story, but most of the captions identify the people. A center of visual interest in not obvious in the layout; one dominant photo would have improved the layout's impact. The conference logo is a nice touch, but the left graphic is difficult to identify and, therefore, difficult to relate to the story without a lot of thought. The photographer could work for interesting angles to make the photos less like “family snapshots,” but, overall, it's a nice, fun photo story.

Beef Business Bulletin

“Young Cattlemen Tour America's Cattle Industry”

Excellent photo selection shows the divers faculties visited by the Young Cattlewoman's Congress and helps readers understand the scope of the program, however, the photos should be arranged so subjects do not “look off the page.” Plan to identify all subjects in the photos and allow more pace for captions. Focus for the Kempfer photo should have been him, rather than the trading floor. The advertisement distracts from the layout; move it and allot two pages for this photo story. Enlarge group photo to make it the center of visual interest.

National Cattlemen

“BSE Photo History”

Great idea for a photo story and an interesting review of a “hot topic,” but the photos and layout did not live up to the topic. Layout is too busy, especially with the various colors behind the captions. The eye is drawn to the bright pink of the lab shot, but the photo story layout lacks a center of visual interest. Why is one photo at an angle? It does work with the remaining layout. Three photos are “pixilated,” which significantly detracts from the visual appeal of the layout. Be cautious of errors in the captions.

Category 15 - Overall Design, Magazine

When it comes to magazine design, the first consideration has to be the cover. Unless it grabs the reader's attention, he or she will pick up a magazine with a cover that does. Cover blurbs help, but they should not overpower the art. Clean, easy-to-follow design with readable fonts is the hallmark of good design. A table of contents should help readers easily find what they want to read. Headlines need to draw the readers into the story, so they should stand out from the rest of the design. Body text as a serif font is more readable. Use only photos that are crisp and add to the design; easy-to-interpret graphics also enhance your design effort. Above all, consistency is the name of the game. Consistency lets readers know what to expect page to page, issue to issue.

First Place

America's Horse

Nice cover shows the American Quarter Horse at work, rather than a posed shot, and has great color matching. Clean TOC design, although the font used for the features page numbers is distracting. Cut-out photo of barrel racer on TOC and on page 50 could be improved. Good use of white space and consistency for standing columns. The photos are feature articles are outstanding, both in content and size! You have the advantage of fewer advertisements to compete with editorial. Very consistent and excellent design.

Second Place

Dairy Herd Management

Cover photo fits well with the layout, although blurb looks too vertically centered to be eye appealing. Although the TOC photo may not draw readers to a story, the overall layout of the two-page TOC is well designed. Although one wonders why you use rounded box corners, the layout for standing columns is clean. Creative art adds to story layout with great use of white space and good fonts. Outstanding design!

Honorable Mention

Charolais Journal

Unusual cover with great artistic quality, but will it draw in your audience as much as original photos? Excellent TOC, probably the best feature in the issue! The layout for standing columns is well done and consistent. Feature-story layouts are consistent and well designed, even with only black ink, but they lack uniqueness to draw readers into the stories. Smaller stories get lost among the advertisements because the headlines are too small. Advertisers' Index is helpful, especially given its location in the magazine.

California Cattleman Magazine - Bull Buyers' Guide

Nice dominant photo, but inset detracts from the impact. Could the issue's topic been put there instead of being lost in the sky? The "On the Cover" section within TOC is great. Photo strips for the standing columns are beautiful, but should be placed so they do not breakup the flow of the copy; move them to the top above the headline as on page 62 or to the bottom. Body text is difficult to read in a sans serif font; headlines are indistinguishable in a script font. You have close-up, identified people photos your readers probably love!

Drovers

Great photo, but difficult to read blurbs. The text shadows are offset too far for easy readability. Bold font in the TOC is a bit difficult to read; TOC sections do not stand out from titles and are set up inconsistently. Why use two styles of body text, especially when on is a sans serif? Your excellent use of charts/graphs adds to the story. Reverse leading on headlines makes them more challenging to read, as does almost always having them over a photo. Topic headers are a nice feature.

National Cattlemen

Clean, yet interesting cover; could the mailing label area be the same color as the background in this issue, given the lightness of the background? Although easy to locate, the TOC is busy, and the readers' eyes are drawn to the officers, rather than to the issue's contents. While the design has some bright spots (such as the color tabs at the top), it is too busy overall with more than one body text font type and size, multiple column sizes, etc. Simplify the design to improve it, as on pages 10, 11, and 15. Do not use unclear photos, and limit the use of art and text over other art.

BEEF Magazine

The cover is exceptionally busy and overpowering; for this special issue, cut some cover blurbs and focus on the 40th anniversary only. Easy-to-follow TOC; why rounded edges for the BEEF Online box and other boxes throughout the magazine? The font selection is good, as is the use of white space and section headers. The overall effect of the margin grid is distracting; the eye goes to the lines rather than to the content. Inserts also are a distraction from interesting content and layout. Good use of large photos.

Category 16 Single Article Layout & Design

First Place
America's Horse

"Down Mexico Way"
by Diana McClung

The layout combines a great selection of the subject matter, with time of day for the photography and an astute selection of background and accent colors for the article. One suggestion for entrants using true or manufactured crossovers is to have press sheets (sheet fed) or signatures (head set) saved in production before bindery. This also applies to bleeds at the gutter. Photography is well done with a causal reminder of the suggested use of fill strobe for direct sun daylight subject matter with shading of/on the face.

Second Place
The American Quarter Horse Journal
"Mach 10"
by Terry Stidger

This layout is a very nicely balanced use of action photos, colors, space, fonts, and graphics. A nice, quick pictorial overview and read of a complex discipline.

Note: The following entries are in no particular order.

Cutting Horse Chatter
"Western Horseman Cup - Hyped Up"
by Mindy Young

The pictorial uniformity of subject matter is nicely balanced. The depth of field of the venue from the spotlight to the trophy table creates stature for the event. The lighting on the cups reproduces a warm effect. The graphic UP could have been repositioned and graphically strengthened to be consistent with its use in the lead. The lead paragraph blue could have been bolded to have maintained the color value from start to finish. A potential use of an outline of the hat could generate a more pleasing presentation than the cropped off hat. On page 84 the cut lines run together. The photo on page 87 captures attention in an awkward way. The proper exposure on the saddle over exposes the hardware and diminishes the perception the perception which the silver engraving should portray. BTW on page 82 \$250,000, is a proof readers nightmare.

Cutting Horse Chatter
"Cowboys Before Cutters"
by Mindy Young

The layout use of light blue ties nicely with the sky blue. The capture of natural light and contrasting shadows in the late day photos is nice visual effect. The writer strongly suggests use of black key lines to frame photos as a general rule. COWBOYS BEFORE CUTTERS involves a distractive type overlap. Suggest a gray to frame the Shannon Hall "in straw" photo. The cut line identification is difficult to read.

Texas Longhorn Trails

“Gary Crouch and the Texas Heritage”***by Myra Basham***

The layout achieves a rich attention getting intro to the article. The layout use of a reverse type does work well in this application. The word SERIES could have strengthened the headline. If there is a quote in a column – does it require quote marks? and or for attribution? The screened back seal fails to enhance. The relative location of the two prints makes them compete for space. A lot of space was used in the upper left, and for the byline. Should not what is most important to the reader lead? Are Gary Crouch and Texas Heritage of equal importance? The buckle is almost an after thought and may distract from the status of the Texas Heritage Series.

Dairy Herd Management***“Is She Eating Your Profits?”******by Jammie Dunker and Kimberlee Schoonmaker***

The layout is nice and clean and is a good mix of graphics and white space. It is also a nice job of “stretching” the dollar-image. The three main points could have been “called out” with stronger heads. The footnotes and Source Credit is hard to read due to the process screen build and reverse small point size text out of the background.

Pork Pages***“Turning Waste Into a Profit -- Luthi Family Farm Wins National Award”******by Shannon Borders***

The use of fill strobe in daylight for proper/improved exposure under hats and cap bills is recommended except for special effect or mood shots. Lines should be used between photo images and cut lines could be used for all images at least for continuity. PROFIT(S) might be a way to represent continuing results from WASTE.

The Cattleman***“May 2004, p. 4”******by Ellen Humphries and Linda Lee***

The use of a screened back image of the cover for the table of contents is pleasing coupled with the small inset of the cover photo. The photographic documentation of a negative within an industry publication may be pictorially supportive of the story but may have a potential downside for the industry. Page 40. EPA consideration or DEQ or whatever regulatory authority or adversarial interest group of record.

National Cattlemen***“Cattlemen Feed the World”******by Staff***

Nice collection of industry information. The yellow headline

commingles two different items (in the same color, font and point size) which are uniquely different. The schematic of wholesale cuts and the legend on page 21 may not accurately represent respective sources. The source of information perhaps should be noted on each table.

Seedstock EDGE***“Got What It Takes?”******by Dawson Vincent***

This is a very straight forward easy to comprehend presentation. Graphics tend to be somewhat mechanical in appearance. Do’s and Don’ts presented on respective pages. Production might consider using disguise of subjects on the negative image page.

BEEF Magazine***“Happy 100th, Hamburger!”******by Krista Trempe***

The concept does the job well. A key line around the First McDonald’s photo could have strengthened the photo. The hamburger patty is too dark and a background behind the flame could have been selected to have a warmer contrast. The size and shape of the plate may have been of historical importance but failed to make the connection with this viewer.

BEEF Magazine***“The BEEF Top 40”******by Krista Trempe***

This is a great overview of cattlemen and men, educators, researchers, and administrators. The concurrent chronological slide bas is more supportive of the industry and perhaps the publication that the TOP 40 feature article. The stature of the feature requires more tan round elements with numbers knocked out. In addition, the numerical treatment could be confused as rankings since the alphabet approach was inconsistent. The layout of the TOP 40 did not flow well. The white-yellow-white combined with one column and two columns did not work. Frames around the photos individually and key lines on the composite 40 photos would have eliminated the white space on page 16 and would have enhanced all of the photos. This article/work was a major effort in concept, information and photos. Budgeting of time and other resources may have adversely impacted the final product. When do a “seven course meal” (Feature article of historical importance) make sure to decorate the cake...appropriately.

National Hog Farmer***“Sows Flourish in Pen Gestation”******by Dale Miller***

Great cross over feature photo. Overall a good balanced layout. The Side Bar competes with the feature and perhaps could merit feature status alone. There may have been a safety issue



pictorially documented inadvertently (page 11 ramp).

National Hog Farmer
“For Sale or Lease”

by Dale Miller

The soft focus duo tone effect enhances the story. The frame on the graphic on page 28 appears to out of register. The use of the web site on every page rather than the name of the publication may be current style. The presentation of graphs and tables is very clear and easy to follow. Sources of information for the tables could have been more complete.

The American Quarter Horse Racing Journal
“Classic Tales”

by Diana McClung

The composition of the “trainer” photo is very nice. Graphically, the headline CLASSIC works while the TALES butted against another element does not work well or fit at all. Again, black key lines would enhance or frame those photos, plus key lines would allow the heat set pressman a little wiggle room to allow for “web walk” without one or more of the process colors hanging. Also, heavy solids have a tendency to show thru on lighter weight gloss stocks run at 133 lines per inch on heat set presses. There appears to be a screened back gray box on the lead page that is actually “show thru” from the opposite page. The BIG FINISH head butting to solid text is distractive and creates an off balance perception as well as a symmetry issue.

The American Quarter Horse Racing Journal
“Hall of Fame MMIV”

by Diana McClung

This offers a pleasant use and mix of colors. The use of Roman Numeral is spread too wide (kerning problem) Suggest proper kerning and centering. The two column text on pages 54 and 55 is dull. Why does the seven people – four horse lead urn into a “Jack” and Roman feature?

The American Quarter Horse Racing Journal
“State of the Lone Star”

by Terry Stidger

This offers a very attention getting lead graphic and a rich use pf patriotic solid colors. After the first page, the layout becomes text intensive. Perhaps, as available, small halftone photos of respondents could create more personable reader interest. The use of a single question and multiple responses to answer one question from the same respondent is unusual. On the other hand multiple questions interlaced with the editorial comments lacks the continuity and “starches” to Q&A approach.

America’s Horse
“An Unexpected Lifestyle”

by Diana McClung

Very well done. Two outstanding photos. Simple elegant. The value of purple used in the headline or secondary headline provides a nearly un-discernable contrast to the black.

America’s Horse
“He Shoots Horses”

by Justin Foster

A very nice book promo. The knockout text in association with the BIG GREEN D could be more easily read with a different combination of point size, font, and perhaps by using a bold. A point of view from “older eyes”.

Category 17

Overall Design, Newspaper

This is a tough category to judge due to the different approaches and goal of each publication. All three of the entries are excellent examples of dedicated newspapers. They are all printed well with an obvious concern for detail. However, there seems to be a trend put more into less space which makes things harder to read. Paper and ink are expensive and must be taken into consideration when managing a publication. But if you make it too hard on our reader to gather the information that they are looking for, they will just go to another source.

First Place

Iowa Farmer Today

Nice variety of ads and articles. Good blend of color and black and white. The text in the Classified Section is a little small for older eyes. The section headers work well but could be reduced in size and still would be effective, which could help with the font size issue.

Second Place

National Cattlemen Beef Business Bulletin

A well-laid-out publication that is easy to follow and thumb through. There is good separation of the stories and the advertisements. For the most part there is good use of color to help highlight certain areas of the publication. The text on the cover seems too large and looks like there wasn’t enough of a story. Instead of having something to say, it appears they just made the font bigger. Reduce the font and let the story breathe a little.

Second Place

High Plains Journal

The first thing that I noticed about this publication was what a nice feel the paper has and how nice the first section was laid out, especially the cover. Then as I got into the heart of the Journal I noticed how bad the paper felt and how tight the Classified Section seems. The text is so tight that it is hard to follow. White space is your friend. It helps the reader follow along the intended path. By adding in some additional leading and reducing the font size by one point, this would make it easier to read while still remaining friendly to those of us with older eyes. As for the material, while I applaud the decision to use the higher quality paper in the first and last section. The over all look and feel of it would be better suited to having a better quality paper in the middle and a little less quality on the outside.

Category 18 Cover, Multi-Breed Association

There is a design rule that is far too often overlooked when it comes to cover design for magazines - as well as a lot of the advertisement inside of those publications where a customer wants 500 words in a 1/4 page ad. The acronym is "KISS" which stands for Keep It Simple Stupid. Too often designers decide to put more and more information onto a cover, to the point that the message disappears. Contrary to the norm is the livestock publication. In almost every example that I reviewed for this category (as well as most of the other covers that I have seen) you fine people followed this simple rule. Each cover has a clear and concise message with very little clutter. Finding an appropriate photo, the theme of the magazine, headline, and then designed into a coherent message is not an easy task. Here is a suggestion, when you find the one item that conveys your message, then make that your standard and then make everything else come up to the same standard.

First Place

Kansas Stockman

"February 2005"

by Todd Domer

Clean, Clean, Clean. This is a four color piece that has the simplicity and elegance of a black and white. The masthead is proportioned well to the bull. The headline is clean and crisp and ties well into the over all look of the cover. My only observations would be that the bull seems a little dark but that may be the way it came off of the press. The image and headline seem to be

heading in slightly different directions.

Second Place

The Cattleman

"May 2004"

by James Phifer and Linda Lee

The windmill is a clear indicator as to the main topic of this issue of The Cattleman: "Focus on Water". The headline and the sub head's could be a little larger or a thicker font would help. There is a slight amount of difficulty reading the text due to the similarity of the colors in the wind mill and the sky. Pulling a few percent of magenta out of the sky would help with the separation of the text.

Honorable Mention

Seedstock EDGE

"February / March Showpig Issue Cover"

by Staff

How could anyone not look at this cover and smile? This is one of those images that you would see on a Hallmark card or a motivational poster. It's a GREAT image! Now technically speaking the photo is a little over exposed, but to capture an image like this you only have a second or two. The headline font could be a bit larger or a thicker stroke around the letters. I reluctantly had to pick this image for third place. There is nothing to support this image of the cover. If you were doing an issue for "The next generation of farmers," this would have won hands down. My recommendation is to place this image into a photo competition.

Cutting Horse Chatter

"Mary Jo Milner - 6 Non-Pro World Titles"

by Mindy Young

A well-rounded design that says exactly what this issue is all about. The black and white photos are a little large for as small of a frame that Miss Milner has. The piece would be stronger if they were about 10 to 15% smaller. The words "6 Non-Pro World Titles" get a little lost with the background and all that is going on the bottom left hand corner.

The Florida Cattleman & Livestock Journal

"58 Years With Angus"

by Barbara Starcher

This cover doesn't seem to have a good since of itself. There are two different kinds of fades around the smaller images which are not stylistically the same. The primary image is has an embossed edge with a drop shadow. As well as the obvious removal of something in the background behind the calf and tree that was poorly repaired. The font in the bottom left hand corner is similar to Parisian which is to busy for all of the detail that's in the background. As for the background, the color of the leaves are stunning, however there are several open spots where the table below shows through. The photos

of the leaves were simply laid side by side and no attempt was made to blend them together.

The Florida Cattleman & Livestock Journal
“Controlled Burning Improves the Environment”

by Barbara Starcher

A beautiful, yet eerie, image that speaks directly to the headline. It is definitely an attention grabber that makes you want to open up the publication and read the article. My only comment would be that I wish the fire was a little more obvious, it blends in with the orange sky to much.

The Florida Cattleman & Livestock Journal
“Young Cattlemen Tour, Future of the Cattle Industry”

by Barbara Starcher

Okay these men are obviously cowboys, but why are they on the cover of the magazine? Which outfit do they work for? Why are they here? This is a strong image, but there is nothing to support there appearance on the cover.

The Florida Cattleman & Livestock Journal
“Brahman! An American Tradition”

by Barbara Starcher

This is a very good cover. It’s clear and concise. All of the elements work together. The lariat should actually lie over the top of the masthead, photo and frame element, but that is just being picky.

The Florida Cattleman & Livestock Journal
“Surviving the 2004 Hurricanes”

by Barbara Starcher

“Hurricane 2004” These images certainly depict a disaster; however they would be stronger if they were cropped in tighter or if the images were actually larger. This font seems a little to fun for a headline that is introducing an issue about hurricanes.

The Cattleman
“October 2004”

by James Phifer and Linda Lee

This is a nice image of a young man who is up early or working late roping calves. Now there’s a problems with this. How often are you going to send out a teenager to rope a bull? Probably not very often. The headline for this magazine is “Bull Buyer’s Guide” it just doesn’t quite work together. One last thing, if your going to use this image it would improve the overall quality to remove the power pole and lines.

National Cattlemen
“Summer 2004”

by Staff

The calf looking around the farmer’s elbow is a nice touch; I just wish there was more contrast. The frame around the outside of the photograph seems to thin.

Also, what is he leaning against? There are five different types of fonts, which is a bit much for as large as the picture is. The colors are a little bland

Seedstock EDGE

“September Showpig Issue Cover”

by Ray Ortensie

A compilation of pieces for an event can be a nice way to get the perfect cover. All of these peace’s work well together. There is not enough contrast in this image so it does not jump off of the page. Basically it’s just to dark. The headline font could be a bit larger or a thicker stroke around the letters.

Seedstock EDGE

“October / November Issue Cover”

by Christy Couch Lee and Ray Ortensie

Why am I looking at a very old fence post with barbed wire wrapped around it? This is not a particularly attractive image. I would like to have a headline to tell me why I should read this issue. If this was a photography book then it would be acceptable to not have a headline.

Seedstock EDGE

“January Issue Cover”

by Staff

Please read above comment and replace “old fence post” with “red barn”.

Category 19 Cover, Multi-Breed Non-Association

Overall this category included some strong entries. The cover designers have tried to incorporate action into the entries. For the most part, the mastheads are clean and well represented on the covers.

First Place

Dairy Today

“Elite Producer”

by Dana Timmins

Excellent visual selection. Very intriguing – makes me want to look inside to see the other images that might accompany

this story. The supplement banner at the top detracts from the masthead and should be moved to the bottom of the page. Overall, very interesting and stimulating. Excellent use of action.

Second Place

Diary Herd Management

“July 2004”

by Jammie Dunker and Landon Collis

Very intriguing cover. Excellent use of graphic illustration – it would attract my attention even if I knew nothing of the dairy business. The “Food Systems Insider” splash detracts from the overall attractiveness of the cover.

BEEF Magazine

“June 2004”

by Robert Dawson

This cover shows good depth. The image is appealing and leads me into the subheads. Be careful not to over-pollute the cover with headlines. The “A” sticking out of the boy’s cowboy hat indicates the image is covering part of masthead copy. Attention to detail is important when working with cover images. Are three Web sites needed for the cover? It’s somewhat confusing.

National Hog Farmer

“Environmental Stewards”

by Dean Houghton

The effect on the water of this image is interesting. The overall look of the image achieves the publication’s brand image of a business publication. Overall, this cover is clean, but falls short of the winning entries.

Pork Magazine

“November 2004”

by Staff

This is an interesting approach to this cover. The barcode information is intriguing, but the graphic element is difficult to distinguish. It is unclear how the facility shot ties into the barcode graphic or the focus of this issue.

High Plains Journal

“February 14, 2005”

by Kylene Orebaugh and Diana Derstein

Interesting use of photo and graphic treatment to photo. The color palette used on this cover is well utilized and enhances both the copy and photo elements. The stitched leather used for the headline is a little heavy, but works in this situation.

National Hog Farmer

“May 15, 2004”

by Dennis Wolf

The publication title and “Realigning” headline at the bottom and crisp and easy to read. The “State of the Industry of the Industry Report” copy is blurry and distracts from the cleanliness of the other type on the page. The image is interesting, but does not pull off the “Wow” factor that this cover lacks.

National Hog Farmer

“State of the Industry Report - Realigning the Production Matrix”

by Mike Boyott

The cover image is interesting but the colors lack a distinct look. The man’s shirt cover blends in with the concrete, color of hogs and the white ceiling of the barn. There is no distinction between the elements.

National Hog Farmer

“Brazil’s Burgeoning Pork Sector”

by Dale Miller

Another interesting entry from this publication. The anniversary banner is well placed and works with this masthead. The shadowing on the image is dark. In particular, the shadow that goes across the middle of the hat draws the eye away from the other interesting elements used on the cover.

BEEF Magazine

“August 2004”

by Robert Dawson

This cover has potential, but it is not effective. The use of the mountain image covering the masthead detracts from the publication’s title so much that you cannot tell if it is a B or R. The PhotoShop work on the peaks is elementary and needs to be softened.

High Plains Journal

“May 31, 2004”

by Jennifer Latzke

This cover has some interesting elements, but overall, is busy and distracting. The “Small Grains Solutions” banner is ineffectively placed at the top, while the “Dairy Issue” copy is buried at the bottom. The cartoon horse and rider logo downgrade the seriousness of the cover topic.

Western Livestock Journal

“Western Livestock Journal’s Commercial Cattle Issue”

by Pamela D. Hurd-Keyzer

This image of cattle moving through the pasture is intended to be symbolic; however comes off as dirty and blurry. The horizon is boring on this cover – adding clouds would create visual interest. The text at the bottom of the cover is lost due to the color selection.

Iowa Farm Bureau Spokesman

“Fair Time is Fun Time”

by Joseph L. Murphy

This cover had interesting elements, but they do not come alive on the page. The solemn look of both the calf and youth lack appeal, especially when you consider the headline “Fair time is fun time.” There is no fun exhibited in this cover. The use of the red headline is not attractive against the brick background.

Pork Pages

“May 2004”

by Shannon Borders

The graphic on this cover lacks interest. The image lacks effective lighting to be utilized at such a large size. The background items – box, meat scraps, etc. – detract from the overall effectiveness of the cover.

Category 20 Cover, Single Breed, 4,999 or less circulation

The cover of a publication is the first impression of what’s to come. It entices the reader to spare a little of his time to actually sit down and read. Of the two entries submitted, both of the images are strong and pull the reader into the magazine. However, it is the little details that can make or break the overall quality of the piece.

First Place

The Corriente Corresponder

“Spring 2004”

by Jim Spawn

This is a great action shot that really portrays the life of working on a ranch. There is strong motion that pulls you into the image. The integration of the “Postage Paid Stamp” is well done and does not distract from the overall quality of the cover. The logo and the subtext do compete with the image slightly but overall this is an excellent cover.

Second Place

Gelbvieh World

“March 2004, National Western & Convention Issue”

by Lori Maude and Katie Danneman

This is a strong image of a young child working with an animal,

which always pulls at our heart strings. The overall image, however, is too dark and my eyes gravitate toward the text in the bottom right hand corner. If the image was brighter or the text was not white, it would have greater balance. The leather around the logo is a nice touch, but the font choices don’t seem to work well. The little boy (the floating head) is a distraction and should have been taken out in Photoshop.

Category 21 Cover, Single Breed, 5,000 or more circulation

A good cover should seize my attention immediately with great graphics and good use of type. Some publications in this category achieved emotional, stunning results in a simple package while some tried too many graphic elements and fell short of making me want to turn the page and read the magazine.

First Place

America’s Horse

“Senior Statesman”

by Justin Foster and Holly Clanahan

My eye gravitates to the band-aids on the roper’s hand and I instantly feel emotion and I build expectations to see what the pages inside say to illustrate this great graphic. With the image of the weathered hands, I didn’t even have to read the teaser to understand that the story would speak of a veteran roper. All elements in this cover tie together for an enjoyable reading experience once I turn the page. I can’t wait to see what’s inside. Great cover!

Second Place

The American Quarter Horse Journal

“Quarter Horse Stallion”

by Justin Foster and K. C. Montgomery

To put it simply, “I like it.” I am struck by the mood this illustration portrays in combination with the color selection of the text. This cover proves that you do not have to use every Photoshop effect or graphic toy to accomplish good design. All I want to do is look inside to see the high quality publication that awaits me.

