

Meet Us at the Summit!

2006

AGRICULTURAL
MEDIA SUMMIT

Livestock Publications Council

PORTLAND, ORE. • JULY 23-26

*31ST ANNUAL
LIVESTOCK PUBLICATIONS
COUNCIL CONVENTION*

2006 Critique Contest Results

8th Annual Agricultural Media Summit
Portland, Ore.
July 23-26, 2006

2006 CONTEST PARTICIPANTS

Publication Members

Agri-News
America's Horse
The American Quarter Horse Journal
The American Quarter Horse Racing Journal
American Farriers Journal
American Red Angus Magazine
American Salers
Angus Beef Bulletin
Angus Journal
Arkansas Cattle Business
BEEF
California Cattleman
Cascade Cattleman Magazine
Cascade Horseman Magazine
The Cattleman
Charolais Journal
Cutting Horse Chatter
Dairy Herd Management
Dairy Today
Drovers
The Florida Cattleman and Livestock Journal
Gelbvieh World

Georgia Cattleman
Hereford World
High Plains Journal
Iowa Farm Bureau Spokesman
Kansas Stockman
Land & Livestock Post
Limousin World
Line Rider
Missouri Beef Cattleman
National Cattlemen
National Hog Farmer
Nebraska Pork Talk
Ohio Cattleman
Ozarks Farm & Neighbor
PORK
Seedstock EDGE
Sheep Industry News
Shorthorn Country
Texas Cattle Feeders Association
Texas Longhorn Trails
Western Livestock Journal
Western Livestock Reporter

Service Members

American Angus Association
Certified Angus Beef, LLC
Clear Point Communications
Cornerpost Publications
The Cowboy Connection
Homestead Graphics
J3 Group
Ranch House Designs
Successful Farming
Trailhead Designs

THANK YOU

Special thanks to all those who committed their time and expertise to help make the 2006 contest possible.

Tami Arnold Colorado Beef Council	Cindy Garretson-Weibel Wyoming Business Council	Melissa Pierce Agricultural Communications, Texas Tech University
Wayne Barnhart Carnivore Communications	Spray Gleaves <i>Fort Worth Texas Magazine</i>	Susan Rowland Prism B2B
Jim Bauer <i>BEEF and National Hog Farmer</i>	Fae Holin <i>Hay and Forage Grower</i>	Kate Royer <i>Corn and Soybean Digest</i>
Christy Borrowman Blasdel Cleaver Schwalbe Communication	Carolyn Hunter <i>Texas Longhorn Trails</i>	Neil Tietz <i>Hay and Forage Grower</i>
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Jay Carlson <i>BEEF</i>	Jennifer Kampinen Prism B2B	Don Waite <i>National Cattleman</i>
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Katie Danneman <i>Gelbvieh World</i>	Greg Lamp <i>Corn and Soybean Digest</i>	Katrina Waters Texas Pork Producers Association
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Texas Tech University's Agricultural Communicators of Tomorrow chapter served as the coordinating organization for the 2006 contest. Graduate and undergraduate students who worked on the project are:

Melinda Findley
Graduate Student
Stephanie Miles
Lead Undergraduate Student

Robyn Graves
Undergraduate Student
Matthew Hock
Undergraduate Student

CONTEST WINNERS

GENERAL EXCELLENCE

Category 1 Most Improved Publication

- First Place *Dairy Today*
Second Place *Sheep Industry News*

Category 2 Association Publication

- First Place *Nebraska PORK Talk*
Second Place *America's Horse*
Honorable Mention *The American Quarter Horse Journal*

Category 3 Non-Association Publication

- First Place *Drovers*
Second Place *BEEF*
Honorable Mention *Dairy Today*

Category 4 Newspaper

- First Place *Ozarks Farm & Neighbor*
Second Place *Western Livestock Journal*
Honorable Mention *Land & Livestock Post*

Category 5 Newsletter

- First Place *Angus Journal*
Honorable Mention *Seedstock EDGE*

Category 6 Electronic Newsletter

- First Place *Drovers*
Honorable Mention *Dairy Herd Management*
Honorable Mention *PORK*
Honorable Mention *BEEF*

Category 7 Web Site

- First Place *BEEF*
First Place *National Hog Farmer*

Category 8 Special Issue – Under 100 pages

- First Place *Cutting Horse Chatter*
Second Place *Certified Angus BEEF, LLC*
Honorable Mention *Ozarks Farm & Neighbor*

Category 9 Special Issue – 101 Pages & Over

- First Place *Texas Cattle Feeders Association*
Second Place *Charolais Journal*
Honorable Mention *Western Livestock Journal*

Category 10 Event/Show Program

- First Place *Georgia Cattleman*
Second Place *J3 Group*

Category 11 Single Article Layout & Design

- First Place *Dairy Herd Management*
Second Place *Cutting Horse Chatter*
Honorable Mention *National Hog Farmer*

Category 12 Single Article Layout & Design, Newspaper

- First Place *Land & Livestock Post*

Category 13 Cover, Association

- First Place *The American Quarter Horse Journal*
Second Place *The American Quarter Horse Journal*

Honorable Mention *The American Quarter Horse Journal*

Honorable Mention *Seedstock EDGE*

Category 14 Cover, Non Association

- First Place *Dairy Herd Management*
Second Place *BEEF*
Honorable Mention *Western Livestock Journal*
Honorable Mention *Dairy Today*

Category 15 Cover, Newspaper

- First Place *High Plains Journal*
Second Place *Land & Livestock Post*
Honorable Mention *High Plains Journal*
Honorable Mention *Ozarks Farm & Neighbor*

Category 16 Single Graphic Illustrating an Article

- First Place *BEEF*
Second Place *BEEF*
Honorable Mention *Angus Journal*
Honorable Mention *Angus Journal*

Category 17 Published Editorial Photography

- First Place *Angus Journal*
Second Place *Certified Angus Beef, LLC*
Honorable Mention *American Angus Association*
Honorable Mention *American Angus Association*

Category 18 Single Photo Illustrating an Article

- First Place *California Cattleman*
Second Place *Cutting Horse Chatter*
Honorable Mention *BEEF*

Category 19 National Show Coverage

- First Place *Angus Journal*
Second Place *Seedstock EDGE*

Category 20 Production Management Article, Association

- First Place *The American Quarter Horse Journal*
Second Place *The American Quarter Horse Journal*
Honorable Mention *The American Quarter Horse Journal*
Honorable Mention *The American Quarter Horse Racing Journal*
Honorable Mention *Angus Journal*

Category 21 Marketing Article, Association

- First Place *Angus Beef Bulletin*
Second Place *Angus Journal*

Category 22 Technical Article, Association

- First Place *America's Horse*
Second Place *America's Horse*
Honorable Mention *America's Horse*
Honorable Mention *Angus Beef Bulletin*

Category 23 Feature/Human Interest Story, Association

First Place *America's Horse*
 Second Place *Land & Livestock Post*
 Honorable Mention *The American Quarter Horse Journal*
 Honorable Mention *America's Horse*

Category 24 Instructional Story, Association

First Place *The American Quarter Horse Journal*
 Second Place *The American Quarter Horse Journal*
 Honorable Mention *The American Quarter Horse Journal*

Category 25 Producer/Farm/Ranch Profile, Association

First Place *Angus Journal*
 Second Place *Cutting Horse Chatter*
 Honorable Mention *The American Quarter Horse Journal*
 Honorable Mention *The American Quarter Horse Journal*

Category 26 Production/Management Article, Non Association

First Place *BEEF*
 Second Place *Dairy Herd Management*
 Honorable Mention *National Hog Farmer*
 Honorable Mention *Successful Farming*

Category 27 Marketing Article, Non Association

First Place *Drovers*
 Second Place *Certified Angus Beef, LLC*
 Honorable Mention *High Plains Journal*

Category 28 Technical Article, Non Association

First Place *Certified Angus Beef, LLC*
 Second Place *Dairy Today*
 Honorable Mention *Certified Angus Beef, LLC*
 Honorable Mention *Dairy Today*
 Honorable Mention *BEEF*
 Honorable Mention *High Plains Journal*

Category 29 Feature/Human Interest Story, Non Association

First Place *Successful Farming*
 Second Place *American Farriers Journal*

Category 30 Instructional Story, Non Association

First Place *Dairy Herd Management*
 Second Place *Dairy Herd Management*
 Honorable Mention *American Farriers Journal*

Category 31 Producer/Farm/Ranch Profile, Non Association

First Place *BEEF*
 Second Place *Dairy Today*
 Honorable Mention *High Plains Journal*
 Honorable Mention *Certified Angus Beef, LLC*

Category 32 News Story

First Place *BEEF*
 Second Place *Kansas Stockman*
 Honorable Mention *National Hog Farmer*
 Honorable Mention *The American Quarter Horse Journal*

Category 33 Editorial

First Place *BEEF*
 Second Place *High Plains Journal*
 Honorable Mention *Dairy Today*
 Honorable Mention *Successful Farming*

Category 34

First Place *Dairy Today*
 Second Place *BEEF*
 Honorable Mention *Angus Journal*

Category 35 In-depth Reporting (single article)

First Place *The American Quarter Horse Journal*
 Second Place *National Hog Farmer*

Category 36 In-depth Reporting (multiple article series)

First Place *American Farriers Journal*
 Second Place *Dairy Herd Management*
 Honorable Mention *Successful Farming*
 Honorable Mention *National Hog Farmer*

Category 37 Commentary or Essay Article

First Place *BEEF*
 Second Place *BEEF*
 Honorable Mention *Successful Farming*
 Honorable Mention *Seedstock EDGE*
 Honorable Mention *Dairy Today*

Category 38 Humor Writing

First Place *High Plains Journal*
 Second Place *Clear Point Communications*

Category 39 Miscellaneous Writing

First Place *The American Quarter Horse Journal*
 Second Place *Western Livestock Journal*
 Honorable Mention *Cutting Horse Chatter*
 Honorable Mention *National Hog Farmer*
 Honorable Mention *BEEF*

Category 40 Four-color, Full-page Ad for a Livestock Sale

First Place *Texas Longhorn Trails*
 Second Place *Limousin World*
 Honorable Mention *Ranch House Designs*
 Honorable Mention *Trailhead Designs*

Category 41 Four-color, Full-page Ad for a Ranch or Farm

First Place *Limousin World*
 Second Place *Homestead Graphics*
 Honorable Mention *Limousin World*
 Honorable Mention *Ranch House Designs*
 Honorable Mention *Gelbvieh World*

Category 42 Four-color, Full-page Ad for a Livestock Supplier, Service or Assn.

First Place *Ranch House Designs*
 Second Place *Gelbvieh World*
 Honorable Mention *Limousin World*
 Honorable Mention *Certified Angus Beef, LLC*

Category 43 Four-color, Less-than-full-page Livestock Ad

First Place *Trailhead Designs*
 Second Place *Limousin World*
 Honorable Mention *Limousin World*
 Honorable Mention *The Florida Cattleman and Livestock Journal*
 Honorable Mention *Texas Longhorn Trails*
 Honorable Mention *Gelbvieh World*

Category 44 Two- or Three-color, Full-page Ad for Livestock Sale

First Place *Trailhead Designs*
 Second Place *California Cattleman*
 Honorable Mention *California Cattleman*

Category 45 Two- or Three-color, Full-page Ad for a Ranch or Farm

First Place *Gelbvieh World*
 Second Place *California Cattleman*
 Honorable Mention *American Red Angus Magazine*

Category 47 Two- or Three-color, Less-than-full-page Ad for a Livestock Sale

First Place *Ranch House Designs*
 Honorable Mention *Trailhead Designs*

Category 48 Two- or Three-color, Less-than-full-page Ad for a Ranch or Farm

First Place *Trailhead Designs*
 Second Place *California Cattleman*

Category 49 Two- or Three-color, Less-than-full-page Ad for a Livestock Supplier, Service, Association

First Place *Certified Angus Beef, LLC*

Category 50 One-color, Full-page Livestock Ad

First Place *California Cattleman*
 Second Place *Charolais Journal*
 Honorable Mention *California Cattleman*
 Honorable Mention *Kansas Stockman*

Category 51 One-color, Less-than-full-page Livestock Ad

First Place *Certified Angus Beef, LLC*
 Second Place *Limousin World*
 Honorable Mention *Trailhead Designs*
 Honorable Mention *Shorthorn Country*
 Honorable Mention *Kansas Stockman*

Category 52 Livestock Advertiser Campaign

First Place *Ranch House Designs*
 Second Place *Seedstock EDGE*

Category 53 Livestock Ad Headline

First Place *Ranch House Designs*
 Second Place *Ranch House Designs*
 Honorable Mention *Charolais Journal*

Category 54 Multiple-page Livestock Ad

First Place *Ranch House Designs*
 First Place *Charolais Journal*
 Honorable Mention *Limousin World*

Category 55 Logo Design

First Place *Ranch House Designs*
 Second Place *Charolais Journal*
 Honorable Mention *Limousin World*
 Honorable Mention *Ranch House Designs*
 Honorable Mention *Seedstock EDGE*

Category 56 Livestock Ad Photo

First Place *California Cattleman*
 Second Place *Shorthorn Country*
 Honorable Mention *Ranch House Designs*

Category 57 Livestock Ad Illustration

First Place *Limousin World*
 Honorable Mention *Limousin World*

Category 58 Brochures, Flyers and Direct-mail Pieces

First Place *Homestead Graphics*
 Second Place *J3 Group*
 Honorable Mention *J3 Group*

Category 59 Sale Catalogs

First Place *Shorthorn Country*
 Second Place *Texas Longhorn Trails*
 Honorable Mention *Homestead Graphics*

Category 60 Annual Reports

First Place *Angus Journal*
 Second Place *J3 Group*
 Honorable Mention *Angus Journal*

Category 61 Advertising Media Kit

First Place *BEEF*

Category 62 Miscellaneous Design

First Place *Certified Angus Beef, LLC*
 Second Place *American Angus Association*
 Honorable Mention *Shorthorn Country*

Category 63 Web Publishing, Publication Web Site

First Place *The American Quarter Horse Racing Journal*
 Second Place *PORK*

Category 64 Web Publishing, Association Web Site

First Place *Ranch House Designs*
 Second Place *Gelbvieh World*
 Honorable Mention *Angus Journal*
 Honorable Mention *Ohio Cattleman*

Category 65 Web Publishing, Breeder Web Site

First Place *Ranch House Designs*
 Second Place *Angus Journal*

Category 66 Web Publishing, Livestock-Affiliated Web Site

First Place *Certified Angus Beef, LLC*
 Second Place *Ranch House Designs*

Category 67 Web Publishing, Special Site

First Place *The American Quarter Horse Journal*

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The following categories had no entries: 46 and 68.

DAIRY TODAY

First Place

Dairy Today

by **Jim Dickrell**

Overall, this publication made the most improvement with the most noticeable changes, the main change being the look of the masthead. The table of contents page was improved with a cleaner look that is easier to read. The cover story box is cleaner. The page numbers were easier to read in front of the story titles instead of behind as in the past. The use of a bolder headline font would draw readers in more; however, in the few instances where the font is run over a photo, the lighter font is preferred. Be careful of font color choice over photos, i.e. page 22 of March 2005. Text still needs to be legible. Editorial pages look more consistent than in the past. One key item to the success of this publication is the use of more consistent headers. Key points of interest and pull quotes are improved over past issues.

JAMES FLANAGAN AWARD

CATEGORY 1 MOST IMPROVED PUBLICATION

For this category, we did not see a complete revamp in any of the publications. Little changes were made in this group as a whole. One issue that carried throughout many of these publications was a lack of consistency. When you look in a magazine, you should notice some consistency from month to month. Don't confuse the reader by moving standing columns around. A lot of the issues discussed in the following critiques are addressed in workshops around the country. Sending Staff to these workshops can further education and improve the overall look and design of your publication.

Second Place

Sheep Industry News

by Amy Trinidad

Major changes occurred in this magazine with the most noticeable change being the conversion to a slick cover. This makes for an attractive look, with the print quality of the photos improving as a result. The table of contents was enhanced by eliminating the bold font and replacing it with a clean, concise box of information. The font choice of editorial header was superior to past issues. The editorial ran together in many instances. Perhaps you should consider running a line between short stories as you did in the past to better separate these items. Keep in mind that service directories are there to help your readers find the services quickly. The newer method of spreading small ads throughout the publication makes it harder to find those service ads. The shorter line length of calendar listings was an improvement.

Ozarks Farm & Neighbor

by Stan Coffman

Overall, this is a great paper. We just did not see the level of improvement as with the top two entries for this publication to place higher. One improvement that could be made to this newspaper is to run the regular columns on the same page in each issue. Consider a name change in the Rumor Mill column. The word Rumor could be construed as negative. It could be retitled to be more positive and credible. We love the market report spread. It's probably the best one in the business. It has a great use of color and is in a consistent location each time. This feature is probably highly appreciated and read by your readers. The recipes are a great touch to attract the females in the farming industry. The headline font was improved with a bolder, consistent new font choice. The people pictures are always active and are a welcome change from the typical photos you see in many publications. Most

newspapers don't run a lot of original stories. These are refreshing and appreciated by your readers, I am sure. Overall this is a good, useful publication, just not enough major changes seen to make it the winner.

Georgia Cattleman

by Jim Collins and Gayla Dease

The use of teasers along the top of the cover are an improvement. Photos and the use of color are an improvement on the newer table of contents page; however, the text over the top of the photos is not legible. On the employee listing, the font was larger which is better, but the leading was reduced and made the information look busy and cluttered. This magazine needs more consistency in stories, particularly in the design of headlines. The older editorial headers were more substantial. The masthead was changed, but not for the better. A simpler, bolder font would be preferred over the new use of one serif, italicized font. The presidential listing is better with a gray box behind the listing. Editorial pages would be improved with font contrast between headlines and stories. Consider the use of a serif font vs. a sans serif font. Photos are too dark and need to be lightened. The Livestock Marketing Guide featured in the July 2005 issue had a small heading that is hard to find. Consider placing this at an angle to attract attention. Also, the use of 100% black type would have been more legible. The Expert Advice was a nice addition.

Arkansas Cattle Business

by Amy Bader

The Cattlemen's Calendar is improved as it is more open and easier to read. Important dates are bolded. The County News section looks better as far as the heading; however, the personality of the magazine was better in the older issues with more people photos. Advertising on page 4 is spelled wrong from month to month. Spelling needs to be checked throughout the magazine. Unfortunately, the masthead did not improve. The cursive font is not a progressive move in today's publishing, and has too much tracking. The editorial headers had bad drop shadows, i.e. the ad directory and president's column. Consider making the drop shadow a 10% screen or eliminate it entirely. The old table of contents had a more substantial presence, but the new look is simpler. The editorial headers were improved by taking out the black bar in the background, but were not as prominent and easy to find as the older issues. The print quality on photos is too dark. The black/white photos in particular need to be lightened. The page count is impressive for a state publication. Obviously this is a well-liked publication because of abundant advertising and a healthy publication size.

CATEGORY 2

ASSOCIATION PUBLICATION

All of the entries in this category were strong. Top entries excelled at organization of the publication, readability and emphasizing important features.

First Place

Nebraska Pork Talk

by Alise Allan

The editorial and overall contents of this publication have a very upscale consumer magazine look to them. This publication tends to break the tradition of a typical livestock style publication. Every article layout was enticing and made the viewer want to read it, even the financial report was very pleasing to the eye and drew much attention! The departments were very uniform and successfully use white space. Features are colorful and individually well designed and stylish. Also, very good quality photos used throughout. The white mail block on the cover is unfortunate and somewhat hinders design and the overall look of the cover. Would suggest exploring the option of labels or shrink wrap.

Second Place

America's Horse

by Staff

Overall, great magazine in terms of editorial content and layout. Wanted to read every article and subscribe myself! Love the UV coating on the cover. Cool use of Initial caps and great pictures in feature stories such as the photo and touch of humor corresponding with the "Horseland Security" story. Look of the departments should differ from the features more. Like 'Bits and Spurs' and 'Horse People' --- on those I like the use of the big Q. What really doesn't fit with the rest was the illustration of 'My mentor'. It seems out of place and not on the level of the design of the rest of the articles. Since you usually use dynamic photos, any illustration would have to be exceptional as well.

Honorable Mention

The American Quarter Horse Journal

by Staff

Nice cover photo with 'a picture is worth a thousand words' concept. Photo and blurb says all that is inside. Love the clean and interesting table of contents. Nice to not have ads breaking up the feature stories; however, this backfires in the statistic sections in the back, as the pages have so much copy there is not much to break up the gray. Like that the Special Section is set apart in the Table of Contents and in the background color, you can find your way right to it. In the Exporting Issues article, at a glance I'm not sure why it pertains to Cowhorses. Could have used a few extra words in the blurb to clarify, such as "with cowhorses setting records in the export world.....blah blah." Background a bit busy in the reined cowhorse section, distracted from the articles.

The American Quarter Horse Racing Journal by Staff

Love the covers. Pretty but looks just the same as the AQHA Journal with less noticeable features. Features look too much like departments. Love the editorial layout on the 'Water Baby' article. Words in the department bars are very hard to read.

Cutting Horse Chatter

by Staff

Good placement of sponsor ads within appropriate editorial. Nice layout on the kids' photo contest, although I might have chosen a different background color to make the photos pop (although I see that they wanted to continue them throughout the essay contest). Photos on the favorite picks and NYCHA coverage are either low res or there is too much magenta throughout the issue. Cover has good pictures but the masthead is lacking. There is no kerning. For example, "Cutting" is spaced out and "Horse" is tight. Could make a better choice of typestyle. The Top 100 Open standings is important to cutters and should remain in the front, because it is so important it needs to look better. The type is too small and the overall look is bland. The photos are too dark or gray. With a perfect bound book, allow larger margins especially in the gutter, type gets lost or cut off. The features need be either consistent in design or different because they are features but some are consistent and some are not. Pick one and stick to it.

The Cattleman

by Lionel Chambers

Overall, editorial layouts are easy to read and find although they have more of a news type feel to them. Contents page is engaging in color and use of photos. Even though the features have a uniform header, the layout designs are different, which keeps them interesting and pleasing to the eye. Color ads are well done and don't all look alike. Cover has great photo, creative use of position and bleed. Photo does the telling of what's inside (great). Also not overwhelmed by large type...very nice. However, the masthead needs to be larger. Department headers don't stand out. Graduated screen has very dated look. Black and white full page ads have a tendency to look very gray or muddy. Very reader friendly, good use of photos and clean layouts but could stand a little creativity and still be newsworthy for magazine's conservative readership.

California Cattleman

by Erin Lacy, Kelli Toldeo and Matt Macfarlane

Nice use of full color photos in departments bleeding off the top and sides, but the features do the same; this keeps them from standing out from the departments. On the July/August cover, great picture but the color or busyness of the masthead does not enhance it. Table of contents is too crowded and busy. Use of drop shadows in titles and headlines is overdone. Drop shadows are to enhance and make special. Feature layouts are all the same. Although it's uniform and clean and easy to read, it could use a little more creativity to differentiate from the departments. Also on pg 16 & 17 nice use of color and photo with the initial cap color connecting the

story, could have used a better case for color on the continuation though. Very good color photos in all editorials.

Kansas Stockman

by Todd Domer

Like the cover - clean and interesting. I like the non-use of blurbs and instead a color bar at the bottom to declare what issue it is. Nice photo and color. Started out making the regular features consistent but didn't keep it up. Features don't look different enough from the design of the columns. Nice and clean. News-type feel throughout the magazine, however, would suggest they continue to stay up to date on design trends. A use of italic serif type in the department headers doesn't work. Maybe use a sans serif type. Also, same 'painting' effect design technique used on three different ads within the first 15 pgs. Very overdone.

Line Rider

by Maggie Malson and Staff

Very nice and clean layout of the departments. Very consistent throughout and good use of white space. Easy to read. Feature layouts are unexciting. Cover photos are not high quality and could benefit from blurbs. The 'becoming better seedstock producers' is really the only one that stood out.

Charolais Journal

by Staff

Departments look nice and updated. User friendly, but could use more full color in feature editorial. Like the take off of the flower and wheat in the 'Parade on the Prairie' results. On page 30 & 31 can't tell the editorial from the ad. Too difficult to distinguish the features. Also, filler editorial does not belong in the front. Overuse of fuzzy borders and vignettes on the photos in the articles and on the covers. Collage cover does not work. The purple box does not explain what the cover is about or what's inside.

Georgia Cattleman

by Jim Collins and Gayla Dease

Nice layout on pg 38-39. Easy to read and continues well on the next page. Would suggest more artistic appeal. Could use more up to date fonts and would still be reader friendly. Using the same font for headlines throughout the the book tend to get lost. Make a point to not putting borders around the features so they don't look like ads. Move the headlines and copy down from the top. If possible, reduce the point size of the copy to add white space and make easier to read. Enhance your black and white pictures with more contrast. Might consider 'beefing up' the masthead to make it stand out more.

CATEGORY 3 NON-ASSOCIATION PUBLICATION

This category was a pleasure to judge as the entries in this division all employed modern design tools while maintaining a major "newsstand" feel to their publications that lets the reader

know, right away, they'll find some meat (or milk) between in the pages. While magazines of this type will never be accused of being "pretty," these entries were, for the most part, cleanly designed with a good, informative editorial focus. I'd still like to see these magazines do a better job of keeping their editorial together and not allow the advertising to chop up those pages, but I could be living in a dream world.

First Place

Drovers

by Staff

Drovers lives up to its claim as "America's Beef Business Source," as it continues to drive forward to its goal to share relevant and timely information with its readers. Choosing the winner in this category wasn't an easy decision as *BEEF Magazine* remains hot on their heels and, many times, excels in getting the story that captures the issue of the day. However, since editorial and design are both a part of the equation, *Drovers* gets the nod. Overall, this publication's design brings you right into its pages, from the easy-to-find-and-read Table of Contents, right into each of the department pages and features. The design is very straight forward, with a good use of fonts that are not overbearing. This is a well-done magazine that gets information to its reader quickly and with little fuss, a must in the environment of the industry.

Second Place

BEEF

by Staff

Second Place in this category is only by a nose, and barely that. *BEEF Magazine* is a must have for any beef producer, let alone others along the supply chain who want to know what's going on the industry. This publication is chocked full of information for readers can skim over, then keep to read more in-depth when they have the time. I struggle with the design, however, as it has a very "choppy" feel and some of that great editorial seems to get lost in a crowd of advertising placements. It's a relief to come across the spreads, whether they be editorial or advertising, just to get a break. Overall, however, this is an incredible resource to its readers.

Honorable Mention

Dairy Today

by Jim Dickrell

This entry does a good job of keeping it clean and neat in its pages, something you would expect from an industry magazine where health concerns top the list of issues. The Table of Contents is a good lead into articles that would be easy to find without it. In the issues provided for this contest, it's apparent this entry stays on top of what's relevant to their readers and works to find credible resources. They do a good job of picking the cover art and design. It would be nice if some of that would flow into the editorial design to make it look more interesting.

Dairy Herd Management

**by Thomas Quaife, Shirley Roenfeldt, Jammee Dunker,
Kimberlee Schoonmaker and Shannon Linderoth**

Like the others in this category, this publication does an excellent job of sharing the news with the industry, I just found its design a little tired. The feature story design shows a lot more imagination than the cover, so I'd give that some thought. The font choice for this magazine is very good; however, carrying the section headers from page to page does get a little distracting. There was also some inconsistency with the choice of left or right on some editorial.

Homestead Graphics

This is a neat publication with a welcoming, wide-open design, but to be honest, why doesn't the name focus more on pork? It seems a bit cumbersome anyway, so why not just pork Profit and get the family together. Otherwise, this is an easy-to-read publication and competes strongly with the remainder of the category.

CATEGORY 4 NEWSPAPER

These publications require a lot of work to be done correctly. Having the responsibility to carry pertinent and timely ag information as well as delivering it in an interesting manner is a big task handled well by this group. The writers and editors know their industry and keep the papers relevant. As far as design, if you are only able to use black and white, watch the amounts of gray used. We all know that we want to have color and, unfortunately, 30 percent black becomes a color to us. Clean, crisp, black and white is better than overusing the gray screens, gradations, etc. Some entries started to look muddy with the use of too much gray. A black reverse, with appropriate fonts and point size, is usually good for breaking it up if you feel you want a "color". Also if you have been using the same masthead for years and years, it may be time for a new, modern modern look.

First Place

Ozarks Farm & Neighbor

by Stan Coffman

Paper is inviting and reader friendly. Stories of interest are easy to find and read. Information side bars and extra large headlines combined with graphs and charts serve up information and make it tasty for a reader. The Market Sales Report in the centerfold is excellent. Very few papers have such a dynamic way of giving statistics like this. Coupled with the recipe section, I'm sure these two sections (market report and recipes) are the most read of your paper. Some of the other stories are a little light on subject matter, both in depth and subject. I think it's not as strong of a publication for the ag business person as it is for the ag lifestyle. Otherwise, a great example for others to view.

Second Place

Western Livestock Journal

by Staff

Overall, this is easy to read. This publication hauls a trailer load of content and does a good job with the delivery. I like the Beef Bits, Sheep Notes, Product News. This is what a weekly is about – quick knowledge. Unfortunately most of the content throughout appears to be mostly news release material, except for the regular columnists. This begs the question – what separates the material in this publication from the others? Would like to see more management articles, etc. Good people pictures. The layout is clean, easy to read and follow and thankfully, not a bunch of jumps. Watch your gray screens in some areas – maybe start using a reverse, especially in your classified heads. I'm sure you have a faithful following of readers.

Honorable Mention

Land & Livestock Post

by Beverly Moseley

This paper definitely could have tied for second. The four color gives it an advantage, but there are a few other things that held it back. The page size is unique to a newspaper but I think it crowds your content. This causes a lot of jumps in the stories which can be irritating to a reader. A lot of the content is from the news wire, maybe focus more on variety in editorial. Interesting that you tell me on the pages that it's "News" or the "Cartoon". That could be made less obvious and give you more space on the page too if you made that heading smaller or better yet, eliminated it... maybe? With the quantity/quality of advertisers, I would suggest an advertiser's index. It would be a nice touch for your readers. Overall, great publication, just needs a few upgrades.

Western Livestock Reporter

**by Deb Andras, Kevin Nichols, Donna Skidmore
and Bonnie Zieske**

My first impression on the cover is too many fonts! There are more than 5 in the Dec. 28th issue, and the artwork on the National Western article just adds to the challenge of where my eye should go first. Also there are too many stories started on the cover and then they jump throughout the paper. Let me read at least one entire article, preferably the lead story of the week. Shorten them if necessary. USA Today has proved this concept. Maybe use your index to show the story content, if needed. Would like to see many more people in your sale reports, not cattle. The cattle are already sold and you could use that photo within an ad that was sold to the buyer/seller. People want to see people in these papers; the ads carry enough of the cattle pictures. The right hand page folio/number needs to flop. I do like the photo cutouts of the columnists, unique to newspaper style. Liked the special issue of the National Western and its history. Keep that personalized touch throughout the other issues and you are on your way. Would love to see improvements in this and then re-enter next year for a new review. I think you'll be surprised.

Agri-News

by **TamiJo Blake and Staff**

Good consistency with layout; I'm sure your readers know where their favorite column is in each paper. Good job on original writing, it's not all from the wire. Another example of too many stories starting on the front and not finishing. As mentioned before, USA Today proved that people want short, complete stories in their newspaper. You lose them once they turn the page. Is there are reason for two different mastheads? I will assume that the Dec. 2 is going to be the new one? Flop page folios on the right hand page. I liked the Centennial Photo Extravaganza. The "Piles of Presents" (which took me a bit to figure out the word, Piles) is great. Just think if the green background would have been eliminated because it really takes away from the four color photos. Without the background, they would have really popped and it would have been easier to read. Try that next time and see how they stand out. Another example of a paper that appears to serve its readers. Keep up the good work.

CATEGORY 5 NEWSLETTER

This category is pretty straightforward. News in a short, informative piece. Most of the entries in this category met that objective, but the winner here had the best combination of news and design.

First Place

Angus Journal

"Directions "

by **Christy Benigno**

This entry does a good job of letting the reader know what's inside with an easy-to-read design. The choice of font, both in the body and headers, is a good one as some newsletters targeted to younger readers want to get "cute." However, when it's a newsletter focusing on serious young competitors, this one serves as a good example. There is a good use of art, without being busy, and information relevant to where these young people are now that also gives them a glimpse into the future. I especially like that some information is designed for these young readers to share with their parents.

Honorable Mention

Seedstock EDGE

"The Pinnacle"

by **Megan Sheridan and Staff**

Readers will find plenty of news in this publication that shares a perspective from their peers. The design is a little busy, but a good effort overall.

Texas Cattle Feeders Association

"Texas Cattle Feeders Association Newsletter" by **Burt Rutherford and Shaun Wink**

Timely, concise information that is an excellent companion to their other publications. Unless there is a reason to send it stapled,

I'd avoid that and use a single folded sheet. Font choice is good and easy to read.

Kansas Stockman

"Kansas Livestock Association News and Market Report"

by **Todd Domer**

Nice newsy piece. Easy to read, but didn't stand out. Very clean and I'm sure it's a very useful piece for your members. Just doesn't compete in this category.

J3 Group

"Lone Star Today News in Review" by **Staff**

I'll admit I was confused. This entry seemed more an advertorial than a newsletter. It's really a beautifully designed piece, but could focus more on issues affecting their customers than trying to sell more services.

CATEGORY 6 ELECTRONIC NEWSLETTER

Each entry in this category deserves recognition for providing timely content to subscribers. Each provides an "opt-out" for those who might be annoyed by receiving these newsletters in their inbox. Three of the entries have the same template with different audiences. Each is well written. One of the entries provides a table of contents for the reader to select desired stories. Keeping this type of product fresh and timely takes a commitment on behalf of editors, publishers and webmasters. Good job!

First Place

Drovers

"Drovers Alert"

by **Greg Henderson, Kim Watson, John Maday, Suzanne Bopp and James Arnold**

One of three entries from the same publisher. In a close decision it gets the first place nod based on the added editorial content by the editor. The copy is provided in a different color and helps the reader get a little more out of the story. The newsletter is organized in a way that allows for a quick read. When viewing e-mail readers want things in short, easy to grasp chunks.

Honorable Mention

Dairy Herd Management

"Dairy Alert"

by **Thomas Quaife**

Well-organized information presented in an easy to access way. The information is useful, but I could have used a little more depth before hitting the links. This newsletter is, by design, the same as the winning entry in layout, navigation, advertisements, etc. Hard to fault the company for standardizing this product.

Honorable Mention

PORK

“Pork Alert”

by **Marlys Miller and Jane Messenger**

Here again, this is the same electronic product as the first two entries. Obviously the audience is different and the content providers work independently of the other newsletters. This newsletter is well written and provides strong factual information for the readers to scan with a quick read. On each of these newsletters the use of san serif font makes is a bit difficult to read as you get into the middle of the stories.

Honorable Mention

BEEF

“BEEF Cow-Calf Weekly”

by **Staff**

A strong entry in a strong category. The length of the stories kept this entry out of first place. Although well written, the full length nature of the content may have readers moving on while checking their e-mail. I like the table of contents and it helps to select what to reads, but once selected the volume of information looks like work in one sitting. Nonetheless, I like this entry and commend the content providers for being able to repackage copy in an electronic form.

CATEGORY 7 WEB SITE

In this category the entries were essentially the same. Differentiating a winner would be difficult and unfair. They both meet their objectives and model for others what a website should be in a business environment.

First Place

BEEF

www.beef-mag.com

by **Staff**

This website opens to a no-nonsense homepage packed with useful links and information. It is easy to navigate and is not cluttered with pictures and graphics; however, a few more graphic elements or pictures would be appreciated. The site provides timely, dynamic information that will keep “eyes” coming back to the site day after day. The search tool is helpful. For some the print may be a bit small in some sections. Overall, this site meets its objectives and provides a consistent product for its users.

First Place

National Hog Farmer

www.nationalhogfarmer.com

by **Krista Trempe**

This site is virtually the same as www.beef-mag.com so much of the critique is the same. In each of the websites you’ll find high quality well written articles focused on helping producers be more efficient and profitable. It appears, and rightly so, that the webmaster for these two sites is being fed content to be dropped into a template that works for both publications. Websites are hungry and keeping them fed requires the teamwork of many people. It appears the technology folks and the editorial folks have found a system that satisfies that hunger.

CATEGORY 8

SPECIAL ISSUE – UNDER 100 PAGES

To me, a special issue should be just that. For those publications that created a special issue in a regular issue, you had a tougher job but performed admirably. I commend each publication for all the hard work compiling data, writing editorial and designing these special issues. One re-occurring critique was concerning the covers of several publications. If you are going to the trouble and expense to produce a special issue, please don’t assume your readers know what all the fuss is about. Tell them on the cover. Overall, these special issues are something to be proud of. Also, many of these entries had too many widows and orphans and could have used continued ons and continued froms to direct readers to the appropriate page to finish the story.

First Place

Cutting Horse Chatter

“Guide to Cutting”

by **Staff**

I like the ingenuity of running the picture over masthead, but you may have gone a touch too far and covered up a little too much of the masthead. As a whole, the cover is creative and eye-catching. Three photos on the table of contents are nice and large, but if you are re-running the cover, explain or have a purpose for doing so. The purpose of this issue is obviously a back- to-basics educational piece. As such, this issue is packed full of information, with a nice mix of novice and more advanced editorial. Photos are of excellent quality. Some pages are copy heavy and could have benefited from the use of pull quotes or some other graphic element. Also, in my opinion, a three page story needs more graphics than a single photo. Regarding the Refining Your Run section, the use of a background color behind the text is a nice touch and ties the three articles together nicely.

Second Place

Certified Angus Beef, LLC

“Brand Update ‘05”

by **Staff**

Fonts are large and easy to read, which is a compliment. Design is clean with good use of white space. Photo quality is excellent. This publication feels more like an annual report than a special issue. I am going to give you the benefit of the doubt and assume

your readers know the difference. On page 18 the force justified is a poor choice. A table of contents could have helped the readers navigate this issue easier.

Honorable Mention

Ozarks Farm & Neighbor

“Farm Hand Ag Resource Directory”

by Stan Coffman

This unique piece obviously provides a useful service to your readers. A cross reference index by town in the back might have been helpful for readers wanting to identify companies in their local area. The 4-color ads spice up what could have otherwise been a mundane directory. For a newsprint publication, the photos and print quality is very good—as good as many slick publications in fact. Congratulations for working so hard to gather so much information to provide to your readers in a concise, easy-to-read manner.

BEEF

“Spring 2005 Cow-Calf Issue”

by Staff

Judging by the cover, I can't tell what your theme is. Is it the cow-calf issue or the bio-security issue? Even though it is a simple graphic, the use of the keyhole throughout provides a nice tie together element. Editorial headers are consistent. Need to incorporate some continued ons and continued froms and watch widows and orphans. Try a combination of serif and sans serif fonts for headlines and body copy placed on the same page. Nice touch including a photo of the ad rep on page 34. It is good to be able to put a face with a name. Interesting concept of putting the Beef Genetic Directory as your last page and inside back cover. Many publications consider this prime advertising space, but if it works for you in this manner, then great!

National Hog Farmer

“Weaning Age Revisited” and “Maximizing Throughput”

by Staff

Since these issues were so much alike, even though I judged them separately, the critiques basically read the same. While the themes were different, layout, design and feel were nearly identical. In the future, consider entering only one. Editorial headers are consistent throughout. Tying in the blueprint background throughout the editorial layout serves to tie the issue together well. Editorial colors complement the photos well. If at all possible avoid placing a blow card on top of the photo for the lead story. Remain on the lookout for widows and orphans. Vary photo and graphic placement to achieve a more balanced layout. (If you can place your hand on a page and not touch a graphic or photo consider redesigning the layout for that particular page.) Use of continued ons and continued froms would serve the reader well.

Gelbvieh World

“2005 Balancer Reference Edition”

by Katie Danneman

Overall, good information about Balancers. For the most part, the editorial follows the theme well. The table of contents page on top of the cowhide is distracting. In fact, it is hard to tell it's a contents page. Centering was not the best option and ended up making the contents page look empty. A couple of photos would have helped TOC layout. The Staff listing is hard to read. They work hard and deserve better. Lack of page numbers makes this issue hard to navigate—the first page number printed is 14. Be more creative when putting articles in categories. I question whether or not a dictionary is a “feature”. I like the layout of page 30. This could be a template for the editorial throughout. The cover is modern, gutsy and futuristic—good job.

Western Livestock Reporter

“Denver 2005 Issue”

by Deb Andras, Kevin Nichols, Donna Skidmore and Bonnie Zieske

Please use consistent type size on sale reports i.e. page 3. I like the varying column widths on the same page because it does a good job helping differentiate each story. The hairlines help even more. If an issue is worthy of “special issue” status, I would like to see both regular columnists refer to the reason this issue is special. Try to limit the number of fonts used, especially on the cover. By my count, nine fonts were used on the cover, not including the National Western logo. I really like the historical photos used on pages 10 and 11. They tie nicely back into the 100th anniversary theme and remind us about how much times have really changed.

Iowa Farm Bureau Spokesman

“Iowa Livestock 2005”

by Dale Johnson, Tereas Bjork, Tom Black and Joseph Murphy

As with several other entries, this piece fails to convey the feel of a special issue on the cover. Your stated objective covers a lot of ground and makes it hard to pinpoint a specific theme. Editorial appears to be original and informative. I appreciate the use of four color photos in editorial. Not sure blue pull quote box on page 15a was the appropriate choice. A tan color pulled from photo would have had a more pleasing effect. Blue however, would have worked great on page 16A where you used a gray box.

National Hog Farmer

“Serving the Pork Industry for 50 Years”

by Dale Miller, Joe Vansickle, Krista Trempe and Dennis Wolf

Good color choice on the cover, gold equals 50th anniversary. Overall, layout is consistent. I commend the Staff for all the research and information gathering that must have went into this issue. Foldout table of contents is a refreshing departure from the ordinary. Watch orphans. On the “our panel” section, try to have the photo of the person on the same page as the person’s name and credentials. Continued ons and continued froms would help the reader follow the stories more readily. If possible, be mindful of where inserts are placed so they don’t break up the editorial as much. Given the amount of information on pages 42 and 43, there is too much bold and color. The year dates would have stood out without those added graphic elements.

Shorthorn Country

“2005 National Junior Shorthorn Shows and Youth Conference”

by Staff

While special issue wasn’t designated on the cover, it doesn’t take long to figure out this issue is geared primarily toward juniors. Watch for widows and orphans. Pages are too black/white and lack contrast or graphics other than photos. Dark pictures with a heavy dark border make the photos appear even darker. Try using a hair-line or no border at all. Show coverage layout is a little too cookie cutter. Vary picture size with importance of win. Also, maybe try using a different font on show coverage headlines. All in all, I am sure the juniors and their parents are proud of the positive publicity given to them in this issue.

Georgia Cattleman

“2006 Calendar”

by Jim Collins, Julie Sims and Gayla Dease

This calendar piece belonged in category 62 for miscellaneous design. I am sure the calf due dates come in handy for the producers who receive this piece. Several events butt up against actual calendar date—a leading change could have helped. Consider bolding holiday dates for easier identification. I noticed some inconsistency with copy placement within certain date boxes i.e. some events/holidays were touching the baseline. Photo collage on last page was a nice touch as was the four color photo of the GCA Staff.

CATEGORY 9 SPECIAL ISSUE

101 Pages and Over Special issues are just that . . . special, meaning the look and focus of the editorial and design should stand out from what readers normally expect to see and be what readers can look forward to and keep for future reference. Some entries in this category hit the target square on the head, while others loaded up

with buckshot and hoped something might make a mark. The winner in this category obviously thought ahead, developed a plan and executed that plan, serving as a great example to the remainder of the entries. Otherwise, there is a great opportunity for the LPC to host a layout and design workshop as many of the entries need to take a fresher look at their design and work to update their focus.

First Place

Texas Cattle Feeders Association

“Cattle Feeders Annual”

by Burt Rutherford and Shaun Wink

This entry was the clear stand out in this category with a clean, concise design that drew the reader into both editorial and advertising offerings. With an annual issue, readers expect to get an “interstate highway” view of the industry that takes them through the major issues facing the industry and helps them understand what they’re likely to face in the future. Cattle Feeders Annual does an admirable job of addressing those issues and keeping all, from global to local, relevant to their readers. While the edge-line section headers are sometimes overused in publications, Cattle Feeders Annual uses the tool where needed, without making it cumbersome and drawing attention away from some good graphic design work. The editorial design was consistent and easy to read, however, I’d take some caution in the overuse of headers in the body copy. The contributors to this issue clearly write from an informed perspective and I particularly enjoyed Larry Stalcup’s Trendy Food’s article and Wes Ishmael does an excellent job of simplifying the seemingly complicated issue of animal I.D. The quality of this publication is certainly reflected in the strength of its advertiser base and the organization that publishes it. Good job.

Second Place

Charolais Journal

“March 2005”

by Staff

Despite that fact that this entry came with a missing page (which briefly made me think that the Hall of Fame winner profiled had somehow developed some revolutionary scrotum measuring technique), I liked the consistent look of this publication and a design that didn’t force the reader on a search and rescue mission for what they wanted to read (like many in this category). The table of contents page was just the start of a good looking publication that does a decent job of reviewing the national show. I would have liked to have seen more insight from the show in editorial focusing on exhibitors and consistent winners and would suggest that editorial Staff think further ahead in providing information related to the show, but relevant to any of their readers, whether they were there or not, i.e. showing techniques, photos of cattle actually being shown etc., to provide more feel for the show. And, while I still like the clean design, the use of some of the Photoshop techniques on the cover and inside simply distorted the photos and took away any value they might have had.

Honorable Mention

Western Livestock Journal

“Commercial Cattle Issue”

by Staff

Okay, so the cover of this issue wasn't the most imaginative, but overall this is a neat, newsy publication. For the commercial cattleman, there is an abundance of good information in this issue. I'm not sure why the table of contents needs to compete with the editor's comments, and as a result, the reader will likely have to spend more time on this page than they want to, and probably won't. Content descriptions should be much more brief and have more impact to draw the reader inside. The positioning of the “wind” article on page 19, right side, was a shift from the remainder of the publication and the unintentional blending of grays between the ad on the left and the editorial makes one briefly think both are related.

California Cattleman

“July/August 2005 Bull Buyer's Guide”

by Erin Lacy, Kelli Toldeo and Matt Macfarlane

I came close to liking this publication, but after another look, it became a face in the crowd. Overall, it's a cleanly designed publication with an easy to read table of contents and clean, clear photographs. However, there is an overuse of feathering in photographs scattered throughout the publication and the use of bold facing names or key words became annoying. I also got to wondering, if I'm interested in knowing more about buying bulls, what is this publication telling me?

Shorthorn Country

“Herd Reference Issue”

by Staff

Overall, this is a pretty vanilla publication, that is full of information with a fairly consistent, albeit, boring design. While the spine tells you it's a special issue, there is no mention of it on the cover. There is a lack of consistency, however, in the size and use of the black banner in identifying departments (or not, sometimes it's just a black block across the top of the page) and the editorial copy block jumps up and down in its positioning, which is particularly noticeable in the Builder of the Breed articles. The designers also allow advertising designs to run off the page which it appears they are not intended to (see Rexlaine Farms and Kim Cattle Company). Either that, or the advertising specs are wrong.

Western Livestock Reporter

“Annual Breeders Edition”

by Jamie Lane, Donna Skidmore and Bonnie Zieske

This publication is a nice catalogue of advertisements with some newsy articles mixed in for its readers. It seems the designers couldn't decide if the editorial should run on the left or right side of the page, so they threw in a little of both. I never did find a table of contents, so I suppose finding which articles the publication

wants its reader to focus on should somehow magically appear. Designers also allowed the ad on page 18-19 to run too close to the top of the page, while other advertising chopped up the editorial.

CATEGORY 10 EVENT/SHOW PROGRAM

Overall, these two programs are very well produced. This category could handle more competition as I'm sure that this is a popular item in the livestock industry. A program should be easy to read with a sensible layout of the table of contents, schedule, proper recognition of the sponsors and, of course, appropriate ad layout. A basic schedule of events for quick reference and then a more extensive schedule would always be a welcome part of any program. I'm sure that some of your programs would have the entries listed which are obviously for both the attendees and the spectator. Since this must be limited to certain industry formats, then that part of the design just needs to be clean and concise.

First Place

Georgia Cattleman

“2006 Convention Book”

by Jim Collins, Julie Sims and Gayla Dease

Good example of a clear and well-organized program. It is easy to follow, which will serve its readers well. The pictures are a nice touch along the edge of the pages, especially for the type of event. The more pictures the better, except within the schedule. I found the head shots distracting. Good use of fonts. There is no problem in differentiating the headlines from the body of text.

Second Place

J3 Group

“2005 State Fair of Texas Exhibitor's Guide”

by Staff

The cover of the publication is a very nice design. I like the pictures. They are a good representation of what happens at the event. I found the continuation of the leather background a nice touch behind the advertisements, but it made the text hard to read. The font used for the text was equally hard to read and there is very little difference between the text font and the headline font. The use of the stars and the lines (borders) were helpful and well done.

CATEGORY 11 SINGLE ARTICLE LAYOUT & DESIGN

Designing an effective article treatment is a difficult task. The designer must weigh the alternatives and pick the solution that best fits the story and the target audience. A clean, cohesive and easy-to-follow design with legible fonts is the key to a successful layout. The diverse level of design within this category made it difficult to judge due to the different approaches and goals of each publication. Although the choices for first and second were clear, we congratulate all the entries that were submitted and encourage the designers to keep the creativity flowin'!