Honorable Mention

The American Quarter Horse Journal

“Range Meeting”

by Justin Foster and Barbara Van Cleve

The grayscale photo effectively gives me the feeling that I am going back in time as stated in the teaser. A brown duotone would have given a similar feel as well. The contrast of the red against the black and white is pleasing to the eye and points out your highlights well. The simple straightforward design equals one classy cover.

Honorable Mention

Angus Journal

“Frozen Range”

by Corinne Patterson and Mary Black

This beautiful cover photo screams February. A small minor personal preference is that I would list the month and year before the volume and number as I would believe it to be more important to the reader. If you are trying to emphasize that it is a theme issue focusing on pasture management as stated in your objective, perhaps some text to that effect would have been appropriate in the lower right hand corner.

Honorable Mention

America’s Horse

“A Marvel-OUS Tradition”

by Diana McClung and Holly Clanahan

I like that the positioning of the two men on horseback so that they lead me into turning the page. This photo creates a welcoming feel to the reader. The blue color accents the rest of the photo well. I get the feeling that the father is showing the ropes to his son as explained in your teaser. The only small criticisms that I would have of this cover is that it doesn’t feel like a January/February issue and the teaser font could be a touch bigger.

The American Quarter Horse Racing Journal ***“DM Shicago Wins the \$1.9 Million All American Futurity”***

by Diana McClung and Andrea Caudill

I love the emotion and sentiment conveyed in this photo but the photo could use some color manipulation. I am left with an eerie feeling between the horse and the men. The light on the horse is too harsh and the shadows need to be softened. The contrast leaves the rest of the photo appearing colorized and fake. The use of the red color against the yellow really pops.

The American Quarter Horse Racing Journal ***“Spring Training Results in Victory at the Track”***

by Justin Foster and Andrea Caudill

The photo has great clarity and detail as the veins in the horse’s neck are pronounced. The photo shows action and movement and the photographer was obviously in the right

place at the right time with the right skills to capture this photo perfectly. I like the use of only one accent color derived from the photo throughout the entire page. The rider’s boot and stirrup may have been cropped too tightly.

American Red Angus Magazine ***“ARA Magazine Annual Genetics Issue”***

by Jenex Staff and Kevin LeMaster

This type of cover better fits a technical science publication than a 60-year old Red Angus breeder. While the cover achieves a simple clean look that tells me what’s inside the magazine, I am not intrigued to open the publication and read.

American Red Angus Magazine ***“ARA Magazine 2004 Commercial Marketing Issue”***

by Blake Angell and Kevin LeMaster

The photo effectively illustrates the commercial theme of the magazine. I wonder if the photographer could have used a different angle to avoid the wood dissecting the center of the photo. While this is not always possible, the cover designer also has cropping and enlargement options. Perhaps most disturbing is the responsibility we have to the livestock industry to portray it in a positive image. If we are an industry that is supposed to be protecting ourselves, the use of hotshots on the cover is feeding the mouths of those that look to destroy us. I would have preferred the month and year to be placed ahead of the volume and number.

The American Quarter Horse Racing Journal ***“Tied in Knots”***

by Justin Foster and Holly Clanahan

Obviously people involved in racing would understand the connection between the knot and weight issues, but I did not. The connection is not clear to uneducated readers and this should always be considered when you are apparently selling this publication on a newsstand. Since the knot is supposed to be the focus of this photo, the photographer should have used a different angle to capture the knot which is hard to see.

Charolais Journal ***“March 2004 Herd Bull Issue Cover”*** **by Staff**

I like the contrast of colors on this cover. The black background and simple fonts give an elegant look to your publication. The Photoshop filter is overdone in relation to the simplicity of the rest of the cover. Impressionism needs shadows to provide depth. The “Charolais” type across the top is not crisp.

Limousin World ***“May 2004 Cover”***

by Staff

The colors are pleasing, but the busy overall look falls short of drawing me into the magazine. The white border around the center photo does nothing for me. The center placement of the cattle photo violates the "Rule of Thirds". I would prefer one shot for this cover.

Charolais Journal
"June / July 2004"

by Staff

As a cattle producer, I would be struck by the big bodied, growthy looking cattle. From that perspective, I can understand why you used this photo. However, the photo could be crisper as the focus is soft. I personally do not like the blue and red type at the top combined with the purple at the bottom. The purple graphic itself is fine. Just change the color to coordinate with the rest of the cover.

Limousin World
"February 2005"

by Staff

This cover is just too busy for me. The bottom photos of the calves should have been enlarged to remove the hindquarters of the calves on both the right and left edges. I also would have faded the edges where the ice meets the bull heads. The yellow font at the bottom with the black stroke placed on top of the icy grass is hard for me to read. I think I would have chosen a different color for the text. It only accentuates the calves' tags and I would think you are trying to sell the Limousin concept instead of selling ear tags.

Category 22

Single Graphic Illustrating An Article

Overall, this category consisted of good entries. The entries certainly paint a unique picture for how illustrators use their original touches in their work. Some of the entries were more manipulations of photos while others were drawings. All of the entries were well done. However, a couple "illustrated" an article better than the others. The big improvement tip I will give is to do more with less in your art. Many of the pieces had too many points of interest to the art, which gave me an overbearing feeling. I had to wade around the artwork to find the point. However, mostly the big difference was whether the art illustrated the topic of the story.

First Place

The American Quarter Horse Journal
"Healthy Horse Show Eating"

by Scott Peck

This illustration really jumps off the page. The graphic is very simple, yet packed with details. I like the unique placing of the food. The expression is really fun, including the horse eye. The illustration makes me want to read more. The colors in this piece are vibrant and this is just a great eye-catcher to pull the reader into the story. The illustration was appropriately sized and fit with the headline. The piece was well composed and does a great job of illustrating the story. Excellent Job!

Second Place

The American Quarter Horse Journal
"Horse Show Moms"

by Gabriel Trevizo

Again, as in the first place illustration, this art makes me want to read the story and find out more. After reading the story, the art really depicts what I expected to read. There are a lot of details in this illustration that make it appealing. The graphic works well with the headline. The illustration is simple yet done with a sense of flare to draw the reader in to the piece. I liked the overall impact of the first place illustration, but find this a close second.

Honorable Mention

BEEF Magazine
"Gone Flabby"

by Dennis Wolf

What a funny illustration. I had to stop laughing before I could really begin to analyze the piece. It certainly caught my attention and it works well with the headline. I wanted to read more about the article. After reading the article, it did do a nice job of illustrating the content of the story. However, I think this illustration lacked the detail of those that placed.

Honorable Mention

America's Horse
"Dude Ranch Aficionados"

by Melissa Grimes

I liked the unique placing of the technology in this illustration. This piece is fun and original. It was a bit busy for my taste as I got lost in a lot of the surrounding content. However, this was an interesting and fun piece that related to the content of the article.

The American Quarter Horse Journal
"Animal Identification"

by Randee Fox

This illustration was very busy. I had a hard time grasping the focus of the illustration. Therefore, I couldn't get how it went

with the story. I believe a few refinements on this graphic and it would have been a nice piece. After studying the graphic for a while, I started to get the point of where the artist wanted my mind to go. However, most readers would have quickly scanned this piece, if they scanned it at all, and moved on.

BEEF Magazine
“Slow Hope”
by Dennis Wolf

The cowboy riding the snail goes well with the headline for this story. However, if I don’t read the subhead, neither leads me to want to read the story. I enjoy the artists work; I just couldn’t see the benefit of the illustration to the story. I did get a good laugh out of this piece.

America’s Horse
“Quest for Knowledge”
by Randee Fox

This illustration was very busy. As noted on another illustration above, I had a hard time getting focused as I looked at the piece. I understand the use of the light bulb, but would have liked to see it more over the women’s head, indicating a women gaining knowledge about horses. The background art is nice but I think it takes away from the central point to this piece that really sends the message.

Category 23

Single Photo Illustrating An Article

I enjoy looking at great photography and I think you can find some examples in this category. However, not every photograph was exceptional and cropping was my biggest concern after looking at this category. I took a basic approach to looking at these photographs. I first looked to determine if they met the criteria of the category, which was to “illustrate the story.” Second, I looked at the quality of the photo in terms of composition, light, framing, etc.

First Place
The American Quarter Horse Journal
“English Boot”
by Summer Best

This photograph went well with the story and the cutline related very well. The photo does a good job of depicting the

story. The photo is crisp and shows how to get tight and close to the subject. The framing and angle used in this photo was excellent with the foot directing the reader to the contents of the article. I appreciated the lighting and other composition factors of this photo. It really jumped out as the best photo of the bunch. Excellent job!

Second Place
The American Quarter Horse Journal
“Roper”
by Jody Reynolds

Wow, what a tough shot to capture. I think this photographer did an excellent job of capturing the action. I really like the analogy the young boy riding the horse makes with the story. The photo does a good job of depicting the story. I wish the photo wasn’t cropped so tightly. I would like to see more of the steer and the horse in this photo. I do think the photographer did a good job of moving with the subject to keep the focus on the horses head and the rider. Nice job!

Honorable Mention
America’s Horse
“Douglas Lake”
by Jim Jennings

This photo does a good job of showing action. The lighting and composition in this photo are good. I particularly like the extended depth of field used to show some sense of the surroundings. The photo does a good job of depicting the story. The composition of the photo bothered me a bit. I didn’t like the hand in the lower right hand corner of the photo; I think it detracts from the overall image. I also would like to see the face of the person throwing the rope. Finally, I would have preferred a shot without the truck and trailer behind the fence.

Honorable Mention
America’s Horse
“Melissa Hausman”
by Becky Newell

I liked this photo, but it doesn’t really depict or illustrate the story. You can see a hint of photo manipulation or a focus issue on the face of the women. The photo also appears to be out of focus overall but it might be bad registration during printing.

Honorable Mention
Dairy Herd Management
“Producers Behind the Eight Ball”
by Jammie Dunker, Landon Collis, and Thomas Quaipe

I think this is a great photo. The shot is spectacular. The lighting is well done. My biggest concern is how it relates to the story, other than the headline. The photo is eye-catching. The

photo just didn't do a good job of "illustrating" the article for me. Billiards and reducing air emissions from dairy farms just don't fit. While I understand the effort being made, I just don't see the stretch even with a great photo.

Pork Pages

"Oklahoman Wins Pork Checkoff National Taste of Elegance"

by Shannon Borders

This photo looks tasty. However, I think it is a bit out of focus. Also, there is no focal point for the eye. The lighting is also a bit harsh with some flash splash really causing some challenges.

Iowa Farm Bureau Spokesman

"Producers Savor Many Successes During Annual World Pork Expo"

by Joseph L. Murphy

This photograph appears posed. I think the shot gives a neat feel of the stock show world. However, this shot is used time and again and every time I think it is posed. I think the photo might have been better if it had been cropped differently. For instance, there is something in the bottom right edge of the photo that pulls the eye. Also, I would like to see the second pigs head and not so much of the bars that make the pen.

The American Quarter Horse Journal ***"Mares"***

by Jody Reynolds

This photo has no real focal point. I don't know where my eye is supposed to go. I think the photo illustrates the story, but it is hard to tell the story using the photo. I would like to see more of the sky cropped out of the photo. As it is, the sky is really a dead spot in the photo. I would also like to see the photographer get tighter on a smaller number of animals for a much better shot.

Category 24 National Show Coverage

Effective show coverage should recap events for both the people who attended the show and those that could not. Leads should build excitement and make readers want to come for the next national show. Candid photos should show action and enthusiasm at an event. Empty rooms do little to make me wish I had attended.

First Place

The American Quarter Horse Journal ***"Select Sensation"***

by Staff

This entry won the category with a clean, simple good choice of font selection and colors. Candid photos in this coverage are sharper than other entries. I like the personal touch you provide to the show with features of your winners. Sidebars pull out information as well. The gray drop cap on the green background does not have enough contrast to be visible. If possible, avoid widows in your layout. These are minor criticisms in an outstanding entry.

Second Place

The American Quarter Horse Journal ***"Best of the Best"***

by Staff

This entry also has a simple attractive layout. This is an effective piece of information for your readers and is well done throughout. Better font selection could make this entry much stronger. Why is the author emphasized with a san serif brown type? The headline should be the item that grabs the reader's attention instead of the byline. Most of the photos are good considering the challenges of the show's setting. On page 96, the gray shades of the logo are not visible on the background. I like that you gave the readers a reference to your Web site for additional winner information.

Angus Journal

"NWSS Memories"

by Corinne Patterson, Mary Black, Shelia Stannard, and Wade Lewis

The selection of purple and gold colors tell me that this is a championship event. This entry has many strong points and is a fairly balanced entry, but could greatly benefit from a few things. Foremost, the photo quality and selection is questionable. I would prefer to see faces as opposed to backsides in your photos. Instead of focusing so much on show ring shots, scan the barn and make-ready arena for more action shots. Generally, many photos in this layout are too dark and could benefit from color correction. The white type on the photo on page 96 is inconsistent with other cutlines. The shaded "National Western" type in background is detracting from overlying text. Simple is good when it comes to effective design. While the weather makes for nice small talk at the event, too the buzz of the event at the start instead of waiting until the third column to tell me that the excitement is beginning.

Hereford Publications, Inc.

"American Royal 2004 - Celebrating Hereford Heritage"

by Staff

The design of this coverage is a good attempt at showing a classy ambiance, but the desired effect is not quite pulled off. The background is attractive, but creates some problems. The colors of the background are pulling into the other photos and causing a strange color cast from page to page. As well, the photos do not draw me into the event. Action shots create enthusiasm. Empty rooms and staff members sitting at their laptops do not. The ice sculpture is pretty, but I would rather see a Hereford breeder's face. Please identify your photos with descriptive cutlines and names of people. I would have preferred different typefaces between headlines, subheads and text. Serif type throughout is boring. On page 17, do not run cutlines into the story's text.

“2004 National Junior Summer Spectacular”

by Staff

LOVE the stop sign and the logo with the road markings through the word Louisville. Also like the way the stop sign is working into the state outline of Kentucky. Very creative and good use of helping the reader understand that it's Louisville, Kentucky without having to say it. Thank you for putting the photo credits in as a blanket statement. Although it is important to make photo acknowledgements, I don't need to see every photo with a photo credit – especially when their candid. There are a couple of places (p. 36 & 47) where one line of type is hanging on the bottom of the column – this shouldn't happen. Realizing that four-color is not always financially possible, it would have been nice to have had more four color pictures. Page 51- why didn't you put the names of the officers at the bottom of the page? You could have worked in the copy from the top if necessary, but I really don't like it when pictures don't have cutlines on who's who – especially when they are obviously outstanding individuals. Good consistency on the photos and cutlines for the other winners. When there is only one person in the winning photo though you probably don't need to leave in (L to R). Good recognition of sponsors and donors and I liked the four color photos for photo winners.

Category 25 National Youth Show Coverage

All three entries in this category were very competitive for honors and, interestingly enough, covered three different species. This coverage is an important part to many readers and participants in the show and, although it doesn't necessarily bring in advertising dollars, it certainly should bring in the readers. With this coverage your goal should be to organize the week in a chronological order and re-create the event so those who were not able to be there can feel that they took part in the event. And those that were there can re-live it.

First Place

The American Quarter Horse Journal
“Your Time to Shine”

by Staff

This entry is clearly a winner and is hard to fault. The blue and orange colors are very pleasing and offer up that “summer feel” which is, of course, when the event is held. Interesting note on this entry compared to the other two: all of the events had an event logo; however this entry did not use it within the layout at all, yet it does carry through in the show photos. There is something to be said about this, does it “class up” their layout a little? Maybe. So consider this when designing a layout and see if you need to plaster it or not with the logos or if you can use the same color scheme throughout. A couple of the pictures on page 90 could be a little out of focus, but overall this entry is clean with a crisp layout. Although it's thorough and shows all of the major winners, it still can use more candid so these kids can cut them out for their scrapbooks. Good job.

Seedstock EDGE

Maine-Anjou Voice

“Land of Lincoln - 2004 National Junior Main-Anjou Show”

by Staff

Logo is nice with the state, flag and sketching of Abe Lincoln. Could have added the city and dates to this logo to make it more complete. Something to keep in mind with event logos is that they can be used in a variety of ways therefore, create them so they can have the full information (date, city, state) or be used with just the image. That way if you need to reduce it, you aren't losing the smaller type with the specific information. As said above in the overview, it's important to recreate the event for your readers of which you can tell that this was a fun event. Great pictures and lots of people “made the issue,” however I would have liked to have seen the quality be a little more consistent. There's a lot of yellow on pages 36-39, not only in the pictures, but also in the artwork which makes for a challenging print job. The pages actually look a little “jaundiced”. Good job on the identification for most of the cutlines too. (although who's on page 46, 47, 48, 49? --- someone's mother sure wished you'd put their name there!) You could eliminate some wordiness by using something like (L-R); your readers should be smart enough to figure it out. The show pictures need to be lightened considerably. Learn from your printer how much to lighten them by doing some test pages. When working with the black cattle, you must learn to “over-expose” them in Photoshop (brightness/contrast) and then when they print you will have a much better product. BUT then in the black and white they could use a little more contrast; they are a little washed out. To make these pages better, be sure

to check with your printer to see in they can do some test for you. Good job on recognition of sponsors too – a very important part of any show! Good job overall, just not quite up to taking first place this year.

Category 26 Production / Management Article, Multi-Breed

This category was tough to judge because all the entries were well researched and written, and quoted multiple sources on some very timely topics. Concise writing and better organization of the material was the deciding factor in giving the place-winning entries a slight edge over the other competitors.

First Place

Dairy Herd Management
“Is She Eating Your Profits?”
by Kimberlee Schoonmaker

This article is very well written and presented. The writer packs a lot of good information into a concise, well-organized package, with subheads in the right places. The lead, paralleling the feeding of children and heifers, is strong. The table adds important data that couldn't easily be presented in words.

Second Place

Dairy Herd Management
“Why Should You Give Him A Chance?”
by Shirley Roenfeldt

This is a well-written story that quotes a number of qualified sources. It's well organized, and numbering the five benefits of dairy internships makes it an easy read. The cutlines provide pertinent information not found in the text.

Honorable Mention

BEEF Magazine
“All in the Timing”
by Wes Ishmael

This story has a great lead paragraph followed by lots of good information about deworming cows. The writer did an admirable job of molding recommendations from various regions into a well-organized package. After reading the diverse advice of several veterinarians, though, the reader might wonder if the headline is accurate.

The American Quarter Horse Racing Journal “Good Wheels”

by Andrea Caudill

This is a solid nuts-and-bolts-type story with a strong headline. It's well organized with just the right number of direct quotes from experts. It has a couple of grammar errors and several singular-plural inconsistencies.

Drovers

“Bringing in the next generation”
by Kim Watson

This is well-formulated article that offers new insight into an old topic. I especially liked the advice about making sure kids have the education and experience needed to take over their parents' operation. The intro is long, but the rest of the story is written more concisely.

The following entries are in no particular order.

Iowa Farm Bureau Spokesman
“Allens Weave Conservation Into Pasture
Improvements”
by Tom Block

This is an informative story with a good lead. I would have liked to see different titles for the subheadings; although I believe it was appropriate to divide the article in this manner, the subheads would have been more effective if changed to “Preserving Water Quality” and “Creating a Windbreak.” Also would have enjoyed more information on how farmers can complete their own unique conservation projects, either in the article or as a sidebar.

Iowa Farm Bureau Spokesman
“Iowa Brothers Raise Pheasants Amid
Grapevines”
by Teresa Bjork

This is a thoroughly well-written piece with an excellent lead. It is well-organized and flows nicely. The use of subheads broke the article up nicely, making it easy to read. The story was informative and included great storytelling.

Kansas Stockman
“Early Weaning Connected to Quality”
by Scarlett Hagins

Informative piece, but lead is lengthy and fails to grab the reader's attention. Would have been easier to digest if some data was placed in a table or chart. Also would prefer the author use “Fluharty said” or “Fluharty says” instead of “said Fluharty” when attributing quotes.

Kansas Stockman

“Economics Dictate Carcass Improvement”

by Scarlett Hagins

I thought this piece was informative and the author used a good blend of sources. However, I would like to see attributions handled differently (e.g. use “Griffith said” instead of “said Griffith” and save the phrase “according to” for use citing information from a Web site or report). Cutline was a bit too long.

Kansas Stockman

“Grazing Goes Irrigated in Northwest Kansas”

by Scarlett Hagins

This article is full of good, concise information. Would prefer the author use “Travis Vaughn said” or “Travis Vaughn says” instead of “said Travis Vaughn” when attributing quotes. It would be interesting to have a quote from someone who attended the field day, possibly someone who intends to incorporate the practice in their own operation.

Drovers

“Recess”

by John Maday

This story possesses a good lead and covers an interesting topic. Nice use of subheadings to break up a lengthy piece. A couple of the quotes are a bit too long and would be better if broken up or paraphrased.

Dairy Herd Management

“5 Mistakes to Avoid When Building an Investor Dairy”

by Shirley Roenfeldt

Good use of numbered list to discuss common mistakes in dairy management. I did find a couple of style inconsistencies. On some occasions, commas in a single series are used according to AP style; on other occasions, they are not. Would prefer the author use “John Smith said” or “John Smith says” instead of “says John Smith” when attributing quotes.

Pork Magazine

“Sending the Right Message”

by Jane Messenger

There is a great deal of useful examples and suggestions regarding compensation packages in this article. The sidebar is also informative and a real asset to the story. Unfortunately, there are a couple of errors in the article, although only one hinders readability (paragraph 3).

Land & Livestock Post

“Young Bulls Bring Fresh Genetics”

by Beverly Moseley

This is an informative, well-written piece. I would like to

see a revamped lead, as the first sentence seems unnecessary. I would also suggest placing the pulled quote differently—or using a different quote—as being directly above the quote in the copy makes for redundant reading.

Dairy Today

“X-Breeds”

by Jim Dickrell

Great use of sidebar and graphics to convey additional information. Good quote used to conclude the story. Would like to see a more concise lead, however, and subheads would help break up the story and make it a little more manageable.

Dairy Today

“Turning Waste Into Kilowatts”

by Catherine Merlo

The writer incorporates two excellent sidebars and a “Key Points of Interest” box that are true assets to the story. The piece is well-written and organized. I would like to see additional sources quoted in the main part of the copy, but overall, a nice, informative piece.

High Plains Journal

“Got Silage?”

by Jennifer Latzke

Great lead—grabs the reader’s attention and gets to the point quickly. Would like to see a shorter title—maybe just “Thinking Outside The Pen.” I also believe subheadings would make the piece easier to digest, since it is a bit lengthy although full of good information. Cutlines are a bit wordy. Overall, a highly informative piece that is well-written.

High Plains Journal

“Hardjo-Bovis Hurts Beef, Dairy Producers’ Bottom Lines”

by Kylene Orebough

Story is full of good information, but tends to be wordy throughout. The author makes good use of multiple credible sources. Subhead “How to Detect and Protect” should be in bold to avoid confusion.

High Plains Journal

“Task Force Works to Improve Chile Industry in New Mexico”

by Kylene Orebough

Good use of subheads and organization to keep the piece easy to read. I did find a couple of errors, however, and the cutlines were a bit lengthy.

High Plains Journal

“Hay Production 2004”

by Kylene Orebough

This is a well-written piece on a family dedicated to raising high quality hay. Although this is the Hay Production Issue, I would like to see a little more info on their Angus cattle and how the high quality hay affects them; the cattle are mentioned in the lead and in the last paragraph, but only referred to one other eluded to one other time in the piece. Overall, a nice piece.

Midwest Ag Journal

“Replacement Heifers Are Niche Market”

by Doug Rich

Well-written piece that is suitable for the intended audience. Would like to see multiple sources utilized, however, and a more concise lead.

Midwest Ag Journal

“Family Hog Operation Proactively Realizes Environmental Husbandry”

by Jeff Caldwell

Lead really grabs the reader’s attention, although I would like to see the terrorist comparison moved up where that is the first thing you read. Really informative piece that is well-organized. The writer also shows the human aspect of a large, company farm—an aspect sometimes forgotten. Cutlines are a little wordy.

Seedstock EDGE

“Cedar Ridge: A Family Affair”

by Megan Townsend

This piece begins with a vividly descriptive, interesting lead—although it is a tad on the long-winded side. The writer does an excellent job of organizing the story and describing how each family member fits in; although many family members are discussed, I didn’t have to go back to look up which brother was Dennis, etc. Great use of sidebars to break up the interesting, yet maybe not as relevant, information from the main part of the copy.

BEEF Magazine

“Budget-Helper Heifers”

by Clint Peck

This is a well-organized, well-written piece. The author handles multiple sources and attributions well. Additionally, the charts and sidebars are a real asset to the story and help keep readability high. I would like to see a revamped lead; however, it is a nice, informative story.

National Hog Farmer

“Well-Run Brazilian Herd Concentrates on Details”

by Dale Miller

This is a well-written and organized piece, and the table and sidebar are great features. However, the “Farrowing

Performance” section is a tad number-heavy and that data might be better conveyed in a graphic. Additionally, the lead lacks punch. Overall, though, a very informative piece.

National Hog Farmer

“Blueprint for Success”

by Joe Vansickle

This is a well-written piece with two well-done accompanying sidebars. The story is a bit lengthy, but full of good information on this pork production company.

National Hog Farmer

“New Genetics Drive Gilt Replacement Program”

by Dale Miller

This is a really informative story on an innovative production management technique. First paragraph should be broken up; the story’s lead is the first sentence, in my opinion. The graphic on contemporary group gilt attrition and production costs is helpful, and keeps the rest of the copy from being too number-heavy. A well-written piece that flows well.