First Place

Dairy Herd Management

“Avoid Expansion Conflicts”

by Jammie Dunker

This entry sets itself apart from the others with an excellent cohesive design that's easy to follow. The dynamic lead photo and outstanding headline treatment immediately pull the reader into the story. The tables are clean and attractive and the color scheme is right on. Nice placement of the sidebar on page 24 and callout on page 26. The excellent use of white space and clean typography makes this an easy and attractive read.

Second Place

Cutting Horse Chatter

“Big Numbers”

by Mindy Young

Excellent choice for the lead photo, as well as the aerial-view shot on the following page. The composition, vibrant colors and intricate detail in the muscle entice the reader to turn the page. The photography in this piece definitely contributes to the overall design. Nice cohesive color scheme and headline treatment. Experimenting with the drop-cap could add to this already outstanding layout. Good job.

Honorable Mention

National Hog Farmer

50 Years of Progress”

by Krista Trempe

This is a nice chronological timeline that's easy-to-follow and very attractive. The designer utilizes a nice use of visual elements that both complement the design and serve as visual aids to guide the reader through the magazine's 50 years of success in the pork industry.

BEEF

“Grab the Pendulum”

by Krista Trempe

Excellent use of color on page 32: classy, rich and attractive. The light blue in the photo sits nice against the rich orange in the background. The concept does the job well, but the copy on page 32 needs more breathing room. The designer effectively carries the pendulum image onto the second page, but a different photo than that on the previous page would help hold reader interest. There could also be more treatment to the subheads as well, but a nice job overall.

BEEF

“Extreme Makeover”

by Krista Trempe

Nice use of white space and photo selection. I'm not too crazy on the script font used for the headline, and I would have experimented more with the typography and treatment of the headline, as it's hard to read over the already busy photo across the gutter. Moving or repeating the pyramid illustration on page 44 to page 42 in the “About My Pyramid” section would help this already attractive layout.

Cutting Horse Chatter

“A Friendly Finish”

by Casceil McRae

The photography throughout this piece is outstanding, with an engaging lead photo that pulls the reader into the story. More white space and use of color could make this piece more attractive and solid. Blowing up the headline, “PCCHA Legend Futurity,” to fill the entire hat on page 66 is an idea to consider. Although page 70 looks crowded, the designer did a nice job on the overall layout.

Cutting Horse Chatter

“Stacking the Deck”

by Casceil McRae

Nice headline concept and effective use of subheads to break up the space. I like the card-deck illustration in the headline and would have used it throughout the article to pull everything together provide design consistency. By using a black and red color scheme, converting the photos to black and white could make this piece more dramatic and unified. The page 169 photo is great. I'd move it toward the top to make better use of the space and lend more readability to the story.

Cutting Horse Chatter

“Feats of Clay”

by Mindy Young

This article nicely utilizes the space in the opening spread, but fails to maintain the theme through the article. There was no need to use a crossover lead photo here. The designer could crop the photo to one page and add either another photo or a callout on

page 103 to break up the space and keep the reader's interest. A stronger/bolder headline would also dramatically help this already attractive piece. The photos are outstanding and utilizing the same treatment as done on page 104 could really make this piece solid. In addition, I'd do more graphically to break up the space on pages 106 and 107, which are copy heavy. One suggestion is to move the sidebar on the last page to page 104. All around, a nice job.

Cascade Horseman
“The Horses of Rodeo”
by Lorinda Gamble

This is a nice, vibrant visual representation and collection of photos, maybe a little too much for a single 2-page spread. A couple of suggestions: A cohesive grid is the backbone to good, clean and solid design. Pay attention to runarounds and keep everything consistent. Nice headline concept but avoid breaking it up with a photo. Another suggestion to unify this piece would be to keep the bottom two photos cropped at the same height and place them straight along the top with the copy directly below in two column grids.

California Cattleman
“Ranching Roots”
by Kelli Toledo, Shauna Trusas, Ellington Johnson,
Jim Schoettler, Jesse Roach, Vogt Silversmiths and
Kent Reeves

With the theme of diversification, the designer does a nice job of graphically representing it. Maybe a little too much. At first glance, the opening page may get mistaken for an ad or insert. A main graphic element that could break down and repeat in the following pages could unify this piece even more; or perhaps a bar across the top could immediately signal to the reader that each page was a part of this feature article. The photography is outstanding and excels at representing the members in a unique and touching way.

Arkansas Cattle Business
“Convention Coverage”
by Amy Bader

Nice compilation of photos that provides a good visual representation of the tradeshow/convention. There's a lot going on in a small amount of space. A cohesive design using a solid grid could really add to this article. Suggestions: Bigger/bolder headline using a sans serif font, consistent treatment to photo outlines, avoid filling the entire page with a transparent background, breaking the space up by adding colored boxes, and choosing a solid color palette would really pull together this piece.

Cutting Horse Chatter
“Music City Futurity Rocks!”
by Mindy Young

Nice use of typography throughout the piece. Because this is a music event, give it some life and energy! The photos are vibrant

and alive, but too many can dominate an article as on page 157. Use only the photos needed to help tell the story. The designer does a nice job with the crossover lead photo, but could break up the copy on the spread with a call out or smaller picture, maybe one from page 157. Great job and rock on!

CATEGORY 12
SINGLE ARTICLE LAYOUT AND
DESIGN, NEWSPAPER

First Place

Land & Livestock Post

“Camp Cooley Production Sale Tops \$4 Million”

by Beverly Moseley

This is a clean, attractive and reader-friendly layout. The photos balance well with the amount of copy, and the size and composition of the photos make them eye-catching. The copy in the timeline is slightly crowded and a little harder to read, but the box is well placed in the article. The jump line on the second page of the article could be smaller, but does a good job directing the reader to the story.

CATEGORY 13
COVER, ASSOCIATION

Not only was this a huge category but a top-quality one as well. The cover is the showcase and/or sales piece for the package inside. Strong cover images with tasteful and appropriately played design elements are what it's all about. To many of these entries, in my book, concentrate solely on the quality of the image and eschew use of the tools that could unify the package. My one overall criticism of entries in this category is that most fail to properly use cover lines to tie the issue theme together and sell the copy inside.

First Place

The American Quarter Horse Journal

“Perfect Health”

by Justin Foster

Of the victor in this category, there is no question. This action cover, with a capital “A,” is stunning in almost every respect. It leaves viewers with the question: “How in the heck did they ever get that shot?” Not only is the image a stunning frozen moment in time but the entire package is as clean and sharp as a Marine on inspection day. The only thing I can fault is that the cover line is too understated, but I can see by other entries from this magazine that it's the magazine's style.

Second Place

The American Quarter Horse Journal

“Ready or Not”

by Justin Foster

Another stunning entry from AQHJ. What a great mood shot. Exhibiting as much class as the first-place winner, this entry was relegated to second only because the first-place entry was such a perfect captured moment of action. Like the first-place finisher, this cover is beautiful in its simplicity and emotive quality. “Ready Or Not” the only cover lines says, providing a perfect and emotional tie-in to the shy foal peeking out at the camera from behind its mama. Beautiful.

Honorable Mention

The American Quarter Horse Journal

“Are They Keepers?”

by Terry Stidger

This cover image of a silhouetted cavvy with majestic, snow-covered peaks rising in the background is a beautiful scenic that exhibits so much depth that you feel like you’re right there. The image and its design effectively depicts the freedom, majesty and tranquility that horse ownership embodies to many folks. However, this design falters in one aspect – there’s tie-in of the cover image to any inside content.

Honorable Mention

Seedstock EDGE

“February/March 2005”

by Ray Ortensie and Susan Shoup Grebner

Virtually everyone can appreciate a cute picture of kids interacting with baby animals. Done right, they’re interesting and emotive, though too overdone in my book. This typical kid shot works because, while it’s obviously posed, the photographer waited until the child’s spontaneity emerged. Thus, the tight shot – taken at child level – exhibits the genuine glee of the little boy as he nuzzles with two baby Hamps. This image fits well the issue theme of “Spring Showpig Issue” well.

America’s Horse

“Babbitt Ranch”

by Justin Foster and Jim Jennings

This head-on, telephoto image of a wrangler driving a cavvy is first-rate – a nice mood shot with great color tones, very warm and soothing. All the animals are attentive, looking at the camera as they move toward it. This has the look and feel of a horsebook cover, but it lacks the airiness of the winning entries, and the bored-looking rider detracts from the energy of the photo. With the competition so tough in this year’s offerings, that’s enough for it to finish out of the money.

America’s Horse

“Trail Riding in Yellowstone”

by Justin Foster and Holly Clanahan

This tack-sharp image of a horse and rider wading a stream was a finalist. It depicts good action – and the early-morning light has so defined and frozen the water splashes kicked up by the horse that they appear to be cast acrylics – beautiful. In any other year, this cover likely would have finished in the money. Again, I’d like to see the single cover line played larger and more prominently so it carries more punch. It seems to me the cover lines are being underutilized as a design element.

Limousin World

“June/July 2005”

by Staff

This composite photo overlays a well-muscled black Limo bull prominently over a high-perspective view of a large feedlot. The result is striking and it works with the dominant cover line of “Muscle into Mainstream.” The design falters, however, in the weakness of the line, “2005 Herd Reference Issue,” which tends to disappear on the horizon of the background photo.

The Florida Cattleman and Livestock Journal

“Environmental/Legislative Issue”

by Barbara S. Starcher

This cover features a beautiful, predominantly black and orange, wooded scene that, at first, I thought was a sunset shot. On closer inspection, I realized it was actually a dramatic photo of burning woodlands. This issue needed a stronger cover line(s) to tie the image to the topic – and there are some great possibilities with this photo and its composition. The “Environmental/Legislative” tag line doesn’t do it justice.

The American Quarter Horse Racing Journal

“Millionaire Marker”

by Diana McClung and Jennifer K. Hancock

I commend the designer for her simplicity in design, but the result was confusing to me. The top of the image competes with the nameplate which it overprints, leaving them both competing for attention. It’s a nice idea but it doesn’t work with this image. Plus, the single cover line, already hamstrung due to its small size, is further lost due to its color selection.

The Cattleman

“September 2005”

by Bud Fichte

This is a nice-eye level shot of cattle at a feed bunk. It’s sharp and well done but it’s a cliché shot for a field this tough. The strong image works well for this cover because the magazine nameplate and coverlines don’t carry enough weight.

The Cattleman
“March 2005”

by Sherry Blanchard Stuart

The creator of this illustration cover of three cattlemen on horseback chatting in a pasture is well done. This artist has her proportions down. The cover lines used with this image, however, are so weakly played that you almost miss them.

Kansas Stockman
“October 2005”

by Brett Spader

Nice clean look but stark in comparison to the top finishers in this category. There is lots of great room for cover lines to punch up the meaning of the Charolais portrait on the cover, and add to the design interest, but it goes unused.

Missouri Beef Cattleman
“Bull Mountain – Summertime Issue – June 2005”

by Andy Atzenweiler

An interesting shot of four cutout bull shapes on outdoor display – Bull Mountain, I presume. It’s an interesting, well-composed shot but why leave the viewer guessing as to why it is important or interesting to them? Great space abounds in this design for great complementary coverlines, but it isn’t used.

Kansas Stockman
“August 2005”

by Brett Spader

Another interesting shot of life-form silhouette cutouts on display in a pasture – this time it’s a roper astride a horse, chasing down a cow. A bolt of lightning shooting out of the sky towards the scene adds interest to the image. The image has tremendous opportunity for use of a clever or explanatory cover line to pique reader interest in issue, but it goes unused.

Arkansas Cattle Business
“May 2005, Beef Month”

by Amy Bader

I like this designer’s willingness to take risks for creativity, but she went a little past the “full” line. The result is a busy cover without a strong focal point. For instance, the main cover line, “May is Arkansas Beef Month,” overprints a BW full-bleed background photo of steaks on the grill. Then, that tag line utilizes two vastly different fonts in vastly different sizes, which disturbs the flow of the phrase and makes it difficult to absorb. The treatment of your other cover lines, however, is appropriate.

The American Quarter Horse Racing Journal
“Ocean Runaway”

by Justin Foster and Andrea Caudill

This is an attractive entry – a three-quarter, rear-view, head shot of a champion – Ocean Runaway. I like the unique perspective of the photo, but it appears soft and washed out. In addition, as is the style for this publication, the single cover line is way too weak. Using the title on your entry objectives – “Ocean Runaway Makes A Splash At Los Alamitos – would give the reader a little more info to go on.

Charolais Journal
“May 2005, The Female Issue”

by Mark Ringenberg and Floyd Wampler

I like the warm emotion of this extremely clean, softly lighted image heralding “The Female Issue.” This designer properly placed the lone cover line, resulting in an extremely clean-looking final result. But this cover needs to deliver more info to the reader, and the opportunities abound for more “sell” of the inside editorial.

Charolais Journal
“June/July 2005”

by Mark Ringenberg and David Hobbs

Another great-feeling cover from the *Charolais Journal*. It features a healthy-looking, muscular Charolais bull shot in the warm light of sunset for a dramatic result. The attractive and disciplined use of color helps the final result, but again there’s under-reliance on cover lines.

Cutting Horse Chatter
“August 2005”

by Mindy Young

This cover consists of a nice action shot of icon Joe Howard Williamson astride a horse, his finger thrust in the air and overprinting the nameplate, his face contorted. I really like the action of the captured moment. Unfortunately, the amazingly similar hues of the image from Williamson’s waist down – the horse, Williamson’s chaps and the cattle behind them – makes for a monochromatic result that makes detail hard to discern. I like the boldness of your main cover line, but the font of the other three buried in the cover’s left bottom corner is so small, they’re lost.

Gelbvieh World
“October 2005”

by Katie Danneman

This is a well-composed design. The Gelviah calf is photogenic and exudes a peaceful demeanor, though the image doesn’t have the sharpness others in this category, probably due to the overcast conditions. It’s shot head-on at calf-level height to add interest, on a pasture of lush grass. Does life get any better? The designer also used cover lines well, playing up the main story of “Where Does Gelbvieh Rank? The Meat Animal Research Center Data Results Explained.” Nice job.

America's Horse

“Cowgirl Ranch Rodeo”

by **Diana McClung and Becky Newell**

I like the creativity and simplicity of this design and photo Staff. The tight shot is of a worn, obviously female western boot, with it's wearer presumably perched on the rail above watching the competitive action. Complementing what is obviously a working piece of footwear, is the cover line: “Cowgirl Up! Gearing up for women's ranch rodeos.” My only suggestion for improvement is to put your cover lines to work.

The American Quarter Horse Racing Journal

“Moving Forward”

by **Justin Foster and Holly Clanahan**

This is a non-traditional perspective on an everyday scene. What a great perspective – a ground-level closeup of a racing horse's prancing forelegs. Unfortunately the photo lacks sharpness, and the single cover line is too weak.

Cascade Cattleman

“Bull Buyers Guide”

by **Lorinda Gamble and Maureen Thomas**

This cover consists of a tight bull portrait that leaves no doubt about the issue's intent – a bull buyers guide. The photo is sharp and reasonably well composed but the digital correction washed out the animal's coat and left what appears to be a pixilation artifact on the animal's brisket. With this entry, as with most others in this category, the designer fails to utilize cover lines to augment and power-up the design.

Cascade Horseman

“August 2005”

by **Lorinda Gamble**

Here's a photographic pairing that's tough to go wrong with – an attractive, smiling, colorfully dressed rodeo queen astride a good-looking steed bedecked with a beautiful garland of flowers. The result is a nice photo but the image lacks sharpness. It would be better if the waving young woman had been looking directly into the camera to personalize her actions with the reader. Another failing is the lack of a tie-in of the cover image to either of the two cover lines.

American Salers

“American Salers Junior Issue”

by **Joel VanGundy**

I like the warmth of the shot of this infant, taken from the tot's eye level and from behind, as he peers through the fence at some cattle grazing in the pasture beyond. Because this infant's face isn't shown, he becomes every viewer's child. The image appears to be a 4-color BW reproduction. That, along with the old-fashioned feel

of the nameplate font and its color palette, gives the whole package a nostalgic feel. This entry did a good job in using, sizing and placing cover lines but none seem to apply to the cover image.

Seedstock EDGE

“September 2005”

by **Dan Akers**

It's great to have a talented illustrator on Staff because it adds so much more creative and design potential. I like the stylized technique of this illustrator – it's unique and attractive. This particular illustration, however, seems a bit forced to me. The illustration's dominant elements are a very prominent pig in the foreground, with a stylized traditional red barn in the background. Those two elements alone make for a warm and enjoyable scene. However, flying above the barn is an airplane towing a banner that says “Show Pig Issue,” while the pig holds in its mouth a Polaroid-style snapshot of a proud hog producer showing off his blue ribbon.

Seedstock EDGE

“November/December 2005”

by **Dan Akers**

This stylized illustration is a warm Christmas-time family scene of a young family proudly viewing a sow and her offspring, with their Holidays-decorated home visible through the barn door behind them. The illustration is well-composed and cohesive. The single cover line – Brood Cow Issue – is incorporated in the illustration as a sign nailed above the barn door, where it's too easily overlooked.

Seedstock EDGE

“August 2005”

by **Megan Sheridan and Dan Akers**

This image consists of a collage of six photos, all printed in single-tone colors. It makes for a colorful result but the collection begs more explanation – again, cover lines would help – photos don't tell a story.

California Cattleman

“July/August 2005 Bull Buyers Guide”

by **Kelli Toledo and Matt Macfarlane**

Here's a good clean cover design but the image of the nicely posed young bull was shot at the wrong time of the day – high noon. The result is a black bull with harsh shadows that eat up much of its body detail. The photo composition is good, though I would consider electronically removing the metal fence post immediately behind the bull, as it appears to skewer his belly.

Georgia Cattleman

“July 2005”

by **Gayla Dease and Jim Collins**

This cover consists of a CattleFax-provided horizontal graph on historic cattle prices for calves, feeders and fed cattle. A collage of about 15 photos makes up the background to the graph lines. The result is colorful but confusing, as the myriad of colors in the photos jumble with the colored graph lines. What's more, the faded borders of the 15 or so images melt one another (with the intersecting graph line further muddling the clarity) and hampers easy absorption of any of them.

CATEGORY 14 COVER, NON ASSOCIATION

There are some talented designers at work in this category. Something out of the ordinary is generally what's needed to attract reader attention and get them interested in the publication and its contents. Two magazines in this category did just that, utilizing a tight focus on full-bleed photos for a strikingly appealing result. The other entries in this category were more conventional but all exhibited strong photo quality and design attributes. My biggest peeve overall is that designers (or perhaps editors are to blame) don't tie coverlines to the photo. Even if a generic photo is used on the cover, for cohesiveness's sake, it should be backed up with a coverline tying it to the issue's content.

First Place

***Dairy Herd Management* "More Than Nutrition"**

by Jammie Dunker and Ben Anderson

This cover features a strong, tight-focus shot of a male subject (just the tip of his nose to this chin is shown) drinking from a bottom of milk. I really like this clean and uncluttered look. It delivers the message of the cover story. Most of the other entries in this category failed in tying together the package.

Second Place

BEEF

"May 2005– Retail Focus"

by Joe Roybal and Dennis Wolf

Here's another strong and deep-feeling photo with a dominant element and a simple, clear design. This cover fails in tying the image to the cover lines but composition-wise this entry works. The low-angle of the photograph turns what could have been a somewhat pedestrian photo into something special.

Honorable Mention

Western Livestock Journal

"Commercial Cattle Issue"

by Pete Crow and Pamela D. Hurd-Keyzer

I really like the photo because of the pattern it depicts – a high perspective of tightly packed cattle. It's an attractive, eye-catching cover, even though it lacks a strong center of interest, but it ties in well to the issue's "commercial cattle" theme.

Honorable Mention

Dairy Today

"March 2005"

by Dana Timmins

With a sharp photo, this entry would have been my winner. The image of an adult-sized and tight view of a kid drinking a glass of milk has a warm, 3-D feel and effectively communicates the risk focus of this issue's cover story. What's more the grouping of the other cover lines at bottom right doesn't detract from an outstanding job, and a clear winner with a sharper photo.

Dairy Today

"November 2005"

by Jack Hanney

This entry of a dairy bull taken from almost a ground perspective is a good attempt at creative composition but the image just falls short. The dirtiness of the animal, the washed-out sky detract, and the closeness of the shot distorts the bull's dropped head. The designer does do a good job of illustrating the cover story, which is "Man. Aggressive. Impotent" – One-third of farm bulls unfit for duty," but the coverlines don't "pop" for the reader like other entries in this category.

BEEF

"January 2005 – Reproductive Efficiency and Genetics"

by Fred Fields and Dennis Wolf

This cover-image illustration of a cowboy on horseback cutting out cattle is simply stunning in its realism, and I like the way the designer worked parts of the image outside of the image box to give some three-dimensionality to the whole package. However, the working cattle shot doesn't fit the main cover line, which is "Reproductive Efficiency & Genetics," Nor does the image tie into any of the other five coverlines.

National Hog Farmer

"Commemorative Edition – Serving the Pork Industry for 50 Years"

by Krista Trempe

The designer chose to highlight several photos placed awkwardly around the cover. We understand that this was an attempt to follow the theme of a commemorative edition. One of the problems is that five of the six images could have been taken in the past two to five years – the image itself doesn't hint at a date. The publication would have been better served by a single, stirring photo to grab the audience's attention.

CATEGORY 15 COVER, NEWSPAPER

This category consisted of a mix of glossy and matte newsprint, and magazine-style full-page cover treatments vs. newspaper front-page treatments. Overall this category was represented by some strong competition, with some interesting graphic treatments – some of which work and some of which don't. What I liked about the offerings in general was the tendency to think out of the box; what I didn't like was a reliance too often on too many gimmicks. Good covers are simple, direct, clean and do a good job of selling what's inside the publication.

First Place

High Plains Journal

“Premiere Issue 2006”

by Diana Derstein

Clearly the winner, this colorful montage of high-quality photo images effectively trumpets the “crop, livestock and equipment products and services guide” aspect of this issue. The banner nameplate is clearly identifiable to complete the job of telling the reader what the magazine is and what it's all about. The only confusing aspect of the cover was its billing as the “Premiere Issue 2006.” To me, premiere connotes the first-ever of something and this publication has obviously been around for years.

Second Place

Land & Livesock Post

“Pick Quality Replacement Heifers”

by Beverly Moseley

A clean and clear cover that's executed well. It features a strong and sharp photo that fits the “Pick quality replacement heifers” main story. The overall page has a good use of white space and eye-pleasing and friendly font selection. I like the colorful “IN-SIDE” bar that draws attention to the issue's other main stories, though I think it makes more sense to place such a feature on the right side of the cover page to drive the reader to open the issue. In addition, I would play up the cover page's single callout more boldly to grab the reader a little harder with more information (research shows readers peruse pullouts before reading the article).

Honorable Mention

High Plains Journal

“Eco-System Created One Patch at a Time”

by Diana Derstein

This layout features a very strong and appealing environmental portrait of buffalo grazier Wayne Copp. The photo offers strong depth and complements the article extremely well, as it contains all the elements of the story – the man, the livestock and the land. The elements of this layout are so good that the use of the burnt-edge frame to the whole page distracts from, rather than enhances, the

piece – making the copy-heavy page appear even more packed. I would also break up the copy with subheads to win some more white space, and shorten up the lone outline that is much too long.

Honorable Mention

Ozarks Farm & Neighbor

“America's Star Farmer”

by Josh Erisman and Eric Tietze

This design has an exciting tabloid feel to it. I like the bold color nameplate, while the strong portrait of “America's Star Farmer” bids you strongly to learn more inside. I like the column treatment for other inside features but the font choice of all bold type, and four mug shots, detracts from the airy feel of the rest of the cover. I'd opt for fewer mug shots and a less bold font to loosen up the left side of the cover, but overall a nice job.

High Plains Journal

“Herring Ranch Breeds for Future”

by Amanda M. Johnson

This treatment abounds with attractive photos but the layout is much too busy – seven elements make up the top graphic alone, and the largely undefined borders on the photos in that collage make them a tough read. The action photo at the bottom was a good selection and was strong enough to carry the page on its own, as it puts the reader in the situation. The cover as a unit has no strong focal point.

High Plains Journal

“Varied Menu Meets Cow's Needs”

by Amanda M. Johnson

This creator is obviously enthusiastic and into her job, but just has to make some hard choices on the design's focus. The layout has good, quality elements, but there are so many of them, all played so prominently, that the design lacks a focal point. And the burned-edge border to the copy block adds still another. This designer has the creative skills and knows the design tricks, she just needs to be more discriminating in their use.

High Plains Journal

“Catahoulas: Working on Instinct”

by Amanda M. Johnson

This is an interesting topic – cow dogs – and the designer has a lot of good pictures to work with. The designer succeeded in selecting a proper dominant photo but adds too many other elements, which compete for attention. There are at least eight graphic devices on this single page, all of them pulling readers here and there. The designer is certainly talented, but she needs to make more limited choices.