National Hog Farmer

“Big-Pen Finishing Wins With Auto-Sort”

by Joe Vansickle

This is a well-written piece on an innovative swine housing setup. However, it does tend to be a bit wordy and lengthy. Still, it’s full of good information and the author makes good use of a blueprint of the setup and a nice sidebar.

National Hog Farmer

“Sows Flourish In Pen Gestation”

by Dale Miller

This is a well-written, well-organized article full of good information. Although it is somewhat lengthy, it’s easily manageable. I would like to see additional sources quoted, however. Nice photos included help tell the story.

Western Livestock Journal

“Managing Sire Lines to Better the Herd”

by Sarah L. Swenson

This is an informative piece with credible, diverse sources. I would, however, make the following suggestions: The lead needs to be more concise and get to the point quicker. I would like to see more consistent attributions—either by first or last name, as going back and forth makes it somewhat confusing (Mitt, then French). In addition, the piece is lengthy and would be better if some information was used as a sidebar or conveyed in a graphic of some type.

Western Livestock Journal
“Using Today’s Technology to Eradicate BVDV”
 by Sarah L. Swenson

This is an informative piece on an important topic. However, it tends to be wordy, and subheads would be a tremendous asset to help break up the piece.

Category 27 Marketing Article, Multi-Breed

This was a tough category to judge as the competition was stiff; little separated the place winners. Overall, the entries featured clear and thorough writing that packed a lot of informational wallop and used numerous sources. Great job, everyone!

First Place
Dairy Herd Management
“The Same Yet Different”
 by Shannon Linderoth

Well done. This author uses a catchy quote to set the table for this easy-reading Q&A treatment of five common misperceptions about organic milk production. This well-sourced treatment quotes facts and authorities in answering each posed question clearly and concisely. The two sidebars provide further helpful information, as well as Web-based sources so readers can learn more on their own. I think one missing component is a short sidebar addressing the cost of producer inputs into an organic system vs. a conventional production system. It would have rounded out the package. Well done nonetheless.

Second Place
BEEF Magazine
“Reversal of Fortune”
 by Wes Ishmael

This is a well-written, organized article on how the U.S. beef industry used its checkoff-funded Beef Value Cuts program to research and fabricate hot-selling beef cuts from the traditionally underutilized and undervalued beef carcass primals – the chuck and round. The writer concisely tells the whole story in a minimum of words, and the narrative flows easy and reads well. Nice job.

Honorable Mention
Drovers
“Consistency: Looking Beyond the Buzz Word”
 by Kim Watson

This is an effective and clear discussion on the efforts and challenges of developing a consistent supply of quality cattle for a value-based beef program. Great use of multiple sources illustrates you’ve done your homework. One flustering issue with this piece is that the story’s lead is essentially the main graphic of the story, which is a raggedy classified ad describing the ideal cattle being sought for these value-based programs. The article’s actual first paragraph then alludes to the description in that graphic. This is a writing category, thus graphics and layout aren’t to be considered. But with the graphic essentially functioning as a quasi-lead graph, I was frustrated trying to read the ad copy, which is partly obscured by an overprinted bold headline. Nonetheless, this article does a great job of presenting the “why” of the effort, and I liked the sidebar discussion on whether cattle grid marketing programs contribute to captive supply. One item I would have liked to have known is how effective these industry efforts have been in securing these elusive packages of cattle.

Honorable Mention
Iowa Farm Bureau Spokesman
“Eden Natural Builds Profitable Niche for Small Pork Producers”
 by Tom Block

This writer does a great job providing readers with a “day in the life” account of a niche marketer in the pork business. Though it’s a relatively short article, the author makes maximum use of his words and creatively covers the necessary material to educate the reader on the genesis, challenges and paybacks needed to prosper in “natural” pork production and marketing. Great job.

High Plains Journal
“Beef is Born Tender at Sho-Me”
 by Doug Rich

There’s a lot of good information in this article for readers interested in direct marketing their beef. The author did a great job of chronicling the evolution and learning curve of beef growers, Don and Marylou Mayse. The author did his research and all the components for a great story are in evidence. However, the needed a good final editing to tighten it up, break up run-on paragraphs and clean up journalistic style. For instance, the author essentially repeats the lead three times in the first few paragraphs. And the graphs seem to run on, with quotes flowing into narrative, back into quotes, and back to narrative – all in one graph. In his attribution, the author also alternates between Don Mayse and Mayse and back to Don Mayse again. Use just the last name on second reference. You did a good reporting job, you just turned it loose too soon. The following entries are in no particular order.

Kansas Stockman
“Age Discrimination”

by Todd Domer

Great article that prompts producers to take some management steps to ensure their profitability in the cattle business. It was a technical subject that you navigated well. You did a great job at spelling out abbreviations and explaining terms. I only missed one. Most producers probably know that KLA stands for the Kansas Livestock Association, but you may have some new stakeholders who are getting up-to-speed and would appreciate the full name. I like that you presented the scope of the problem in percentages and the estimated financial impacts of regulatory changes. Conveys the value of association membership and industry involvement. Catchy title. You did your homework and talked with experts who had something worthy to communicate. Good job!

Cutting Horse Chatter
“Shopping for Stallions”

by Stacy Pigott

A good piece that encourages participation in the event. Pictures really helped to tell the story. Confusing quote: “I think that it gives the public an opportunity to see some horses after they’re retired showing...” Gives the public an opportunity after they’re retired or the horses are retired? Even though this is a direct quote, its readability could be improved by making it tighter. I’d also like to see an introduction of the speaker before this quote so that the reader can follow along better. I liked that you talked with different stakeholders. It makes the message come across loud and clear, for everyone involved. Good job. It looks sharp and reads well.

Drovers

“Healthy Marketings”

by John Maday

Good story. It would be helpful to introduce MFA a little earlier in the story. What would producers expect to net? A comparison of the costs involved versus the reward would strengthen the story further.

Pork Magazine

“Mexico: A Land of Obstacles and Opportunities”

by Jane Messenger

Interesting “as bad as pork meat” quote and corresponding “Pork is Good” campaign. Good use of facts and figures. You did a good job illustrating just how different life is in Mexico.

Land & Livestock Post

“Carcass Quality Programs Add Value”

by Beverly Moseley

Like that the financial benefits to producers are front and center. Good job spelling out terms to people who may not know about USDA grading. Great story-ending quote that motivates

producers to take action and think about their way of doing business.

Land & Livestock Post

“Gain Top Dollars at Special Sales”

by Beverly Moseley

Great lead. Like that you connected that producer to the consumer in the beginning of the story. The Superior Livestock quote about missing the boat speaks directly to producers and should motivate them to precondition. Great job!

Elite Producer

“Can Federal Orders Be Fixed?”

by Jim Dickrell and Ed Hage

Hard-hitting last two paragraphs sum up the entire article. The subheading and emotional introduction let the readers know that this is highly volatile issue. Good coverage of regional issues and how they relate to the whole.

BEEF Magazine

“A Premium Product”

by Clint Peck

Missing page 45 in the entry (and quite a bit of the story). Good background information of preconditioning history. Great economic information for producers.

Western Livestock Journal

“Is DNA Testing Worth the Investment?”

by Sarah L. Swenson

Good, practical information for producers. I like the conversational style. It’s like the readers are actually sitting and talking with the folks you interviewed. Only use the word “very” when it’s absolutely necessary. Tighten direct quotes and use appropriate punctuation. For example, in the first paragraph in the second column on page 19, strike “or any breed of calves” and “at a bull sale” to make it read easier. Single quotes within double quotes can also help readers to follow along when a speaker introduces another situation. Use direct quotes for something interesting. Convey basic information indirectly. Spell out for the reader clear references. In the second paragraph in the second column on page 19, who is making certain the colts will match the DNA? Does “they” refer to horse sellers or the American Simmental Association staff? Use good comma placement to help the reader know when to start and stop with a thought. I usually talk things out and then add commas where I pause or change tone. For example, in the last paragraph in the same column, another option would be this: “If tenderness or marbling is important to you, then by all means test and select for those traits.” Be consistent with agreement. “What is important to a producer today and what is important to them tomorrow.” Producer is singular. Use “him” instead of “them”. Profitability is of utmost importance and I appreciate your vision in helping producers to make eco-

nomically-sound business decisions. Keep up the good work!

Category 28 Technical Article, Multi-Breed

This category had strong, in-depth entries that were very close in quality. I was impressed with all the writers' thoroughness. What set apart the top three placings was their pacing, which is particularly important in a technical writing category – you don't want to lose your reader. Obviously, the writers know their audiences well and provide what appears to be just the right level of content necessary.

First Place
BEEF Magazine
"Who's Your Daddy?"
by Wes Ishmael

Good headline and summation of the story in the deck. A reader knows exactly what to expect before starting to read the main story. Plus, a unique lead made this a standout article. The story uses source quotes well which keep it moving and from getting too academic. It's a technical subject that's well written in clear, understandable terms. It could have been improved by being a little shorter. That could have been accomplished perhaps by extracting another sidebar out of the text. Great job.

Second Place
High Plains Journal
"Xenotransplantation Within Reach of Veterinarian and Swine Breeding Lab"
by Jeff Caldwell

Excellent piece of writing. Just when I was ready for a quote or a summation sentence, there it was. Great pacing. Xenotransplantation could be a very dry, academic subject. But, the author brought it to life in this comprehensive story. What it lacks is some tight editing and shorter sentences. It also needs additional sources to round out the story and provide other perspectives. Good job overall.

Honorable Mention
BEEF Magazine
"Room for Improvement"
by Clint Peck

This story uses sidebars effectively to help succinctly explain the grid pricing issue. Also, tables help clarify the data/percentages of cattle being sold on grids. Would like to have seen

a more creative lead to the story. Although the lead was clear and direct, a little more effort to really grab the reader was necessary. Good use of bullet points helps a reader quickly understand the details of the story.

The following entries are in no particular order.

Iowa Farm Bureau Spokesman
"Livestock Auction Puts Animal ID to the Test"
by Teresa Bjork

This is a concise, clearly written article produced (as the author says) under a tight deadline. This piece would probably have been better placed in a newswriting category, however. The author did a nice job on the story, although I'd like to have seen more of a summation toward the front about what lessons were learned. Still, it has a good flow and nice lead. Also, good use of multiple sources.

Midwest Ag Journal
"Iowa Livestock Auction Conducts Sale Ahead of the Electronic Animal ID Curve"
by Jeff Caldwell

Extremely well-written piece by a true writing craftsman. The author is creative, clear and well-paced. The active lead made you feel like you were actually sitting in the sale barn. The story, however, dealt with the EID "process" rather than the technical aspects of EID. It could use some tighter editing and at times less of an academic approach. Also, some of the sentences and paragraphs got too long. Overall, it was an interesting, information-packed story.

National Cattlemen
"Checkoff-Funded Research Unlocks Secrets of Bovine Genome"
by Curt Olson

The lead in this story is fair – the wording could be more concise. Many of the paragraphs are much too long; that makes the story difficult to read. I do like how the author used a real-life analogy to explain genome sequencing so that most any audience could understand. More quotes could have really brought this story to life, but research projects are tough to write about and make interesting, and the author did a good job of that.

National Cattlemen
"Make Naturally Nutrient-Rich Food Choices"
by Curt Olson

The lead in this story is way too long – it doesn't draw me into the story at all. Splitting it into two paragraphs would make it

much more effective and even then it needs some extra “oomph.” In places, this seems like more of an editorial than a news story. I think this story could have been more concise and organized more efficiently. A “quick facts” box would have been ideal. Quotes are very good.

BEEF Magazine
“Genetic Threshold”
by Clint Peck

The lead isn’t that catchy, but it flows very well into the rest of the story. Transitions are good and subheads are appropriate and in the right places. The story flows well from beginning to end.

National Hog Farmer
“PRRS Testing for Boar Studs Revolutionized”
by Joe Vansickle

I like how the lead focuses on the subject and his “discovery.” That really adds a human quality to the story instead of focusing on the research. However, some transitions are weak and the story is choppy in places. The ending could have been stronger, perhaps with a quote. I do like the choice of words the author used in several places; it’s not so technical that the average reader can’t understand it.

Western Livestock Journal
“Reproductive Technologies Changing the Face of the Beef Industry”
by Sarah L. Swenson

The lead is good, but it would be more effective if it was separated into two paragraphs (first sentence in the first paragraph, second and third sentences in the next paragraph). The author needs to caution against burying quotes and pertinent information. There are a few grammatical errors, including a sentence fragment. The story does flow well.

Category 29

Feature / Human Interest Story, Multi-Breed

For the most part, this category included interesting, well-written articles. Not all of them truly fit in the category of human interest, though. Quotes were used well – to make points in these stories

rather than as supports for the points made. For the most part, these writers were good at making the most of their quotes. All were also well researched, with a plethora of facts that didn’t overwhelm readers. One thing we can all watch in our writing: when to present the important yet not as interesting information. As a speaker at a recent writing seminar said, “Let’s tell stories, not term papers.” I can’t say any of these entries went as far as being labeled as “term papers,” yet most could have reviewed their stories a few days after writing and found they could have made them even better.

First Place
BEEF Magazine
“Band of Ranchers”
by Clint Peck

Solid reporting and research. Well-organized, good use of quotes and subheads to lead the reader into the next subject. Interesting story on how a group banded together for one crisis – and stayed together to solve other problems. Note: Watch word use: two “buts” in second and third paragraphs of the story; the first one wasn’t needed.

Second Place
High Plains Journal
“Rancher Creates Home for Wild Mustangs Nobody Wanted”
by Jennifer Latzke

Lots of living history! Good use of quotes to keep the reader involved. More quotes from Hyde would have made it even better. He added life to an old story. The info on studying the mustangs for what makes them durable was especially interesting. Good research. Headline could have used some work.

Seedstock EDGE
“Rising Above”
by Christy Couch Lee

Rising above Christy Couch Lee Seedstock Edge This writer knows how to use quotes to accent and enhance a story. The question is, why didn’t some of those wonderful quotes on his “obstacle” get moved up in the story and help frame how those obstacles make him who he is today – a success both career- and home-wise? A very interesting story.

BEEF Magazine
“Planning Ahead is Key”
by Stephanie Veldman

This was a well-written piece with lots of facts; it just wasn’t written as a human interest story and it’s pretty pro-checkoff, pro-beef organizations. Headline wasn’t indicative of story and not too exciting. Overall, though, it’s written to the right length for the subject, with good quotes. Interesting piece on how the BSE emergency was handled.

National Cattlemen

“Blind Faith”

by Joe Snyder

Taking action against the activists Catherine Merlo Dairy Today Elite Producer Well written and well-researched, with use of good quotes and examples. Sidebar was a good idea, just wish it had examples: How does one learn “effective communication?” Join Toastmasters? Take continuing education courses? A couple of comments from a producer who has battled activists would have been great. I don’t think this fits the human interest category. Nevertheless, it was a tightly written piece with good industry examples. The following entries are in no particular order.

Iowa Farmer Today

“Support Groups Cut Stress of Dairy”

by Jeff DeYoung

Very nice article. Quotes are well used, story is well organized and paragraphs are concise. I would suggest that some of the quotes would have been better if paraphrased than used as actual quotes.

Iowa Farmer Today

“Stepping Up - New Knees Put Farmer Back in Driver’s Seat”

by Jeff DeYoung

The author of this article did a fabulous job making the information relevant to farmers. The story is compelling, but the way it’s written leads to confusion about whether the farmer was better the day of the surgery, or whether it took him time to recover. Some of the quotes and paraphrased quotes contradict themselves.

Dairy Today

“Hurricane Journal”

by Rick Lundquist and Jacob Larson

The journal format is interesting, but would better hold the reader’s attention if it had been edited. Redundant phrases needed to be edited out (often within the same day’s entry). This article would also be improved with a map to show the paths of the hurricanes, as well as some information about the help dairy farmers got from the government after the hurricanes hit.

Elite Producer

“Taking Action Against the Activists”

by Catherine Merlo

This article starts with a great lead and continues with interesting examples. Some of the paragraphs need to be written more concisely, and some of the language in the article suggests the writer’s opinion, but overall this is a good article.

Pork Pags

“Elegant Tastes From the Classroom”

by Shannon Borders

This is an interesting story, but feels like it’s lacking in detail. I would have liked to know more about the chef, what the judges said about his dish, how the students helped him bring home the award (as alluded to in the lead), etc.

High Plains Journal

“Fourth-Graders Discover Ag Through Field Day”

by Jennifer Latzke

This is a good article with strong quotes to help tell the story. The lead could be improved by combining graphs one and two. Overall organization of the story is good, but many of the graphs are too long.

BEEF Magazine

“Worth Dying For”

by Clint Peck

This article is full of good information. The lead does not accomplish the purpose of drawing the reader in because few people recognize the name Gerald O’Hara. Would prefer the author use “Scarlett O’Hara said” or “Carter says” rather than “she declared” and “Carter explains” when attributing quotes. The complicated language in this article makes it hard to follow.

Category 30 Instructional Story, Multi-Breed

There were strong contenders in this category. The writers did a great job making the topics applicable to their readers. The stories in this category were all well researched. The strongest entries had bullet points and action items for their readers to follow. Overall, every article in this category showed solid reporting and each story performed a valuable service for the reader.

First Place

Dairy Herd Management

“How to Diagnose Leptospirosis in Your Herd”

by Thomas Quaipe

Good job on keeping the story flowing. All the necessary information is in two pages and it’s organized well. The subheads and the bulleted lists keep things flowing and help pull the reader through the story. Excellent job keeping the reader interested in

what could have been a snoozer topic. I liked the short opening sentence of the lead, but I wish you had introduced me to the problem of the story in either the first or second sentence instead of the end of the second paragraph. If you're going to have such a short opening sentence, you need to follow it up with the problem we'll be talking about right away. (i.e. Arlen Bode runs a good operation. But, he says it could be better – his herd's pregnancy rates are too low.) One shortcoming is that there's only one quote in the whole story -- let your sources do more of the talking.

Second Place

BEEF Magazine

"Biosecurity on the Farm"

by *Stephanie Veldman*

Great job. Well organized, the three sections mentioned in the opening paragraph are clearly continued as the subheads for the story. You obviously did a lot of research and a great job boiling it all down for your reader. You let the experts tell the story and transitioned from point to point easily. The sidebars drive home the how-to message and support the overall theme of the story with questions and action items. The focus is clearly instructional and the steps are easy to follow. Solid reporting. The only area where the story falls down is the lead. The first two sentences are accurate and tell what the story is about, but they're not exciting. You could have started with something dealing with the commonsense angle and really punched it up. It's a solid story, but I'm not sure I would have gotten past those first two sentences. If lead had been stronger it would have earned the top spot.

Honorable Mention

Dairy Herd Management

"Do-It-Yourself Mastitis Detection"

by *Kimberlee Schoonmaker*

The story lead ties in great with the lead art – it's a good way to draw the reader in. Overall, you did a very nice job. The story tells you what you need to know and leads you through the process of culturing milk step-by-step while not overwhelming the novice. The material covered in the sidebars and chart is quick and to the point. The step-by-step process is easy to follow. This article is very reader-friendly. There's only one quote in the whole article, which normally would bother me, but here it works. More quotes probably would have slowed down the story's pacing. The one missed opportunity in this story is for a smashing quote from the producer, Jeremy Heim, on exactly how much money he's saving by not treating Gram-negative bacteria. With really tight margins in any type of farming, spelling out the money factor in dollars and cents would have only added to your story's impact.

Honorable Mention

National Cattlemen

"Washington Meets the Challenge"

by *Curt Olson*

This article is well written, has lots of quotations from the key players and really tells a story. Overall, this is a great story. It sets the scene, gets input from experts and ranchers and is very newsy. The sidebars complement the story nicely. The lead does a great job of setting the context. The only problem with this story is I think it's in the wrong category. It seems much more like a news or technical story than instructional. If the focus of this story was more how-to, this would have been a slam-dunk for first place. As it was written as more of a news piece, it's an excellent story, but a stretch for this category. Because of the category description I can't give it top marks, but you did a top-notch job for your reader. Excellent writing.

Dairy Herd Management

"Time Trial, No Time to Kill"

by *Shannon Linderoth*

The quiz was a good way to introduce the topic, as it engages the reader and ultimately makes the accompanying story more applicable. I would suggest putting the quotation about what the scoring means at the end of the quiz rather than the beginning. At the end, it's less likely to influence the answers, and it's more pertinent to know when you're actually tallying your score. The story was well organized and had good quotations from producers. Good use of sidebars to break out additional information. The story moved rather slowly. It would have been nice to have some specifics on how adopting these principles have improved the producer's business. The examples given are more surface examples. Specifics might have helped punch it up. I would have liked you to dig to the next level – telling us if adopting these principles improved herd management, employee retention, milk production or hours spent on the job – for a specific producer and back it up with actual numbers from him. Overall, a good effort but what it lacked kept this entry out of the place winnings.

Category 31

Production / Management Article, Single Breed

This category was very strong with focus on production and management. I found excellent information for your readers that is a great help for them to create and/or improve their operations. The range of unique topics was vast and I will assume that many topics came from some intense editorial brainstorming sessions! The writing, overall, is excellent. There are no typos, grammar is good and to separate all of you is nearly impossible.

For me to declare a winner, I put myself in the readers' chair and thought about the quality of information presented to me in a simple-to-read format, that wasn't too long to keep my attention and was pertinent to making my operation better. Overall this was an extremely close competition and I commend all of you for such good work.

First Place

The American Quarter Horse Journal
"Man's Best Friend?"
 by Jody Reynolds

I was truly riveted by this story. As soon as I started reading, I wanted to finish every bit, while hoping that I didn't get bored. But I did not and it was a textbook example of taking a story that your readers could relate to and then making it into an educational, informative piece. I felt like I was reading a chapter in a book and had to know how the drama was going to unfold. That's OK though as it pulled together nicely with good sidebar and places to find more information. Excellent.

Second Place

The American Quarter Horse Racing Journal
"KISS Your Horse"
 by Richard Chamberlain

Great headline and subhead to tell me exactly what I was about to read about. Very well written and your tie-in at the lead and, again at the end, helped me realize you knew where you were going with the story. Well organized with some very complex information. Plenty long, but you covered a lot of ground too.

Honorable Mention

The American Quarter Horse Journal
"Pretty Is As Pretty Does"
 by Christine Hamilton

You used a different style of writing by including the questions as your subheads which I liked with this topic. As I perused the article, I could see what you were talking about and would probably go back and take the time to read the whole article. Good headline and nice job of tying it together from the quote.

Judge's note: The following are in no particular order.

The American Quarter Horse Journal
"The Foal Factor"
 by Jim Bret Campbell

Riveting lead and opening to the article. I became very concerned with the newborn foal and wasn't about to put the story down. Since this topic could be a rather dull topic, the author added to the story by making it a real experience. In this

category it isn't as "instructional" as some of the others, but definitely is well written and deserves accolades.

The American Quarter Horse Journal
"The Art and Science of Teasing"
 by Christine Hamilton

Good article on a unique topic that is obviously very important for your readers. I think you might have used every bit of information from your interview which I think could have been shortened a little. Even though it's good information, it seemed to almost become redundant ever so slightly. Very good job with a thorough story.

The American Quarter Horse Racing Journal
"New Blood"
 by Andrea Caudill

Kudos to the author who could pull all of this information together—it's very complex. The pedigree information made me tired, but I know that in the livestock world, there are folks who could recite that information in their sleep. So although I don't discredit the article or the author, I found it challenging to really see the simple point of the story. The author seemed to take on so much information that unless you are really interested in this, you will easily pass up this story. Maybe this could have been done in two parts or with less horse names mixed in with the vital information.

The American Quarter Horse Journal
"The Real-Life Business of Frozen Semen"
 by Christine Hamilton

Good lead that made the story work. I liked the way you used that example to lead into the contract info, etc. Very good information for your readers especially since it's fairly new to the horse industry. For a strong article, I was a little disappointed in how you ended it; it could have had a little more punch.

The American Quarter Horse Racing Journal
"Fighting Fungus"
 by Andrea Caudill

This is a good article for the industry and to help others with the production/management practices. The lead could have been a little stronger, but in general the story was concise and gave me very good information. I'm sure many readers were drawn to it since it was going to be a quick read with a real value.

Angus Journal
"Tailored to the Need"
 by Brooke Byrd

Great article that gave me some actual facts and figures. It shows me that if I wanted to go do this project, then I knew what I was getting in to. I really liked getting the details on how he's making this work. Now that makes a good management article so you have done a benefit for your readers. Good lead, people instantly could relate and want to know more of what you were

going to tell them. Good job. Nice length too.

Gelbvieh World

“West Family Ranches: A Lesson in Diversity”

by Lori Maude

Very well written and interesting article. This family seemed to have a lot to offer for your story with their diversity and talent. Although it’s very well done, it doesn’t offer as much practical information for me as a rancher to glean from and use in my operation. It’s not as specific as some others in this category which may mean that it was entered in the wrong category. However I like the length of it and way you organized the information from all of the sources within the family. Good writing.

The American Quarter Horse Journal

“Raise Them, Don’t Ruin Them”

by Christine Hamilton

There are several articles in this category that use the number (2, 5, 8, etc.) instead of spelling it out (two, five, eight). In staying with AP style and what I learned in college, I would like to see it spelled out when it’s under 10 (ten). This article abuses that AP style and although it might be a style of your magazine, I still like to have AP overrule some of the basics that publications develop. Anyway, this is a great article that gives out great information in an organized manner. It’s plenty long but does cover a lot of topics and possibly could have been broken in to two stories.

Angus Journal

“Good Medicine”

by Crystal Albers

A unique topic that isn’t addressed that often, but interesting to take this angle. I think it will definitely make others think about their relationship with their vets. Good, concise lead. The end also was good with the last section (Practice Doesn’t Make Perfect) where you summarized the points without making it obvious. I really liked the two extra sets of information in the boxes to reinforce your points. Good clean writing.

Angus Journal

“Pay Weight”

by Corinne Patterson

Well written. Good tight story that gives the practical example from the Janssens and then endorsement and follow up from your Association staff. I see very few flaws. I’m sure all of your readers read through it as it was quick but informational.

Angus Beef Bulletin

“Hidden Dangers”

by Crystal Albers

Your quotes from your sources need to start the paragraphs rather than be buried in the paragraphs. Also the % sign should be replaced with the word “percent”. This topic appears to be

something that your readers can benefit from and you have put it together very well, however it might be a little long to keep the reader’s attention. The information in the box for a quick review is good.

Category 32

Marketing Article, Single Breed

The entries in this category were extremely well-written and informative. They covered a wide range of marketing opportunities and contained unique approaches to the stories. Overall, this was a difficult category to judge because the quality of the submissions was high.

First Place

Angus Beef Bulletin

“Information Sells”

by Corinne Patterson

This article looks at both sides of the marketing coin – the producer who uses the program to market his cattle and the benefits of the program to the feed yard that buys them. The author used excellent choices for sources to highlight the benefits of the program, and to show the importance of sharing information with customers. The story was well written and easy to read. And, through easy-to-read graphics, provides tips on how to use the program for all qualified producers.

Second Place

Hereford Publications, Inc.

“Figuring Out Where You Fit”

by Kim Kanzler Holt

This article does a nice job of explaining a difficult, often misunderstood subject – grid marketing. With all the different grids out there, it’s difficult for producers to know which is right for their operation. The author did a good job of breaking down the grids and providing explanations of the different types of grids. The story contained a strong lead. I realize judges aren’t to consider graphics in this category, but these graphics were difficult to read (and readers would have had the same problem because the entry was a tearsheet). Make sure the graphics are a higher resolution. I had difficulty reading the smaller print because it was fuzzy, and printed on a dark background.

Honorable Mention

The American Quarter Horse Journal

“The Good, The Bad, and The Ugly”

by Christine Hamilton

This story took a very unique approach by providing a step-by-step, how-to on making a sale video. It included excellent graphics and photos highlighting both good shots and common mistakes people make when creating videos. The easy-to-follow, step-by-step instructions are easy enough for a novice to follow, but include good reminders for more seasoned videographers.

Honorable Mention

Angus Beef Bulletin
“Show-Me Surprises”

by Brooke Byrd

The writer’s article provides several good examples of why various programs would want to own a registered cow herd over a commercial herd. Good blend of sources gives readers several views on the reasons why people chose to purchase registered animals. Overall, the story flowed smoothly. Nice job, author.

Angus Journal

“Back to the Books”

by Alaina Burt

Good effort at highlighting a unique marketing program. One suggestion to help readers relate to the article’s content would be to highlight a few points the students learned that could be applied to other sales. That way, readers could learn from mistakes and successes students had in class. Also, at the end of the story it would have been interesting to know a few of the things that students learned were important to potential buyers at the sale.

Texas Longhorn Trails

“A Modern Taste of the Old West”

by Henry L. King

I’ll bet this story hit home with a lot of small producers trying to start up marketing programs for their beef. It’s a great testimonial for small producers trying to create a niche market for their products. To make the story read more smoothly, I’d suggest tightening up the quotes, especially multiple paragraphs of quotes in a row. Instead of only using one source throughout the whole story, I would have preferred to see the opinions of some customers – why do they like his beef? What makes his story unique? Also, be careful with consistency in attribution, “says” and “said” were both used.

The American Quarter Horse Journal

“The Color of Money”

by Tonya Ratliff-Garrison

The headline of this article was by far my favorite, and suited the story very well. The author did an excellent job researching and writing about the very complicated subject of genetics. Though, because this article has a great deal of detail about genetics and how to breed for color in horses, it would have been better suited to the “technical” category instead of the “market-

ing” category. In-depth explanations into the science behind coat color instead of tips on how to market certain coat colors make it more of a technical piece. A talented effort, however.

Category 33

Technical Article, Single Breed

Whew. There’s some great writing in this category, one that old Clara Peller wouldn’t be asking: “Where’s the beef?” All the entrants clearly did their homework and the writing overall is exceptional and comprehensive. Congratulations to all of you.

First Place

Hereford Publications, Inc.

“Ultrasound Basics”

by Angie Stump Denton

Take a bow. The author does a first-rate job of laying out a complex subject and aiming her reportage directly at her publication’s core audience. There’s a lot of copy here. I would have broken out the section, “The Ultrasound Process,” into another sidebar, as it seems pretty self-contained. The glossary of terms and a sidebar listing the procedural steps for high-quality ultrasound images add to a great package. Congratulations.

Second Place

Drovers

“Efficiency vs. Growth”

by John Maday

It’s probably the magazine’s style but I hate having to reread earlier copy to ascertain what abbreviations appearing later in the copy signify. It’s so much more reader-friendly to include the abbreviation in parentheses behind first usage. In this case, FCR apparently stands for feed conversion ratio, although that “exact” phrasing isn’t used earlier in the story. That irritating roadblock aside, this is a well-written story by a writer with obvious deep knowledge of his topic and great reporting skills.

Honorable Mention

Angus Journal

“Better Than Good”

by Corinne Patterson

This author does a skilled job of introducing and explaining the workings of two calving-ease EPDs for beef cattle. This piece isn’t flashy but the author uses good structure and flow, along

with multiple sources and great graphic depictions to help explain a technical subject. Nice job.

Honorable Mention

America's Horse

"Alphabet Soup"

by Becky Newell

Good, concise, yet informative, story on three troublesome genetic maladies of quarter horses. The article begins with a catchy lead, shadowed by a brief but solid discussion on the shared natures of the topic sections. Following that, the story breaks into three bulleted sections, each dealing with a single genetic condition caused by poor breeding practices. This is a great effort. Its only shortcoming is the lack of a good conclusion; the article just abruptly ends. A good closing graph would have placed this entry higher in what was a very competitive category.

Texas Longhorn Trails

"Longhorn Breeders Look at Semen Sexing"

by Carolyn Hunter

This story needed a stronger lead to better attract the reader's attention and pull them to the story. While it's obvious the author did her legwork, the article needed better organization. For instance, the information on Longhorns being among the best candidates for semen sexing should have played higher in the story. This is information that your audience – Longhorn breeders – would find interesting, personal and important. Overall, this is a good effort. It just needed a little more coaching and a final edit.

Angus Journal

"A Look Inside"

by Corinne Patterson

I liked this writer's analogy of her subject – a bovine necropsy – to the popular CSI television series. Properly played into a scenario, I feel it would have been a more effective and intriguing lead than the one chosen. That aside, the author exhibits a great talent for depicting a technical subject in easy-to-understand writing. This article is well organized as it systematically introduces and educates the reader on the concept, the process, benefits and costs. Nice job.

Category 34
Feature / Human Interest Story,
Single Breed

The stories in this category were all solid. Human interest involves emotion, and all of the stories provided good emotional structure. But, it's difficult to capture and keep reader's attention on any story for the full length and I felt most of the stories in this category were too long. The top entries were easy to read, and captured the reader's attention from the beginning all the way through to the end. Great job to all the writers!

First Place

America's Horse

"Family Matters"

by Holly Clanahan

This is an excellent article. It is well-written and grabbed the reader's attention from the lead paragraph and kept it throughout the story. It was a heartbreaking story with a happy ending for an amazing family. Great job.

Second Place

The American Quarter Horse Racing Journal

"Hungry for a Win"

by Andrea Caudill

This article was an ambitious undertaking, exploring what could be a dicey subject. Using an attention-grabbing headline and well-written lead, the article draws the reader into the world of jockeys and tactics they employ to make weight. It was a long story, but used subheads well to break it down into more manageable sections.

Honorable Mention

The American Quarter Horse Journal

"Northern Exposure"

by Jody Reynolds

Reading the headline of this story didn't give any clues to what it was about. I found it to be too general and clichéd, but the deck did a great job of introducing the story to the reader. The author developed a strong setting for the story through descriptive words and did a great job of keeping the reader's attention throughout the story. I did feel it ended a bit abruptly, though, and the sidebar read like an advertisement for their herd.

Texas Longhorn Trails

"Tom Perrini - The Beef Ambassador from Buffalo Gap"

by Henry L. King

A great tribute to a top ambassador in the beef industry, this story highlights several of the subject's successes. It was a little hard to follow, though, as it jumped around quite a bit. My suggestion would be to concentrate on two or three areas of his life or make sure that clear transitions from one area to the next were used. Better organization could have also helped readability. Overall, I also felt the writing could have been tighter.

Hereford Publications, Inc.

“Helping Hands”

by Deanna Walenciak

Helping Hands Deanna Walenciak Hereford World The subject of this article is perfect for a human-interest story. It showed how much neighbors can rely on each other in close-knit farming communities. I thought the article was about a page too long as it tended to drag in the middle. There were also a few places, especially in the beginning, where the writing was choppy and lacked good transitions.

The following entries are in no particular order.

Angus Journal

“Setting an Example”

by Shelby Axtel

Very well written article. Lead relates well and introduces the story, but could be catchier. Quotes used are very informative and paint a great picture of life as a junior Board member. Section topics are very useful to give readers a sense of flow and foresight in the story. Try to eliminate back-to-back quotes from different sources.

American Salers

“Modern Day Cowboy”

by Teresa Lebsack-Kanzler

The article seems to present two different writing “attitudes.” Writing lacks flow in the beginning through talking about Dr. Haynes’ background, but gains flow when you begin talking about the cattle operation. The second style is much easier and more enjoyable to read. Paragraphs and quotes are too long and need to be broken into smaller pieces for greater readability. The real story is the cattle operation and Dr. Haynes’ experiences there, so that should be closer to the front of the article. A lot of the information on Dr. Haynes’ background could be condensed or eliminated.

Texas Longhorn Trails

“Horns, History, Hamburger & Earthquakes”

by Henry L. King

Good, tight writing. Very interesting topic with great flow. Good pictures -- really liked the background picture on first page and tilt given to other pictures. Creative section titles. Web site given in the article is actually an e-mail address. Watch the amount of opinion you put in the article.

Gelbvieh World

“A Look Behind the Scenes with the AGA President”

by Lori Maude

Tight writing throughout. Lead introduces topic adequately, but lacks creativity. Good pictures with great focal points accompany the article, and layout was well designed. Separate quotes with a transition sentence when your source changes topics.

Gelbvieh World

“20/20: Hurricane Hindsight”

by Leslie Smith

Great attention-grabbing lead. Great picture of sky during a hurricane. The sidebar is a wonderful, useful addition to the story. Some places within the article are lacking commas, thus hindering flow. Need to tighten writing by eliminating ambiguous phrases. Watch your use of opinions -- let the source say it, not you.

Maine-Anjou Voice

“Genetic Consistency - Producing and Performing”

by Staff

Good layout. I love the graphic along the pages’ side -- it helps add consistency to the layout. Good pull quotes used in article -- disperse them throughout the layout. Good “meat” of information in the piece. Lead lacks punch. Missing some necessary hyphens and commas in the text to aid in readability. Lots of opinion phrases in the article -- let the source say it, not you, and cite the source of the “most aggressive international marketer of Missouri livestock” award. Only 1 source cited in the article -- diversify.

Hereford Publications, Inc.

“Team Van Horn”

by Deanna Walenciak

Like the title font for “National Western” and the layout on the top and bottom of both pages. Great teaser. Scenario lead paints a great picture of life on show day for the boys. Would have liked to see some quotes from the kids earlier in the story. Need to use commas when age modifies a name. On long quotes, bring the attribution forward within the quote to let readers know earlier who is speaking. Good job overall!

The American Quarter Horse Racing Journal

“Domino Effect”

by Richard Chamberlain

Like the title and layout. Very good lead -- captures readers’ interest. Peoples’ background information (first paragraph of “Family Ties” section) is not needed. Writing could be tightened a little. Good article flow until I reached the section about Domino’s death. You told about the death, and then go back to talking about the breeding career. They should have been switched in my mind and then keep the information about progeny after Domino’s death information.

The American Quarter Horse Racing Journal
“Less is More”

by **Richard Chamberlain**

Good analogy used in the lead. Well-written article with lots of information. Could tighten the article a little by picking a more specific focus to write around. Pictures are good and illustrate the article well. Information on foaling procedures could be very helpful to your readership.

America’s Horse
“You Can Teach an Old Horse New Tricks”
by **Andrea Caudill**

Good article with a great introduction to you, your “pupil,” and clickers on the first page. Good descriptions and equine personification throughout the article -- I’m sure a lot of readers can relate to your horse! Article is a good how-to piece that’s applicable to a wide variety of your readership. I’d like to see some numbers relating specific pictures to points in the text to aid in step-by-step application of the trick.

America’s Horse
“A Quest for Knowledge”
by **Holly Clanahan**

Well-written article with good flow; easy to read. Rider testimonials in article give good insight about clinic benefits. Great artwork; Pictures are good, but I’d like to see more pictures for actual clinics/participants. Lead introduces Cheryl well, but lacks creativity to draw the reader immediately into the story.

The American Quarter Horse Journal
“You’ll Never Guess Where I Found This”
by **Christine Hamilton**

Good article with a lot of flow. Easy to read and very helpful to new and existing horse show competitors. Pictures are great ... they showcase the bargain outfits and also show them in use. Tips from real-life competitors make all the difference in the article. Love the lead! Layout is a little cluttered, but the contrasting-color boxes help separate the information.

The American Quarter Horse Journal
“Two Shall Become One”
by **Christine Hamilton**

Good descriptions within the text. Quotes leading off each sub section are a unique approach to layout and add consistency to the piece. Good job showing the levels of the problem and who/what will be affected; research is very thorough. Great closing quote. Yearling picture looks out of focus. I’d like to see more information on the immediate and long-term impact of the regulation on the horse community.

The American Quarter Horse Journal
“Sunup To Sundown”

by **Christine Hamilton**

Good story; very informative and shows high and low aspects of veterinary life well. Like the title and title graphic. Lead is suitable to story, but not creative. Really like the dentist picture. Article is easy to read, but doesn’t communicate excitement/passion to the reader.

The American Quarter Horse Journal
“Three Keys to Healthy Horse Show Eating”
by **Christine Hamilton**

Cute graphic! Great article topic -- I’ve wanted to see this topic appear for years! Really like having the actual snack suggestions provided in the article. Source was very competent, but the only one in the article. Few comma problems throughout the article and need a more complete, finalized ending.

The American Quarter Horse Journal
“A Toast to Good Taste”
by **Jody Reynolds**

Great pictures throughout and love the title/layout. Descriptions throughout the article are in-depth and give the reader a sense of being in Italy. Sounds like getting the story was quite an experience! Concise, informative writing; easy to read. Only 1 source used in the story -- how about hearing from clients and competitors?

Category 35 Instructional Story, Single Breed

In this category I was looking for brevity and instructions that were simple to understand on the topic. I really liked the ones that pulled out specific information and used it as either a side bar, chart or pull quote to emphasize those points. The writing, spelling, punctuation and proper grammar, were in general, flawless. At this level of writing, it’s almost a surprise to see a mistake in those categories. So in order to separate the top from the rest (there is no bottom!), I looked for something that kept my attention. This also meant the longer stories were simply too long. We’re told over and over to shorten our writing and sometimes in these pieces it appeared that the writing kept going only to fill the pages with the notes that had been accumulated in the initial interview.

First Place

The American Quarter Horse Journal "Tail Spin"

by *Andrea Caudill*

When I started reading this article, I knew exactly what I was going to learn and it didn't disappoint. It was definitely an instructional article and the only thing I would have liked was to see some bullet points, pull outs, or even numbers showing me the points being made. It was concise and I learned exactly about the topic, no more and no less. Good job.

Second Place

The American Quarter Horse Journal "Bitting Up"

by *Jim Bret Campbell*

Since I'm only reading the article and not judging on the photos/illustrations, I still would liked to have seen a chart or a simple reference area to see the overview of the different types of bits in copy form. The information in the piece offers it but putting it in a chart sure would make it something that I could use for reference in the future. Great information and good use of examples and descriptions that would help a novice, like me, understand what bits to consider. Definitely a top contender.

The American Quarter Horse Journal "Connect the Dots"

by *Jody Reynolds*

This is the definition of "brevity"! I would assume this topic is for beginners, which as I read through it, it appears to be an important topic, yet can be appropriately summed up on just one page. Good job with giving credit to the source, then describing it in 1-2-3 format and following up with a summary from the source. I liked this and with brevity comes short comments from the judge!

The American Quarter Horse Journal "Off to a Great Start"

by *Jody Reynolds*

I really liked this article and liked the way you explained the details of western pleasure and how I could enjoy it if I tried it. But the last sentence killed the whole feeling I had when I finished the story. "You can also try your hand at National Snaffle Bit Association Shows.". Huh? I think the author just got tired of writing and said let's finish now! Unfortunately in this tight horse race of a category it kept you out of first, but all in all the information was excellent and I liked the additional "Worked for Me" to bring in a personal touch.

The American Quarter Horse Journal "Draw!"

by *Christine Hamilton*

I didn't realize who or what Orren Mixer was in the lead sentence but did figure it out. Very well written and again I liked the "steps" to help me through the process. With an instructional article, this story definitely instructed me in five simple ways. It's probably an article that many would tear out and keep so they could practice drawing horses. Interesting way to tie in the art of drawing with the possibility of being a judge of conformation. The rest of these are in no particular order as they were all exceptional and it's too difficult to rank.

The American Quarter Horse Journal "Horse, Meet Cow"

by *Candace Dobson*

Nice article with a very general overview of the topic. Is the stop considered "maneuver 3"? I wasn't sure if there was a 1, 2, and 3 or if we were done. But this is a good job with tight writing. I appreciate that you didn't dwell but rather stated the points and finished the article without dressing it needlessly.

Angus Journal "The Stockman's Eye"

by *Crystal Albers*

Liked the opening with the "ABCs of BCSs" as I knew where the article was about to take me. If I didn't know what BCS was, this led me to know we were starting at the beginning. Another case of needing to spell out the word percent rather than using the % sign. Good article, just not quite enough to win the first place, but definitely a contender.

The American Quarter Horse Journal "Learning the Ropes"

by *Jody Reynolds*

When I first started the article, I had to go back and make sure I wasn't missing a page. Since it went right into bullet points, this threw me off on my reading. However the information offered is very good and I do like the ease of reading the bullet points, it just seemed a little odd. To buffer this abrupt beginning, you almost could have switched the Expectations and Getting Started sections which would have fixed this. This article definitely was instructional with an authority offering the information that I'm sure many of your readers were absorbing. Good job.

The American Quarter Horse Journal "Hunting for Hunters"

by *Christine Hamilton*

I liked the opening lead which seemed to give credibility to what I was about to start reading. Then the good, solid quotes from Judy helped draw me in to the topic. I liked the "Conformation Conversation" which would be very beneficial for novices. But as I went along in the "It Just Doesn't Matter" section: I felt there was a little attitude coming from the source. I hope your readers don't see it as information presented in a

condescending way. By repeating several times that “people make mistakes” started to wear on me a little. I realize that she’s an authority, but go back and see how many times she said that and maybe there’s a more positive twist available. Good information though.

The American Quarter Horse Journal
“Mach 10”

by Jody Reynolds

This article was written in first person and it was the only one in the category written this way. It’s difficult to place because the source is the author and the writer is really just transcribing it... maybe? In writing, since we try not to use the word “I” too many times, the style of this article makes it unavoidable. Regardless I do like the breakdown of the steps. I know that in six steps I’m going to know more about speed in the reining arena. Brevity is this article is very nice and an appropriate length for the topic.

The American Quarter Horse Journal
“License to Speed”

by Candace Dobson

Good article at the right length for the topic. It appears to be a helpful topic though for your readers. Lead was good and helped a reader relate to the article and indicated immediately to the reader if it was pertinent to them. The last paragraph used the “your and your horse’s...” phrase a couple of times which, although this is proper, made me slow down to re-read to make sure I was reading it correctly. Maybe there’s another way to phrase it. Good solid writing.

Angus Beef Bulletin
“A Proactive Approach”

by Brooke Byrd

This was the only article in the category that had quotes starting from within the paragraphs. Even though this may be your publication’s style, we are taught to start all quotes in a new paragraph. This helps define this information and makes it easier for your reader to know what information is coming from a specific source. Also when you refer to percentages, spell out the word. 5 percent, etc. All in all this is a very informational article with information that your readers would benefit from.

The American Quarter Horse Journal
“Not My Style!”

by Christine Hamilton

This article has a lot of parts to it, Lingo, testimonial, read on and a bio. This gives the reader a good amount of resources for more information. Since the article’s main information is in the six exercises, it just doesn’t have the quality of a story to compete in this category. It’s well-written in its own way, just not a class winner.

Category 36

Personality Profile

Note: The reviewer provided the same overall critique for both the Personality Profile and Regular Column category.

Without exception the writers whose contributions were entered into these competitions can stand toe to toe with the writers of any trade press group in the country.

They are all sticklers in using proper grammar, spelling and punctuation -- basics, of course, in the construction of any form of writing (but, alas, all too often ignored, glossed over and even belittled in some areas of composition).

Beyond the basics, they know how to put a story or a column together. All of the writers’ articles/columns flow nicely, logically, making their compositions very “reader pleasing”.

Many displayed a creative touch in their writing (yet kept it factual). Their knowledge of their subject is simply awesome. They know their field and their subjects, and they convey their themes well in their writing.

Not one of them has to back up to the pay window when it comes time for being reimbursed for their writing productions.

If there is one general area of concern, it might be found in the length of articles and columns. Probably nothing in the writing field is more difficult to do than to “edit your own masterpiece”.

But to keep ahead of our audience’s power curve we have to realize that they (not us, of course) have become a nation of “skimmers and page flippers.” They’re used to 30-second sound bites in the political world summing up world problems and “why you should vote for me.” They’ve become used to learning all of the news of the world in 12 minutes on the nightly network newscasts. And, of course, they are used to all kinds of complex fictional problems being solved in some 42 minutes on nightly TV (18 minutes of those hour-long murder mysteries are dedicated to 20/30 second spots, i.e., learning how to relieve their constipation, gain back their baby-smooth skin and “for this week only buy a car for less than it costs to make it.”)

So the moral of the critique: Brevity wins and keeps readers.

First Place

The American Quarter Horse Journal

“A Loop of Faith”

by Jody Reynolds

Good tight writing. Story is brief, loaded with human interest. Excellent “picture painting” lead of subject opening his old wallet focusing on picture of Jesus. All around strong human interest element present in writing.

Second Place

Cattle Feeders Annual

“Ernie Morales”

by Burt Rutherford

Sharp, fast moving lead. Nice use of short sentences. Good interspersions of quotes throughout, keeping the interest level up. Also, good, appropriate closing quote.

Honorable Mention

Angus Journal

“A Bully Pulpit”

by Becky Mills

Good, grabber of a lead. Crisp. Interesting throughout. Good use of short sentences. Nice continuing theme later in article, linking Pres. Teddy Roosevelt with the subject of the article as was introduced in the lead & closing with another reference to Teddy. Article moves swiftly throughout.

Honorable Mention

The American Quarter Horse Racing Journal

“Joe Badilla Jr.”

by Michael Cusortelli

Interesting subject; good human interest story about his life and retirement. There is a tendency toward long sentences which can make article drag just a bit. Some editing would help there.

Honorable Mention

The American Quarter Horse Journal

“A Lifetime of Stories”

by Christine Hamilton

Very interesting character development; good “yarn,” juxtaposing the boyhood scenario of being an Irish factory worker’s kid in Boston and how he developed into a “celebrity” in the Quarter Horse world. Nice, sentimental close.

Honorable Mention

Angus Journal

“An Angus Mentor”

by Corinne Patterson

Good interesting lead, quickly, and early in article sets up the “character” of feature’s subject. Good use of quotes throughout to

get reader interested in Doc and to get a good feel of what makes this featured subject tick. Nice wrap-up /close.

The American Quarter Horse Racing Journal

“Johnny T. L. Jones”

by Richard Chamberlain

Overall, well written, but lead is somewhat long, cumbersome, not conducive to get reader into the article swiftly; works a bit against easy readership. Good use of quotes to bring out the character of featured subject, including his philosophy on horse selection. Close is a bit confusing.

Angus Journal

“The Sweetest”

by Alaina Burt

Lead is interesting but a bit confusing. Would Bloomberg not have shown any cattle for the 10 years since his accident that “he had trepidations about” when entering the current contest? Also, would like to “know” this subject a bit better, i.e. age, for example. Good use of quotes throughout.

The American Quarter Horse Racing Journal

“Gus Barakis”

by Jennifer K. Hancock

Nicely written but just a shade on the “less than stimulating” side. Lead is not a real grabber. Closing paragraph is somewhat ambiguous, platitudinous.

The American Quarter Horse Journal

“It’s Pretty Fun”

by Jim Jennings

Good exposition on the life, interests of AQHA Pres. Vessels. Writing is solid, but a bit lengthy; probably a bit more details than necessary to keep reader’s interest. We’re in a world of thirty second sound bites, a world of page “skimmers, a world of viewers used to getting all the news of the world in 12 minutes.” Even when we address specialized audiences with a particular interest in a subject, we’re finding the “read and run syndrome” present. Overall, article probably needs to be cut to about four fifths of current length to make it “snap.” But all-in-all good, solid reporting, writing.

The American Quarter Horse Journal

“Over the River and Through the Woods”

by Christine Hamilton

Good effort at working on human interest in the article. But the lead “drags.” The attempt to set up a word picture of the locale is a worthwhile one, but taking more than three paragraphs to get us into the setting slows this well written article a bit. Nice strong “human interest” close.