High Plains Journal

“Drought No Match for 132-Year-Old Ranch”

by Diane Derstein

This layout includes great quality photos but there are just too many of them and the Photo-Shopped treatment of them in which one blends into the other is very distracting. You’re a talented designer, but you need to lay back on the use of too many elements. Design for what’s best and easiest for the reader.

Western Livestock Journal

“National Western Stock Show Issue”

by John Robinson and Pamela D. Hurd-Keyzer

This attractive tabloid newsprint publication has some great design features and I love its use of screened text boxes. Some parts of the execution of main story, however, make for a little confusion. For instance, the “100” in “100 year celebration” is almost overlooked because of its graphic treatment, and main photo doesn’t readily associate itself with the editorial above because the “National Western Stock Show” label overprinted on the photo is larger than the headline story above it.

CATEGORY 16
SINGLE GRAPHIC ILLUSTRATING
AN ARTICLE

Overall, I’d give this category just a “good” rating. The talent for great concepts was evident but I feel the execution could have been better. Some of the graphics just needed a little refinement to bring out more quality. Overall page design could be enhanced for the graphics, to produce better readability.

First Place

BEEF

“Europe’s Fight Against Obesity”

by Dennis Wolf

I like this simple caricature of pudgy characters in stereotypical European dress used to illustrate an article on Europe’s growing obesity problem. The graphic is humorous, attractive and illustrates article in very non-cluttered way, with a nice use of color and blue background shadow. This graphic is fun, imaginative and pulled me into the story.

Second Place

BEEF

“When the Door Opens”

by Dennis Wolf

Another great cartoon graphic. The image of a nervous cowboy peaking through the keyhole of an obviously well-secured door is easy to understand. It works well in illustrating the article on what might lie ahead for U.S. cattlemen once the northern border reopens to Canada’s beef industry. The graphic may have been

better served by not having the headline printed over it, however. Overall, however, it’s a nice clean look.

Honorable Mention

Angus Journal

“Is It Curtains for Private Property Rights?”

by Mary Black

An interesting concept of a jurist’s lone hand appearing to draw a curtain across a tranquil farm scene. I like the illustrative quality of the graphic, and the creator uses a fine shadowing to help the headline mesh with the image. What prevented this entry from finishing higher is that the full-bleed image functions as an entire page and the reversed (hard to read) small type in the bottom right corner detracts from the piece.

Honorable Mention

Angus Journal

“Creep-Feeding Options”

by Mary Black

Overall, this is a great graphic to help illustrate a story on picking the right creep-feeding option to fit your program. It consists of a graph on a dam’s milk yield vs. her suckling calf’s nutrient requirements, all overlaid over an image of a cow-calf pair approaching a creep-feeder. It’s nice piece that’s deserving of recognition but doesn’t quite rise to the level of the top finishers in this category.

Angus Journal

“Making War on Flies”

by Mike Bush

This nice, colorful graphic goes well with the headline text treatment. Great fun cartoon quality. Even though the graphic itself is great, it just doesn’t seem to hit the mark for me. The graphic seems crowded on the page and could have been a little more refined. In addition, the wording on the flies’ shirts is difficult to read and detracts from the story.

BEEF

“The 2005 Alliance Yellow Pages”

by Seth Gudmunson

This stark, three-color graphic of silhouetted cattle is an attractive opening graphic and effectively draws the reader’s eye to the page. A different font may have been a better choice, however, and the shadowing on the text makes it difficult to read. In addition, the graphic of cattle could have been refined a bit.

Dairy Herd Management

“What Do Consumers Think?”

by Jammie Dunker and Ben Anderson

The graphic for this story grabs your attention. It features a composite of clean photos, and the idea of a hinged cranium overflowing with assorted dairy products is creative. My concern is it draws the reader away from the story instead of enhancing it. It just doesn’t seem to work as an illustration.

CATEGORY 17 PUBLISHED EDITORIAL PHOTOGRAPHY

In this category, consideration was given to both the quality of the photos and the way they related to the article. The photographer needs to spend time planning an approach before beginning the project. Think about angles, and try to stay away from cheesy, posed photos, with the possible exception of portrait shots. Less is more in most cases.

First Place

Angus Journal

“Of Grit and Determination”

by Shauna Rose Hermel

A great mixture of angles and a variety of photos made this entry the clear winner. The photos showed a lot of depth, and did a great job of highlighting the challenges of ranching in Texas. Detailed captions helped explain each photo. I liked how the three photos on the first page showed the subject in her different roles – as rancher, businesswoman and leader. The cover portrait was well done. Excellent job.

Second Place

Certified Angus Beef, LLC

“Ace in the Hole”

by Steve Suther

The photographer showed good depth in framing his photographs for this feature. Highlighting one of the cows and giving some of her history was a nice touch. The photography did a great job showcasing the featured ranch and the cattle grazing it. I would have liked one photo to dominate the layout’s first page but a nice job overall.

Honorable Mention

American Angus Association

“Little Eyes Upon Us”

by Shelby Axtell

This was a fun, focused feature highlighting the smallest participants at shows... what a unique approach to covering an annual event. I enjoyed the different perspectives the photographer captured. I would steer more towards action shots, as they’re more effective than posed photos. Also, it would be more effective to have one dominant photo on the first page as a focal point. Overall, a fun feature.

Honorable Mention

American Angus Association

“Angus Youth Strike It Rich at 2005 LEAD Conference”

by Shelia Stannard and Rod Wesselman

The photos provided a nice recap of events for the participants, and showed a diverse group of participants in the conference. I enjoyed looking at the action shots and the cutlines described the happenings well for non-participants. A few of the photos, though, were soft; a couple of others would have been more effective if the subjects’ faces had been visible.

Cutting Horse Chatter

“Cattle Call”

by Stacy Pigott

The concept behind this story was excellent and I liked the photo with the graphic on the first page showing the different cattle colors as a reference. However several photos were of lesser quality with pixilation problems, softness and poor cropping. In addition, watch for glare off the eyes of the cattle, several of which had light blue reflections – very distracting.

CATEGORY 18 SINGLE PHOTO

Illustrating an Article Good photos have impact; they grab the reader’s attention and persuade him or her to read the story. More than anything else, that’s how I evaluated the entries in this category. The four photos are all strong, and the best also do a great job of illustrating their content, making the stories look more inviting. Good job, everyone.

First Place

California Cattleman

“Ranching Roots”

by Kelli Toledo, Shauna Trusas, Ellington Johnson, Jim Schoettler, Jesse Roach, Vogt Silversmiths and Kent Reeves

Strong photos deliver the most impact when they’re used big, as is the case with this eye-catching, full-bleed shot of cowboys around a campfire. The image does a great job of setting the stage for the stories that follow. The cowboys are the focal point, but the silhouetted horses and red sky enhance the impact of the photo. It’s an exceptional photo and an easy choice for the top spot in the category.

Second Place

Cutting Horse Chatter

“Super Stakes: A First-Rate Choice”

by Stacy Pigott

I like action photos, and this is a very good one. The photographer stopped the motion at just the right moment, capturing strong facial expressions on both the horse and cowboy. The photo is tack sharp and well-cropped. The only negative is it’s slightly overexposed.

Honorable Mention

BEEF

“Full Steam Ahead”

by Clint Peck

This is a better-than-average photo that’s enhanced by the way it’s used. The photo has good action, although it’s a bit dark and doesn’t have much color. However, it does do a great job of delivering the message in the headline, which was wisely placed inside the photo, where the photo and headline work well together.

Certified Angus Beef, LLC

“Ace in the Hole”

by Steve Suther

This is a fairly good photo, but it doesn’t illustrate the story very well. I think it would have worked better as a secondary photo. The story is about an award-winning producer, so the lead photo should have featured him more prominently, preferably facing the camera. As an alternative, I’d like to see something more creative than the farmer just looking at his cattle.

CATEGORY 19 NATIONAL SHOW COVERAGE

Reporting the results of shows can be a daunting task, particularly when fresh ideas are needed each year. Making the show exciting is a good way to convince people to attend the next year, and leave them with highlights of this year. Use candid photos and unique feature stories to build enthusiasm for the event.

First Place

Angus Journal

“Bring on the Cold”

by Corrine Patterson, Brooke Byrd, Mary Black and Shelia Stannard

Outstanding design throughout carried this piece. The color combination worked well, and the running head at the top of the page was a nice touch for carrying the theme throughout the layouts. Good use of photos provides different perspectives on events occurring at the show. I would have liked a dominant photo on the first page, but overall, great way to cover a show.

Second Place

Seedstock EDGE

“Reaching for the Stars – National Junior Summer Spectacular Coverage”

by Megan Sheridan and Staff

This publication did a good job of including lots of info on a few pages without a cluttered look. The cover photo did an excellent job of summing up the spirit of the show in a single frame. The layout was a little too boxy and structured for my taste, but it

helped readability. The star theme was a subtle but effective touch in tying the layout together. On the negative side, some photos were washed out and overcorrected. While the winner photos are important, it would have been nice to see more candid shots.

CATEGORY 20 PRODUCTION MANAGEMENT ARTICLE, ASSOCIATION

This was a challenging category to judge this year. So many of the articles at the top were written so well that the final judgment came down to which one was most interesting. Great work!

First Place

The American Quarter Horse Journal

“Horses in Suspension”

by Larri Jo Starkey

This is an excellent piece on suspensory ligament injuries. The title is clever and I like the way the lead is attention-grabbing for a wide range of horse enthusiasts by illustrating how this type of injury can affect just about any horse, no matter what his job is. “Swelling Tells the Tale” is a great sidebar and a quick biographical bar on the main sources is an asset as well. Great job on a well-written, informative piece.

Second Place

The American Quarter Horse Journal

“Enterolith Exposé”

by Christine Hamilton

Excellent lead! Really grabs the reader’s attention. The author does a great job keeping this story concise and easy-to-follow. The “Prevention” sidebar is also well done. Great job on an innovative story.

Honorable Mention

The American Quarter Horse Journal

“A Couple of Queens”

by Christine Hamilton

The author does a great job of grabbing the reader’s attention and writing about a complicated topic while making it understandable for someone without a veterinary degree. I enjoyed the use of sidebars to profile these two mares and to explain the terms. I also thought the author did a nice job clearing up the common misconception of “embryo” and “egg” being interchangeable terms.

Honorable Mention

The American Quarter Horse Racing Journal “Kiss Your Horse”

by Richard Chamberlain

The author wrote a good, attention-grabbing lead and concluded the story well by tying back to it. That said, in the lead, I'd like to see a question mark after the phrase “Guess what,” instead of the period the author used. The illustrations and photographs on pages 46 and 47 complement this story well and help clarify the material presented. I like the title and the play on the well-known “Keep It Simple, Stupid” approach; it really fits well with the content of the story.

Honorable Mention

Angus Journal

“Under Pressure”

by Brooke Byrd

This is a well-written, concise piece on an important topic—handling and moving livestock without causing any undue stress on the animals. The author makes excellent use of a graphic to illustrate an animal's flight zone, while helps better explain some of the main points in the story. Ideally, I'd like to see a catchier lead, but this remains a really nice piece with few problems.

The American Quarter Horse Journal

“Pretty is as Pretty Does”

by Christine Hamilton

I like the author's use of a somewhat unique writing style for this piece, especially using the questions as subheads as it makes for a well-organized, easy-to-follow piece. Excellent use of sidebar on p. 98 to include information that is beneficial and interesting, yet doesn't really fit with the rest of the piece. Although I like the title, it wasn't until the last sentence of the story that I knew where it came from. Would like to see some mention of it early on, and then have the author tie back to it at the end. Overall, a well-written, concise piece.

Angus Journal

“Needle in the Haystack”

by Crystal Albers

The author did a great job writing an attention-grabbing, humor-based lead. This is a well-written piece that effectively discusses the pros and cons of producing hay versus purchasing it for a cattle operation. The two sidebars help communicate budgeting issues without the information being buried in the story. I would like to see the story broken into one or two more segments with subheads, but this remains a clean, well-organized article.

The American Quarter Horse Journal

“Replacing the Irreplaceable”

by Tonya Ratliff-Garrison

This is a well-written article addressing the dilemma of replacing a top stallion. I'd like to see a catchier, more attention-grabbing lead, though, and more emphasis on the pros and cons of each manner of replacing a sire. This is a well-organized story and the author did a nice job of incorporating a “human” touch by feature so many personal experiences of the featured breeders.

The American Quarter Horse Racing Journal

“Our Biggest Concern”

by Christine Hamilton

This is an especially well-organized piece that effectively conveys the message of a controversial, timely subject. The author does an excellent job of presenting the position horse slaughter is not the worst possibility—neglect and abuse is. I would like to see the carcass disposal facts (p. 50) highlighted in a sidebar or graphic so the information would stand out more, as I believe it is a vital part of the article.

Sheep Industry News

“Prescribed Grazing Gaining Momentum”

by Amy Trinidad

This is a really informative, well-written article on prescribed sheep grazing to control weed problems. The lead is too lengthy, though, and could be reformatted for brevity and to better grab the reader's attention. I also think a sidebar could be beneficial to piece to break it up a bit. The bulleted list in the first column would be more readable and have more impact if formatted into a sidebar or graphic. Regardless, the author does a great job writing a clean, concise article that is easy to follow.

The American Quarter Horse Racing Journal

“Necessary Steps”

by Michael Cusortelli

This is a well-written, informative piece on an innovative approach to workers' comp as it relates to horse racing. The author did a good job explaining the program in layman's terms and obviously did the necessary legwork to get information from different sides of the story—a consultant involved in the program and two different trainers. Ideally, I would like to read a personal anecdote or two in the story to liven it up a bit. I also believe a sidebar or graphic would have been useful to showcase some of the specifics of the program in an easy-to-follow format.

Angus Journal

“Managing Warm-Season Pastures”

by Jen Biser

This is a well-written story on the climate challenges Texas cattlemen face. The subheadings effectively break the piece into

easy-to-manage segments, and the author does a nice job of keeping the story concise. I would like to see a catchier, shorter lead, but this remains a high quality article.

Angus Journal

“Crunching the Numbers”

by Barb Baylor Anderson

The author does a great job organizing and writing this piece in a clear and concise manner. I like the lead and believe it would intrigue the audience as the statement is true of many producers. Both sidebars add to story and the sources seem well-chosen. The piece did tend to get a little parenthesis-heavy, with all of the explanations and abbreviations. Although I understand this was necessary in some cases, with University of Illinois and EPD for example, the abbreviations such as pound/lb. and bushel/bu. became a little cumbersome.

The American Quarter Horse Journal

“It’s Not the Problem You Think it Is”

by Christine Hamilton

In this piece on spontaneous erection and penile movements, the author did a nice job explaining the behavior and getting the message across that SEAM isn’t necessarily a bad thing. However, the piece tends to get a bit lengthy and repetitive, and I think it would have been more effective as a shorter, more concise piece.

The American Quarter Horse Journal

“Fertile Conformation”

by Christine Hamilton

The author covers a lot of valuable information in this well-written story; however, I believe the topic might have been addressed better in a more graphic-based piece with lots of bullet points and side bars. As is, it comes off as wordy at times and a little hard to follow at other times. The illustrations and cutlines are great, just would like to have seen more of this and less of the formal writing for this difficult subject matter. That said, the author is a great writer and did a nice job organizing the story.

Kansas Stockman

“Ranch Horses are a Hot Commodity”

by Scarlett Hagins

This is an informative piece communicating the high demand for good ranch horses. I would like to see a catchier lead, though—maybe an anecdote from one of the sources. The story also tends to get a little repetitive as some variation of the last quote in the story appears three times (twice from George and a similar quote from Stielow). Still, good writing and research make this an easy-to-read article.

Kansas Stockman

“New Stocking Strategy Shows Promise”

by Todd Domer

This is an informative piece, but I’d like to see a catchier headline and a revamped, shorter lead that better grabs the reader’s attention. I would also like a couple of the paragraphs to be broken into two shorter graphs to increase the readability factor. Still, good writing and good information on an innovative technique.

Kansas Stockman

“Producers Bank on Source-Verification”

by Todd Domer

This story effectively communicates the benefits some producers are realizing from participating in source verification; however, I’d like to read more about the general guidelines and how to get involved. In paragraph two, the author erroneously uses hyphens instead of dashes. This is, for the most part, a well-written piece that gets the message across. However, I’d need to see a little more information to place this piece any higher in a tough division.

National Hog Farmer

“Electronic Data Analysis Flings Open Doors”

by Dale Miller

This is an informative piece on technological advances being utilized by the three featured farms, but I’d like to see a catchier headline and lead to grab the reader’s interest. Unfortunately, the piece included many style errors such as state abbreviations, using numerals instead of spelling out number below 10 and using the percentage symbol. I think a sidebar or graphical element would have helped break up the story.

Nebraska Pork Talk

“Building on Nebraska’s Strengths to Create Opportunities”

by Alise Allan

Although this is a nicely executed news release, it is not suitable for the production management category, which includes articles published in the publication the writer is employed by. The piece is well-written and easy-to-follow, although I would make a few minor changes such as reducing the use of “that” unless it is absolutely necessary (one case where it is not necessary is in the first sentence) and change “a billion” to “one billion.”

CATEGORY 21

MARKETING ARTICLE, ASSOCIATION

All of the articles in this category were well researched and well written. The articles recognized with placings stood out for their extra effort in making the stories both accessible and interesting to the audience. Good design, good sources, and good quotes go a long way toward accomplishing this feat.

First Place

Angus Beef Bulletin

“Shrink Happens”

by Troy Smith

The article is very well written. The quotes fit within the story and add depth and validation. There are good specific examples cited (i.e. breaking percentages down to actual cost). The article is broken down into very simplistic terms that are easy for even a reader uneducated on the issue to understand. The article has a smooth flow and the introduction of the issue is very detailed – from the history of shrink, to the definition, to how it affects the bottom line, to the solution. The paragraph length is ideal. It could be improved with a fact box or pull-out quote (especially the line “On 800 head of 800-pound yearlings, the shrink could be costing over \$100 per minute.”)

Second Place

Angus Journal

“Cull Value”

by Barb Baylor Anderson

The article is very concise and to the point – not overwritten. It gives useful, practical information. The article meets its objective of offering tips for increasing the carcass value of cull cows. There is a good use of statistics within the story. The fact boxes are helpful in that they pull all the statistics together at the beginning of the article. The paragraph length is good and the expert for the story is an excellent choice. Good balance of quotes vs. information. It could be improved by giving examples using actual dollar amounts to show how the bottom line is affected. Using two experts would help round out the story.

Angus Journal

“Market Fever”

by Corinne Patterson

The article does a good job of explaining why and how the issue of increasing carcass weight is relevant to the market. The use of the graphic is helpful and has good placement. Good use of various experts within the field. The 3rd and 7th paragraphs have redundant statistics. It could be better concluded with another quote; the quote used brings up more questions. It would also add to the story to include how the record-high weights in 2002 affected the market and how the market handled it. One aspect left out of the story is the retail side and how it affects them. Quotes are not buried in AP Style.

Nebraska Pork Talk

“Banishing the Blahs”

by Alise Allen

The pull-out quotes in the color boxes are a visually pleasing aspect of the article. The paragraphs are a good length and the quotes are well placed. Good use of statistics. Use of various

experts adds credibility to the story. All necessary information is included. Good summary quote. It would be much easier to read if the slogans “Pork. The Other White Meat.” and “Don’t be blah” were put in quotations. The lack of quotation marks makes it difficult to tell when the sentence ends and affects the reading flow. Since this is a news article and not a feature story, the first paragraph should be news-leading. The movie-reel graphics do not match the story topic. Quotes need to be in quotation marks.

CATEGORY 22

TECHNICAL ARTICLE, ASSOCIATION

The majority of the entries in this category did a great job making technical information interesting. Several of the authors selected appropriate language for educating those unfamiliar with the topic while avoiding the pitfall of speaking down to those who are educated. Authors need to take care to provide an adequate number of sources to improve credibility and quotations to improve readability.

First Place

America’s Horse

“Understanding Colic”

by Holly Clanahan

This article is unique in that it starts from the horse’s perspective. It’s unconventional, but it works. The excellent use of quotations and journal entries give the reader a sense of the personalities of both the horse and his “mom”. The sidebars served to provide great take-home information for the reader. In a story this personal, there’s a tendency to limit the number of sources. This author evaded that pitfall by using the personal interest angle to get the reader interested, and then providing helpful information from a variety of sources. There were minor style issues in the handlings of state names (see the AP entry for state names accompanied by cities).

Second Place

America’s Horse

“The Golden Years”

by Holly Clanahan

What a great way to make a technical topic educational and interesting! This article is well written with a good lead, manageable paragraph length throughout, and organized structure. The illustrations match the story nicely. Good, informative sidebars. My one criticism is that the quotes all come from one professional source – that limits the story’s credibility. Great work!

Honorable Mention

America’s Horse

“A Winning Battle”

by Becky Newell

It seemed an odd layout choice to put the lead paragraph on the cover of the story and then continue the story three pages later.

The author may not have made the layout decision, though, so it will not weigh in the decision. This is a well-written, well-organized story, and the author has told it in such a way that the reader can't help but be touched by it. The family tree and sidebars were excellent. This article could have been improved with additional sources on the disease itself (besides just the horse's owner).

Honorable Mention

Angus Beef Bulletin

“Hidden Dangers”

by Crystal Albers

This article quickly interests the reader with an engaging lead and great quotes. The reader's interest may soon wane, however, because the quotes in the story are hard to find (several are buried), paragraphs are rather long, and the author doesn't explain how the topic is relevant to the reader who is not a producer. This article includes a lot of information from good sources, but it is just not written in a way that would keep a reader's interest.

Nebraska Pork Talk

“Responsive Commitment to Swine Welfare”

by Alise Allan

Great sources! The author has done a commendable job providing quotes from administrators, educators, and producers who are familiar with the program. The text is well written, but could use a little better organization in spots. Good length of lead graph, but the lead lacks punch. The nine care and well-being principles are good, but should be in an actual box so they don't appear to be part of copy. Good effort!

Angus Journal

“Understanding RFID”

by Meghan Soderstrom

This article was obviously well researched, as the author had very thorough coverage of the topic. There seemed to be an over-reliance on one human source, with only one other human source thrown in at the end. Despite this, the author had several other credible non-human sources from which to draw. This article was packed full of information, so the headings helped break that up and provide a road map for the reader. Several things (long paragraphs, long sentences, and few quotes) contribute to this article's daunting appearance. Even the lead graph is long (three sentences) and scary (the first word of the article is “automation”). Overall, good information shared in an uninteresting way.

The American Quarter Horse Racing Journal

“Shockingly Effective”

by Andrea Caudill

This topic is interesting, and the copy is well written despite a lackluster lead. The sidebars provide helpful information readers will enjoy. It was a strange design choice to place a picture and graphic together at the top of the page before the copy begins. The author

should be commended for citing multiple human sources, however the author neglected to cite sources for the other facts in the story. This caused heavy damage to the credibility of the story and left the reader wondering, “Says who?”

CATEGORY 23

FEATURE/HUMAN INTEREST STORY

Association Most of these stories did just what a human interest story should do – interest humans. That requires an interesting topic told in an interesting way. Quotes and testimonials go a long way toward making us care about something. In the end, writing quality (technical excellence and smooth flow) helped separate the truly great articles from the just ok articles.

First Place

America's Horse

“Extreme Generosity”

by Holly Clanahan

Great article with widespread appeal – makes it easy to keep reader interest. The story flowed nicely with no jarring transitions. It keeps reader interest throughout. The writer did a great job conveying the kindness and generosity of the Barrett family including their struggles. It was a very inspirational read. Nice job with the extra story boxes with additional information about the show and pictures. Well written!

Second Place

Land & Livestock Post

“Laura Harding's Captured by Longhorn Power”

by Beverly Moseley

Nice story and subject – very worthy of publicity. The story was written to appeal to a wide audience and is very inspirational. Some of the transitions seemed a bit too abrupt. It seemed some of the sections were not yet completed, but then the author moved on to the next section. I would have liked a little more depth to the story. Nice job of balancing Laura's management of her disease with all that she has accomplished. I would suggest using more direct quotes of Laura to give readers a better idea of her personality.

Honorable Mention

The American Quarter Horse Journal

“Like Father, Like Son”

by Larri Jo Starkey

This story was exceptional. It was easy to follow the writer's point, and this was a refreshing take on a story that has been done many times. The only thing I would change about this is, is on page 88. “Here's Debbie Therwhanger talking....” That type of writing doesn't flow well, and I would prefer the attribution come at the end of the quote. Again, the story was well thought out and executed. Nice job.

Honorable Mention

America's Horse

“The Horses of the Babbitts”

by Jim Jennings

Great descriptive writing at the beginning of the story. The creative language is used well to place the reader at that location. Great pictures as well. The article is well-written and keeps the reader's interest throughout. Some of the transitions are a little rough, but not so bad that it throws the reader off course. I would have liked to know more about how/if the son's ranch management styles are different than his father's.

The American Quarter Horse Journal

“Just Like in the Movies”

by Larri Jo Starkey

The overriding movie theme was interesting, and a good fit for this story. However, the story could have been set up better by creating more drama with the accident, describing the horse's attitude, talking about Courtney's work to prepare him to show, and finally discussing the victory. The happy ending was very well executed. For future reference, it's okay to clean up someone's vernacular. When you quoted Courtney, it was verbatim, including lots of “like.” It's difficult to follow these types of quotes. Instead, re-word the quote without changing the meaning. It will make your reader much happier. I liked the pictures and think they added extra interest to the story. Overall, this is a good story.

Texas Longhorn Trails

“Orren Mixer: Cattleman, Horseman and Artist”

by Henry L. King

Very nicely written. You were able to give me a sense of what Mr. Mixer is like in person. Good use of quotes; you effectively showed what kind of personality Mr. Mixer has. A couple of the stories seemed to run a little long (ex. timber harvesting story) and did not add that much to the rest of the story. I would have liked to have known more about some of the famous works he has done and where they are displayed. Maybe an informational box would have worked nicely for that.

The American Quarter Horse Racing Journal

“Calvert's Cash”

by Andrea Caudill

Nice use of adjectives to describe the day of the race, including the weather conditions, sounds, smells, etc. People like to root for the underdog, which is why this story read well and kept my interest. I enjoyed reading about the owner and how his perspective on life has changed since the death of his wife. You could have included more on why the owner bought Cash for Kas (beyond just that he thought she would be a good horse). Did he see something special in her at the time of purchase?

The American Quarter Horse Journal

“Penciled In”

by Tonya Ratliff-Garrison

Very interesting subject with wide audience appeal. Nice use of extra story boxes that direct the reader to more information if they are interested in learning more about the drawings. It would be nice to include some additional quotes from people who bought the paintings and why – maybe an art expert to identify why her paintings could be considered unique.

The American Quarter Horse Racing Journal

“Poetic License”

by Richard Chamberlain

I enjoyed reading the article about the new racing facility in Louisiana; however, I was expecting to learn more about the history of the refurbished track which came much later in the article. The middle of the article seemed to go off on too many tangents away from the original topic. Nice set-up to the beginning of the article; it gives the reader a visual idea of the chaos, time and preparation to get a track up and running. It would have been nice to include some contact information for those wanting to know more about race dates/times at the new track – maybe a phone number or internet address.

The American Quarter Horse Journal

“Testing Authority”

by Andrea Caudill

This story was nicely written and was easy to follow. Some of the quotations seemed a little long – some quotes took up 8-10 lines. At times it felt like you were also trying to incorporate everything he said in the interview into the article. Some comments seemed a little random and could have been left out. It was nice to have other references as character witnesses. Some of the transitions and quotation introductions seemed a little forced. A couple of times the quotation said nearly the same thing as the sentence leading up to it.

The American Quarter Horse Racing Journal

“Harold Payne”

by Michael Cusortelli

The article flowed nicely and kept my interest through the end. You could have interviewed other sources to attest to the character of Mr. Payne. Also, you could have gone deeper into the decision-making process the management of the park went through when deciding to add casinos. Was that an easy decision? What obstacles did they face? Why was the track not making money?

America's Horse

“A Little Help from My Friends”

by Holly Clanahan

Great way to begin this article with the African proverb. Your adjectives nicely describe relationships between family and friends. The article starts to run a little long and loses focus in the middle. Focus is brought back toward the end and the article is wrapped up nicely. Transitions between sections are rough. A couple of sections could have been deleted without any harm to the rest of the article. Sometimes the author went out on “tangent” stories that did not fully relate to the focus of the article. Nice use of photographs throughout to illustrate and give reader a better idea of the subject.

Nebraska Pork Talk

“An Oversized Bowl of Cheerios”

by Alise Allan and Jolene Quaring

Fun story and easy for the audience to comprehend. Authors were very direct and to the point. I would like to hear more from Shelby. Most of the article was a synopsis of the story Shelby wrote, but her story was included at the end of the article. This story may have needed a little more of a news hook to really be worthy of a great feature or human interest story. This obviously is no fault of the writers.

America’s Horse

“A Marvel-ous Heritage”

by Holly Clanahan

Nice subject on which to do a profile. Lots of history – good job picking out what points to include in the article. Sometimes the article got a little confusing with all the names and related families. A couple of unanswered questions: What happened that the Jenkins Co. dispersed? Why was a ranch called The 25? Nice use of quotes to describe the character of members of the Marvel family.

The American Quarter Horse Racing Journal

“Baxter”

by Richard Chamberlain

Nice feature on what sounds like a colorful gentleman. Too many names were mentioned throughout the article – they confuse the reader unnecessarily, as most of those mentioned were not an integral part of the story. The author did not hit hard enough on the uniqueness of this gentleman that sets him apart from other trainers. I wanted to know more about his relationship with his wife – I think there could have been a much broader section on how the two of them met, how they compliment each other today, etc. The author could have included more sources who could bring more perspective to Mr. Andruss’ character.

Angus Journal

“Who’ll Bid”

by Brooke Byrd

Nice touch to add the “Calling the Shots” section to the article. It gave some great insight on just what the auctioneers are saying as well as information you can use if you are interested in the field

of auctioneering. I had hoped to learn more about the importance of the job of the auctioneer, especially to the seller. There was also not much mention of the relationship between the seller and the auctioneer. The article briefly touched on how auctions have changed, but did not go into how auctioneers have had to change, if any.

Hereford World

“To Milwaukee and Back Again”

by Teresa Oe

After reading this article, I get a sense of the work and dedication it took for Mr. Harfst to win the multiple titles. It was a good idea of the writer to use the multiple sources to attest to Harfst’s character. What was not made clear was what set Mr. Harfst apart from others competing. What did he do differently? How was he more successful? I was also disappointed not to learn of what Mr. Harfst will be doing in the future or how he used his previous success in the next stage in life.

The American Quarter Horse Journal

“Hall of Fame”

by Richard Chamberlain and Jim Bret Campbell

It is hard to consider this article as one piece, since each honoree is treated like a different story. Each one has a different tone and pace. A common theme throughout the article was a lack of direct quotes from the honoree. I think this would have helped bring the reader a better idea of the character of each individual – or horse. Each story also seems to follow a predictable pattern – of past, present and future outlines. Maybe it would have been nice to change up this outline for some of the honorees.

American Angus Association

“Honorees Named”

by Shelby Axtell

Nice article to honor those inducted into the Angus Foundation and the article serves that purpose well. However, it is difficult to make this into a feature or human interest story since it does not have wide-spread appeal. Maybe it would help to include obstacles that had to be overcome, special problems and solutions that were found, and how those solutions will be helpful in the future.

The American Quarter Horse Journal

“The Other Half of Dun It”

by Christine Hamilton

The beginning of the story was a little confusing to me. I had to re-read to fully understand the point you were making. It seemed very confusing. It would have been nice to get some quotes from others to attest to Ms. Easton’s character. Nice use of quotes throughout the article to give an insight into Ms. Easton’s personality.

American Angus Association “Chiefs or Indians”

by **Shelby Axtell**

This article offered no real perspective as to why this board was different or unique than other boards. Perhaps the author could have focused more on actual accomplishments of the board rather than what each individual personally gained from serving on the board. It is difficult for a subject such as this one to have wide-spread appeal without a unique hook.

CATEGORY 24 INSTRUCTIONAL STORY, ASSOCIATION

The keys to a strong instructional story are usability and relevance. Most of these authors did a good job making their topic relevant to their audience, but not all of the entries were as usable as they could have been. Section headers, story organization and strong writing all count toward usability.

First Place

***The American Quarter Horse Journal* “What Condition is Your Condition in?”**

by **Candace Dobson**

Story is well written with clear photographs that help illustrate the story’s main points. Graphical elements, color scheme, and overall story design draw upon latest cognitive research that encourages chunking of information to facilitate learning. Side bars add valuable information for the readers. Story text page break into page 65 gets lost between photo and Turn Out box. While I’m not a fan of capitalizing the first line of text in each section, it does not negatively detract from story. Overall, well done!

Second Place

***The American Quarter Horse Journal* “Your Space, My Space”**

by **Christine Hamilton**

Story is well written with fairly clear photographs that help illustrate the story main points. Graphics, color scheme, and overall story design increased readability. Topic is discussed well in small, digestible chunks that make it enjoyable to read.

Honorable Mention

***The American Quarter Horse Journal* “Showing Off”**

by **Jim Bret Campbell**

This two-part series on a complex topic is well-written. Photographs illustrate correct and incorrect positions for showmanship. Graphical elements, color scheme, and overall story design choices add to story. In Part 1, first paragraph under presentation section is awkward with last sentence feeling like an add-on. Graphic in

Part 2, p. 66 is challenging to follow. Try to design with point #1 at top of page to provide reader an easy starting point to the page. Consider coloring numbers to help the reader with finding subsequent points.

***The American Quarter Horse Racing Journal* “Water, Baby”**

by **Andrea Caudill**

Story is well written with clear photographs that help illustrate the story main points. Graphical elements, color scheme, and overall story design increased readability. Section headers, while “cute,” do little to help reader go back and effectively use the story as a reference. Designers of instructional stories need to keep this usability factor in mind.

***The American Quarter Horse Journal* “Flying Right”**

by **Tonya Ratliff-Garrison**

Story is well written with clear photographs that help illustrate the story main points. Graphical elements, color scheme, and overall story design increased readability. First sidebar box adds little to story. Caption in lead photo is difficult to read (or even notice).

***The American Quarter Horse Journal* “Baby’s First Step”**

by **Christine Hamilton**

This two-part series is well written. Photographs illustrate main points but I would encourage the use of a polarized filter to help increase the clarity of the photos taken in the bright sunlight. Part 2 graphical elements, color scheme, and overall story design choices were an improvement over Part 1.

***Cutting Horse Chatter* “Let the Games Begin!”**

by **Stacy Pigott**

This story is well written. Photographs illustrate main points but I would encourage the use of a polarized filter to help increase the clarity of the photos taken in the bright sunlight. “tip” on p. 99 gets a little lost with the use of a smaller point size

***The American Quarter Horse Journal* “Bad Cow Good Cow”**

by **Tonya Ratliff-Garrison**

Article includes a lot of good information, but it is difficult to comprehend all of it in one reading. Graphical elements and side bars add valuable points to the story. Photos are clear but have limited educational value.

The American Quarter Horse Journal
“School Daze”

by **Andrea Caudill**

Large sections of text with few breaks make this article a challenging read. Photos are average in quality. A side bar summarizing the main points would enhance the readability of the article.

The American Quarter Horse Journal
“Big Booty Back-Up”

by **Jody Reynolds**

The article is well-written but design choices prevent a higher rating. For example, the use of white text is more readable in the sidebars than is black text (p. 50). The column break on p. 51 is a bit awkward for the reader. A single rider is used for all photos except for one on the top of p. 50 – uncertain as to why but is a bit of a distraction. Using a polarized filter on a few of the photos would have improved the quality of the photo.

The American Quarter Horse Journal
“How do I Get There?”

by **Christine Hamilton**

Article begins a bit rough. If paragraph 2 is moved between #7 & #8, I think the flow would be improved. I really like the summary sentence in italics at the start of each section – serves as an introduction to the section as well as an easy way to review the main points of the story. The use of yellow in the caution sidebar is a good choice to make that safety point but then the red sidebar, which would alert me to “stop” does not deliver in the same cognitive means. This is followed by two additional colors being used for remaining sidebars raising questions as to whether color choices were well thought-out. Figure on page 81 lacks the #1 causing the reader to search for this traditional starting point and realizing possible frustration.

Iowa Farm Bureau Spokesman
“Birth Records Not Enough to Ship Beef to Japan”

by **Teresa Bjork**

Good article, but it is a bit challenging to come away from the article with the main points that a producer will need to do. Stronger attention to punctuation and how words break between lines is needed to receive a higher rating.

CATEGORY 25
PRODUCER/FARM/RANCH PROFILE,
ASSOCIATION

Overall, this was a strong category. The top entries are all excellent examples of what can happen when an interesting story meets a talented author. Strong leads hooked us in, strong quotes made us care, and strong writing made us enjoy the read.

First Place
Angus Journal
“Of Grit and Determination”
by **Shauna Rose Hermel**

The powerful opener for this feature sets the stage and tone for the character and storyline. The facts and highlights are carefully blended to provide a well-balanced and informative feature. The progression of the story flowed well with the use of effective transitions and creative sequencing. While the story created excellent material to work with, a unique light was shed upon it with exceptional writing. Grammatical errors were minimal and the style of writing truly added value to the article. The diction, however, was the single most vital element of the story. The wording was unique, yet comfortable, and quite beneficial to the focus of the story. The quotations brought life to the story due to their placement and wording. Overall, it was a pleasure to read and the sidebar complemented the feature nicely.

Second Place *Cutting Horse Chatter*
“Feats of Clay”
by **Stacy Pigott**

This feature is well written and did a good job of portraying Walker as an “ordinary” person. The story runs fluently and covers a wide range of topics within Walker’s life. Using the song lyrics as transitions and sub-headings was extremely effective and creative. The lyrics were easy to identify with and the story that followed brought new meaning to the words. The writing portrayed Walker as a down-to-earth Texan with bigger priorities in his life than country music. Grammatical errors were minimal and the writing style was professional and appropriate for the storyline. Quotations were well utilized and placed within the story. The story was easy to read and follow. The goal for a personal look into Walker’s life was met with creativity and a nice blend of music and cutting.

Honorable Mention
The American Quarter Horse Journal
“Tried and True”
by **Candace Dobson**

The focus of the story is on the Quarter horses, and while the ranch’s other ventures are mentioned, the focus remains on the horses. The writing tells the story and ties in additional features or facts. The flow makes reading easy and guides the reader through a complex horse operation. The layout and design of the story complements the story so heavily that is difficult to decipher the difference. The sidebars also provide valuable information that complements the story. Grammatical errors are minimal. The sentence structure adds to the content and keeps the reader interested. The quotes placement and wording improve the content and storyline dramatically. They are well utilized and emphasize the focus of the article. The diction was simple but specific to the horse industry.

Honorable Mention

The American Quarter Horse Journal “Rough Country”

by Jody Reynolds

The Australian feature heavily promotes American Quarter Horse with a strong, descriptive writing style. This feature has a high level of human interest and is written to maintain that interest. The descriptive writing paints a vivid picture and is complemented by creative diction. The profile article starts as more of a narrative into a fast-paced storyline that consumes the interest of the reader. The international perspective was unique and insightful. The story also becomes a visual narrative. The page layout truly adds to the content of the story and sets the tone for the article. Grammar errors were minimal and the sentence structure was sufficient. Overall, the profile was well written and provided a nice promotional piece for Quarter horses.

Honorable Mention

The American Quarter Horse Journal “King Ranch Country”

by Christine Hamilton

This captivating historic profile with descriptive details is written in a storytelling manner that attracts the reader. The article itself is short but is heavily supplemented with a photographic storyline. The clean and concise writing portrays the King Ranch in a very favorable manner and while it notes the current status of the Ranch it focuses heavily on the historical aspect. The difficulties and details are explained in context to provide a more thorough perspective on the times. While there are no quotes from an interviewee, a book is referenced and effectively provides credibility to the information. The advanced diction complements the storyline and in combination with the complex sentence structure, provides an educational reading. Overall, the storyline is well written and error free.

The American Quarter Horse Racing Journal “Gus Barakis”

by Jennifer K. Hancock

The organization of this short article comes full circle focusing on the Stud Book and Registration Committee responsibilities at the beginning and then skipping back to that topic at the end. The flow of the article felt interrupted by the sub-heading, which misled the reader. The tone of writing did not evoke emotion, and therefore it was difficult to gain a personal interest in the storyline. Quotations were good, but were used to the point that the story almost read as an interview transcript and the author’s words filled in the gaps and served as transitions. While the diction and sentence structure were clean and simple, it became monotonous and choppy outside of the quotations. Using a greater variety of words and varying the sentence structure to develop a more involving tone could improve the readability. The story would be greatly improved by developing more of a focus for the article with a logical flow.

Kansas Stockman

“Producing the Perfect Female” by Scarlett Hagins

Overall, the special feature on the Leeper’s work is portrayed in a positive manner and is well written. The story develops as a conversation commenting heavily on the production practices and goals of the Mule Creek operation. Leeper’s quotes were effective in wording and placement. Due to the extreme conciseness, the story often sounded rushed, compiling widely varied information into a short story. While the story is brief, the storyline is fluent and contains excellent transitions. The feature places more emphasis on the practices and not the producer even though the objectives are split. Adding in carefully selected personal information would help highlight the nominees. Grammatically, the article was strong. Quotes were not buried and the varied sentence structure added value to the message. Diction was appropriate and well utilized. The largest area of improvement could be made in the lead. It felt fragmented and could have flowed better as one complex sentence. The main idea was established but it did not reflect the strength of the story. The third paragraph also seemed forced.

Angus Journal

“Epitomizing the American Dream” by Jen Biser

The story lacks a true focus for the profile and seems to have several segments of information that vary in nature. While there are sub-headings in the article, they provide little organization for the material. The testimonials could have been better incorporated into the storyline in order to add more value to their statement as well as the story. Applying a stronger focus to one aspect of the Weaver’s operation would have strengthened the overall message and allowed the other information to be purely supplemental. Grammar errors occurred occasionally and slightly disrupted the flow of the story. The sentence structure and diction was simple yet did not quite fit tone of the article. Quotes were not well utilized, as they seemed to be separate rather than a fluent part of the story.

Hereford World

“The Amos Way: Old and New” by Teresa Oe

The old and new comparison provides an interesting perspective for this farm profile. The historical photos and timeline are excellent visuals that aid the content’s evolution in the story. These visuals are heavily relied on and without them the timeline and historical information in the story would have been confusing. Strengthen the text so that it can stand alone. Grammatical errors occur in various locations in the story. Transitions are not used effectively. Right before the “What’s old?” section, it mentions that the Amos’s are not afraid to make needed modifications. Occasionally, quotations are buried within the written text of the story and the emphasis is removed from the sources words. More complex sentences could be used to create a better flow of information.

Texas Longhorn Trails

“Mountain Creek Longhorns – Where Big Things Come in Small Packages”

by Carolyn Hunter

The profile highlights a very technical operation without giving many technical facts. It was intended to be a promotional piece that described a day in the life of these producers. However, the overall production practices and services were highlighted. The magnitude and technological advancements were not thoroughly discussed. The style of writing did not add value to the story. Instead, the longer paragraphs and buried quotes take away from the true focus. The diction remained simple throughout and created a casual tone. Grammar errors occurred but were not frequent. A better lead paragraph would have drastically improved the article by setting the tone and providing a comprehensive introduction to the Mountain Creek operation. Also, a more complete introduction of Butch and Kelly along with their background could have been easily incorporated into the storyline.

Texas Cattle Feeders Association

“Chairman’s Profile – Charlie Sellers”

by Burt Rutherford

On page 48 under the photograph of Mr. Sellers, the phrase “The Man” seemed out of place and disrupted the flow in the beginning of the story. Quotes were frequently buried, taking emphasis away from the source’s words. Diction was clean and simple; however, there are several instances where other word choices would have been more appropriate. While grammatical errors were not frequent, they did occur. The organization of the article was not fluent and that reduced the effectiveness of the message. Mr. Seller’s position on keeping the population educated and the political players well informed could have easily been the focal point for the article. The lead discusses technology and the role it plays in the cattle industry; however, there is very little discussion on technology later in the article.

American Salers

“Modern Day Cowboy”

by Teresa Kanzler-Lebsack

This “Modern Day Cowboy” is truly more of a medical cowboy. The focus of the article is unclear from the beginning. The first paragraph leads the reader to become confused. The strength of Saler cattle isn’t even mentioned until page 38. Keeping the information organized and cutting out the extra wording will improve the clarity and readability of the article. It is difficult to follow the nature of the story due to the writing and the writer’s organization. Subheadings and a clearer perception of the information could improve the story. This article had little journalistic style. Paragraphs were long and quotations even longer. There are multiple grammatical errors throughout the story.

CATEGORY 26

PRODUCTION/MANAGEMENT

ARTICLE, NON ASSOCIATION

Wow! What a great set of entries. The writers in this category are to be commended. Most of the articles were well researched and written. The topics were very interesting. In general, strong leads and great quotes separated the top entries from the others.

First Place

BEEF

“Turning Holsteins Into Humdingers”

by Clint Peck

This article is very well written and technically correct. It contains some good information and uses quotes well – they weren’t overdone, but further explain the article. The subheads are used appropriately.

Second Place

Dairy Herd Management

“Reduce Lameness Losses”

by Shirley Roenfeldt

This article is very well researched, leaving the reader no unanswered questions. The graphics and cutlines strengthen the article, especially the graphic of the hoof’s problem zones. The author combines a great amount of information into a nice package and uses a variety of sources to reiterate the message.

Honorable Mention

National Hog Farmer

“Handle with Care: Farm to Fork”

by Joe Vansickle

This is a well-written article with very good details. The use of sidebars and subheads enhance the readability of the article. The data presented is very easy to understand.

Honorable Mention

Successful Farming

“Manure Happens”

by Betsy Freese

This is a good series of stories; however, the little arrow showing the article continues is not effective. After the first story, there isn’t anything to make me read on, except that as the judge I was provided all four segments. Perhaps, the beginning of the article should indicate that this is really a four-part series.

High Plains Journal

“Drought No Match for 132-year-old Ranch”

by **Kylene Orebaugh**

This article is nicely written. It flows smoothly and has a great mix of quotes and supporting data. This article is very thorough and contains great details. More concise writing would strengthen the article.

Dairy Today

“Unfit for Duty”

by **Jim Dickerell**

Great headline. The article is interesting and has a nice lead. Good use of bullets and statistics in the main body of the article, but the sidebar has too many numbers. Consider putting some of this information into a table. I didn't understand the closing sentence.

National Hog Farmer

“Knocking Down Pneumonia”

by **Joe Vansickle**

Overall, this article is informative and well-written. Nice use of subheadings to break up the article. The sidebar is well done, and the cutlines provide additional, useful information. A stronger lead would move this entry up in the final standings.

Western Livestock Journal

“Feeder Type Influences Costs”

by **Mike Deering**

This is a very well-written article, with a great amount of research. The photographs showing the different feeders enhance the article; however, I would put them closer to the beginning of the article. This will help readers visualize the type of feeders earlier in the story.

Dairy Today

“Growing Pains”

by **Catherine Merlo**

In the Hilarides Dairy article, I would like to know the name of the activist group that sued. What does the acronym EIR stand for? EIRs are explained, but I still don't know what the letters stand for after reading the article. I liked the bullets in the Willemsen Dairy section of the article. It helped break up the text. Overall, I found the layout distracting, when the three different dairy stories are separated with a line. It made me want to stop at the first article, not realizing that there was more to come.

High Plains Journal

“Eco-System Created One at a Time”

by **Doug Rich**

This is an interesting article. The author needs to explain more about serecia lespedeza in the third paragraph. The writer spends a

lot of time talking about the cures, but not much about the reasons it is a problem.

Certified Angus Beef, LLC

“Out of the Rut on the Road to Quality”

by **Steve Suther**

This is a well-written article. Good use of quotes in the appropriate places, and with appropriate attributes. The author provides a very thorough explanation of how one ranching family is willing to change in order to make a profit.

Western Livestock Journal

“The Benefits of Controlling BVD”

by **John Robinson**

This article contains very good technical information about BVD, however, the article would be stronger if it explains BVD can cause abortion and repeated breeding problems earlier in the story. For example in paragraph three, I understand what a persistently infected animal is, but what are the problems associated with the virus? This article needs more organization.

Drovers

“Running the Bases”

by **John Maday**

This article has a catchy lead, but the use of “out” cattle throughout the article becomes a distraction, and sometimes the word “out” is in quotes and sometimes it is not. The sidebars work well to present information that would otherwise be very cumbersome.

Drovers

“Beefing up Your Recordkeeping”

by **Kim Watson**

The author writes much of this article in first person throughout the article, which is often difficult to maintain. Good job. I liked the sidebar titled, “Information you need to run an analysis.” Overall, this article just didn't have as much pizzazz as the top entries.

Dairy Herd Management

“In the Southeast...No More Excuses”

by **Thomas Quaife**

This is an informative story with a great lead. The article flows nicely and is well-researched. The sidebars are well placed and add to the overall effectiveness of the article.

High Plains Journal

“Herring Ranch Breeds for Future”

by **Kylene Orebaugh**

This is a well-written and interesting article. The subheads are used appropriately to break up the long article. To avoid confusion,

you might want to consider a sidebar with the names of some of the ranches' most prominent horses.

Western Livestock Journal

“Mastitis in Beef Cattle Affects Profit”

by Mike Deering

The first paragraph of the article is very long. I would divide the information into two paragraphs, beginning with the sentence, “A study conducted . . .” Stronger quotes on the first page will help this article, as well.

Certified Angus Beef, LLC

“Luck o’ the Irish”

by Lance Zimmerman

This story has a good lead, and using the “pot of gold” scenario ties the theme together. I also like the subheads: Learning from the past and Planning for the future. This makes a nice transition in the story. On another note, I want to see pictures of these wonderful cattle, not just boring pictures of people in staged shots.