Cutting Horse Chatter

“Lynn Davis”

by Stacy Pigott

Moves swiftly; no dragged out prose. A bit weak on the “human interest” element of making Lynn Davis come i.e., how old is he? what about his mannerisms? family involved? What’s there is interesting. Reader would probably want to know him a bit better.

BEEF Magazine

“Defined Cattleman”

by Clint Peck

Very well written. Primarily as a straight news story. As a personality piece there is a bit of a lack of the “human interest” angle. Certainly, the article’s goal may well have been to reveal the philosophy/strategy, mind set of this new Leader of the NCBA.) But from a “personality piece” it is a bit cold, remote, i.e., what about his mannerisms? various interests? age? family relations? etc. Again, this is solid piece of reporting; just a bit shy in the “warm, come alive element of a personality”.

Category 37 News Story

All the entries in this category were well written. However, I struggled with judging the category because several of the entries didn’t seem like a good fit. The guidelines for the category called for entries that “chronicle and explain to readers unfolding livestock events and changes.” They focus on something that has happened and what it means to the readers immediately. While the writing was excellent, I felt some of the articles should have been submitted in a different category because the reader “take home” was more long-term in nature than immediate.

First Place

Angus Journal

“Dentition’s New Rule”

by Corinne Patterson

Author did a good job of explaining dentition and addressing the new guidelines for verifying age in cattle. The author quickly stated up front what the story’s purpose was, and presented the information in a concise package. The graphics provided readers with quick visual references that are easy to view and understand.

Second Place

Iowa Farm Bureau Spokesman

“Record Milk Prices Provide Welcome Relief to Iowa Dairy Producers”

by Teresa Bjork

This article employs the classic inverted pyramid style of news writing, giving the readers the most valuable information up front. The story was supported with quotes from experts, as well as farmers long affected by low milk prices who are celebrating the higher prices. It gave the reader all the facts as well as a glimpse into how these prices have affected the livelihoods of dairy producers. Nice job.

Honorable Mention

Drovers

“Safety First”

by John Maday

This article addresses a popular topic in the beef industry – food safety. I felt the story was very well structured and one of the most well written in the category. And, while it brings together and provides updates in several areas relating to beef safety, it fails to introduce any new information. I felt that it didn’t fit well into the news story category but, because of the writing quality, I felt it deserved an honorable mention.

Drovers

“Winds of Change”

by Suzanne B. Bopp

This was a great feature story on wind energy, but it failed to grasp the immediacy of a news story. It contains a good message that producers should heed when thinking about leasing property for windmills. I would suggest breaking up the long paragraphs into several shorter ones to help the readability of the story. One paragraph in the story was almost a whole column long. I think it makes it difficult for readers to follow and causes them to lose interest faster.

Drovers

“Beef Quality: The Evolution Continues”

by Kim Watson

Well-written, informative story that provides an in-depth look at beef demand and ways the industry is working to further improve it. The author uses a variety of good sources and excellent examples to illustrate the article. However, the story doesn’t present any new facts or data and falls short of what I would consider a news story. The lead was soft and if it had been published two months later it would have still been relevant. The following entries are in no particular order.

Angus Journal

“Consortium Proposes Multi-Breed Analysis”

by Troy Smith

Good information. Great photos. The information could have been drastically cut back to create a shorter piece with the same effect.

Angus Journal
“Tracking Temper”
by Brooke Byrd

Great lead. Good, interesting information. Good use of expert and producers. Good graphics included with this article.

Kansas Stockman
“Record Prices Driving Business Evolution”
by Todd Domer

Good information. Suggest using graphics to depict some information, like last year’s figures and expected figures. Could use other experts and their opinions.

Kansas Stockman
“Feed Yards Test Microbial Magic”
by Scarlett Hagins

Good information. Suggest the use of subheads to break up the text more. Explain exactly what is being done now in the feed yards and how it will help. It doesn’t really tell the reader much under marketing. What exactly are they going to do with the product?

Iowa Farmer Today
“Shut Down No Surprise - Tyson Announces
Temporary Closure of Beef Plants”
by Jeff DeYoung

Good information. Suggest a graphic to show the decrease of capacity at the plant over the years to show exactly why they had to close. Explain more as to why they are seeing a decrease.

Pork Magazine
“Laying the Foundation”
by Marlys Miller

Good information. Good use of questions and answer layout. Works well for this topic. However, it does not offer opportunity for other viewpoints. How does the producer feel about the ID program? How will it affect them?

Land & Livestock Post
“Views Differ on How to Implement Animal ID”
by Beverly Moseley

Good information from the producer’s standpoint. However, there is nothing from governmental officials involved in the ID plan. What is the plan and timeline for this project?

Land & Livestock Post
“U.S. Moves Forward On Animal ID”

by Beverly Moseley

Good information. Good use of graphic and side bar. Suggest getting opinions of producers on what they think about the plan.

BEEF Magazine
“Fundamental Difference”
by Wes Ishmael

Good information. Detail what the investigative group found in Canada. What will help determine their action as to opening the border or not?

BEEF Magazine
“Going It Alone”
by Stephanie Veldman

Good information. Good use of graphics to report history of BSE.

BEEF Magazine
“Who Holds the Cards?”
by Stephanie Veldman

Good information. Good lead. Good use of subheads to break up text in this article.

National Hog Farmer
“Playing by New Rules”
by Dale Miller

Good information. Lead needs more excitement. Great use of graphics for explanation.

National Hog Farmer
“Swine Waste Technologies Unveiled”
by Joe Vansickle

Good information. Lead lacks the interest factor. Suggest reorganizing the article. I would want to hear about the projects before learning the economics of it.

Western Livestock Journal
“Auction Reactions to ID Wildly Varied”
by Sarah L. Swenson

Good information. Suggest using sub heads more to breakup information. What exactly is the plan for NAIP?

Western Livestock Journal
“BSE Reporting Questioned”
by Sarah L. Swenson

Good information. However, there is no real conclusion. What is expected to happen? How did USDA react?

Western Livestock Journal
“Tyson Verdict Reversed”
by Steven D. Vetter

Good information. What could change based on the verdict? How would Tyson’s process change either way?

The American Quarter Horse Journal
“Against All Odds”
by Tonya Ratliff-Garrison

Good information. Good use of color to separate information. Numbers often add confusion to article, but you did a great job keeping them organized.

Category 38

Editorial

Mark Twain is said to have once prefaced a letter to an acquaintance by noting that he didn't have the time to write a short letter, so he was writing a long one. That's one reason writing editorials is so challenging. Typically, there's just a page or less to provide background, build your case and offer your opinion, including a strong call to action. All these entrants provided strong evidence of their talent at conciseness and persuasion. What largely separated the winners from the losers was a strong call to action. In an editorial, let no reader wonder where you stand on an issue, and be forcefully clear about what you want them to do about it.

First Place
National Hog Farmer
“Beware the Dancing Pigs”
by Dale Miller

Great job. This author uses a yogurt ad that takes a perceived swipe at pork's healthfulness as the backdrop to exhort readers to be ever vigilant about anti-pork messages in the media. The author relates his firsthand experience in contacting pork industry officials about the offending ad and the science behind its claim. In actuality, he's providing readers with a how-to on fighting media inaccuracies about the healthfulness of pork. He then closes the deal by underscoring the piece's two primary lessons – producers need to be on the lookout for misleading or inaccurate advertising, and never underestimate the need and value of definitive, science-based response to such cases.

Second Place
High Plains Journal
“Petitioning for a Voice”
by Holly Martin

This entry was the briefest of the field, but it contained all the key ingredients. The author begins by relating her perplexity with a network news program citing U.S. farmers and farm programs as responsible for growing consumer waistlines. She then tells of an upcoming media-sponsored “Summit on Obesity” that also intends to bang the same drum. She provides readers with the

address for an online petition to the summit sponsors to provide a balanced discussion of the obesity problem, and encourages readers to join in. My only criticisms of this piece are that it was a bit too “skeletal,” (more detail could have been provided) and the call to action was understated for the urgency indicated in the body of the article.

Honorable Mention
Dairy Today
“Fair and Fair”
by Jim Dickrell

The subject of this article – access to dairy forward pricing contracts – seems to be a complex topic to handle in just one page. Yet, the writer proves adept in presenting the overall issue, encapsulating both industry viewpoints, and presenting his opinion on the issue. In his summation, the author argues for fairness, which is to afford such risk-management opportunities to all producers, large or small, whether they ship to a cooperative or proprietary plant. It's a tight and tidy package, but almost too cryptic for non-dairy person consumption. And, I felt the call to action could have been stronger. It's obviously an important issue to readers, but what should readers do about this?

Drovers
“The Whole Foods’ Test”
by Greg Henderson

Interesting and thought-provoking piece by a talented writer. The author spells out the growing influence of the Whole Foods health-food chain, and recounts its origins and founder, John Mackey. While this piece gives the reader something to think about and provides the reader with a challenge, it doesn't have a strong call to action that is necessary as an editorial. Good job, however.

BEEF Magazine
“All Identified and Nowhere to Go?”
by Wes Ishmael

An enlightening and effective discussion about the proposed National Animal Identification System (NAIS) for U.S. livestock. This article is loaded with great information, as it describes the NAIS's potential to advance beef industry performance and foreign trade hopes. The article starts somewhat slowly, however. The headline trumpets: “All Identified And Nowhere to Go,” but it's the fourth graph before that concept is breached, after which the article picks up steam. At the end, however, that momentum fizzles with the lack of a forceful exhortation of the reader to do something about it.

Note: The following entries are in no particular order.

Kansas Stockman
“Curbing Eminent Domain”
 by *Allie Devine*

Piece is well-written and effectively persuades the reader that this issue warrants their attention. The facts provided in the article (e.g. bill numbers) provide the reader with sufficient background to act. As a side note, “KLA” is not explained in the article making it a challenge to this judge. The author may want to take this into consideration when making a submission to this competition in 2006.

Drovers
“Beef Production vs. The SUV”
 by *Greg Henderson*

The author’s purpose was to add an alternative perspective to a National Geographic staged photo comparing the cost of raising beef to that of oil. With the exception of the eighth paragraph (next to last), the writing was strong and kept the reader engaged. While the calculations were informative, it disrupted the overall flow of the article. Perhaps a graphic could have illustrated the point more strongly while providing a visual that linked to National Geographic’s staged photo.

Pork Magazine
“Identifying the Frequency of the Future”
 by *Marlys Miller*

The author did a very good job of discussing RFID technology from multiple perspectives while writing in a way that any reader could understand. This article would have been scored higher with a stronger closing as the “technology genie” remark cheapened what was an intelligent well-written piece.

BEEF Magazine
“R-CALF’s Strange Bed Fellows”
 by *Joe Roybal*

The author used a strong negative tone throughout the article to highlight recent activity that impacts the beef industry. While this format can be persuasive to some readers, it will leave others wanting a more complete background to make their own decisions.

National Hog Farmer
“Measure Twice, Cut Once”
 by *Dale Miller*

The author does a good job of providing the reader with a more comprehensive view of the hog industry horizon with the goal of creating a more balanced perspective to the strategic planning process of producers. However, the piece concludes with an action plea of the final point versus a holistic summary that links back to the opening paragraphs. This closing weakens the piece.

Category 39 Regular Column

Note: The reviewer provided the same overall critique for both the Personality Profile and Regular Column category.

Without exception the writers whose contributions were entered into these competitions can stand toe to toe with the writers of any trade press group in the country. They are all sticklers in using proper grammar, spelling and punctuation -- basics, of course, in the construction of any form of writing (but, alas, all too often ignored, glossed over and even belittled in some areas of composition).

Beyond the basics, they know how to put a story or a column together. All of the writers’ articles/columns flow nicely, logically, making their compositions very “reader pleasing”.

Many displayed a creative touch in their writing (yet kept it factual). Their knowledge of their subject is simply awesome. They know their field and their subjects, and they convey their themes well in their writing.

Not one of them has to back up to the pay window when it comes time for being reimbursed for their writing productions.

If there is one general area of concern, it might be found in the length of articles and columns. Probably nothing in the writing field is more difficult to do than to “edit your own masterpiece”.

But to keep ahead of our audience’s power curve we have to realize that they (not us, of course) have become a nation of “skimmers and page flippers.” They’re used to 30-second sound bites in the political world summing up world problems and “why you should vote for me.” They’ve become used to learning all of the news of the world in 12 minutes on the nightly network newscasts. And, of course, they are used to all kinds of complex fictional problems being solved in some 42 minutes on nightly TV (18 minutes of those hour-long murder mysteries are dedicated to 20/30 second spots, i.e., learning how to relieve their constipation, gain back their baby-smooth skin and “for this week only buy a car for less than it costs to make it.”)

So the moral of the critique: Brevity wins and keeps readers.

First Place

Dairy Today

“Dairy Talk”

by *Jim Dickrell*

To-the-point. Excellent, clear explanation of the situation and problem under discussion from an obvious knowledgeable author/expert. Good example of no-wasted-words composition.

Second Place

Gelbvieh World

“Executive’s Corner”

by *Wayne Vanderwert*

Good, inviting-to-read conversational tone with straight forward, solid advice. There’s a good sprinkling of anecdotal examples to strengthen a point and to keep the article fresh and interesting to read.

Honorable Mention

The American Quarter Horse Journal

“Legendary Horses”

by *Jim Bret Campbell*

Good, “grabber” leads. Short sentences get features off to strong, reader-pleasing start. Interesting (possibly little-known) angle about each legendary horse proves very “reader-attractive.” Nice touch on close of each article, with super brief, catchy sentence that fits well with the preceding theme.

Honorable Mention

Western Livestock Journal

“Comments”

by *Pete Crow*

Powerful, straight-forward, easy-to-read, easy to follow writing from an obviously experienced expert in the field. No ambiguous terms, phrases or passages. Perfectly clear where writer stands - and why he stands there. Column “moves fast” throughout.

Honorable Mention

America’s Horse

“Equine Insight”

by *Jim Jennings*

Nice, clear, warm and friendly column with just the right tone of writing to convey the material covered in this nostalgic, conversational-tone, human interest column. Good leads; good closings. Both marked with solid journalistic technique of brief interesting sentences.

Honorable Mention

High Plains Journal

“The Fact and Fiction of Cowboys”

by *Jennifer Latzke*

Nice, light, well-focused humor essays. Not hilariously funny. But that doesn’t seem to be the objective. Fulfills a reader’s need for some light, not-too-serious entertainment, yet provides a subtle bit of home-spun philosophy, i.e. a cowboy as a suitor. Good, solid, consistently themed column.

Seedstock EDGE

“Youth View”

by *Jennifer Shike*

Basically a well-written series of columns for a specific youthful target audience. Does nice job of writing in a style that would be attractive to them. Overall (and this suffers as most generalities do from being over simplistic) there is a slight tendency to excessive verbosity. A mild bit of editing would tend to make the columns read “faster”. And that’s an important factor with this column’s particular audience.

BEEF Magazine

“Cattle Economics”

by *Wes Ishmael*

It is obvious that this column is written by an extremely knowledgeable author and solid writer in the beef industry. The leads are terse and focus well on what is to follow. Generally, the columns tend to run a shade long, even for a knowledgeable, interested target audience. We’re in an age of page flippers, scanners, audiences used to finding-out-all-of-the-news-of-the-world-in-12-minutes from the evening network newscasters. As painful as it might be, a bit of editing down such columns might prove advantageous.

Line Rider and News Brief

Idaho Cattle Association

“Cow-Calf Council”

by *Karen Marchant Williams*

The writer of this column is obviously knowledgeable about the concerns of members of the Idaho Cattle Association and does a skillful job in addressing those issues. The writing is of professional journalistic quality but a bit pedestrian in style. Also it is a bit verbose; this is a situation in which some “tightening-up editing” would make the overall column move more swiftly and be a bit more “user friendly”.

Example: Note the column dedicated to the spirit of volunteers. The lead could be made snappier, designed to get us into the column’s theme and point more swiftly by some severe editing.

Example of re-write: “In a recent re-run movie focusing on the surprise attack on Pearl Harbor, an American officer made an

observation about those servicemen who had enlisted to serve their country. “There is nothing stronger than the heart of a volunteer,” he commented. “I find that statement to be profoundly true. Especially when I realize the contributions that the volunteers of the ICA have made and continue to make toward the future of Idaho’s cattle industry.”

This sample paragraph basically states the same idea, the same theme as the two original paragraphs in just about 50 percent of the wordage. So the basically good writing in these columns might just be sharpened up a bit with the traditional editor’s blue pencil.

Category 40 In-Depth Reporting, Single Article

This category was full of strong entries – one of the strongest I’ve judged. These authors did their homework in presenting their readers with thorough, top-notch information. In this category, as in others, at least one entrant failed to submit the appropriate information forms with their entry. I would have liked to have seen the “objectives” that are part of each entry form. In some cases, it can become a deciding factor, all else being equal.

First Place

The American Quarter Horse Journal
“Too Much Of A Good Thing”
 by **Jim Bret Campbell**

A great effort in discussing the issues surrounding line breeding and inbreeding of quarter horses. A good lead that analogizes the animal problem to human historical experience is an effective attention grabber. The author presents a well-paced, well-researched and well-sourced discussion of the topic and outlines industry and individual producer steps to minimize the problem and its potential effects on the industry’s future. A great-reading piece.

Second Place

BEEF Magazine
“Guarding Heterosis”
 by **Clint Peck**

Well done. This article on the pros and cons of straight breeding vs. crossbreeding of beef cattle is thought provoking and likely tweaked a nose or two. The author starts with a good

lead that sets down the accepted and conventional heterosis principle then begins to dissect and examine the topic. It’s a well-rounded discussion that presents the issue thoughtfully and fairly.

Honorable Mention

Angus Journal
“A Step Closer To Reality”
 by **Shauna Hermel**

The author’s objective was to give readers an in-depth look at the status of multi-breed analysis – and she succeeded. Well written and structured, such a subject could have been nightmarish to follow but the author not only imparted a wealth of information but it flowed well and was easy to grasp. The author also worked in a discussion of her own association’s non-participation in the effort, which just might well have tweaked a few noses, but added greatly to an understanding of the overall effort.

Honorable Mention

Dairy Today
“Cow 54, Where Are You?”
 by **Jim Dickrell**

What a great headline for a story on dairy cattle ID. While the recognition of that line from a popular police TV comedy of the 1960s would be lost on some readers, it also works on its own. The good things about this story continue from there, with strong writing, good structure, comfortable pacing and an easy flow. The one thing I might have added was a list of Web sites for more info – what with this being an “in-depth” category. How about mentioning the USDA Web site on livestock ID?

Cutting Horse Chatter

“Advice For College-Bound Cutters”
 by **Stacy Pigott**

Here’s a good, multiple-source story for young horse enthusiasts pondering their choice of college after high school. While the writing could have been tighter, this author used a lot of shoe leather in developing this chronicle of four college students’ experiences in finding the right academic fit, plus the sage advice of a prominent animal science department faculty head. The result is valuable insight for students – and parents of students – contemplating their post-secondary academic direction. In addition, two great sidebars – one of them a comprehensive list of scholarship opportunities – add to the great service this article performs for its readers.

National Hog Farmer

“For Sale Or Lease”
 by **Dale Miller**

This six-page article (with tables) on determining fair market value for swine facilities is hurt by its single-source format.



The author's characterization early in the story that his source's "methods for determining fair market value may seem a little unorthodox by some," seemed to indicate to me that we would hear from another source, but that was not the case. To be sure, this is likely a high-interest topic, and there's a lot of helpful information presented, but this article is another edit away from finished. For instance, the quotes seem to run on – they should have been shortened and/or paraphrased to make this piece less cumbersome. For those interested in the subject, however, I'm sure the article had enough meat to keep them to the end.

Category 41 In-Depth Reporting, Multiple Article Series

Research, writing and design on large editorial projects, while often professionally satisfying, can at times seem an interminable grind. The trick is to bring the fascinating and informative parts to our audience while minimizing "slog" in the reading experience.

Accomplishing this feat requires an exceedingly high level of talent and dedication. Consequently the process almost always becomes personal. Often, the high level of coordination required between editors, writers and designers on these projects can build resentment and tension between co-workers and friends. If the editorial team and its individuals are strong, the project gets finished before the deadline while friendships and teams remain intact.

The professionals who give of themselves to work on these projects deserve our thanks for upholding the often-stated ideal of agricultural journalism – to serve the best interests of the farmer reader. In 2005, every entry in the class succeeded in that regard. The top place winners simply did their job even better than the rest, combining exceptional individual performance with superior team synergy.

First Place *BEEF Magazine* "Grassfed Series" by *Diana Barto, Kindra Gordon, Doug McInnis*

Overall, this series is the best of the category. The writing on all articles is lively but doesn't overreach. Though there are several different writers to provide fresh viewpoints and writing

style variation, their voice is consistent throughout the series of articles. Every article conveys a lot of information without making the reader's head hurt. One suggestion for improvement would be to include a story that focuses more specifically on the more technical aspects of animal nutrition with a grass-fed program, including supplements, time to gain, and pasture management with different grass varieties. Such an article might have added a bit more weight to the series as a useful production piece.

Second Place *National Hog Farmer* "PRRS Roundup" by *Joe Vansickle*

This series of articles does an excellent job of covering a complex disease; readers will be much better informed without feeling overwhelmed. The writing style is clear, to the point and appropriate for this topic. The single contributing journalist's research and presentation of a lot of information shows mastery of writing and the topic covered. Suggestions for improvement include perhaps using several writers on different articles instead of just one. The varied perspectives might have added a bit more life to the project. Also, listing some sources for further reading (Web sites or books) would be appropriate for this complex topic.

Honorable Mention *Dairy Today* "The California Juggernaut" by *Jim Dickrell, Catherine Merlo and Rick Mooney*

This was an excellent team effort, providing a mix of perspectives and juxtapositions. Some suggestions for improvement include providing resources for further reading. Also, it would have been nice to have a story about a dairy farmer planning to move to California and a story from the perspective of the migrant Mexican laborers who work at these dairies.

Drovers "Animal ID – Beyond Compliance" by *Staff*

Overall, this ambitious editorial project did a good job of addressing a very complex issue. Writers consulted many sources in their research and demonstrated solid writing skill. It started to seem repetitive from article to article though. Perhaps more in-depth sidebars and graphics about some of the individual technologies mentioned would have made the issue more of a page-turner. Also, I'm sure a wider variety of writers would have helped this project, too.

Pork Magazine
“2004 Industry Structure Study Series”
by Marlys Miller

This collection of summaries of one report was probably useful to many readers of this particular magazine. By reading a very long, dry report and summarizing much of the important material, the author provided readers interested in the information a very valuable service and certainly earned her paycheck. To win a writing contest in a very competitive field, though, she'll have to do more than summarize one report and talk to only one source about it. Next time, try focusing on fewer, more specific issues related to the study and build a story with more sources.

Category 42 Commentary or Essay Article

This category was chock full of good writing on some interesting and varied topics. On the whole, the entries also exhibited good organization, building their case to make their point. If I was to single out one overall criticism it's that most of these entries could have been improved with just a final going over to tweak minor problem areas and better reinforce their positions.

First Place
Seedstock EDGE
“Youth View: Avoid Spring Burnout”
by Jennifer Shike

This commentary topic – helping kids involved in livestock activities to prevent burnout – was the softest among all entries. But the piece had all the elements (and exceedingly well done and clean, at that), from first-person anecdotes to Web-based help and a little rah-rah to keep the kids pumped up. With the standing column entitled “Youth View,” the material is clearly targeted at youth and never loses its direction. Wonderfully and clearly written, the author organized this piece into a simple, three-step procedure that's easy to recall and thus easier to practice. They are: choose commitments wisely, get organized and have fun. This is a well-built piece that flowed easily and naturally to its conclusion. I was very impressed. Congratulations.

Second Place
BEEF Magazine
“Fixing The Obesity Problem”
by Joe Roybal

This entry vied strongly for first place but a few things bothered me. It's by far the best-written and organized entry in this category and deals with a meaty topic – obesity – but the

point isn't eminently clear. For just 600 words or so, it employs a lot of sources, documentation and first-person narrative to make the assumed point (though it lacked force) that obesity is a personal-responsibility issue. One aspect that bothered me was the author's mention of “Congress” having passed a bill to shield the food industry from obesity-related lawsuits. Two sentences later, he mentions there's a similar bill in the U.S. Senate. By “Congress,” the author obviously meant the U.S. House Of Representatives, but it was confusing and threw me off track for a bit.

Honorable Mention
High Plains Journal
“Having It Both Ways”
by Holly Martin

This piece opens with a first-person anecdote about how the author (pre-motherhood) occasionally would breakfast on chocolate cake. After the birth of her son, she realized she couldn't continue to eat cake for breakfast while insisting her son to eat oatmeal. She effectively uses that beginning as analogous to what the U.S. cattle industry is asking of its Canadian counterparts. How can U.S. producers expect to regain access to Pacific Rim export markets for beef (eating cake for breakfast) without opening the U.S. border to Canadian exports of live cattle (Canadians get oatmeal)? What a wonderful beginning. Beyond that, I expected the piece to continue to develop along that same line of pointing out the U.S. industry's hypocrisy and untenable position. But it veers to Canadian frustration over the protracted border closure, citing a Canadian producer lawsuit against the U.S. government and Canadian packers' refusal to harvest cattle owned by American cattlemen prolonging the border closure. Overall, a good job but a just little more care in the working of this story would have made the flow and points more clear and earned entry a higher finish.

Honorable Mention
High Plains Journal
“A Field Full Of Rumors”
by Holly Martin

This commentary stays on line from start to finish, warning readers about the dangers to the cattle economy of loose lips spreading unfounded rumors about foreign animal disease outbreaks. The author starts out with lyrics from an old staple “Hee-Haw” song about spreading rumors (by the way, the correct punctuation is “y'all,” not “ya'll”). The commentary then moves into a discussion of when USDA should announce inconclusive animal health tests in order to minimize negative pressure on the cattle markets. In the end, the author argues for full and immediate disclosure by USDA of suspicious cases in order to be fair to everyone in the market.

Iowa Farm Bureau Spokesman
“Rules More Than ‘Moving Money Around’

by Dale Johnson

This article makes a strong and well-written case about the real costs of environmental compliance. The first six paragraphs are dynamite – concise, to the point and leave no question about where this piece is headed. What bothered me beyond that point is the main antagonist, referred to in this piece as an environmentalist “who happens to be a fly fisherman (why does that matter?), isn’t identified. This anonymous person, “whose salary is paid by taxpayers.” is taken to task for penning a letter in the Des Moines Register critical of a Farm Bureau economic analysis of a new law requiring the containment of surface runoff from feed yards. Not mentioning this person’s name, which is obviously in the public record on this issue, hurts this piece, and some of the characterizations come off as cheap shots.

Category 43 4-Color Full Page Ad for a Livestock Sale

Overall This category has excelled at providing the reader with a good amount of information. The winners in this category do it in a concise, clean manner. We were not sold on the borrowed elements some entries brought into their ads. Good photography from the entries was very impressive. There is a concern about the use of multiple type styles and colors used in the ads. Simplicity is what several in this category need to strive for.

First Place

The Cattleman

“At the Ranch (Armitage)”

by Linda Lee

Overall this is a pleasing ad that tells the reader quickly the important information. We especially like the box explaining what is selling. It has great organization. Bringing this photo into Photoshop and reducing the neon of the photo’s green would help its appeal.

Second Place

Charolais Journal

“Genetic Reward Sale”

by Staff

Very clean layout with good emphasis on the important elements. Good use of bullet points. The prominent sale date is beneficial to the reader. Copy is concise and has a clean layout. The yellow and purple are not complimentary colors. Corner

announcement needs punch.

Honorable Mention

Gelbvieh World

“Brand Recognition: TJB Gelbvieh”

by Katie Danneman

This is a very simple, attractive ad. The background works well with the type colors and fonts. Leave out the period in the headline and enlarge the sale name and date. Switching the headline and sale title and date would make this ad much more effective. There needs to be more information for the reader.

California Cattleman Magazine

“Rick Machado Livestock Main Event”

by Kelli Toledo

The main visual is extremely appealing, but the ad is trying to capture too much information for the space allowed. Reduce the number of type colors for simplicity, and reorganize the information so the reader does not have to struggle to find it.

Gelbvieh World

“G.A.I.N. Fall Female Sale”

by Katie Danneman

While the ad has good organization and a good focal point with the heifer, the type, color and gun graphic provide unnecessary clutter. Sale location within the city is missing, and there is an overuse of exclamation points.

California Cattlemen Magazine

“Silveira Bros. ‘Partners for Performance’

Bull Sale”

by Kelli Toledo

Overall the ad is very direct. The layout is a little top heavy, but the copy is clean and straightforward. The melting of the three photos is an interesting concept that is somewhat appealing but odd at the same time. The ad needs a central place for the reader to look at.

Angus Journal

“Beartooth Ranch”

by Doneta Brown and Monica Ford

Kudos for stepping out of the box. The headline would be more powerful with an action headline instead of a question. The borrowed elements have been taken too far in this ad. Show the product and bullet point out the selling points of buying from your ranch. The sale information needs to play a bigger part of the ad.

Angus Journal

“Robert Elliot & Sons”

by Doneta Brown and Monica Ford

The concept of this ad is a good one. The colors used are nice, and the graphic of the chalkboard does its job well. Anyone looking at the ad would remember working math problems on the chalkboard. The impact of this ad is considerably lessened by the extremely text-heavy lower half of the ad, and the mixture of fonts, font sizes and font treatments used. Furthermore, the graphics of the textbooks in the lower half of the ad interfere with the text.

Angus Journal

“Hoff Scotch Cap Angus”

by Rich Masoner and Michael Bush

Nice job on the clipping mask in the title. Overall layout is nice. The flower on the left hand side could have been cropped better.

Second Place

Charolais Journal

“Big Creek Hell’s Angel”

by Staff

This ad looks like it was created by an outside artist who took the common requirements of showing an animal, listing statistics and giving contact information for multiple sources. The use of one font and keeping the treatments simple to differentiate the hierarchy of information is very effective. The only criticism of the ad is that the headline could be more that just the name of the animal and might be more prominent. The use of one color is also very effective. This is a very good ad.

Honorable Mention

Limousin World

“Cowsmopolitan”

by Staff

This is a very clever idea to stand out in the magazine, showcase females, nice image with good lighting and good breed characteristics. This is also a very effective format to communicate bullet points without using the format of bullet points. The temptation to put actual animal information was resisted with the “phone us” copy. The main criticism of this ad is the use of a strong urban female magazine as the creative. It is our belief this would not resonate with the older rural male demographic that is the audience.

Honorable Mention

Charolais Journal

“CF Downtown 320N”

by Staff

This is good creative that is a departure from the usual format of ads in the breed magazines. It makes good use of a limited number of fonts and font treatments. It also incorporates the animal statistics nicely (I am sure this was a requirement that had to be met for the customer). The background of the city illustration also stands out for the magazine; it also shows that you don’t have to take up the whole page with your bull photo. However, there could have been considerably more detail work done in Photoshop to place the bull in the environment more creatively.

Honorable Mention

Gelbvieh World

“Johnson Cattle Company”

by Katie Danneman and Lori Maude

This ad uses simplicity to be very effective. It has one thought, limited copy and good use of an image to communicate the thought. Even the contact information is kept to a minimum. Everything a person needs is still there. It is a little obvious

Category 44

4-Color Full Page Ad for a Ranch or Farm

There was a broad diversity of approaches for the ads in this category. They all are attempting to communicate the same information, but many are more effective than others. Color, font and basic layout are critical to effective communications. Several of the ads in this area contain too much information for the average five-second chance to grab someone’s attention. Much of this information should be reserved for the classified ad section or posted on the breeder’s Web site.

The best formula for this category would be good use of white space (or whatever background), use of a single font and limit treatments of text, condensing copy and selling points to avoid the classified ad look and develop a strong visual to stand out from the rest in the publication.

First Place

Limousin World

“Since 1881”

by Staff

This was picked as the winner from the category for several reasons. Primarily, the strong compelling image. The image does the job of catching attention and showing the heritage of the Millersberg family in the ranching business. It portrays them as a leader who has survived since 1906 (or before) in the business. With minimal copy, the simple design communicates the message effectively.

that this is two photos merged. The image is pretty but not too innovative. It is different from just another side view bull shot, but it is still livestock standing out in a field. The headline is a little long. It might have read better with a little editing.

Honorable Mention

Limousin World

“Simple as ABC”

by Staff

This ad has some creativity by showing an idea besides animals standing in a field or a usual side view of a bull. It also uses white space and resists the temptation to put a bunch of animal statistics in to take up space. The colors and fonts are simple. There isn't too much extra information in the ad. The main criticism is that it is not a very original idea or image. Very commonly used in multiple industries.

Hereford Publications, Inc.

“Opportunity Awaits...”

by Staff

If this ad is trying to communicate that embryo transfer progeny will soon be available, it is not very clear. It reads from first glance that the actual animals pictured are for sale. The reader has to read through the statistics to realize this point. The colors stand out well; it is a visually attractive ad but doesn't do a clear job of communicating the message. The font usage is a little cluttered but not the worst by far.

Hereford Publications, Inc.

“Deal Your Herd...A Winning Hand”

by Staff

The border of this ad almost adds too much busyness. It might have been more effective to have had a single border that wasn't a multi color pattern. The headline should have been more prominent at the top with the name of the bull down below. The cards are neat and relate to the image of Maverick from the old TV show. The text of the ad listing the statistics is way too small. Most 55 plus year old cattlemen will not be able to read this. It would have been better to make the bull image smaller and that text larger.

Hereford Publications, Inc.

“It's All About Shape”

by Staff

The thought of the superior shape of the herd bulls is not clear. The yellow shaped circles have no connection with the headline. It might have been more effective to have a subhead that further explains the thought. There seems to be a lot of faith on the part of the designer that people will understand this. Further explanation is required. Although Mead probably requested it they should not be listed twice. It is redundant and takes up too much space. The reality behind all contact listings is that all is

needed is a name, phone number and Web site. No one writes letters anymore to correspond on this type of purchase.

California Cattleman Magazine

“Conquering a Mountain”

by Kelli Toledo and Matt Macfarlane

The attractive visual does separate this ad from most others in the publication. The message of the award-winning animal comes through clear. The photo is obviously two images merged. The difference in lighting is dramatic and looks obvious to the trained eye. The copy is too long. Although the story behind most business owners operation is interesting and important to them, it is irrelevant to the majority of readers. The gist of this ad could also be interpreted that it took the Adams family 113 years to finally get it right.

California Cattleman Magazine

“Irons in the Fire”

by Kelli Toledo and Matt Macfarlane

The presence of too much copy in this ad overshadows the impact of the image. The copy is too hard to read being reversed from the image. The idea of “making your life easier” needs to be clearer. The thought that Broken Arrow will do this and give you a bonus is \$100 is very hard to understand.

California Cattleman Magazine

“Grandstand”

by Kelli Toledo

This ad is a prime example of trying to make each thought in the ad stand out on its own. By using all the different fonts and font treatments, it loses the attention of the reader to the entire message. The name of the bull and the headline have a lot of potential to develop some sort of creative that could tie into sports for example. The colors also allow for too much dark registration. If the magazine printer gets slightly dark on the printing it will make this extremely hard to read.

Texas Longhorn Trails

“Feisty Fannie Clone Scrapbook”

by Carolyn Hunter and Laura Standley

The main issue with this ad is the photo quality is poor. Cropping should be done better also. Especially the photo with the animals lying in the field. The photos are not complimentary to the physique of the animals. Some of the duplicate shots of similar looking animals don't need to be used. With no copy written, it is a little hard to understand this is a chronological story of the same animals. At first glance, it looks like several different animals from the operation. The chart should have some color and further explanation. A chart title and some copy would be more effective.

Category 45 4-Color Full Page Ad for a Livestock Supplier, Service, Assn.

We saw a wide range of creative approaches in this category. Some approaches fit well with the audience, but others need to take a step back and look at their audience's needs. More attention needs to be placed on consistency in type style, readability — fewer drop shadows and reverse type — and stronger copy. There are three obvious ads we would be proud to run and several that are a few elements away from greatness.

First Place

Limousin World

“Need Better Reception?”

By Staff

Very creative ad that brings a smile to our face. The photo helped achieve the goal in a very humorous way the reader surely could relate with. Using all upper case would have strengthened the headline. Take the question out of the headline and replace with a positive, action headline, “Get better reception.”

Second Place

California Cattleman Magazine

“California Charolais Breeders”

by Kelli Toledo and Matt Macfarlane

This is a very well designed and contains wonderful graphic elements that support the objective. The headline is very well written, but the ad is trying to create a demand for Charolais crossbreds and would be strong with photos of those. The bullet points are concise and help support the claim, but it would be easier to read without the drop shadow. No need to add unnecessary copy, “Chose California Charolais.”

Honorable Mention

Seedstock EDGE

“Purina Mills: The Winning Formula”

by Muzinat Amy Azeez

We like the concept for the ad. It is easy to read. The chalk board is a great way to convey the formula concept; however, we suggest moving the two products' descriptions and graphics to the bottom white space. Reduce the logo size, as well.

Honorable Mention

Limousin World

“Make Gift Giving Easy”

by Staff

This direct ad certainly broke through the rest of the ads in the publication. The message was very easy to read, but didn't tell

the reader why they need to send Limousin World to others. We recommend no upper and lower case on headlines. Additionally, the headline's period needs to go.

California Cattleman Magazine

**“Producers Livestock Marketing Association
- Calendar”**

by Kelli Toledo

Overall the ad is clean and has good composition. The background photo lends well to the copy type and color. Explain what the ad is about; if it is a calendar of events, then say so. Bullet points would help with the three events listed so they don't seem like running copy.

Oklahoma Pork Council (Pork Pages)

“Caring for Our Rich Land and Heritage”

by Nikki Snider and Shannon Borders

The photo has a nice feel to it. We liked the green grass, clean water and blue sky. However, the type is difficult to read. Since the ad is talking about pork producers, actual photos of the producers would help connect the consumer to the producer. Adding a drop-in background behind the paragraph would make it easier to read.

Oklahoma Pork Council (Pork Pages)

“Oklahoma Environmental Stewards 2005”

by Nikki Snider and Shannon Borders

This ad is one step away from being a great ad. It needs to have a payoff for the consumer. How does the producer's work benefit the consumer? We loved the producer photo, but we feel it should be the main focus of the ad. Again, be careful with color of copy for readability.

American Red Angus Magazine

“Golden Opportunity”

by Kevin LeMaster

Nice job showing what the product is you are trying to sell. The headline does not entice the reader to purchase the book. In fact, the first line of the Ritchie testimonial would have been very attention getting. The additional three testimonials are unnecessary. Simply using Ritchie's testimonial would have strengthened and simplified the ad.

Cutting Horse Chatter

“Looking for a Piece of the Action?”

by Mindy Young

The graphic is very engaging, but it doesn't follow through as to why the publication is a part of the puzzle. Use action headlines, not a question headline, to strengthen reader response. Show the publication cover.

Pork Pages

“Enjoy Pork for Breakfast, Lunch, and Dinner”

by Shannon Borders

The ad is nice and clean. Great lunch and dinner photos to show off your product. However, the breakfast shot is poor. Have photography that shows off the product. We question whether this is the right ad for the audience. How many consumers read Port Progress calendar?

The Cattleman

“Beef Cattle for Today’s Cattlemen”

by Linda Lee

While we think there are more photos than necessary, the photos chosen were crisp and sharp. The ad would benefit from having a central focus. The copy on this ad is not organized well. Keep the type style consistent and work on incorrect capitalization. There is no call to action with this ad.

Seedstock EDGE

“Show Rite: Runnin’ With the Big Dogs”

by Ray Ortensie

The ad is a stretch. Bringing in unrelated elements do not help you achieve your objective. Showing the actual product more clearly would help. The ad needs a call to action for the reader.

Limousin World

“Creative Marketing”

by Staff

The ad is very clean and striking, but it does not deliver. It is unclear if the graphic is what you do or what you don’t do. Explain your services so the readers will want to dial the phone immediate for your services. Highlight the phone number.

Angus Journal

“Angus Beef Bulletin”

by Rich Masoner and Michael Bush

The ad provides a lot of good solid information. The type style needs to be more consistent for readability. What is the Angus Beef Bulletin? Using the publication as a graphic would be beneficial for reader to understand what your objective is. The white paragraph copy on the photo is unnecessary. The deadline chart is well designed and organized, but the ad prices do not warrant a starburst.

Cutting Horse Chatter

“Nominate Now”

by Casceil McRae

Overall, the ad is busy and somewhat difficult to read and understand. However, you did tell people what the ad is

about well. The starburst worked well. Incorrect grammar and capitalization are a disappointment. The bullet-pointed information is too wordy and should not be italicized.

Category 46

4 Color Less Than Full Page

This category has the challenge of trying to communicate too much information. Many breeders want to include a full page of information into less than half a page (often for cost reasons).

The usage of the other visuals besides animals and statistics help ads stand out in this category. Illustration and creative clip art can be very powerful in this setting.

First Place -

Limousin World

“Just Black”

by Staff

This ad does a great job of getting the reader’s attention with the simple uncluttered visual of the coffee cup. It easily communicates the fact that their herd is just black. The reversed type is readable and not too cluttered. The background adds texture without being “busy.” Stereotypical cattlemen drink coffee so this was a good image to choose.

Second Place

The Cattleman

“Need Help With Your Insurance Programs?”

by Jerri McDonald and Linda Lee

The color combination is very unique for this magazine environment without being tacky. The illustration communicates the many different services offered by the TSCRA. It would have been impossible to include all these products in a headline. The illustration does a good job of this. Contact info is also easy to find. Only suggestion is to delete one of the logos and put the services into two columns and spread them out.

Honorable Mention

American Red Angus Magazine

“What’s Your Idea of the Perfect Female?”

by Julie Morton and Kevin LeMaster

This ad breaks through the typical type of creative in the livestock magazines by using a retro style illustration of the woman’s face. The simple use of the green background also is

good. There are too many fonts going on trying to communicate too many individual thoughts. The livestock picture could be taken off since it is so small and really doesn't add much information. Overall the ad has the right amount of information for the ad size. Not too crowded.

Gelbvieh World

"M&P Gelbvieh: The Rise of Pegasus"

by Katie Danneman

This ad doesn't immediately communicate the message that he is for sale. It would have been more effective to have this referred to in a subhead to make that immediately clear. It is good to only feature one animal in this space. The statistical information listed is done well in the small amount of space. Not too much info crammed in there.

California Cattleman Magazine

"Producers Livestock Marketing Association, Okdale"

by Kelli Toledo

This ad does a reasonable job of using the same font and image to create a Western feel. It is arranged well to communicate the information necessary. It clearly states one organization is having three sales. This unfortunately falls into the category of another ad with facts and animal photos. Good job of communicating the information but not award winning.

California Cattleman Magazine

"Nyland Herefords"

by Kelli Toledo and Matt Macfarlane

This ad would be more effective by having one photo. The second photo showing animals that small doesn't show anything really useful. This photo crowds the copy. The border is good and the main image is strong. If the second photo was deleted the copy could be drawn out more. The headline could be stronger with some more specific features.

The Florida Cattleman & Livestock Journal

"Nothing Looks Better"

by Barbara S. Starcher

One advantage of this ad is the simplicity and uncluttered. In a limited space it is better to quit while you are ahead. It would be more effective to specify the breed on this ranch. They look like Brangus but we are not sure. Contact information for the city would be helpful. No need for more than the town, phone number and e-mail.

Hereford Publications, Inc.

"Grass Roots 1"

by Staff

This does an average job of communicating the information.

The date is listed but not specified that it is on the ranch in Caledonia, MS. For this limited space one animal photos and information would be more effective. With additional room the other animals for sale and featured attractions could be better highlighted in larger type. Agriculture since 1860 is a great selling point that might be emphasized more near the farm name.

Charolais Journal

"High Prairie Farms"

by Staff

This does a good job of specifying the new date and time at the farm in Fair Grove, Missouri. Colors stand out and look attractive. The listing of animals for sale is not too cluttered but still communicates what is available. Overall ad is somewhat busy but manageable. The creative does a reasonable job of communicating the basic information of a sale and animals included.

California Cattleman Magazine"

"Central California 'World of Bulls' Sale"

by Kelli Toledo

This ad is too text heavy. It would be heard to shoehorn any more text in the ad. The globe illustrates the World of Bulls but the arrow doesn't narrow much down since this is already in a California magazine. The font choice is okay just too much and too large. The information could be narrowed down some.

Category 47

2- or 3-Color Full Page Ad for a Livestock Sale

Overall, this was an easy category to judge as we had one outstanding entrant win. We realize this is a difficult category to enter because the information that needs to be presented is very straightforward and doesn't leave a lot of room for creativity. The winning ad won because creativity wasn't forced and the message was communicated and met the objectives set forth.

First Place

Kansas Stockman

"Judd Ranch"

by Tammy Houk

Good ad. The colors contrast well. Reading the objectives cast doubt about whether this was too much to pull off, but it was done effectively. The information presented is pertinent to the audience. The photo shows a bull in its natural form and not



overly dressed up. It speaks to the reader. Visually, the ad was very balanced.

Second Place

Gelbvieh World

“Danell Diamond Six Ranch”

by Katie Danneman

Creative use of color and photography. The ad is likely to stop a reader in the magazine through the use of the color. The Manager’s Note and the message about “Expect A Lot of Bull” create confusion about the overall message. Is it a dispersal sale or isn’t it? Is it a female sale, or should we expect bulls to sell as well? State the information clearly and if it’s not pertinent, don’t state it.

California Cattleman Magazine

“Tehama Angus Ranch”

by Kelli Toledo

The objective is met, but not effectively. The eye is drawn naturally to the middle of the page, but there is nothing in the main copy to make it known that the sale now includes a new partner. If the objective of presenting a new sale partner had not been mentioned, I would not have gotten that from the ad. There is no attention-getter in this ad.

California Cattleman Magazine

“Rogue River Ranch”

by Kelli Toledo and Maureen Thomas

The objective states that the pictures are intended to draw the reader into the ad to get details about a multi-breed sale. However, this is a difficult objective to meet with black and white photos at the bottom of the page. The type in the photos gets lost and the rest of the ad becomes very busy.

Limousin World

“Kansas Fall Roundup”

by Staff

This is very effective. It stops the reader and draws them into the ad. The flow of the information is good. It states the key information in a clear manner. We cannot place this in the category though because it is a four-color ad.

Category 48

2- or 3-Color Full Page Ad for Ranch or Farm

This category in general has the tendency to use the same type side shot bull photography that everyone uses. It is hard to do but the best formula for standing out is to have some sort of “creative idea” behind an ad besides just showing animal shots and listing contact information, etc.

First Place -

Gelbvieh World

“Cedar Top Ranch”

by Katie Danneman

This ad does a great job of breaking out of the clutter of usual animal shots with statistics and contact address. It has a creative idea to communicate the last 30 years of doing one thing great. The copy is very good. It focuses on the message without too much fluff. It gets close to using too many fonts but stays in the safe zone. Very good ad in this category.

California Cattleman Magazine

“Five Star Land & Livestock”

by Kelli Toledo and Matt Macfarlane

This ad attempts to use some different color and type treatments to make it stand out in the publication. But beyond that it is really just listing animal statistics and sale dates, etc. I realize that most ads done like this are done from a direct order from the customer who only provides them limited information. So this is not a critique of blame, just recognizing that ads only listing information without a creative position theme are difficult to award.

California Cattleman Magazine

“Nyland Registered Herefords”

by Kelli Toledo and Matt Macfarlane

This ad utilizes two-color well. It does the job of giving the Nyland Hereford bulls some attributes beyond just listing the sale dates, etc. There is not much room to breathe between the copy and images. It is a reasonable solution for a cattle sale but puts itself back in the category of being like most other ads with animal shots and dates.

Category 50

2- or 3- Color Less Than Full Page Ad for a Livestock Sale

It is a little difficult to critique this category with only one entry. Generally these types of ads are very cluttered with too much information and not much creativity. But due to the classified ad nature of this category it is difficult to break away from this pattern.

Honorable Mention

California Cattleman Magazine
“Templeton Livestock Market’s Tri-Counties Bull Sale”
by Kelli Toledo

The ad is too cluttered. There is almost no space in between the images and text. It could have been just as effective to show two bulls. It would have taken less space and still communicated multiple breeds at the sale. There are too many font changes in the ad attempting to communicate different thoughts. If the big selling point for the sale is the fact that it is “Offering the West’s Best 80 Bulls” that should be the headline with the sale name and location below.

Category 51 2- or 3-Color Less Than Full Page Ad for a Ranch or Farm

This category obviously has limited creative capacity because of the constraints to work with 2-3 color and less than half page. The goal of such limited space should be to communicate the message quickly and as effectively as possible. The entries both seem to work well toward this goal while attempting to stand out from others.

Honorable Mention

Limousin World
“Congratulations Texas Juniors”
by Staff

This ad utilizes the limited color and space very well. The recognition of the juniors is a legitimate way to draw attention to the Council family that it deserves. Use of the Texas flag is moderately creative and also makes the ad stand out better with color.

California Cattleman Magazine
“Salt Creek Ranch”

by Kelli Toledo and Bob Macfarlane

This ad is obviously very simple as the objective says. However, unless Salt Creek Ranch is the only source for Romagnola bulls, it gives no other compelling reason to purchase from them. If they are the only source, then it should have some sort of copy to explain why this breed is a better choice. It would be hard to drive action from an ad that only informs the reader

that something is available. Unless you have a rare product that people are beating down your door to get.

Category 52 2- or 3-Color Less Than Full Page Ad for a Livestock Supplier, Service, Assn.

Overall our entries in this category have a lot of information for the small space. As a designer, when you face this problem, it becomes more important to figure out what the most essential information is for your reader. Design wise, the entries did a good job; however, readability is an issue in all the ads. We found too many type styles, colors and size that make it difficult for the reader.

Honorable Mention

Limousin World
“Canada... Where It Happens!”
by Staff

Canada is where it happens Superb connection with Canada and the maple leaf. You had good use of color and type. The layout is good, but the schedule of events is too small to read. It is not readily apparent that it is a Limousin sale.

California Cattleman Magazine
“California - Nevada Hereford Association”
by Kelli Toledo and Bob Macfarlane

The photo is a good attention grabber but would be stronger if it was flipped. Too many type styles distract your readers. The copy is complete and simple. We would recommend deleting “presenting the” and center the association name. Good organization to help the reader.

California Cattleman Magazine
“Escalon Livestock Market”
by Kelli Toledo

Sometimes designers are challenged with too much information for the space that they are allowed. This is one of those situations. The design and feel of the ad is good. The color chosen separates you out from other ads in the publication; however, the orange color demands less copy for readability. The company name twice at that size is wasting space.

Category 53 1-Color Full-Page Livestock Ad

This is a very difficult category for the entrants because of the limitations from the black and white format. Overall, the entries were very good and effectively communicated the objectives outlined on the entry forms. As with many of the ads in the competition, some of these entries tried to say too much, or the same message could have been conveyed with half the words.

First Place *Charolais Journal* **“Raindancer Syndicate”** *by Staff*

Good ad. It draws in the reader and tells the pertinent information. The key selling points are there, along with the EPD data to back it up. The photography usage is outstanding and will stop the reader.