High Plains Journal

“Feedlot operator out to be ‘better than anybody’”

by Larry Dreiling

This is an interesting article. Some of the quotes are quite good, however, the article contains too many quotes, and the good ones are overshadowed. Much of the information can be paraphrased, which will tighten up the article.

Ozarks Farm & Neighbor

“Keeping Debt Down”

by Jamie Cooley

This article lacks a major theme – is it keeping debt down, as the headline suggests, or is it getting involved in politics and other groups, as the last half of the article suggests?

Ozarks Farm & Neighbor

“Farming for Profit”

by Joann Pipkin

This article has some good information, but it is fairly basic advice. The 9 Business Principles are interesting, and show the good use of a sidebar.

CATEGORY 27 MARKETING ARTICLE, NON ASSOCIATION

This was a tough category to judge, because the writing was strong in all of the articles. In the end, the decision came down to three important items: information, organization and quotes from sources.

First Place

Drovers

“Decision Time”

by John Maday

This is a well-written article. The graph is outstanding, as is the chart on value-added health programs. Both help clarify information in the text of the article. Overall the author succeeds in his objective of illustrating how cow-calf producers can add value to their calves.

Second Place

Certified Angus Beef, LLC

“Beef in the Fast Lane”

by Lance Zimmerman

This was a well-written, enjoyable article. The quotes were very descriptive and thoughtful. The article flowed nicely and was easy to read and understand. I enjoyed the “fast lane” theme that was used throughout the article.

Honorable Mention

High Plains Journal

“No Kiddin’, There’s a Market for Goat Meat”

by Doug Rich

I love the headline for this article. It would be great to include the price per pound in the second paragraph. For example: The reserve champion sold for \$5,000 – that’s \$50 per pound. The article is well-written and entertaining.

BEEF

“Brawley Beef Country”

by Clint Peck

This is a very interesting article and is well written, however there was a typographical error in the sidebar. It is interesting to see the use of the word “harvested” animals, rather than “killed.” It shows the author is sensitive to any potential audience that might read the publication.

Drovers

“Selling Replacements”

by Kim Watson

I like the first person approach to this article. The facilities section needs more information - two paragraphs don’t deserve a subheading. Some of the sentences were rather long, and the article would be better with shorter, sentences with more punch. The end of the article is weak. The last paragraph is extremely long and there is no explanation of what PI is as it relates to BVD.

BEEF

“Add More, Make More”

by Wes Ishmael

This is a very interesting article, with good supporting data. I didn't like the introductory sentence under the self-fulfilling prophecy subhead: “The gap between want to and can do is wider than the Grand Canyon on a two-legged mule.” If you would tie in with the rocket science theme in the lead paragraph, the analogy would be stronger.

High Plains Journal

“Certifiable: South Dakota Creates State-Run Branded Beef Program”

by Jennifer Latzke

This is an interesting article, but very lengthy. Using subheads to break up the long body of text would help. A quote from a cattle producer would also be beneficial. Good use of the sidebar.

BEEF

“Merged, Morphed and Static”

by Wes Ishmael

I found this article somewhat hard to read and the author needs to get to the point earlier. Even though the Alliance Yellow Pages is in the same issue as this article, the author needs to write this as a stand-alone article. For example, how many alliances are there now, how many were there 10 years ago? Don't assume I read the Yellow Pages.

Western Livestock Journal

“Ranch and Farm Values Continue to Grow on Low Inventory”

by John Robinson

This is a well-written article, but very long and tedious. I don't believe it fits very well with the category's guidelines, which are how people market livestock products or focus upon the aspects of the markets themselves.

CATEGORY 28

TECHNICAL ARTICLE, NON ASSOCIATION

In general, the articles in this category excelled at providing information to readers. That's not surprising in a technical article category. Most of the articles were also very interesting, and that is sometimes surprising in a technical article category. Those articles that stood out did so by quoting several sources, including those most affected by the topic, and by thoroughly covering the story.

First Place

Certified Angus Beef, LLC

“Yield Grades: Sort it out & Take charge”

by Steve Suther

A well-written, informative story with plenty of take-home value and bottom-line information. Quoting several feedyard operators from different parts of the country helps ground the technical information in the real world. A couple of quotes get wordy. The graph is a little baffling but maybe that's my problem, not yours. Overall, very nice work.

Second Place

Dairy Today

“Risky Business”

by Jim Dickrell

Informative writing about scary stuff. Dairy producers should know about this and thanks to this story, now they probably do. You have a nice balance of quotes from researchers, even including a European angle. Good sidebars and pull-out quotes. Interviewing a couple of farmers whose families drink raw milk might add something to the story. Can this problem affect consumers? After reading the story, that's what I'm still wondering. The story says pasteurization “minimizes” the risk. A big-city newspaper headline reading, “Milk Might Kill You” could put a big hurt on the industry. An interesting story.

Honorable Mention

Certified Angus Beef, LLC

“Convenience Pays”

by Lance Zimmerman

Interesting story, and well reported. Passive verbs slow the story in a couple of places. Good quotes. Your people sound like human beings rather than techtrons. Feedlot managers should find this one interesting. You have a good punchy lead. It would be nice to end it that way, too.

Honorable Mention

Dairy Today

“Turbulent Air”

by Catherine Merlo

Overall, a pretty good read for a technical story. It's a little too much like a report from a meeting, and a magazine story needs more depth than that. I'd like to see some real farmers in the story, not just their industry spokesperson. Why not talk to some dairy producers and find out if they can even hit the air pollution standards? What happens if they don't? Are there alternatives? Is the threat keeping dairies from expanding or new dairies from being built? What's the national implication? What states may gain if California loses dairy production? The story's lead draws the reader's attention, and the transitions make it flow well. Overall good writing but a wider reach would make it a more powerful story.

Honorable Mention

BEEF

“New Gains on Old Money”

by Wes Ishmael

Brightly written, and that’s a real plus on a technical feature. It’s good to have the cattle feeder in the story but I’d like to see a couple more. This story could be made more effective by concentrating on how the beta-agonists are working for feedyards, and going a little lighter on the technical details. If a lot of feeders use the product, it should be relatively easy to interview some. The company’s point of view is clearly explained but feedyard owners would be more interested in the opinions of other feeders. How do they use it? Does it make money for them? Those are the key questions.

Honorable Mention

High Plains Journal

“Scientists Seek New Brucellosis Vaccine”

by Larry Dreiling

A nice story. It should interest a lot of readers. I like your historical lead. The story might be helped by pulling a quote up after the fourth paragraph, onto that first page. It drags a bit in the middle where you write about the different brucellosis vaccine strains. It’s tough to communicate technical information in a simple way but writers have to do that so readers don’t get lost and flip the page before finishing the story. All in all, this is a pretty good effort on a fairly technical subject.

National Hog Farmer

“Battling PRRS Virus Aerosol Spread”

by Joe Vansickle

A solid, informative story. The sidebar gives it added punch with a real-life example. In places, passive verbs and wordiness slow the pace. The lead sentence, for example, could drop a few words (‘quite,’ ‘for sure,’ ‘or how’) and be more effective. The second paragraph attempts to pack too many words into a single sentence, undoubtedly tripping some readers. It could use better transitions, also. Ending the story with a more conclusive, tighter-written sentence would help, as well.

Drovers

“Efficiency vs. Growth”

by John Maday

A nice effort on a potentially confusing topic. I’d like to see some results from producers, with information about how they’re using the test to change their breeding lines. Maybe it’s too early to see results but, still, more producers would give a technical story life and day-to-day practicality. A sidebar or box accompanying the story could help clear up the differences between NFI and FCR. When using abbreviations or acronyms like NFI, never assume readers know what they are. Also, use active verbs.

BEEF

“Gunning for Hardjo”

by Wes Ishmael

It’s an informative look at a tough problem for cattle producers. While the story has a good balance of university expert quotes, if hardjo is such a widespread problem I’d like to see quotes from producers telling how they’re coping with it and/or how hard it’s hitting their herds. Have any tried the Spirovac vaccine? How’d it work? Were there glitches? It’s tough to write this kind of story without using words like “monovalent,” “neosporosis,” “antigen,” etc., but writers still need to work hard to make these technical stories as simple to read as possible. You want readers to get all the way through without wading through a swamp of big words.

American Farriers Journal

“What A Farrier Should Know About Blood Flow To The Hoof”

by Ron Perszewski

The story is generally well written and keeps the reader’s attention. It needs at least a couple more sources. Surely more people have thoughts about the subject. Admittedly, your source is a well-respected member of the industry. He’d probably be a good candidate for a profile. But in a technical story, using just one source tends to make it more of an opinion piece than anything else. Support your primary source with a couple of secondary ones. Then you’ll have a much better story.

BEEF

“Keeping Watch”

by Stephanie Veldman

It would be nice to track a veterinarian working with an on-farm problem through diagnosis at the laboratory. That story could really interest farmers. How can they use the lab to keep animals healthier, make more money, improve their operations? The lab sounds like an interesting place but there’s a hole in the story begging for a real-life situation. Also, please use active verbs. Use forms of “to be,” particularly “is,” very sparingly. Passive writing makes readers snooze. Better transitions would make the story more accessible. If you’re intrigued with a story, show it, and intrigue the readers, too.

Western Livestock Journal

“Consumer Attitudes Change as Cloning Becomes Realistic”

by John Robinson

Distrust surveys conducted by companies with vested interests. As you state near the end of the story, this survey is in stark contrast with consumer surveys on the subject. So why put any stock in the Viagen survey? Quoting Gregory Jaffe from the Center for Science in the Public Interest is a good move. If you had some real consumers saying their opinions toward cloning had recently changed, that would give the story some muscle. What do farmers and ranchers say? Range wider on stories of this type.

BEEF

“Surfing for Sires”

by **Clint Peck**

Three page story, one source. That sums up some of the story’s problems. Find producers using the program or at least find some with opinions about it, and interview them. Some ranchers must have used it, even in a beta version, or thought about it. What about other university researchers? A web-based genetic evaluation tool like this should have wide interest in the industry. Rather than thinking about one source and what he has to say, think industry-wide. Think national, even international. And, as for the writing itself, use active verbs and shorter, pithier sentences. Fight wordiness. Can you say it in a simpler, easier-to-understand way?

CATEGORY 29

FEATURE/HUMAN INTEREST STORY, NON ASSOCIATION

This category was exceptionally hard to judge because I don’t see some of the articles fitting into the category. Just because an article contains actors doesn’t mean it is about them. For that reason, articles that had a strong human interest story rose to the top. Authors of top entries should be commended for their skillful, insightful writing.

First Place

Successful Farming

“Working In and Working Out”

by **Cheryl Rainford**

This story epitomizes the definition of a human interest article prescribed in the guidelines for this contest, and it’s difficult to find fault with the writing. The article is tight, easy and uplifting to read, and replete with well-chosen quotes and revealing observations that provide much insight into the personalities, philosophies, and thought processes of the four individuals involved. The sidebar at the end of the article is human interest all the way, delving even more deeply than the main article into what makes the subjects tick and providing additional understanding of how they treat and interact with one another.

It’s also worth noting that the photos of the happy, smiling subjects on the third and fourth pages of the article add visual confirmation of the picture painted in the text of two unrelated couples who really do work together in harmony as a virtual family. This article also is about more than just people. It includes a distinct business element, and conveys a considerable amount of practical information about the unusual partnership these couples have forged. This information, however, is for the most part subtly revealed through quotes and little bits of factual information that are woven into the fabric of the story while the primary focus remains on the people. That lifts this article above the level of good reporting and into the higher realm of good journalism.

Second Place

American Farriers Journal

“Life After Horseshoeing—And a Spinal Cord Injury”

by **Pat Tearney**

In general, I would say this article is an adequate job of reporting, but not prize-winning journalism. This story is okay, but it lacks vitality. Kudos to the author on the selection and use of several direct quotes from both Woodward and his wife that reveal his passion for shoeing horses and his work ethic. These effectively and efficiently say quite a bit about the man. The quotes in the final paragraph provide both a good close and some additional insight into Woodward’s personality, in a place where a reader is likely to remember. Including a little farrier terminology (“forge a new career” in the first paragraph and “knowledge tempered with years of experience” in the next-to-last) was certainly appropriate for this article and publication, and a noteworthy touch of creativity.

I believe, however, that the story could have been made much more compelling and interesting to read, beginning with the lead. The lead works, but is not particularly exciting. It’s too long (61 words in the second sentence alone!), and burdened with unnecessary words and detail. It lacks punch. The author could have used Woodward’s devastating accident to good advantage journalistically by creating a dramatic lead that would send shivers up a reader’s spine and generate immediate feelings of compassion and a desire to read on. Often, what an author leaves out of an article is as important as, if not more important than, what is left in. This story could have benefited from more-judicious selection from available material and careful tightening of what was used.

A couple of other points—nitpicky, perhaps, but examples of things a careful writer should watch for and eliminate: erroneous implications, passive voice and repetition.

Ozarks Farm & Neighbor

“Giving Horses a Second Chance”

by **Jamie Cooley**

Unlike most of the articles submitted in this category, this entry strikes me as a genuine and fairly interesting human interest story. Unfortunately, it appears to have been rather carelessly written and edited. Based on content alone, I would consider awarding it an Honorable Mention, but there are just too many problems in it to merit that designation. The subject’s occupation (farrier), for example, is consistently misspelled (paragraphs 2, 11 and 12, and the caption beside the lower photo on the first page). Other misspellings exist, as well as misuse of proper names. The story is also lacking in important details and is chock full of awkward wording.

Closing the article with a slightly altered reiteration of the thought expressed in the lead is an effective way to wrap it up. Thumbs up for that. An overall recommendation to the author: Carefully reread what you’ve written, constantly asking yourself, “What does this really say?” If the words don’t clearly express what you want to convey, fix them so they do. Randy Cate’s story has the potential for a very good article and could have benefited from more of all three.

Dairy Today

“Not in My Backyard”

by **Jim Dickrell and Meg Gaige**

Perhaps a fairly strong case could be made for calling this a human interest story; to me it's more of a straight news story with a strong human component than what I would call a true human interest feature. The small label in the upper-left corner of the first page correctly identifies this as a trend story. The trend is the increasingly monumental, and often insurmountable, difficulties of expanding a dairy operation in the U.S. Midwest. That clearly is a concern for many people in the dairy business, and the authors have humanized their article by effectively using the trials and failure of two specific producers who exemplify the trend. But readers aren't given any real insight into the subjects' personalities or how they think or what makes them tick. Those, for me, are elements of a true human interest story. A reader quickly comes to feel sorry for these folks for all they've been through, but doesn't really get to know them.

There's no shortage of good, solid information in this article, and it's woven together in a clear, logical sequence that's easy to follow and understand. The story is replete with wording that's lively and fresh. The glitches I noticed were very few and far between. The missing word (“fertilizer” no doubt) at the end of the first paragraph on the second page was an obvious and unfortunate slip, but such gremlins are one of the curses of our business. In the first paragraph of the second column on the third page, a spell-check or careful proofreading should have caught the letter “p” that apparently got left behind when someone changed “assumption” to “assumed.” Overall, however, this is an excellent job of handling a topic that surely must be of interest to many readers of the magazine that published the article.

BEEF

“Filling the Canvas”

by **Clint Peck**

This is an interesting and basically well-written article, but it doesn't really fit my concept or this contest's definition of a human interest story. I would call it more of a general interest than a human interest piece. To me, it's a news story about a comprehensive, statewide environmental stewardship and public relations program in Montana that was conceived largely to capitalize on anticipated widespread interest in the bicentennial of the Lewis and Clark expedition. It involves people (dozens of ranchers) to be sure, but it's not about people.

Although I see that as a problem as far as this contest is concerned, the author appears to have covered the topic thoroughly, providing plenty of detailed information from a variety of sources. The historical information included adds interest, and certainly is appropriate for this article. The story flows well; is easy to read and understand; and happily devoid of grammatical and mechanical errors. My major criticism is that, for me at least, the opening paragraphs meander around too much. We don't find out what the story is really about until the sixth paragraph. That's asking a lot of busy readers and it's a rather big gamble on the author's part to assume or even hope that many will stick with it that long. Otherwise, well done.

Western Livestock Journal

“Family Farms Struggle with an Uncertain Future”

by **Mike Deering**

There's some question in my mind about whether this is really a human interest story. This article certainly is about problems that are affecting huge numbers of farm families, but is it really about people, “per se”? As far as the writing is concerned, I believe the author has included some pertinent and interesting statistical information and presented it in a coherent and logical manner. The mechanics appear to be reasonably satisfactory, although there are a couple of awkward phrasings, at least one misspelled word, and one or more punctuation errors.

My major criticism of this article is that it relies far too heavily on direct quotes. By my quick count, 24 of the 55 sentences in this article (44%) are direct quotes. Some of those sentences are excessively long and probably make the number of words in direct quotes closer to half the total. Three-fourths of the direct-quote sentences are the words of one individual. At one point, I almost began to wonder if he was the author. A careful writer uses direct quotes sparingly. They should be selected and used judiciously for emphasis and to add spice and life to an author's own words—not to substantially carry the narrative.

High Plains Journal

“Catahoulas: Working on Instinct”

by **Kylene Orebaugh**

This article, like several others entered in this contest's human interest category, doesn't really fit the rubric of the category. It's not about people. Setting that inherent problem with the contest structure aside, I would say the content of this piece is good. This appears to be a comprehensive report on the history of these dogs, their natural instincts and abilities for herding cattle, and how one veteran Catahoula owner goes about breeding, rearing and training them. Although the single source featured in and repeatedly quoted throughout the story seems to have excellent credentials, the article would be more authoritative if additional sources had been included. I would encourage the author to use direct quotes more judiciously. Save them for special emphasis—places where only a source's exact words will do. When direct quotes are overused, they lose their punch, and there are several instances in this story where an indirect quote or the author's own words would have been quite adequate.

Unfortunately, the article also includes many flaws that detract from its overall quality. Several are relatively minor, but still contribute to a subtle feeling of uneasiness about how carefully the story was written and edited. That, in turn, can tend to generate doubt about the authenticity of the information. They also preclude this story from qualifying as prize-winning writing. Glitches include pronoun usage, false statements (or misstatements), misspelled names and words, and awkward phrasing.

Dairy Today

“Make Way for Development”

by Catherine Merlo

A well-documented report on the ramifications phenomenal population growth and urban development are having on dairy producers in Arizona and how one producer is coping with and even capitalizing on the urban takeover of agricultural land. The article is packed with good information and details, logically presented using an appropriate combination of statistics and quotes, and the author has given it a human touch by featuring an actual dairy producer as an example of how one individual and his family have managed to keep one jump ahead of encroaching urban development. However, even in the passages that deal specifically with what this dairyman has done and is doing, the focus is on his business strategies and how he’s been able to turn urban sprawl into an asset, rather than a liability. The guidelines for this contest define human interest features as articles that “focus upon the people and human side of people . . . rather than upon the business side of livestock production.” I don’t really see much of anything about the human side of farming in this article.

Ozarks Farm & Neighbor

“Where Meat Means Business”

by Amanda Marley

To my mind, this clearly is a straightforward production story that describes how one farm couple shifted from breeding registered Polled Herefords to Hereford-Gelbvieh-cross seedstock, then later added a registered Angus herd to their operation and began producing Balancer cattle as well. The article is rather well-written with a good amount of detail and appropriate quotes, and it deals satisfactorily with the couple’s business philosophy, management strategies, and breeding goals. However, I see no “focus upon the people and human side of people . . . rather than upon the business side of livestock production,” as prescribed in the guidelines that define a human interest article for this contest.

CATEGORY 30

INSTRUCTIONAL STORY, NON ASSOCIATION

The top entries in this category provided clear, easy-to-use instructions or tips for their readers. The authors used credible sources, and often inventively allowed the sources to provide the actual instruction.

First Place

Dairy Herd Management

“Are You Ready to Face the Media?”

by Kimberlee Schoonmaker

Wow – this story leads with a high-impact example that rocked the dairy world, and barrels along at a great pace to deliver a clear, useful set of tips and tools that can be applied across the industry. Great use of subheads to carry the story along and communicate to skimmers who might resist being pulled into the copy (though

not for lack of trying on the author’s part). The sidebar and the “For More Information” item add value, and the frequent inclusion of quotes readers can use packs this full of good information. I hope this article is pinned up on bulletin boards around the country – I am confident it captured many readers’ attentions and sparked some important planning. Great job.

Second Place

Dairy Herd Management

“Avoid Expansion Conflicts”

by Shannon Linderoth

Nicely organized and written story with a variety of sources representing operations of varying size. I really like the fact that the writer included a useful statistic on dairy’s contribution to the local economy – not only is this a how-to article, it also includes a tool they can use in making their own case. In fact, it’s such a good idea, it’d be great to see more such useful tools in future articles like this – excellent device! One weakness is that nearly all the sources are in Wisconsin – makes one wonder if there are subtle or not-so-subtle differences in dairy areas of Minnesota, New York, California, Idaho, etc. That doesn’t diminish the high quality of the writing, though – good entry.

Honorable Mention

American Farriers Journal

“Taking the Mystique Out of Shoeing Long-footed Horses”

by Pat Tearney

This story delivers on its headline and conveys the personality of its source – it’s like looking over the expert’s shoulder and hearing him share his experience. Great use of sidebars and captions to pack the pages with useful information. There’s enough detail to allow a reader to go back and try this on customers’ horses, but it’s presented skillfully, so the story doesn’t get bogged down. Good job delivering not only the “what” and “how,” but also the “why” – and keeping it readable all the way through.

American Farriers Journal

“Glue-On Shoes Shine for Solving Many Hoof Problems”

by Ron Perszewski

This story does what it says it will do – it offers a thorough explanation of glue-on shoes and offers readers the advantage of a clearly-written, step-by-step set of instructions that appear to be complete and easy to follow. The art of this story comes through in its understanding of the audience – the copy is clear enough for novices to track, but sophisticated enough that it’s not talking down to the reader. Not an easy balance to achieve, but one handled skillfully here. The sidebars and captions offer added value instead of echoes, and the “For More On...” box at the end is a great way to remind readers of the value of the publication over the years.

BEEF

“Why Tag Placement Is So Important”

by Stephanie Veldman

Nice, succinct story that delivers the facts and even shows a little of the disagreement that marks an emerging technology that hasn't totally been ironed out yet. The writer packed a lot of information in a tight space, covering not only where on the ear the tag should go, but why it's important, why the left ear is being emphasized, and why foreign tags have value – giving readers a lot to carry home from the story.

Drovers

“Terrorism On the Farm”

by Suzanne Bopp

Capable writing on an important subject – nicely done. Great sources not often heard from in ag publications, notably the RAND Corporation, which adds gravitas (and good perspective, too). Nice job of discussing the variables at play – foreign assassins vs. domestic ideologues, the importance of developing a plan that covers not only terrorism but also other disasters, the value in coordinating with state and local emergency plans to survive the first few days and get access to scarce resources. The first couple of columns of the story could have been stronger – a full column is spent explaining that ag is a soft target, and the second column seems to make absolutes out of possibilities (How did we get to assuming that FMD would be the disease of choice? Do readers know what “zoonotic” means? Why 25 states in 5 days – was that figure determined from some sort of a training model, Chalk's expert opinion, or just a big number? Laying out a specific like that with no explanation gets distracting.). Shoring those columns up could have yielded room for some more examples, in which sources could describe good practices they'd seen or studied at farms, ranches, feedlots or food processing facilities. In all, though, a solid story that surely had readers thinking about their own state of readiness.

PORK

“When OSHA Comes Knocking”

by Jane Messenger

A nicely written article that combines a sobering warning on the increasing likelihood of having OSHA come for a visit with practical information on how to prepare for the possibility. The story could have been strengthened with more specifics. Any examples of how activists have used OSHA as a hammer? What does Brown cover in a 10-to-20-minute safety meeting? What are some common red flags on pork operations that Brown has seen – or that OSHA has cited operations on? That could help direct readers to start chipping away at their most vulnerable points, and to be more likely to recognize themselves and take the story to heart. As it is, it's nicely organized, clearly communicated, and uses sources well.

American Farriers Journal

“Reading Shoe Wear Gives Farriers an Edge”

by Ron Perszewski

Lots of good information, and a great use of a dissenting sidebar to air another angle on the subject. This would be a great piece for more aggressive use of subheads to divide the copy by, say, symptom or pattern and use words or phrases to help readers navigate the story. There are a couple of great quotations about how and why to observe a horse's conformation as he approaches – but the fact that they're found pages apart gives the story a sense of loose construction. With all this great information, tighter is better.

PORK

“Who's Accountable?”

by Jane Messenger

Good information on an important topic. The story reaches its climax on three key tips, which is great (though tip #2 seems to get diluted by Langhorst's rather unremarkable quote about how “accountability is a part of WPI's culture.” It would have been more effective to move that paragraph somewhere closer to the front, or lose it altogether and focus on more unique things that the source said.). Structurally, the story could have benefited from defining accountability in the pork-producer business environment earlier in the piece. As it stands, readers learn about some of the tools that can help improve accountability before they get to the salient examples that help define the topic, which appear in the WPI breeding protocol and Naspig anecdotes. The story might have been more effective if the writer described what readers will need to know, defined the problem, and then told them how they can address it.