Second Place *Angus Journal* **“Dalebanks Angus”** *by Michael Bush*

The photo placement caught the attention of the reader right away and led the reader through the ad. I wanted to read more and see the information in the ad. The ad makes very effective use of the black and white presentation. The shading of the background breaks up the page, but it doesn't become distracting.

Honorable Mention *Cutting Horse Chatter* **“It's Your World”** *by Casceil McRae*

Visually, it's a very good ad. The flow of the information is good and it is balanced. It goes wrong when you get into the testimonials. There is too much there and there is really no possible way somebody is going to read all those comments. You could have done a more effective ad by cutting some of the comments.

Kansas Stockman **“Bar S Ranch”** *by Tammy Houk*

The good use of photography should stop the reader. It just seems like you're trying to say too much and do too much with the ad. There is a lot of copy here, and two different messages. The copy also doesn't pay off the tagline because it is written at the reader instead of for the reader.

Gelbvieh World **“Brown Gelbvieh Ranch”** *by Katie Danneman*

The reader is immediately drawn to the fact that the picture does not represent what the ad is promoting. The quotes are text heavy and should have been trimmed. Nice use of text treatment in the title to mirror the ranch's logo.

Category 54 1-Color Less Than Full Page Livestock Ad

Overall category is not well represented by the design. Black and white puts more demand on copy content and image quality to draw attention to break out of the clutter. Within this category the elements of good design are seldom used. It becomes more of a contest of how much copy and images can we cram into the limited space.

First Place *Limousin World* **“Monopolize”** *by Staff*

This ad does a good job of creating a cool visual that draws attention. You don't see a monopoly board image in a livestock magazine very often. It is a bit busy with the images on the game board but the stopping power makes it worthwhile. The copy is a little heavy with all the content and statistics. However using the same font for most of the copy makes it better. Good job for what you had to work with in this space.

Honorable Mention *Gelbvieh World* **“One Like the Other: Golden Image Partnership”** *by Katie Danneman*

This is a good ad that has a reasonable amount of copy that gets to the point. The image and headline go well together and the both are singly dominant. The only issue with this ad (and it is a big one) is the logo being placed right on the cows head. If the logo was placed on one side or the other of the layout this would have improved the aesthetic value tremendously.

Honorable Mention *The Cattleman* **“J.D. Hudgins, Inc.”** *by Juston Stelzer and Linda Lee*

This ad does a good job with educating the reader. The image is nice. The headline should be larger and more prominent. The pieces are here but they could be rearranged slightly to be more effective. There are too many fonts going on here. Typically this is done to communicate each thought individually but it doesn't read well and can be confusing.

Limousin World **“Winning Tradition”** *by Staff*

This ad has a nice simple professional look but it is too much information crammed into this space. One animal example would have been sufficient and then the rest could breathe. Too many font choices try to separate the thoughts. This could be accomplished better by removing one of the animals and making more space to spread out the copy.

California Cattleman Magazine
“Western Stockman’s Market”
by Kelli Toledo

This photo is applicable to illustrate cattle in the sale area. The text heavy bottom has way too many font changes. The text area fills every available inch of space. It probably isn’t necessary to have 6 different phone numbers for contact. The main number for consignment is the same as the office. If the client insists on having all this content then it would be better to counsel them to purchase more ad space.

California Cattleman Magazine
“Tulare Sales Yard”
by Kelli Toledo

The main issue with this ad is too many competing graphics. One photo should be a dominant graphic in this small of an ad space. There is a lot of font changes and font treatment. There is only one phone number and the dates are clearly listed but the multiple images really take away from the power of the ad.

California Cattleman Magazine
“Daley Ranch”
by Kelli Toledo

This ad is too much in too little space. Every square inch of space is cram packed. With this many different thoughts and fonts going on it is too confusing for the reader. It would be impossible to pull a single dominant message from this ad.

The Cattleman
“Wes-Tex Feedyards”
by Anita Braddock and Linda Lee

This ad is clear and to the point but it would probably have been more effective to run this information in a classified ad. There isn’t much information here that would not be better communicated in that medium.

Category 55

Livestock Advertiser Campaign

Overall this category would be hard to creatively continue to announce sales over and over again. It is difficult to break away from the shots of animals and statistics. Something more appealing visually with out too much copy is the ideal candidate.

First Place
California Cattleman Magazine
“Producer’s Livestock, Oakdale Branch”
by Kelli Toledo

This series is a bit cluttered with too much copy. The copy is incorporated well with the photos and the images would appeal to the target audience. The font usage changes almost too many times but still keeps the western feel. The series has a good continuity between the ads. They do a good job of communicating information.

Texas Longhorn Trails
“www.endoftrailranch.com”
by Jim Curry and Laura Standley

The simplistic approach here is very admirable. However the image of a city/suburban landscape contrasts with the cattle buying target audience. If the objective is to sell the particular bull it is confusing that there are two different animals being shown. The end of the trail is not a bad concept if it has the right image.

Category 56

Livestock Ad Layout

The overall category was full of ads that grabbed the attention of the readers. The ads that placed down in the category were somewhat over designed with too many elements. The ads that rose to the top were cleaner in their look and designed in a way that the information was presented, but not crammed into the available space.

First Place
Charolais Journal
“Dismukes Ranches”
by Staff

This is a far different approach to many of the ads we have seen. This ad does an effective job of grabbing the reader’s attention and leading the eyes through the page. The type face on the headline is a little difficult to read, but overall the ad layout is very good and effective.

Second Place

Charolais Journal

“Raindancer Syndicate”

by Staff

The ad grabs the reader’s attention with its clean look and easy flow of the ad. The ad did not place higher because the colors are drab. The ad was more effective as a black and white ad.

Honorable Mention

Gelbvieh World

“Betzelberger Gelbvieh”

by Katie Danneman

Nothing terribly outstanding about this ad. It’s a straightforward ad, but it will stop the reader with the black background and the contrast of the individual photos.

California Cattleman Magazine

“Rick Machado Livestock”

by Kelli Toledo, Wendy Hall, and Faye Baker

Seems to be too much going on in this ad. There are several different uses of type face, and there is too much information crammed into this ad. The photo does grab the reader’s attention, but is quickly driven away by the many visual components.

California Cattleman Magazine

“Western Stockman’s Market - Famoso”

by Kelli Toledo and Matt Macfarlane

The copy is difficult to read. The TAMOS WSM in the middle of the photo gets very lost and doesn’t make sense. The simplicity of the photos is nice.

First Place

Gelbvieh World

“Want a Hot Date?”

by Katie Danneman

This entry grabs the attention of the reader quickly and makes me want to read more. I would suggest paying off the headline more quickly and get to the point of selling the individual calendar dates earlier on in the copy. However, the purpose of the headline is to draw the reader into the copy and get them interested in learning more. This accomplishes that goal.

Second Place

California Cattleman Magazine

“Red Bluff Bull Sale”

by Kelli Toledo

This headline fits nicely with the objectives and summarizes the benefits the participants would receive by attending the show and sale. The color use in the headline is good, but the headline does get lost somewhat in a very busy advertisement.

Category 58

Multiple Page Livestock Ad

The overall category was not overly impressive. More impact can be made in many of the multiple page ads condensing the information. The four-page ads for example can be trimmed to 2-page spreads by eliminating superfluous information. Extra photos that are put into these ads can be added to the catalog and readers can be directed to the catalog in the ad copy.

First Place

Seedstock EDGE

“The Lords of the Ring”

by Ray Ortensie

This is a good play on words with the headline. The ad lets the photography speak for itself and tell the story without trying to cram superfluous information into the ad copy itself. The photos are clear and concise and are laid out in a manner that draws the reader to the center of the page and holds their attention. If we were to mark it down, it would be for the hard-to-read typeface on the individual boar names.

Category 57

Livestock Ad Headline

The purpose of this category is to judge the effectiveness of a headline, but to do this effectively you must examine how the headline fits into the overall ad. Both entries in this category met the outlined objectives on the entry form. Overall, these are both very effective headlines and they draw the reader into the rest of the advertisement. The winning entry clearly stands out because it is unique.

Publication/Service Combined

Second Place
Limousin World
“Wulf Limousin Farms”
by Staff

This ad’s photography shows the various components of the operation in a concise straightforward manner. The color schemes of the ad incorporate nicely with the color of the company logo. The copy is straightforward and complements the visual aspects very well.

Honorable Mention
Hereford Publications, Inc.
“An Affair to Remember”
by Staff

Creative use of visual elements and wording. This is an ad that will certainly stand out in a livestock publication. The flow of the ad moves through the two pages very nicely. All the elements add up to a very classy ad. The picture frames are too ornate and makes for a very busy ad with a message that is easily lost.

Gelbvieh World
“Eagle Pass Ranch”
by Katie Danneman

This is an ad that is not bad, but it’s not overwhelming. Like so many of these types of ads, there is too much information being forced into the ad. There are too many pictures showing the individual lots that it becomes somewhat boring for the reader. This ad would be better served as a two-page spread.

Hereford Publications, Inc.
“Thank You From Holden Herefords”
by Staff

The information in this ad is good, but it is easily lost in the overdone background. The background distracts from the key message. The photo placements take the reader away from the page, rather than into the page.

Honorable Mention
Seedstock EDGE
“Reach Your Potential”
by Dawson Vincent

Overall this entry has a clean, well-organized feel to it. Each section is well labeled and broken up with the use of photos and design. The membership application included in the brochure design is great and makes it easier for the reader to join your association. Our issue with this entry is its lack of appeal to the audience — youth.

Cutting Horse Chatter
“NYCHA - National Youth Cutting Horse Association”
by Mindy Young

This entry contains good information for the reader. However, the design is too copy heavy and lacks variety in design. The great photos in this entry run together due to the design. To make this a great brochure, we suggest lightening up the copy, organizing the information better and changing the design to appeal to youth.

Category 59

Brochures, Flyers & Direct Mail Pieces

Overall the entries in this category provided readers, who are potential members to their organizations, with much information about their organizations. Each entry used good photos to aid in introducing their association. Both entries were youth targeted; however, neither entry had a “youth-friendly” design appeal. Audience should be considered when drafting the copy and choosing designs.

Category 60

Special Projects

This is a difficult category to judge because it includes so many different types of entries. Essentially, this is a category for entries that really don’t fit anywhere else. Because of this, clearly identifying the objectives of the entry is important and we judged the category based on that, along with the needs of the industry for this kind of information. Overall, the entries were strong and effective in their communication. The winning entry rose to the top because it did the best overall job of meeting the objectives outlined and fulfilling a need for the market.

First Place
Limousin World
“Express Ranches Sire Directory”
by Mike Morkes and Mary Quigley

This entry accomplishes the goal of conciseness. There is a tremendous amount of useful information in the advertisement, without going overboard. Key production information is included, and it makes an interested reader want to learn more. There is just enough information that should generate a substantial amount of sales leads. The use of two colors makes the ad easy to read, but it does not become distracting.

Publication/Service Combined

Second Place

High Plains Journal

“2005 Cattle Industry Annual Convention & Trade Show”

by Holly Martin, Doug Rich, and Luke Waldron

Looking at the cover it appears that the piece is a pre-convention issue, which probably would have been a better use of the space. Tell the readers what the key issues are and why the convention is important. Good concise summary of the events at the NCBA convention. This piece places all the information in a package that readers who did not attend the convention can refer to for the happenings in the industry. The look is clean and the layout is effective. The major concern we have is why this was done other than for advertising money. The information presented is useful to the readers of the publication, but the information should have been presented in a normal issue.

Pork Pages

“2005 Pork Progress Calendar”

by Shannon Borders

You must decide if this is a consumer-focused or producer-focused piece. As a result of a less-than-clear focus, the message becomes lost for both audiences. The back page ad would probably not draw a reader into the calendar to learn more about recipes. It says nothing about recipes being available, nor do the photos do a good job of showing the diversity of pork. The poor picture quality doesn't do anything to help either.

Second Place

Homestead Graphics

“Mystic Hill Farms - Genetic Showcase Sale”
by Gail Lombardino

Beautiful cover! Inside is very clean with readable fonts. EPD pull-out boxes are easy to interpret. Photos are very clean; great photography. Could use just a little more white space for note-taking purposes.

Honorable Mention

Limousin World

“Carrousel Genetic Enhancement Catalog”
by Mike Morkes and Mary Quigley

Great idea putting gender symbols behind the logo! Very clean cover. Intro page with letter is clean and professional. Color scheme is warm and inviting, making you want to turn to the next page. Inside pages with sale lots are clean with plenty of room for note-taking. Pictures are high-quality and above average. Names on each sale lot in maroon command your attention. EPD boxes are very legible and draw the eye. Back cover is awkward and doesn't flow with the rest of the piece.

Honorable Mention

The Cowboy Connection

“Gilbreath Enterprises XX Bar G 6th Annual Production Sale”
by Lisa Bryant

Very clean cover with excellent picture and logo quality. Paper quality and font usage are very professional. EPD grids are easy to read and having an EPD definition page is a great idea for the first-time buyer. Gray-scale photos are of excellent quality with detail unsurpassed. Even though the font choice was good, some of the text is very small for buyers to read.

Honorable Mention

Charolais Journal

“Houston Sale of Sales”
by Staff

Excellent use of two-color, much more effective than some with a full-color budget. Marble background is very subtle but attractive and uses the space very effectively. The green pops, but does not take away from the quality photography. This is the perfect example of “less is more.” Sire and EPD fonts are too small when there is available space to make it bigger.

Charolais Journal

“National Sale”
by Staff

Cover focuses more on Denver and the mountains than the

Category 61 Sale Catalogs

There seemed to be two tiers of design level. The first was very clean, user friendly and well thought out. The second was busy, overwhelming, and disconnected.

First Place

Texas Longhorn Trails

“The Texas Longhorn Legacy Sale”

by Laura Standley and Carolyn Hunter

Very effective and classy use of color scheme to match the black tie event. Obviously had a large budget, but used it very effectively in terms of space, color, and organization. This is a very professional piece that showcases each consignor's sale cattle.

Publication/Service Combined

cattle that should be showcased. Slate blue color is very subtle, but classy. Body fonts are clean, but lot names blend into the background. EPDs are hard to follow without classifications on them (first time buyers wouldn't be able to interpret). Plenty of room for buyer notes to be made.

Angus Journal ***“Premium Gold Angus Seedstock Sale”*** ***by Susan Bomar***

Cover has nice color scheme, but is a little too busy with pictures and different font families. Black ribbon tied to the pages is a very effective use of logo theme throughout. Pages 4 and 5 are a great showcase! Photography throughout is high-quality and very professional. Although the script font on the lot names is fun, it tends to be a little harder to read. Screen in the back of the pages is too dark making it harder to read. Color scheme is a great choice to also tie in the logo theme.

The Cowboy Connection ***“Roll With Us - Gamble Angus Farm”*** ***by Lisa Bryant***

Great use of size; very practical for buyer to put in their pockets. Nice picture pullouts, slightly on an angle. Like the dice idea, but don't necessarily see the Monopoly connection. Fonts are clean and legible. Cover is overwhelming and the farm name is hard to pick out.

Hereford Publications, Inc. ***“Upstream Ranch Commercial Cattleman's Bull Sale”*** ***by Staff***

Nice font choice on cover and the overall cover design is clean, but does not carry the stream idea very well through out the publication. Some of the white on the heads have the color blown out, while others are very well done. Spacing is well done through page 4, but then gets very tight. Blue is overbearing and takes away from the showcased pictures. EPD pull-outs are very clean and easy to read. At the top of each page the lot names get lost in the stream design.

The Cowboy Connection ***“Mid Continent Farms Top Cut Female Sale”*** ***by Lisa Bryant***

Cover is overly busy with poor color quality. Green on front inside and back inside covers is overbearing and takes away from the main focus. Inside pages are designed effectively and to the point, but the MCF screen behind each lot is too much. Italics should be used sparingly. Photo quality is very clean with high resolution and displays the animal to its potential. Personal touch with Connor on page with lot 74-76 is a nice addition. Showcase page pages with the herd sire prospects are nicely done, great layout and font.

Hereford Publications, Inc. ***“Spencer Herefords Fall Classic”*** ***by Staff***

Great font to showcase 'Spencer Herefords.' Font selection throughout was nice, but had a tendency to get too small. Easy lot identification. Screen in the background is too dark and some of the pictures are a little dark, although they are good quality. Objective was to differentiate male from female sale, but not enough distinction was made. Too much trying to be done with one publication with horses being included; separate horse flyer would make more sense. Blue cover is overbearing and some white in the photos is blown out.

Hereford Publications, Inc. ***“Debter Hereford Farm Unique Opportunity Female Sale”*** ***by Staff***

Photo treatment on cover is very unique and stands out. Logo is low-resolution, which should be the most important part of the cover. The color scheme is odd and draws attention away from what the main focus should be. Fonts are unique and easily read. Overall layout is nice, but a little too tight to make any notes. Yellow in the background is too bright, hard on the reader's eyes. Photo quality is good.

Showboat Graphics Co. ***“Lucas Cattle Co. First Annual Production Sale”*** ***by Rebecca Terry***

Cover looks more like a direct mail piece rather than a sale catalog. Colors in the background draw attention away from the showcased animals. This illustrates a poor use of a four-color budget. Inside pages have a nice layout with photos for each lot. EPD boxes are easy to read, but the classifications would be easier to read if white on black instead of red. Inside front cover and first page are too busy and difficult to follow. Each headline fights against each other. Inside back cover for notes and purchases is a nice touch.

Category 62 Logo Design

Not a real strong category, but does have a couple of great top finishers.

First Place ***Ranch House Designs*** ***“Lautner-Polyock Logo”*** ***by Rachel Williams***

Incorporates owner's want for class and a growing tradition

Publication/Service Combined

of excellence. Classy logo on black or white, although if put on a business card a strict black application would be more useful (fade in middle of text would get lost). Great logo for advertising and brand recognition.

Second Place
Limousin World
“Arcaba Logo”
by Mike Morkes

Great logo, especially with the King Arthur bull. Logo is a great use if most sires are named with Renaissance type names. Simple use of color easily converted to black and white if needed.

Trailhead Designs
“California Cattlemen’s Association Allied Industry Countil”
by Kelli Toledo

Logo meets all objectives for applications, although may not encompass most of the member herds. Also could be confused with other association logos (i.e. Mississippi Cattlemen’s). Design concept of the right horn being connected to the “y” in Industry could have been better engineered. If that was not the intent, the horn should not have touched that letter.

American Red Angus Magazine
“Genetichacked”
by Kevin LeMaster

Bad use of color in the logo. Yellow gets lost and all that is seen is the black lettering of “eneti.” Outline on the yellow give a “dirty” feeling.

Charolais Journal
“National Show & Sale”
by Staff

Looks like a beer microbrew label. Is a nice design, but gives no feel of the cattle industry. Doesn’t portray the Charolais show and sale. Using cattle rather than mountains would have been a better choice. Font selection was nice.

Category 64 Annual Reports

An annual report is meant to give a snapshot of the year in a review for the association or group publishing the piece. Each of these entries does this in attractive packages with clear writing. Better or more graphics would improve both entries.

First Place
Angus Productions, Inc.
“American Angus Association 2004 Annual Report”
by Crystal Albers, Christy Benigno, and API Staff

Overall clean and crisp look. Easy to read and nice use of color. Succinct introduction gives a good summary of the year and executive vice president’s report gives a nice summation of year’s highlights. I like the way the cover presents organization’s ideals in four words. Excellent use of graphics and photos; nice selection of paper stock and size. Could have been improved by including photos of staff to give readers a connection to people behind the scenes. Board of Directors photo could be in sharper focus.

Honorable Mention
Certified Angus Beef, LLC
“Brand Update 2004”
by Public Relations Team and Mark Merryweather

Great use of graphics and photos; font selection is excellent for readability. Very attractive package of information. I like the use of tinted photos, but not for a portrait; would have preferred a clear photo. President’s report is a little hard to read.

Category 65 Livestock Ad Photo

The entries in this category are worlds apart. The top two stood out in professional quality and their ability to tie into the ad and work with the ad layout.

First Place
Trailhead Designs
“Rick Machado Livestock Main Event Catalog Ad”
by Kelli Toledo

This photo really stands out as being both natural and lending itself to the ad layout. It captures interest of the reader and brings you into the ad. Great job!

Second Place
Attaché International
“What About Tomorrow?”

Publication/Service Combined

by *Jim Spawn*

This photo has great action and it says roping all over it. Photo works well in the ad layout. Next time enter the actual ad featuring the photo, not the photo in this category.

California Cattleman Magazine
“AgriLabs, Inc.”

by *Kelli Toledo and Gail Lombardino*

This is a nice photo, very clear. However, the headline doesn't serve its job to draw you into the focus of the ear tag. To improve, crop the photo and enlarge it to feature the tag more prominently, not just a bull with tags.

Limousin World
“Hunting”

by *DeRon Heldermon*

This photo doesn't appear sharp in print. Also it is very posed compared to the others in this category. It would have been more interesting if cattle had been in the background. The Nikon wording on the binocular strap is distracting.

Category 66 Livestock Ad Illustration

Category is lean and equally split in half. The top half illustrates more effectively what the category purpose is while entries in the other half are more digitally enhanced.

First Place

Gelbvieh World
“Smart Money”

by *Katie Danneman*

This ad captures the illustration part of the category. Illustration encapsulates the “romance” of the industry. Encompasses everything from pasture to plate to demonstrate the entire business.

Second Place

Limousin World
“Excitement Is In the Air”

by *Mike Morkes and Mary Quigley*

Focus on an illustration that makes it fun, which makes you want to read further to find out what is being advertised. Creative use of Marilyn Monroe as related to the cattle industry. Simplicity is nice.

Honorable Mention

Limousin World
“Carrousel’s NASDAQ”

by *Mike Morkes and Mary Quigley*

Idea of tying in the NASDAQ trading floor element is good, but gets a little busy. Monitors get lost so it takes a minute for the reader to make the graphic element and name correspond with each other. Using an old computer font gives it a techy feel.

Limousin World
“Carrousel’s Northstar”

by *Mike Morkes and Mary Quigley*

Concept of tying in a constellation is good, but gets busy. Would have made a stronger impact to have fewer stars with an obvious “north star.”

Category 69 Humor Writing

A category with good quality writing, even though the numbers were small. Tighter editing would make some entries stand out even more.

First Place

Clear Point Communications
“Destination Known”

by *Wes Ishmael*

Clever way of spoofing the serious industry issue of age verification in a tongue-in-cheek way many readers will relate to. Good visual descriptions—i.e., “He jerked a cigar from his shirt pocket, jammed it into his jaw, and nearly bit it in two.” Comfortable tone is easy to read and brings characters to life. Piece is a bit lengthy and could use tighter editing; perhaps subheads to break up the copy. Could also break up dialogue more with descriptions. Overall, very enjoyable to read and meets objective.

Honorable Mention

High Plains Journal
“A Serious Talk About Bonnets”

by *Jennifer Latzke*

Charming, well-written, tongue-in-cheek tribute that many grown women can identify with. Colorful descriptions. Could have been improved if writer had found a way to work in some connection to rural life but overall very nicely done.

Publication/Service Combined

Clear Point Communications ***“Spook City”*** ***by Wes Ishmael***

Good use of imagery; humorous, easy tone. Story wanders a bit too much and could use tighter editing. Writer has a nice way of connecting with rural readership.

Note: The following overall critique applies to all Web publishing categories (70-75).

Speed, page appearance, site navigation, graphics/sounds/video, content, interactivity and currency were the criteria used to judge this category. Each of these criteria are important considerations when developing a website for consumption by a sometimes “no-so-technical” user base. Using a website in a high speed digital environment is different than using a website in a rural area using a dial up system. Finding a website that meets most of the users’ needs is difficult. Each of these entries does a nice job of keeping their sites nimble.

Category 70

Web Publishing, Publication

Home Page

Print publications face the dilemma of having to have a free website while trying to remain loyal to paid subscribers. The entries in this category have created value added features by providing a subscriber area that can be accessed with a password. This category had two entries from the same association that are essentially the same – they are each good and tie for first place!

First Place

The American Quarter Horse Journal

by Staff

Loads of useful information! This very professional site offers readers exclusive features and many well-written articles. This site provides information in Spanish as well—Wow! The home page is well designed with easy access to other sites in the AQHA family of publications. Graphically speaking the home page is text heavy; good for operating speed, but a little boring considering the opportunity to see Quarter Horses in action.

First Place

The American Quarter Horse Racing Journal

by Staff

See comments on the previous entry...essentially the same site. What is nice and different about this site is the stats area that viewers can use to find out about jockeys, trainers, horses and races. This site is dynamic and current.

site. What is nice and different about this site is the stats area that viewers can use to find out about jockeys, trainers, horses and races. This site is dynamic and current.

Category 71

Web Publishing, Association

Home Page

This was a small but excellent category. Any of the entries could have received first place on another day. The sites are each packed with dynamic, useful information. A close placing!

First Place

Ranch House Designs

by Rachel Williams

This site captures the heritage of the Texas Longhorn and is consistent throughout. The photo of the Longhorn on the homepage grabs the viewer’s eyes. Having the association contact information high on the homepage is helpful. Viewers don’t have to search or go deeper into the site if they wish to make a call and speak to an association representative. The “store” link is a smart way to at least try to generate some revenue from a site. Good job with the photo gallery. The site is fast considering the amount of graphics used.

Second place

Angus Journal

by Ray Palermo

This site could use its own address without going through the Angus Journal. It is a nice independent site. Making the website address more closely aligned with the Tennessee Junior Angus Association would make it easier for potential users to Google. Lot’s of color, the use of flash and ease of navigation made this site a contender. Keeping with Tennessee’s music theme is a nice touch.

Honorable Mention

Gelbvieh World

by Leslie Smith, Katie Danneman, and Lori Maude

This site opens to a simple design with a refreshing amount of white space. Having said that, more information could have been included on the home page. Having to scroll down to see the other department links is cumbersome. The site has been developed to be easy to maintain. This important when trying to manage what can be a hungry website with limited resources and personnel.

Publication/Service Combined

Category 72 Web Publishing, Breeder Home Page

First Place
Ranch House Designs
“V8 Ranch”
by Rachel Williams

This site opens to a bright, open and fresh page. It is nimble and fast considering the amount of pictures and graphics. There are a ton of resources available on this site that will be useful to potential customers. The site represents the quality I'm sure the breeder intended. Pictures of the horses for sale would be helpful and more specific information about ordering semen (i.e. cost) would be appreciated without having to call the breeder.

Second Place
Angus Journal
“Monarch Farm”
by Ray Palermo

A very stylish homepage! The flash with the flying monarch butterfly is wonderful. The colors and simple design make this a nice site. More information and a stronger call for action would have moved this site into first place. Take advantage of the opportunity to drive people to more useful data.

Ranch House Designs
“Deiter Bros.”
by Rachel Williams

This site was slow to open and refresh, even after several attempts using a Mac G5 hardwired to a robust server. Lots of useful information but the graphic presentation was busy and detracting. It is recommended to make the homepage have the same background (without the red leather-like screen) as the rest of the pages on the site. Also, reduce the line width on the text boxes to improve readability.

Category 73 Web Publishing, Livestock- Affiliated

Judging for this category was based on several criteria: Speed, Page appearance, Site navigation, Graphics/Sounds/Video,

Content, Interactivity and Currency. The ease of use and utility of websites are important factors when trying to navigate the information. The question becomes, “Can I get the information I need from this website?” Each entry in this class is to be commended for their crisp clean designs and simplicity.

First Place
Ranch House Designs
“Navasota Livestock Auction”
by Staff

The opening picture of a full sale barn says a thousand words. It helps communicate Navasota Livestock Auction is the place to be at sale time...and a place to send your livestock. The market reports were current and useful. The photo tour helps the viewer see the business step-by-step. Although most customers would probably know how cattle are handled when consigned, the tour helps show off the facility. Having the contact information on each page in the site is appreciated.

Second Place
Ranch House Designs
“Lautner Semen Sales”
by Staff

A graphic was missing from the middle of the home page even after several attempts on two computers. These kinds of often random problems are frustrating to the webmasters and viewers alike. Nonetheless, the site was nimble considering the amount of pictures provided. The helpful tools section was just what it said...helpful. The gestation tables and other resources will help bring viewers back to the site even if they are not in the market for semen every time. The white scripted fonts on the khaki colored background were difficult to read (see “your #1 source for club calf genetics” on the goals page). Consider a different color (red, crimson, etc) from the color wheel.

Angus Journal
“Premium Beef Network”
by Ray Palermo

The home page is bright and simple. The use of flash for the photos on the homepage is a nice touch; it gets annoying on all the other pages when the same pictures flash. Consider using new a new set of pictures with each new page. It was confusing when each time I clicked on the home button I was sent to the Angus Association.

Ranch House Designs
“Southwest Stallion Station”
by Staff

The web address is long, but is easy to remember. The site opens with a nice picture of the ranch's entry gate. The web



designer accomplishes the objective of creating a site that is easy to maintain and not look dated; however, more information would be useful if I ever intend to go back to the site. The pictures of the horses for sale and their pedigrees were helpful. The fonts were easy to read and the site was a breeze to navigate.

Category 74 Web Publishing, Special Site

First Place

Angus Journal

“Body Condition Scoring”

by API Web Marketing / Editorial Teams

A great site, perhaps the best of all the web categories! The amount of useful, educational, user-friendly information in this site makes it a clear winner. The photos of the various cattle demonstrating body condition were well done. A real bonus was having the videos of the cattle to see more clearly body condition in the cattle. I realize finding photos of very thin or emaciated Angus cattle may be difficult, but opening a photo gallery that states “no photo available” is a bit disappointing.

Second Place

Ranch House Designs

“Belle Point Ranch”

by Staff

What’s up with the photo of the big Budweiser beer can silo? Maybe its significance is widely known to those who know the Belle Point Ranch. I looked around the site to see if I missed something, but I didn’t notice any reference to the silos unique paint job. I’m not sure I would use it as a focal point on the home page when trying to promote a production sale. The site is busy and has too many font treatments. Also, trying to find exactly what state the Belle Point Ranch is in took some effort. Overall a good site with some useful features – particularly the buyer registration area.

Category 75 Web Publishing, Banner Advertisement

Honorable Mention

Angus Journal

“Circle A Ranch Sale Banner”

by Tim Blumer

Wonderful use of the branding imagery! The ad is to-the-point and uncluttered, but seems to have a smudge between frames.

Category 76 4-Color Full Page or Less Livestock Ad

As a group the entries in this category are too busy for the eye. There is lots of color, but not necessarily organized color to effectively lead a reader through the ad.

First Place

Ranch House Designs

“Frye Cattle Road Trip”

by Staff

The objective is simply stated: “We have your perfect show calf.” Title is easy to read and eye follows the information logically. A little busy, but clean. Using actual ranch sign in photo to show name & logo is very effective.

Second Place

Homestead Graphics

“MYCOMMUNE...The Best Defense Against Mastitis”

by Gail Lombardino

Though no objective was stated, the presentation makes goal obvious. Very clean and technically well-executed with title stating the purpose of the product. Although there is a lot of copy, it is well presented and easy-to-read. Logo of Agri-Labs stands out well.

Honorable Mention

Cornerpost Publications

*“Silveira Bros. ‘Partners for Performance’
Bull Sale”*

by Kelli Toledo

Nice job of name jumping out at top. Information is clear and purpose of ad is clear, but rather crammed together. Photo supports topic well, but the collage is broken up by the edge of the lot showing as a horizontal line between the Angus and the two breeds above it--somewhat distracting. Otherwise a great job.

Honorable Mention

Cornerpost Publications

“Broken Arrow Angus Ranch ‘Irons in the Fire’”

by Kelli Toledo and Matt Macfarlane

Photo and headline tie together very well, but you have to read through all the copy to find what the message behind the headline is. State message more simply—less verbiage, more spacing for ease of legibility. Nice job with photo; it pulls the reader’s eye into the copy well.

Cornerpost Publications

“Rick Machado Livestock”

by Kelli Toledo, Wendy Hall, and Faye Baker

The saving grace for this ad is the wonderful background photo. There is so much going on here that the reader’s eye doesn’t know where to go. It looks like text was put in any spot it could fit into. Ditch the collage photos and replace with a single image of one of last year’s high-selling lots. Use extra space to organize flow of text.

Certified Angus Beef, LLC

“Ready for the Challenge?”

by Brooke Enders and Jason Clever

Organization needs improvement. The reader follows gold text at right, but fails to incorporate National Angus Carcass Challenge logo thus losing part of the message. To your credit ad copy is legible and important details pop out of the black by good use of type size & color. Ad is clean and uncluttered. One suggestion would be to run the title all of the way across the top larger and incorporate logo of carcass challenge within main copy.

by Gail Lombardino

Ad uses a unique way of displaying information. Highly effective use of color to catch eye and good use of pull-out information. Appreciate specific information on sale lots, but this particular script is a little difficult to read. Having sale date, time, place at bottom in yellow does make the eye bounce around but the ad is clean enough that it’s not distracting. Nice use of graphics!

Second Place

Cornerpost Publications

“Nyland Registered Herefords”

by Kelli Toledo and Matt Macfarlane

Good use of type, layout and size. The eye flows easily along information. Photos are nice & clean. Ad does not end up looking cluttered. Red color pulls out important information. Do the bulls pictured sell or is this a standing photo that is used regularly? If they sell, make a point of saying that.

Cornerpost Publications

“Tehama Angus Ranch”

by Kelli Toledo

Integration of color and photo on page makes page look clean and easy to read. Photo does not pull reader’s eye as much as the other two entries. There is not a title that stands out to state that this is a joint sale—that type is lost in all caps at the left of the page. Use all caps sparingly; it’s hard to read. We are pulled to the green drop cap before we see any other information; this is probably where your title should have been. Logos stand out nicely and all information needed is present.

Category 77 2- or 3-Color Full Page or Less Livestock Ad

All of the entries utilize color to organize the ad layout effectively. Some ads do a better job than others using color to draw the reader’s eye through the ad to important information.

First Place

Homestead Graphics

“TC Ranch - Numbers You Can Count On!”

Category 78 One-Color Full Page or Less Livestock Ad

All of the ads in this category have good-sized photos proportionate to ad size. All fail in their ability to capture interest and provide a simple message clearly. The ads failed to sell the message.

First Place

Certified Angus Beef, LLC

“Angus Genetics”

by Brooke Enders and Jason Clever



We like the clarity of the message given, although the different font size and leading treatment in the headline are odd. It is unclear which text to begin reading after the headline, possibly due to the arrangement of subjects (cows) in the photo. One suggestion would be to rearrange location of text blocks (text in white can be a bit smaller) so that the main copy falls beneath the headline across the ad and contact bulleted info goes at the bottom where contact info should be. Could you make the logo and blurb next to it stand out from the grass better? Maybe a different photo would have worked better.

Attaché International
“What About Tomorrow?”
by Jim Spawn

This ad is clean with a great photo to help pull us in. However, the objective is not met—the two title lines are confusing and we don’t know what’s being sold until halfway through the small copy. A title like “Corriente Steers For Tomorrow” would have clarified things. Also dropping white text out of a solid black background is hard to read in large amounts.

Cornerpost Publications
“Western Stockman’s Market”
by Kelli Toledo

The photo is good considering shooting in sale rings is difficult, however impact is lost with the overwhelming fonts. The use of the different font alignment—title to right, script to left—and the mixing of the two font styles doesn’t work. Text is crammed together at the bottom and not inviting to the reader. The western style font is good for headlines, but not good for body copy and small type. Use script fonts sparingly, not as body copy. We would like to have seen the logo stand out more—it is lost in the photo.

Category 79

Multiple Page Livestock Ad

Only three contenders in this category, but two came clearly to the top with the clean design elements and structure of the pages.

First Place
Homestead Graphics
“TC Ranch - Yesterday... Today”
by Gail Lombardino

This out-ranked our second place selection because all the type is very legible. The ad is clean. It is clear that they have a program they’ve worked on for years and are still working on today. Nice job of handling photo silhouettes and keeping text to the outside on color panels to tie both pages together.

Second Place
Homestead Graphics
“Post Rock - Genetic Harvest Female Sale”
by Gail Lombardino

Overall, a pretty and visually pleasing ad. Several problems with text put this ad in second place. Descriptions of animals are quite long, type is small and it takes energy to read. Names in script are difficult to read; maybe a different script font would work better. For the amount of information, the ad is put together well.

Ranch House Designs
“Show a Legend”
by Staff

Nice headline. Brocade trim ties pages together, but is rather heavy. Framing photo with brocade on the initial page does not work well. Lose the vertical strips of brocade and the dark background behind the photo. Cover image lacks professional quality in appearance. Inside pages appear crowded. Would recommend taking the photos down slightly in size to give some breathing room or picture fewer animals and list the remainder along with their accomplishments as a text block. Equal spacing between photos on left and right pages would have been better.

Category 80

Personality Profile

A personality profile should give the reader a feel for the person being profiled. Why are they noteworthy, and what are the factors that got them there? What is the person like? What do they look like? How do they move? How do they sound? Any telltale mannerisms? What are they wearing? Of course, all these questions don’t have to be answered but there should be enough detail provided in a personality profile that a reader is left with an “image” of the individual as his or her accomplishments. The entries in this category are well done; the authors are talented reporters and wordsmiths. Overall, all these entries informed me why the subjects are noteworthy but didn’t provide enough insight into the individual’s personality.

First Place
Certified Angus Beef, LLC
“An Ever-Learning Process”
by Steve Suther

This piece was clearly the cream of the crop. I felt like I

was introduced and learned a little bit about the subject, David Trowbridge, beyond his stellar business accomplishments as a top-notch feedlot manager. I learned how he and wife Mary wed on the same day they both graduated from the University of Nebraska in 1976; and how a babysitting favor turned into a job interview and 30-year employment. I learned his voice is a “gravelly tenor,” and his smile is “reflective,” that he’s “a perfectionist by nature,” and “not afraid to try new things.” We learn about his attitude and ability, attention to detail, etc. Nice job.

Second Place
Certified Angus Beef, LLC
“A Quality Way Of Life”
by Lance Zimmerman

A good article that depicts this top-notch Angus seedstock provider as hard-working, thoughtful, honest and progressive. While the article dwells mostly on story subject Mike Kasten’s commitment and quality production system, we also learn that’s he’s “easy to work with” and “a straight shooter.” How about some physical description or more insight into the man?

Certified Angus Beef, LLC
“Anatomy Of A Brand”
by Steve Suther

Nice clean piece on the Certified Angus Beef Commitment to Excellence Award honoree. It begins with a lead that hits the nail on the head with an anecdote illustrating the pride and commitment with which the Gardiners approach their work as one of the world’s top genetics providers. In subsequent graphs we learn a lot about the Gardiner operation, its chronology, its operating credo and systems, but not as much as I would like about the people themselves.

Category 81 Technical Article

Surprisingly there was only one entry in this category. It’s surprising because in vertical publications one would assume of lot of this type of editorial coverage would be produced. Be that as it may, the writer’s job in this category is to break down and interpret complex topics for easy, or easier, grasp by readers. After digesting a well-done technical piece, readers should not only better understand the overall topic and its components but its potential applications, benefits and drawbacks. Though this category only had one entry, the quality of the entry was top notch.

First Place
Certified Angus Beef, LLC
“Yield Grades: Out of Control, Or Just A Blip?”
by Steve Suther

Here’s a master at work. A great job of not only laying out the problem but explaining its ramifications – the losses incurred by overfeeding cattle. The article explains the components of Yield Grade and explores the reasons for the upward trend in Yield Grade 4 cattle, providing information and food for thought for readers at all levels of knowledge. Good use of multiple sources. A top-notch effort.

Category 82 Production/Management Feature Article

There’s a lot of great information in the entries for this contest category. The writers all show a talent for clearly imparting the workings of various production and management topics, and take different avenues to get there. The entries showed strength in writing quality and structure. However, the most pronounced failing within this category was a lack of multiple sources. How about some input from specialists outside the immediate operation in order to provide a more rounded informational experience for the reader?

First Place
Successful Farming Magazine
“Fine-Tune The Feed”
by Betsy Freese, John Walter and Gene Johnston

A strong, effective, multiple-author and multiple-source discussion of cost-saving and production-enhancing tips for beef, pork and dairy producers. In three separate vignettes, the authors utilized management experts to dissect each operation’s feed management and provide advice and comments. The results were presented in concise lists and comments that provide the reader with great food for thought. I particularly liked the “key findings” summation included at the end of each vignette. This sort of summation reinforces the message to readers and helps make their time reading more efficient and aids its retention.

Second Place

Successful Farming Magazine

“Grazing Evangelist”

by *Gene Johnston*

This is a well-penned and interesting article on one Kansas producer’s evolution to a managed intensive grazing system. It provides a lot of “how-to” and “why” information in a very concise format. The article includes a sidebar listing 12 management lessons that are a great “take-home” all by itself for readers. Like many other entries, however, it’s a single-source story. How about using an outside specialist to comment on the management job Alan Hubbard is doing, or to discuss the adoption rate of such management principles? This entry wasn’t the most detailed entry in the category but it carried the clearest message.

Honorable Mention

Certified Angus Beef, LLC

“Low Labor, High Quality”

by *Steve Suther*

Here’s a tight, well-written piece on a Kansas family that changed its production and management system and made impressive strides with the use of comprehensive data collection and tough selection practices. With son Nathan returning from college, it’s a great case study on how Bill and Judy Lee made room for two families by reworking their operation from a 300-head commercial operation selling weaned calves to a full retained ownership outfit of 900 cows. I liked this story because of its smart, easy flow, great structure and wealth of information but how about using an outside source or two?

Honorable Mention

Clear Point Communications

“Made To Order”

by *Sharla Ishmael*

A thorough, but very long story on the benefits of professional heifer development entirely from the perspective of one professional development firm – Patsy Houghton of Nebraska’s Heartland Cattle Co. The author is clearly a practiced communicator, and the article reads clearly and smoothly, but the deck to this story implies the story is about the professional heifer development sector, rather than just one outfit. Beyond that, I felt the article could have been tightened up some using shorter quotes and more paraphrasing.

To a big extent, lifestyle is the big driver for folks involved in livestock production, but it’s the marketing of that production that makes the lifestyle possible, or at least it should make the lifestyle possible. Yet, probably the one overriding weakness in every segment of production agriculture is marketing. And that’s ironic because everything should work back from the marketing phase, with producers producing to an end-product target. The entries in this category all provide valuable information and a valuable service to readers. The articles were deep with real-world helpful hints and perspectives on doing a better job in building products that will better reward the producers themselves while they better serve the ultimate end-users.

First Place

Clear Point Communications

“Five Things To Understand About Retailers”

by *Sharla Ishmael*

To a lot of folks, marketing means selling cattle but this author takes it to the place from which all the money comes – the consumer. There’s a ton of great information in this piece, well presented. My one criticism is that it could have used one final editing for length. How about bulleting the listing of stores – Costco, Super Target, Wegman’s, HEB – at the beginning of the story to shorten it up a bit and provide a break to the reader. In addition, your transitions seem a little overdone at times, but it’s a great job at correlating those trends to what they mean to producers.

Second Place

Certified Angus Beef, LLC

“Operation: Angus Quality”

by *Steve Suther*

This story details the program of Pratt Feeders, the Certified Angus Beef Feedlot Partner of the Year honoree. For a marketing article, the piece begins more like an operation/personality profile, providing details and background on general manager Jerry Bohn and his feed yard operations. About a third of the way into the article, the marketing “meat” kicks in as the author begins to detail the innovative networking concepts the Pratt Feeders folks have developed and put in place. Overall, I liked this story but because of its structure, it seemed like an entry looking for a category. Nice job, however, author. You write very well.

Honorable Mention

Certified Angus Beef, LLC

“The Straight And Narrow”

by *Lance Zimmerman*

This is a nice and tidy piece about the Certified Angus Beef program’s feedlot of the year and the marketing services manager Steve Peterson brings to his retained-ownership customers. The

Category 83

Marketing Feature Article

narrative provides some great pointers to readers on customer service and things to ponder about making their own operations more relevant. My only criticism of the piece is that its focus is more on the operation and its owner than it is marketing.

Successful Farming Magazine
“Adding Value At Home”

by Betsy Freese, John Walter and Gene Johnston

This is an interesting, group-effort piece on adding value to farm products by marketing direct to the consumer. It’s a collection of vignettes on smaller dairy, beef and hog farm family operations home-marketing their production. Perhaps it’s just a sidebar that inadvertently ended up in the middle of the submitted manuscript, but the piece begins with a vignette on a dairy operation, moves to a beef operation, and then suddenly veers off course to “Top Food Trends” and a Web site for more information on value-added marketing. The story then ends with a pork-marketing vignette. I thought dairy segment was sufficiently developed but the beef one was a little less so, and the pork vignette was almost cryptic.

Category 84 News Reporting

Good news reporting consists of a notice of an event of interest to readers and provides immediate perspective for the reader. Of course, reporting news can range from just a simple notice of a news event to a more elaborate treatment with comment from involved parties, as well as immediate and/or short-term perspective and analysis from experts. And the latter was basically the determinant of the place winners in this category. The question I asked was: “Who served the readers best in the old who, what, why, when and where department?”

First Place
Successful Farming Magazine
“Pigs, Pigs, And More Pigs”
by Betsy Freese

This report is apparently an annual status report on hog numbers, industry trends and structure. The article includes a listing of the 30 largest pork producers in the U.S. in 2004, as well as the eight largest pork producers in Canada. Wrapped around these listings is a discussion of new processing plant construction and corporate intentions for the current year. There’s a lot of great info in this news report, though the article suffers as a result of sudden and awkward transitions, to the point that the

collection of sidebars. Still, I think the article offers the best “news” package of the entries available. I’m sure readers appreciated this information.

Second Place
Certified Angus Beef, LLC
“Fansher, Woodstone, Darnall Top NACC”
by Steve Suther

This news story is a report on the winning pens of cattle in the 2004 National Angus Carcass Challenge. The lead and first few graphs provides a generalized look at the winning entries, and background on the contest, then moves to individual vignettes on the top performers in each division. I would advise using the inverted pyramid style of reporting, and listing all winners by name and category somewhere in the first few graphs before moving on to longer treatments on each. In addition, subheads would greatly help the reader in transitioning from one winner to the next. As it is, it all runs together. But, overall, it was a good story with lots of news value to the reader in terms of who won and why.

Honorable Mention
Clear Point Communications
“Over And Out”
by Sharla Ishmael

A thorough piece on how regulations enacted in the aftermath of the December 2003 BSE discovery in the U.S. might affect stocker operators. The article is well done but seems to qualify more as a technical feature than as a news piece because, even though it’s very worthwhile and important information, it seems like old news. For instance, the article appeared in a September issue, but the topics being discussed were announced in January. This is a great story with tons of terrific information for the targeted audience – a first-place finisher all the way – but not in this category.

Certified Angus Beef, LLC
“CAB Natural Packer Ups The Ante”
by Lance Zimmerman

This is a short news item about premiums being doubled for cattle qualifying for the Certified Angus Beef Natural program. The author gets right to the heart of the matter in the second graph – premiums are being raised from \$5/cwt. to \$10/cwt. He then goes on to cite other producer benefits of the system, building a very credible case for participation in the program. The drawback to this piece is that it’s more a sales and public relations piece than news. The one source is the program’s procurement director, and all supporting material is aimed at selling readers on this program. The piece is well done and effective but doesn’t have the depth of the winning entries in this category.

Category 86 Regular Column

Again, this category only had two entries, but it wasn't short on quality. Both columnists write consistently well and seem to cover pertinent topics. The winner weaves quotes from industry experts into his columns to add credence to his messages. The two entries are strong, but I wish there were more.

First Place

Clear Point Communications
"Huntin' Daylight"
by Wes Ishmael

The columnist obviously knows his industry, and writes about it with flair. I like the fact that he not only shares his own insight on a variety of technical topics, but also quotes other experts. His writing is exceptional, though his sentences occasionally get very long and complex.

Second Place

Certified Angus Beef, LLC
"Black Ink"
by Steve Suther

This writer's columns are inspirational, with many great analogies and word pictures. His insight and advice seems to be drawn from years of experience in his industry. His messages could be strengthened with specific examples or comments from producers or others in the cattle industry.

Category 87 Commentary/Essay

The two entries are from skillful writers who establish their premise early, and carry it through to the final paragraph.

First Place

Successful Farming Magazine
"Chores Make The Man"
by Betsy Freese

Everyone who was raised on a farm can identify with the message of this entry. The writer does a nice job of establishing the premise, elaborating on the benefits of farm chores, and at the end thanking the people responsible for her own good fortune -- her parents. Nice job.

Second Place

Certified Angus Beef, LLC
"Before Quality Was Cool"
by Lance Zimmerman

Well-researched and written, this commentary is a bit long-winded. But it effectively sends its message, and by using the "cool" theme, the writer lightens up a complex topic.

Category 88 Instructional Story

Honorable Mention

Successful Farming Magazine
"The Gang's All Here"
by Gene Johnston

This is a very soft feature apparently focused at neophyte hobby farmers. The story's first half provides a bare-bones chronicle of the Blaney family, city dwellers who bought and moved onto country acreage in order to better keep their two horses, which they imported from Germany. The article tells about how they found and visualized the potential of their idyllic spot (30 miles outside Kansas City), built a house and barn, added a swimming pool, and began building their menagerie of farm animals -- cattle, pigs, chickens, ducks and peacocks, while the man of the house commutes to work in the city every day. The second half of the story is dedicated to providing tips for other city folk who might want to follow the family's lead into the country. The advice includes such tidbits as: "don't be cocky and know-it-all when you move to the country" and "if you have cows, don't chase them" because they'll run through the fence. As constructed, this appears to be two separate stories packaged as one.

Category 90 Livestock Newsletter

First Place

The Cowboy Connection
"Oklahoma Angus Challenger"
by Lisa Bryand

Nice use of spot color; good choice of paper stock; clean and crisp. Front page is busy; too many photos and photos could be cropped tighter. Photo of champion should have run larger; hard to see faces. Nice presentation of a lot of information.

Category 91 Brochures, Flyers & Direct Mail Pieces

These pieces need to capture attention and provide information. Both of them accomplished this, but the top entry was easier to read through and follow.

First Place

Ranch House Designs
“Ranch House Designs”
by Staff

Excellent use of graphics, clean design and nice paper selection. I like the use of examples with Web site addresses. Very readable fonts and sharp colors. A nice package that showcases full-service marketing products. Watch the proofreading—a few typos and incorrect use of punctuation. (designer’s when it should have been designers.)

Homestead Graphics
“Walden Farms - Gigantic Sale”
by Gail Lombardino

Good photos, font choice. Descriptions are very readable. Mailing label side is easy to read and attractive. Cover is a little busy and the vertical color bands with the titles are a distracting. Once you open the whole piece up it is better, but when folded together it’s too much.

Category 92 Special Projects

Homestead Graphics
*“Thomas Angus Ranch - Bringing the Future
Into Focus”*
by Gail Lombardino

Nice cover design. Reverse type on bottom of page is a little difficult to read. Color and type look a little soft, but that may be due to the paper quality. Photo reproduction is very good. Seems like this entry belongs in a different category; also no explanation of objective makes it unclear why this is a special project or what the true purpose of the piece was.

Notes

Notes

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