Western Livestock Journal

“Winter-Proofing Bulls Will Pay Dividends”

by Mike Deering

This story packs a respectable number of sources and a good bit of information into a tight space – no easy feat. There are some good, easy-to-read tips from top to bottom. The concern I have – and maybe recommendations are too specific on a ranch-by-ranch basis to allow this – but it would have been nice to see some parameters that readers could keep in mind. Is there a range of conditioning scores that tips a feeding regimen from straight roughage to concentrate? Are there certain percentages of particular minerals that must be maintained? Let's say I do a forage test; how do I find out how much of a particular mineral to feed – and how to juggle so many? On the plus side, I am confident that this article got many readers thinking about how to bring their bulls productively through the winter...and the last quotation makes a strong finish that helps make the story memorable.

CATEGORY 31 PRODUCER/FARM/RANCH PROFILE, NON ASSOCIATION

There were some excellent entries in this category. Several of the authors allowed readers to hear the story through the words of the actual person being profiled. This, partnered with highly descriptive language, gave readers a strong sense of the personalities under investigation. Future entrants in this category should remember that even profile stories need to have take-home information for readers to use.

First Place

BEEF

“A Man of Vision”

by Joe Roybal

Great pair of articles that complement each other nicely. I like the colloquialism – the “a ringman’s yip,” “biggest pair” – it gives the story personality and makes the quotations absolutely believable. The first feature does a great job linking the subject with some of the key issues in the cattle marketing business, blending a personality profile with an operation profile; the accompanying follow-up gets us back in touch with the character of this character. In the second piece, I particularly liked the rapid-fire use of bulleted quotes – it delivered a big dose of personality without diluting each comment in lengthy lead-ins. The second piece got a little bogged down in the obligatory run-down of stats on the family and the auction yard, but recovered nicely and left me feeling warm about the man, his partners, and his business.

Second Place

Dairy Today

“One Step At a Time”

by Rick Mooney

Great narrative that walks readers through the operation with a sense of the step-wise, evolutionary approach that drives the management there – an excellent way to tune readers in and get them thinking like the subject. Nice use of quotations throughout the story, allowing Bennink to tell his story in his words and reminding us that this is really about him and his accomplishments. The little sidebars are great hooks – they’d be even better if they introduced more new information rather than echoing facts found in the body copy, but that’s a minor detail. One pet peeve is misspelling “leaching” – I imagine that some readers would find that grating, though obviously minor in light of the excellent reporting. Good, solid writing with a moral that readers can take home and consider as they contemplate their own approaches to innovation.

Honorable Mention

High Plains Journal

“Pork Producer Rises Above Critics, Works for Continued Success of Industry”

by Jeff Caldwell

Great (and sobering) story about an impressive producer and her equally impressive operation. My favorite aspect of the article is that Vittetoe clearly leads by example, and the writer follows the same path, telling the story through anecdote after anecdote. Great use of quotations – we hear the source’s “voice” throughout the story – and a nicely organized narrative line keep the article easy to read and follow. The only thing that might be missing is some sense of her personality – it might have been nice to use a little space to describe what she looked like or how she sounded as she recounted the trying times she went through, or the sound of her voice or her posture as she defended her industry at the end of the piece. With that, I would have really felt I’d have had a pretty good sense of who she is. Even without it, this is a really solid, well-crafted story.

Honorable Mention

Certified Angus Beef, LLC

“Jackson’s Golden Rule”

by Susie Knetter

Great sense of Jackson and the relationship he shares with Sebranek – the story conveys a lot of personality and uses quotations with great skill. There are nuggets of information that another feeder could use to improve his operation, especially when it comes to acclimating cattle to the yard and working with producers on vaccination programs. The only improvement on that might have been to be a little more specific if certain diseases/vaccines were at the heart of the changes – that might have given readers even more to take home from the story. To that end, what sort of attitude adjustments worked to help get the Staff up to Jackson’s standards? Give us a line or two about his philosophy on what a “positive attitude” is. Of course, it’s hard to cram it all in, but maybe the article could afford to lose an accolade from the front of the story in favor of some take-home tidbit later on. Those are just nits to pick, though – this is a great example of how this Profile category ought to work, and the writer did an excellent job with her language and story-telling ability.

Dairy Today

“Putting Theory Into Practice”

by Meg Gaige

An easy-to-read, solid description of an innovative operation. The story is packed with details, but never gets bogged down, which beats many articles of this sort. The author also allows readers to “hear” from several sources involved in the operation, which is great. The use of sidebar summaries is a great feature, and highlights key stats that would have mired down the narrative. Perhaps the only improvement would have been a subtle one, turning the

final quote inside out to end on “Our neighbors’ quality of life really matters to me” – a superb comment – rather than ending it on details of manure management. This is an article that new writers ought to read as an example of solid reporting.

High Plains Journal

“Ranchers Make Conservation Key”

by Larry Dreiling

This story delivers nicely on its headline – it’s a thorough accounting of three generations of commitment to the evolving conservation movement. I really like the way the captions move the story forward rather than simply echo the body copy – that’s a great way to make the package more complete and reward the reader. I also am impressed by the great use of quotations throughout the story, giving readers the feeling of listening in on a conversation among several sources. Having one of the sources describe the Allan Savory principles so succinctly was also great – better than a lengthy narrative from the writer.

Certified Angus Beef, LLC

“True to an Ideal”

by Steve Suther

Great sense of the iconoclastic approach that Performance Breeders represented, and by pages 2 and 3, a useful discussion of the philosophy and practice of the group. Readers can take home messages about breeding, marketing and maybe even forming a collaboration of their own. But they may get caught up wading through the early discussion of where the charter ranches relocated, and in the obligatory lauding of CAB’s benefits (which is, understandably, one of the things the writer has to accomplish in the story). In all, it’s a strong, nicely written article that surely stimulated some readers to think about how they could team up with a neighbor or two or three to market as a team – and market well.

Successful Farming

“A Long Road”

by Lisa Prater

This is a really ambitious story – a complex subject, sensitive family issues, and lots of detail to report – and the writer handled it with a grace and an elegance of language that we don’t get to see much in day-to-day ag stories. The photos are outstanding at not just showing us the people involved, but complementing the theme of the story. GREAT setups and poses that help convey the contradictory senses of unity and discord that wind through the narrative. The good news is that the magazine dedicated a lot of space to the story; the challenge is keeping the narrative crisp and easy to follow through the article. There are great nuggets of wisdom throughout the article – Scott’s vision of a computer-enabled trading command center, for instance, or how Scott is trying to find a way to allow Paul and Laurie to buy in, but only if they’re serious about the business. Distilling the big theme of generation gap that pops up throughout the narrative – fast progress to the parents seems slow to the son, parents running the ranch vs. letting the

next generation be creative, relying on the ranch for a living vs. Scott’s ability to live on his off-farm salary --- would have made this story really sing. As it is, it’s both poetic and informative, and an excellent entry. SF was wise to dedicate six whole pages to it, and I’m sure many readers would agree.

BEEF

“Taking On Tyson”

by Clint Peck

Wow – what a lead ‘graph! It matches tone with the photo, and gets the reader ready to sit down and watch a real brawl between our cantankerous lead source and IBP/Tyson...and on the legal issues, it delivers. The writer delivers a clear description of a very intricate topic – one that many other writers could have rendered as boring as dirt. The article delivers on its promise with admirable skill, style and clarity. The problem from a contest perspective is that there is very little producer/ranch profile in the copy, so the article would probably have been more appropriate in a category like Marketing.

Dairy Today

“Road to Restoration”

by Catherine Merlo

A nicely written story that delivers a clear accounting of a complex and emotionally charged subject, translating a regional concern for a national audience. It is thoroughly researched, and the writing is crisp and clear. The use of many sources gives great balance to the story, so we don’t get just one side of the group telling us how everyone is working together so well (a common pitfall of these types of articles). The only weak point is that the writer ate up two paragraphs to deliver a “no comment” from the electric company – something that would have been better served by fewer lines so she could bring us more quotes from the people with something to say. I was a bit concerned about whether this really fit the Profile category, because it’s neither a producer nor a play-by-play on a particular ranch...but I can’t see much of a better fit in any other category, either. That said, it’s a good story that is unfortunately overshadowed in this category by other work that hews more closely to the Profile model. No fault of the writer, though – it’s excellent work.

National Hog Farmer

“Farrow-To-Wean Business Booms”

by Joe Vansickle

This is a great example of a classic farm profile – a great, clear description of how the operation works and why it’s important. I particularly like the fact that the lead photo is of the two key sources (rather than facilities or pigs), as it complements the copy in underscoring that this innovative operation is the work of individuals who built it their way. The only concern I had as a reader is that we lost the voice of the sources when it came time to describe the operation on pages 2 and 3 of the copy – it would have been nice to “hear” the sources describe some of the particulars, if only just to keep in touch with them and lose the narrator every once in a while. Given the space, ending on a quote or anecdote might have been nice – this story has more of a newspaper-style ending, as if the inverted pyramid just got cut on the editor’s desk when the column was full. With such a nicely crafted, well-written piece, it deserves a stronger wrap-up. On the whole, though, it’s solid, an easy read, and extremely informative. Good job.

Western Livestock Journal – Commercial Cattle Issue

“Big League AI”

by Pete Crow

This is a very strong piece of writing on Raftopolous’ AI program – the writing is clear as a bell, and a High Plains rancher could easily use it as a road map to build his own program. In all, it meets the highest objective of ag journalism, which is to deliver information of value to readers. However, I’m not seeing it as a Profile story – with the exception of a bit of description of the climate and a few lines on the history of the owner, this is really a great Technical or Instructional piece. As a profile, though, it doesn’t deliver the personality, history, or broad look at the operation that seems to define the category.

CATEGORY 32

NEWS STORY

This category was full of strong entries. Keep in mind that news can be (and should be) interesting. Find the interesting angle and support it with good sources and quotes. There are some exceptional examples in the category.

First Place

BEEF

“Falling Further Behind”

by Wes Ishmael

Telling readers why ID is important by telling them to ignore the obvious, logical reasons it makes sense is a good tactic with this topic. Producers are skeptical. Giving them this perspective is a particularly inspired approach. The writer covered the bases

well, and went all across the globe for the information. Colorful verbiage was used, with engaging wording. It’s well-written, with good information flow.

Second Place

Kansas Stockman

“On-line EPD Tool Improves Bull Selection”

by Scarlett Hagins

The topic can be confusing, but in this story it’s well described in a logical and informative way. It gives the readers a nice step-by-step and benefit-by-benefit look at this program. It also leads them into the topic in an interesting way. Some of the more confusing and technical topics could be described in more detail. But it’s a straightforward and helpful article that was well-researched and well-written.

Honorable Mention

National Hog Farmer

“Denmark’s Ban Adds to Pig Health Problems and Antibiotic Attacks Are Off Base”

by Joe Vansickle

It’s a hot topic, well-handled. The lead is gripping, with a very compelling second paragraph. There is good flow, with each paragraph encouraging you to read the next. The writer has identified implications for producers, which is important. It’s a broad look at the overall issue, with good establishment with a point-of-view using the facts. A quote or position from the Antibiotic Report could have been used to make the case even stronger.

Honorable Mention

The American Quarter Horse Journal

“Dirt Surfer”

by Tonya Ratliff-Garrison

Good use of quotes, letting the riders speak for their actions (and the actions of their horses), and letting the subjects tell the story. By using so many quotes (and good ones), the author has given spark to the story and really made it more human. The author also broke up strings of longer paragraphs with shorter ones. While this is not a photography contest, it should be noted that the photos by the author are excellent, really giving some extra personality to the story!

The American Quarter Horse Journal

“Spook No Fluke”

by Tonya Ratliff-Garrison

The story got us up close and personal with Smart Spook. Nice, crisp writing that pulls you through. It really demonstrated how people communicate with their horses. This kind of story could have been longer with more “color” in language and word usage used and been an even more enjoyable read.

Western Livestock Journal

“An Early Gift: Beef on Japanese Plates”

by Mike Deering

The author called and interviewed key players in the issue, and got good quotes from them, which helped add life to the story. Because this story was already getting a lot of ink throughout the industry, he could have tightened the copy and interjected a little more color into the subject to make it stand out a little. He could also have made the lead more compelling and encouraged further exploration, such as: “For the first time in nearly two years, American beef has landed on Japanese soil. As the plane carrying the Harris Ranch beef rolled to a stop on the tarmac Dec. 17, it revived trade with Japan, to the relief of many U.S. beef producers.”

BEEF

“Going it Alone”

by Stephanie Veldman

The story summarized the issue nicely. Because it was such a well-known event, a punchier, more lively lead might have been appropriate. The author talked to all the right people, and kept her personal feelings out while giving it personality. There was good use of imagery. The story could have used some more discussion of the monetary and emotional impact to the U.S. beef industry. One person was quoted as saying “Timing was horrible,” but how did this make the producer feel? And how much would it cost them?

Iowa Farm Bureau Spokesman

“Cattle Producer Convinced Mountain Lion Struck Cattle Herd, Killing Calf”

by Teresa Bjork

It’s an interesting story on a topic that most producers in Iowa probably don’t think about. The author made it personal – which is important. She might have started with the cattle producer, rather than the DNR representative, to make it even more personal and readable. Then she could have ended with the producer to emphasize the true focus of the story. Good quotes, and good use of illustration to show where mountain lions had been sighted.

Dairy Today

“Made in the USA”

by Catherine Merlo

Not all of the readers will know what MPC is, so it should probably be described a little higher up in the story. Also, its importance to (and use in) the industry is key, so a little reorganization to the story would help. But the writing style is crisp, and the author uses short, easy-to-understand sentences, and allows the story to flow well through use of appropriate length paragraphs. Overall, it’s a story that’s easy to read.

Land & Livestock Post

“The Scramble’s on for Hay”

by Beverly Moseley

The author has a nice, interesting writing style, with short paragraphs that flow one to the other. It may have added interest for readers to bring the “personal” anecdotes, information and quotes closer to the front, as some of the colorful quote add flavor to the piece and seem to get buried in the story. This would move the department of ag person’s quote further down. Although he’s an authority and his statements may have been deemed important for this reason, what he says isn’t all that interesting. It’s a good lead – although a bit of a cliché. Could the author have come up with something a little more original?

Iowa Farm Bureau Spokesman

“Farmer Shoots Wild Boar Near Pen of Sows”

by Teresa Bjork

The story has an interesting lead... although did Mr. Skubal really eat the meat from this animal? I wouldn’t want to imply that he did if he didn’t. Wild boars are apparently an increasing problem, but the author buried the statistics about this critical point in paragraphs 19 and 20. Also, if a boar is escaped from a neighbor farm, is it wild? Feral? Maybe to the first point, no to the second. This can lead to confusion, which the article does not clear up.

Angus Journal

“Reducing Rangeland Risk”

by Kindra Gordon

Overall, making this kind of topic compelling is difficult, and the author did a good job of making the information readable and interesting. It’s a comprehensive look at this new program, using some good figures and statistics. Because the topic can be a little dry (so to speak) the author could have moved some of the quotes, and maybe used a more colorful one (or more colorful language). The story could have also used some examples of how this might impact a single/average producer facing a hypothetical situation.

Hereford World

“Hereford Verified: Capturing Value”

by Angie Stump Denton

It’s a nice look at a program that is new to the breed. The benefits of this program – one of many similar type programs in the market – could have been brought closer to the front. The author also needs to add a little “punch” to the copy, because other similar programs may exist. This could include a “grabber” for the lead, and some short, snappy sentences that use extra-colorful language.

BEEF

“When the Door Opens”

by Wes Ishmael

The piece has a good use of statistics and analysis, with good economic application that involves and has an impact on the producer. Some of the statistics in the quotes may have been a bit much and gotten in the way of the story. It's a good “big picture” look at the topic. The opening imagery wasn't fully understood ... but it was a good try. It could have been simplified for easier comprehension and greater impact.

Drovers

“New Standards and Guidelines from the OIE”

by Suzanne Bopp

The article started out great, but because this subject can be dry and boring (science meetings... yawn) a lot of colorful and compelling language is necessary. In fact the author does a pretty good job of keeping it from getting dragged down into the “dry and boring.” Some shorter quotes with more quick analysis of implications and applications would help, with some statistics to back it up. A good job with a tough topic.

High Plains Journal

“Niche Marketing Grows Beef Demand”

by Larry Dreiling

The author used good, colorful quotes, which is the cornerstone of an interesting meeting story. He added colorful language of his own, too, and got some excellent thoughts from a legendary figure in the beef industry. The author could have broken up some quotes with some analysis and better transitions between topics.

Sheep Industry News

“Sheep Numbers Increase for First Time Since 1990”

by Judy Malone

The author has a straightforward writing style, which is good for a straightforward, statistics-oriented story. The article could have been punched up, though, with some colorful language or quotes from producers or leaders in the business of raising sheep. Are they excited? What does it mean to their own operations? To the industry? There are a lot of directions the author could have taken the information in, but for whatever reason decided to take it... straightforward.

Western Livestock Journal

“Public Lands Grazing Under Attack”

by John Robinson

This is a careful look at a very important topic. The author uses statistics appropriately, although some examples and hypothetical

situations (or real ones) could have been added to increase the amount of personality in the story. The discussion could have been rearranged to get some of the major pros and cons up front. The Eisenberg argument needs to be higher in the story. Then statistics could then have been added to provide the substance and foundation.

Kansas Stockman

“Genomics Target Tender Beef”

by Todd Domer

The author tackles a complex and potentially confusing subject in this article. He did so nicely, although he could have walked less knowledgeable people through it more carefully. Not everyone will know what an EPD is, for example, or what a phenotypic component is. The story could be rearranged to get some of the information that would probably be more important to the reader closer to the front. For example, he buries the statement that “the economic segment of the study found that improvement in tenderness would enhance market prices, revenue and demand for beef” near the end of the end.

Angus Journal

“The Beef You Love is Good For You”

by Brooke Byrd

The author spoke to some knowledgeable people and got good quotes. She covered important topics in a logical and thoughtful way. Because this is a topic near and dear to the hearts of *Angus Journal* readers – and hence something they'll know a little about – it's important to start off with a very catchy lead that brings something to the table the reader will enjoy. This one doesn't go as far as it should. Perhaps a different approach to the topic, leading with the industry's influence in the new Pyramid? Or how the industry changed its product to better fit the new Pyramid? A little extra spark is needed.

Angus Journal

“ID Update”

by Meghan Soderstrom

The author obtained some good quotes, and covered a lot of territory in one page. She provided pros and cons, and had a call to action segment, which is helpful in this kind of story. But it's tough to stand out on this issue, which is covered broadly in the trade press. A stronger lead would have been helpful.

BEEF

“Industry Hot Topics”

by Stephanie Veldman

The story was a little disjointed – but that's to be expected, since several different subjects are covered. It was a broad look at many issues, and that's a difficult thing to pull off and get hang together. The author did a good job of it, though, providing readers with a look at several issues, all of which could have an impact on their businesses. The grammatical error in the lead sentence, however, is not a good way to start an article.

Texas Longhorn Trails

“Strength of Longhorn Support Overpowers Storms”

by **Antoinette Vega**

Readers never tire of human interest stories. Because Katrina had the potential of being “old news” by the time this magazine came out, the individual stories, which are by far the most interesting, should have been moved closer to the front. There’s a lot of good material in this story, and with some rearranging it would have captured the attention of the reader more quickly and completely.

BEEF

“A Bit Above Average”

by **Clint Peck**

There is a lot of good information in this story, both in statistics from the study and analysis from the judges. This information was allowed to stand on its own, without much input from the author. This was O.K... but didn’t provide much opportunity for the author to demonstrate writing capabilities, and caused impediments to the flow of the story. Using the beef industry as a living entity is an interesting concept, but I’m not sure that an industry can come to a conclusion... Leaders in the industry, maybe?

High Plains Journal

“Beef Industry Representatives Discuss Science, Economics at BSE Roundtable”

by **Jeff Caldwell**

This was a comprehensive look at the roundtable and the issue of BSE. The lead could have better compelled people to read further; this one doesn’t say anything that most readers don’t already know. Also, the sentences could have been shorter (there was one in the second paragraph that was 97 words long) with better transitions from paragraph to paragraph. Sometimes meeting proceedings won’t carry stories by themselves.

National Hog Farmer

“Time’s Tight to Sign Up for EPA Program”

by **Dale Miller**

This is a tough topic to bring life to. It needs an extra punch to get readers into the story and hold them. Perhaps stating how John Thorne clarified a point or two that’s of particular interest to pork producers in the first paragraph would have helped grab their interest. Are there particular controversial points to which a producer could relate?

CATEGORY 33 **EDITORIAL**

Overall there is strong writing in this category. Six or seven come to the top really easy. A great diversity of topics and writing styles makes this category a challenge to judge.

First Place

BEEF

“After the Gold Rush”

by **Joe Roybal**

A colorful analogy sets the pace in this well-written piece (bouncing around like Russian squat dancers—what a visual). Excellent use of facts with personal opinion to create an editorial that leaves no doubt this writer fears the isolationist attitude of some U.S. beef producers and soundly stands behind “best science”.

Second Place

High Plains Journal

“Some Assembly Required”

by **Doug Rich**

This concisely written editorial uses lively verbiage to tie together Christmas with the re-opened Japanese beef market. It uses facts to make a point and interesting lines like “the cow that stole Christmas” to keep the reader engaged. A nice job of setting up why U.S. beef producers need premises ID, along with age and source verification.

Honorable Mention

Dairy Today

“Everyone’s Responsibility”

by **Jim Dickrell**

The quiz at the beginning engages the reader right away in this editorial. It also sets the stage for what the writer will address in this editorial. This piece combines good solid facts to establish why it is important for all producers to manage emissions and balance use of nitrogen in the system. Bullet points are good to summarize.

Honorable Mention

Successful Farming

“The Real Value of 4-H Livestock Shows”

by **Betsy Freese**

This writer does a great job of intertwining personal experiences to make a point about what the real purpose of 4-H livestock shows should be. The humor incorporated makes this piece an easy and fun read. It’s hard to judge it against some of the heavier subjects in this category.

Drovers

“Who’s Selling Truth and Integrity?”

by **Greg Henderson**

Good use of facts to show how much the organic food market, specifically beef, has grown in the United States. The quote ties the intro to the conclusion and truly does a nice job of setting up the editorial. The conclusion could have possibly been done in a way that didn’t offend all organic beef producers. In many ways it lumps them all together as dishonest and I’m not sure that’s what the writer intended.

High Plains Journal “Global Pandemic”

by Holly Martin

The opening quote grabs reader attention right away sets the stage for this editorial on world animal health issues. Great use of humor to keep the reader engaged (“That’s a chicken problem”). Tighter editing and more concise writing would still make the point while making it an easier read overall.

PORK

“Trends from the Other Side”

by Marlys Miller

This editorial does a nice job of making it easier for the reader to follow. The use of bullet points to separate the trends helps keep the reader on track. There could have been some way to tie this back to producers’ bottom lines they may have taken even more interest in the food trends.

National Cattlemen

“BSE Not the Only Trade Barrier Hurting U.S. Cattlemen”

by Terry Stokes

This article does a nice job of explaining tariffs and why they hurt U.S. beef in foreign markets. The article is educational but in many ways there are too many points trying to be made in one piece. The article loses some punch after the opening paragraphs on tariffs.

Drovers

“Repairing the BSE Damage”

by Greg Henderson

The writer does a nice job of presenting both sides of the issue. This article may have been helped if the crux of the problem—delayed testing—would have been presented in the opening paragraphs instead of buried deeper in the article. The conclusion does a nice job of recommending two needed fixes to improve the beef industry’s image.

PORK

“A Changing Playing Field”

by Marlys Miller

Good use of example on Canadian and U.S. producers working together to adjust to global markets. Good job of explaining the complexity of the lawsuit in a few short paragraphs. This editorial does a nice job of explaining a shifting global market and how subsidies are affecting the field. Be careful to use the correct version of a word (they’re when it should have been their). Overall, a good effort.

National Hog Farmer

“National ID—Get on Board”

by Dale Miller

Good use of how disease devastated a country to get the reader’s attention. Nice examples of the challenges facing the livestock

industry. Towards the end of the article I’m left wondering why this writer considers 4-H/FFA project pigs a threat. Tell me why these are a concern to the swine industry and tell me what can be done to fix it. Don’t assume I know what the problem is with 4-H/FFA projects.

National Hog Farmer

“It Boggles the Mind”

by Dale Miller

The opening referring to the writer’s lack of interest or “foot-dragging” approach to technology is engaging and draws the reader in. After that the fun doesn’t continue. A personal experience of a reluctant “techie” making the switch would make this editorial more interesting and showcase the technology in this issue.

National Hog Farmer

“Capitalizing on the Latest Advances”

by Dale Miller

This editorial needs to reach out and grab the reader but falls short. So much time is spent explaining the differences between basic and applied research that I’m wondering how this is supposed to impact me as a swine producer. Give specific examples of research that made it through “basic” but failed in the field or “applied” research. Use specific examples to engage the reader and make me want to read more about the new research in this issue.

National Hog Farmer

“Rearrange Welfare Thinking”

by Dale Miller

The typo in the subhead didn’t set a good tone for the article (beem when it should be been). Even once I’m past that I’m a bit confused by the editorial. I’m not clear on the stand this writer is taking or what the call to action is for hog producers. What do I as a hog producer need to change in my approach to animal welfare?

CATEGORY 34 REGULAR COLUMN

Regular columns need to be concise, catchy and useful in order to maintain an audience. Kudos to the talented writers at the top of the category who showed the rest of us how it’s done.

First Place

Dairy Today

“Dairy Talk”

by Jim Dickrell

I like this column for several reasons. It is well-tailored to its audience, covering issues that are specific to the dairy industry. It is written clearly, concisely, and in a very readable, comfortable tone. The writer uses good comparisons and analogies (“nuclear waste repository like Yucca Mountain”) and also makes good use of figures and statistics. I thought the statistics on Minnesota dairy farms and dairy cow numbers provided insightful, pertinent information that is

useful to any reader, particularly one connected to the dairy industry. The attractiveness of the page design doesn't hurt, either. Overall, this would be a column I'd look forward to on a regular basis.

Second Place

BEEF

“Cattle Economics”

by Wes Ishmael

Very well done. This column presents an insightful economic analysis in a well-written, well-designed package. The subject matter seems very timely and, I would think, fits the needs of this publication's readers. The writer uses quotes from other sources to help validate his point, and his use of figures and statistics is helpful. I like the use of subheads and pullout quote to make the page more visually appealing. The column is effective in presenting information on cattle economics in a concise, orderly fashion. It would be helpful to have the writer's contact information included as part of the page design.

Honorable Mention

Angus Journal

“Outside the Box”

by Tom Field

Writing is very clear and direct, with good use of examples—including some personal examples. The writer uses descriptive language and quotes to convey the message. The subject matter is relevant to the audience and offers good insight and advice likely to be useful to readers of this publication. I like the use of subheads and lists; it makes the column easier to follow. Writer also does a good job of tying the column's beginning and ending together, and follows a logical outline. By opening with a description or a personal story, the writer effectively grabs the reader. Not sure I like the opening paragraph set in italic—might be more appealing if there were a shorter pull quote from the article somewhere in the body of the column. Also, since he is a regular contributor, it might be nice to see the writer's picture as part of the format.

Certified Angus Beef, LLC

“Black Ink”

by Steve Suther

Great leads—the writer uses clever storytelling to bring the reader into the article and introduce the subject. This column uses comparisons and examples very well to produce a readable column that provides useful information (e.g., comparing beef production business to the game of football.) I liked the description of the first herdsmen standing before the tribal council. This column does a good job of providing information while motivating the reader. It might be worthwhile to identify the writer's affiliation a little more clearly—at the very least, set off the author's contact information at the end of the article so it's easier to see.

High Plains Journal

“Some Windows Open; Mom's Brownies; Always A Good Week”

by Larry Dreiling

The topics for the most part seem relevant to agriculture and rural families. The column on changes in USDA and Congress is well-written with good examples and illustrations. I like the way the writer ties the opening and ending together, and uses quotes effectively. Column on writer's mother is touching without being overly sentimental, and including the brownie recipe was a nice addition. The farm safety column is clever and presents a message. This particular column could have been improved with a stronger list of do's and don'ts, as well as contact information and further resources on farm safety.

The American Quarter Horse Journal

“Legendary Horses”

by Jim Bret Campbell

To write a column about legendary horses, it is obviously necessary to use material from other sources. The writer does this effectively in this interesting feature, although one of the columns submitted for this entry was essentially an article by another writer. It may have been more effective to glean parts of that earlier-written column and infuse it with some original language. Still, I believe most readers of this publication value this descriptive regular column, which offers a nice and often compelling historical account of noteworthy horses and people. This column would benefit from the use of more personal examples and/or anecdotes.

High Plains Journal

“Common Ground”

by Jennifer Latzke

Overall, the writing style in this column is bright, upbeat and comfortable. The subject matter is appealing to rural families. In writing a regular column that seeks to establish itself as a recurring feature of this magazine, it is important also to establish a consistent voice. I feel this writer has crafted a humorous and friendly voice. I like the list of bulleted items in “The Boys Are Back in Town.” The other two examples could benefit from subheads, bullets, or some other type of graphic element. The copy could also be improved by editing for grammar and word usage.

Seedstock EDGE

“Focus Point”

by Darrell Anderson

In “Ready for a Change,” the writer does a nice job of introducing the column with a clever story, then goes into a list of services provided by his organization. The writing style is comfortable, friendly and appealing. I like the descriptions in “Heart of a Champion,” particularly the fact that Secretariat's heart weighed 22 pounds. The column is also nicely presented on the page. The column could benefit by including bullets, subheads or some other visual design element, particularly when writing lists. It would also be helpful to include contact information for the writer, or someone at the magazine.

Seedstock EDGE

“Youth View”

by Jennifer Shike

This column is well written and offers good advice for youth livestock exhibitors. I like the use of lists and bullet points. Topics would seem to be of interest to the readers of this publication. In “The River Always Wins,” I like the tie-in to the feature story inside. It would be nice to see that in every issue. In “It Could Be Worse,” writer uses good personal examples to make the point. The column does a nice job of advocating for the organization while also helping to educate youth. As a regular feature, this column could benefit from listing the writer’s contact information on the page.

Hereford World

“World’s Perspective”

by Angie Stump Denton

This is a very well written and enjoyable column. One example submitted referred to “what’s inside this issue,” which is a nice introduction to the issue and also provides good information. I did not see this repeated in the other two examples, but would like to see it more often in columns such as these. The “Bonding” column was nicely done—providing good personal examples that linked the writer’s own childhood experience in the show ring to her current Staff position and future show experience with her son. Writing is very strong with just a few exceptions—I noticed a few incomplete sentences and grammatical errors. But overall, it accomplishes its objectives nicely.

Ohio Cattleman

“OCA News and Views”

by Bill Sexten

Nice communication piece from the organization head to the membership, written in a folksy, personal way. The writer does a nice job of using analogies in a humorous way—I particularly like the reference to the NASCAR race in “Eureka: It’s Spring” and the clever description of the two harvesters (machine vs. cow) in “Harvest Time.” Writer could improve by watching the grammar a little more closely (incomplete sentences). Also, the column also sometimes moves choppily between topics without a smooth transition. In some cases it would be better to have a little more detail—e.g., reference to meeting with the governor’s representative to talk about the tax plan. What would the implications be for your organization, and do you have a position on it? It would also benefit from the use of subheads. But overall, I enjoyed reading this one.

CATEGORY 35

IN-DEPTH REPORTING (SINGLE ARTICLE)

This was a strong category with an obvious amount of time spent on researching the topics. All did an excellent job of taking the information and putting it in to good writing style.

First Place

The American Quarter Horse Journal

“Our Biggest Concern”

by Christine Hamilton

This is a near-ideal example of in-depth reporting. This article included opinions, legal issues, charts and a portion that included where the reader could find more information. With this much information the author did a great job of defining what should go in to the side bars. I’m sure she had to work hard with the editorial designer also to explain how the flow of the article should go with the elements, which is also an important part of being a good writer. Very well done with no mistakes that I could find. Good work.

Second Place

National Hog Farmer

“Antimicrobials in Water a Viable Option”

by Dale Miller

What a boring topic for many! BUT you did a great job of pulling it all together and I was able to follow the technical terms and the research that was discovered. Good use of pulling information for charts for the reader who is in to the very technical information. I liked the brevity also and with this topic it needs to be quick. A reference to where they could find more information might be good too. I would like to see the % signs changed to percent.

Drovers

“Reforming the Endangered Species Act”

by Suzanne Bopp

I can see that this story took a lot of research and would bet the author spent a lot of time coordinating the notes in to something that would make sense for the reader. It is well-written, but just didn’t have enough for me to move it up in the placings. A few pull quotes could have kept me drawn in more as there is some repetition in opinions. There are a lot of the quotes that can almost become tiring to the reader. Remember to spell out the number “7”.

Sheep Industry News

“The Effects of Sierra Nevada Bighorn Sheep on the U.S. Sheep Industry”

by Amy Conner

My first reaction to the story was that the author is very well-educated in this topic and did a lot of research to write such a long story. This then led me to think about how long this article was and wonder if it could have been broken into two parts – or could some of it have been put in to some simple charts or bullet points so the reading and reading of information didn’t take so long? Granted, this category is for in-depth reporting. I still think some break outs of information would have made it better for your readers. The opening paragraph refers to Reno and Nevada and maybe could have been re-structured to eliminate some redundancy. I realize that the words “Sierra Nevada” are a part of the subject, so elim-

inating these anywhere you can would clean up that paragraph. Also should “microsatellite” have a hyphen? I think so. Good writing overall, and I’m sure your readers appreciate this type information in your publication.

Successful Farming **“Show me the Sows”**

by **Betsy Freese**

This story is, in general, well written but I got a little lost with the organization of it. Then as I was figuring it out, I met up with the plug for more information including where to call someone and their e-mail address. What’s up with that? This should definitely go at the end of the story or in a box set apart. Although it’s in-depth reporting it doesn’t compete as well in this category with the other entries. At the end I actually left with a feeling of I wanted more information but wasn’t sure what I was missing. It’s free of typos and has correct style, but not the punch necessary to win.

Dairy Today **“The Beverage Battle”**

by **Catherine Merlo, Jim Dickrell and Rick Mooney**

I was really looking forward to reading this article and see what it had to say because it sounds like an interesting topic. But as I was reading the article it ended! Then I realized there was another story and then another. I re-checked the category and I believe this should have been entered elsewhere (multi-articles) Regardless the writing is done well but the style with % vs. spelling it out is improper style. There were a few sentences that I thought were a little long (p. 11 second paragraph/first column). Good information furnished but just doesn’t meet the criteria that the rest of the entrants accomplished.

CATEGORY 36 **IN-DEPTH REPORTING (MULTIPLE** **ARTICLE SERIES)**

All of the entries in this category were strong. Since the category is “In-depth reporting”, information is the key ingredient for success. Statistics and knowledgeable sources were used effectively to educate audiences.

First Place

American Farriers Journal **“Farrier Licensing”**

by **Ron Perszewski and Frank Lessiter**

This series touched on regulation, an important issue for farriers. Each selection was begun by stating the facts of the issue in meetings, documents, etc. By selecting a wide variety of interviewees to comment, the authors did a good job of presenting a number of views on the subject, providing readers the opportunity to make educated decisions and also to give them “food for thought”. In covering this hot political issue, the authors avoided

the temptation to insert their own views on the matter, which is important in quality, unbiased reporting. Very good job.

Second Place

Dairy Herd Management **“June Milk Quality Series”**

by **Thomas Quaife, Shirley Roenfeldt, Jammie Dunker, Kimberlee Schoonmaker, and Shannon Linderoth**

This was a well-written series graphically linked together. The concept of each article was contained in the first several opening paragraphs, and then followed by more in-depth information. Good use of subheads. Each section contained an overall statement and then was backed up by reference material and quotes from knowledgeable sources. This was a good selection for a series as product acceptance should be of interest and concern to all dairy farmers. It was also timely as June is National Dairy Month.

Honorable Mention

Successful Farming **“It’s in the Genes”**

by **Betsy Freese, John Walter, and Gene Johnston**

Well-thought-out series that encompasses articles on DNA test uses for beef cattle, dairy cattle, and pigs. Good use of explanatory sidebars. Each article also contained a sidebar listing contacts for further information if readers were interested. I liked the fact that each article contained the opinions of an actual producer and also those of a scientist in that field. One article especially could have used some tightening up. I counted four consecutive paragraphs that began with the same word, the name of the producer. He could have been occasionally referred to as “the rancher” or “the Nebraska producer”.

Honorable Mention

National Hog Farmer

“Feeding Trials Cut Nitrogen Excretion Rates”; **“Decision Tree Outlines Best Management** **Practices”;** **Air Emission Study Nears Completion”;** **“Home is Where the Gases Are”;** **“Bio-** **filter Modification Saves on Fan Power”;** and **“Finding the ‘Stinkers’ In Hog Barn Odors”**

by **Joe Vansickle**

The writer made it easy for a reader to decide if he wanted to read the article or not. First, a headline that indicated the subject, then a lead-in that qualified it, and finally the first one or two paragraphs to make the reader want to find out more. In each article the writer carefully explained the research, the outcome, and the benefit in an understandable fashion. They were not so technical as to leave some readers saying, “What?”. In other words, well written. A cutline could have been used to explain what the woman was doing in “Feeding Trials...”.

Certified Angus Beef, LLC

“Yield Grades: Out of Control?”; “Cause & Effect”; “Sort It Out”

by Steve Suther

There is a wealth of information here on a critical issue for Certified Angus beef breeders, but the large amount of data contained in this series must be followed carefully to understand. Perhaps the writer could have summed up each finding with a single statement followed by the data to back it up. His interviewees gave excellent quotes and the ones used in pull-quotes were good. In fact a few more could have been selected if room allowed. Since this was a series, perhaps Yield Grades should have been the main heading in all three articles for consistency, followed by the individual sub-heads.

Drovers

“Beef’s Organizational Revolution”

by Greg Henderson

The writer met his objectives in these articles: examining the changes and encouraging producers to participate in those changes. Each point was explained simply without an overload of data and statistics; however a few more interviews or statistics could have been used to “beef” up the article. Sub-heads within the articles were helpful in determining the content of the section and gave busy readers the opportunity to quickly see if the article was something they were interested in. If space allowed, it would have been nice to have a few well chosen pull quotes.

CATEGORY 37

COMMENTARY OR ESSAY ARTICLE

A very difficult category to judge after reading everything through once. Then as I reviewed everything, the mistakes that had jumped out made me see a clear top cut. My main disappointment to these authors as professionals is the mistakes made that ignored basic AP Style. Of course, some magazines have their own style of writing, but I still felt that these mistakes were not acceptable. Also in today’s world, long essay/commentary articles need to be concise. Some were way too long and I was lost because I felt they were just trying to fill space. Brevity is key; make your point early so I want to learn about it, then form my own opinion.

First Place

BEEF

“Who’s in Charge Here?”

by Joe Roybal

Well written article. I liked the lead, made me wonder where you were going with the story. This category had a couple of articles on this topic, so it made it an interesting category to judge. But you captured it in a tight, concise and clean manner. A good example of near perfect writing.

Second Place

BEEF

“So What About Brazil?”

by Clint Peck

Another well-written article with a good balance of opinion and information. With this category full of good work, this article takes second mainly because of one flaw in AP Style and that being the % marks rather than spelling out the word “percent”. Also some places should have had the numerals spelled out. At this level of competition, things like this are what make the difference in first and second place. Otherwise very well done and definitely a close second.

Honorable Mention

Successful Farming

“Chores Make the Man”

by Betsy Freese

An entirely different article to the first two, but this category has variety and in judging, I didn’t want to slight this style of article over the “harder” stories. Your descriptive style of writing made me think that I was “smelling the stink” along with your son, and could also relate to the chores experience from my childhood. It was a feel good story in a way, but very well done and I’m sure your readers enjoyed the reflections. One style issue is to not use the comma before “and”.

Honorable Mention

Seedstock EDGE

“Youth View: It Could be Worse”

by Jennifer Shike

Another article worthy of high marks. Good lead that drew me in with the “guilty pleasure” twist. I wanted to know more as you lead me in with the “I can see some of your heads nodding”. Second column/second paragraph sentence paragraph structure is a little odd. It reads: “What is happening in our society today that we can rationalize breaking the law because we could be doing something worse?” This may need help and is one thing that keeps you from moving up in the rankings. You are a good writer and I’m sure you offer your readers unique angles on a wide variety of topics.

Honorable Mention

Dairy Today

“A Tale of Two Tests”

by Jim Dickrell

Excellent writing with great content. I was disappointed in two simple errors including misspelling of “Brahma” and the upper case treatment to the titles. Unless your magazine has its own style, AP Style does have an opinion on the capitalization rules that we should try to keep consistent. Definitely a contender for top honors, but just lacks the cleaner articles in the top two. Keep up the good work with this quality of writing.

*High Plains Journal***“The Same, but Different”****by Holly Martin**

Good thought-provoking topic. Might want to vary the paragraph lengths a bit more. Shorter paragraphs can keep a reader more engaged. No comma before “and”. Remember AP Style and your numerals... 10 is not spelled out, and to be really picky, the apostrophe in the Dirty 30s reference is going the wrong direction. It’s a cohesive story with a good point. Intelligent writing. Good job.

*High Plains Journal***“Myth-busting at the Fair”****by Jennifer Latzke**

I don’t really like the lead starting with “There is”. Many sentences are too long and the article could be more concise and a “tighter piece”. Typo in second to last paragraph was probably missed due to a last minute editing job. (That’s why many fairs now have hand sanitizing stations are at the entrances...) Overall, the topic is interesting and easy to relate to, but it just doesn’t have the punch I’m looking for.

*American Farriers Journal***“Horses Add to the Solemnity of Arlington National Cemetery”****by Pat Tearney**

As I started reading I wasn’t sure which direction this article was taking me and I liked that. It kept me tuned in and wanting to find out what the point was going to be. The “clip-clop” was creative and a good tie in for your readers. It also was a rather moving emotional topic which can be delicate to write. Quite a few sentences started with “I” and “and”, maybe varying those would polish the story up a little bit. Many paragraphs were consistently two sentences which varying this could also add some quality to the story.

*High Plains Journal***“The New Stampede”****by Holly Martin**

Great, credible work should never contain any mistakes. But this article made me uneasy as I read (processes and traceability – were misspelled). Good topic and I liked the opinion offered but seeing the simple mistakes made me read it a couple of times to justify my comments. Also United States should be spelled out when used as a noun. Nice article, just not of the caliber to be a first place.

*American Farriers Journal***“Can a Scottish Shoer Earn British Registration in the States”****by Frank Lessiter**

The main thing that I had to get over when reading this were the numerals used throughout that should have been spelled out. It really was a distraction for me especially since this is such a big part of AP Style that this caliber of magazine should include. Also there are hyphens that should be in some of these sentences that were missing. Good mix of hard information with a little bit of opinion. Also watch the structure with two different ways of using the sub heads (center or force left). All in all, good, basic writing but not enough to move to the top.

*Clear Point Communications***“Let the Chaos Begin”****by Wes Ishmael**

Wow --- a lot of copy and unfortunately just too much for this story. Shorter paragraphs and less content would capture the reader much easier. Good lead, but I was ready to be done with it at the end of the first page. Couple of typos (one probably from the final editor: fourth paragraph has a stray “s” after estimate) and Speaking of credibility,...should say can’t muster enough political clout... It’s obvious research was done for the story as it includes a lot of facts. However, I would like to see the author tighten up the content and make this so I can read it faster and look forward to his next column.

*Certified Angus Beef, LLC.***“The Business Brand”****by Lance Zimmerman**

Very well-written story. Another story that’s a little long and I felt this was more focused to being a sales piece rather than an editorial/commentary. I felt some opinion while reading but it was so biased that I really think the copy would fit well into a promotional piece... which maybe it will/should go there. This story is good writing and probably had the fewest obvious style mistakes but just not competitive enough for this category and its purpose.

**CATEGORY 38
HUMOR WRITING**

This category had two very different types of humor styles. One style was true-to-life and the other is a unique original fiction. Knowing that readers have different opinions on what humor is, makes it a challenge to give one judge’s opinion on what is truly humor. All four have the good basic writing qualities, some mistakes could have been prevented with more thorough editing.

First Place

High Plains Journal

“A Milkmaid in Training”

by Jennifer Latzke

The objective of this entry written on the entry form truly did match to the story. They said it was meant to entertain and provoke readers into thinking about their ag world and as I read the story, I was pulled in and felt that I was a part of the story. This kept me engaged in the story and at the end, I felt like I had gone on the journey with the subjects.

Always remember to italicize names of publications within your copy.

Second Place

Clear Point Communications

“Camel Candy”

by Wes Ishmael

This story is an example of humor that some people get and some don't. I even had a rancher read them to get their take so I wasn't only giving my opinion. We both felt that they are entertaining, but so complex that we had to go back and read to figure out exactly who was being referred to. I am assuming this is a part of an ongoing story line, so we had a disadvantage in not being familiar with the characters. The author must have a very creative mind and is capable of putting it all on paper very well. Most of the writing style is done well although this a challenging piece to compare to the first place due to the opposite nature of the stories. Way too long, though – I really wanted it to be over after two pages.

Clear Point Communications

“Trimming the Shirttails”

by Wes Ishmael

Read the second place comments to add to this one as it's the same author/same story/same issues. Again quite long and since it is so complex, it was difficult for us to keep our focus on getting through the story. A couple of typos (Priscilla spelled wrong, “you” instead of “your” is wrong twice) bothered me with what I would want to see as perfect writing at this level.

High Plains Journal

“Dinosaur Discovered in High Plains”

by Doug Rich

While this is written with good writing style, no mistakes, etc., I just didn't find as much humor in it. It really could be entered in a category for just a regular column. Since it's quite short, I almost felt like it was this columnist's week to write a column and he didn't have a topic so just scraped for something, and unfortunately it falls short of true humor writing. Again it's well-written, it just doesn't compete in this category.

CATEGORY 39

MISCELLANEOUS WRITING

Entries in this category covered such a wide variety of objectives, judging them was especially difficult. From ad copy, to investigative reporting, to feature articles, to pure entertainment, the list was impressive. Distinguishing attributes determining the rankings included style, conciseness, ability to hold and direct the reader's interest, headlines and subheads, quotes, references, innovation and editorial flow. Distractions included confusing lead-ins, inconsistent voice, less than successful achievement of goals, underdeveloped content, run-on quotations and weak conclusions.

First Place

The American Quarter Horse Journal

“Legendary Horses (Hollywood Dun It)”

by Tonya Ratliff-Garrison

Beautifully, respectfully and professionally written, this tribute to legendary AQHA stallion Hollywood Dun It is wonderfully done. Tonya Ratliff-Garrison is a to-the-point talented writer who is also astute at editing the important segments of a quote. The article doesn't waste the reader's time and the author is obviously gifted with the sense of what matters to people who admire great horses.

Second Place

Western Livestock Journal

“USDA Revises Corn Estimates Upward; Prices Slide”

by John Robinson

This is a well-written journalistic examination of the effect of corn harvest on pricing and how cattle feeders may expect the market to react. An example of no frills journalism this is a well-organized, fact-heavy article appropriate to its audience and subject. With so much detail, the chart is a helpful addition as are the specifics and referenced sources. Not glamorous but timely and professional.

Honorable Mention

Cutting Horse Chatter

“Babysitter Wanted”

by Stacy Pigott

This fun, informative, easy-to-read article is suited to its publication. Great headline, subhead and lead paragraph. Would have preferred more editing of the quotations to lighten/speed up the reading and there is one unfortunate typo. Especially enjoyable is the sidebar with the Four Tips. Overall, it is a well-organized on-target article with good information. Editorial flows well and uses elements (photos & sidebars) to advantage.

Honorable Mention

National Hog Farmer

“Pork Tour-A-Rama”

by Dale Miller

Who knew there were so many particularly-important-to-pig-people places and events? This feature is an innovative commemoration of the National Hog Farmer magazine’s 50th anniversary. Would like to have seen a footnote acknowledging the purpose of this feature and how the sites/events were gathered. Great fun—good treatment with tongue-in-cheek humor, entertaining layout and interesting facts.

Honorable Mention

BEEF

“The Antibiotics Argument”

by Stephanie Veldman

This clearly written probe into the use of antibiotics in livestock includes good source material and a relevant case study. The first part of the writer’s goal, i.e. to provide perspective into the use of antibiotics as a preventative measure for herd health, is achieved; however, the second objective of probing the growth advantages of using them in cattle feed is not quite as clear. Also the treatment of pull-quotes (this is largely a design problem) was distracting. The quotes were relevant but their size and placement made them more of a hindrance than a help to the reader. Overall, though, this is a good journalistic approach to an involved, multi-faceted issue. Considering the depth of the issues, it might have been better to have separated and developed the subjects into two articles.

Western Livestock Journal

“Demand Prompts Beef Products to Add Costs”

by Mike Deering

Good, journalistic article of particular appeal to cattlemen. Understandably from a journalistic perspective, the writer preferred to lead with data/specifics. It might have been clearer, though, to lead with the sentence “Goat, ‘the other red meat’, has slowly gained consumer acceptance...” Or, at least, to have broken the first paragraph into two so that this important point stood apart. Other than that, this is a professionally written, relevant piece appropriate to its environment and audience.

Drovers

“Sniffing out the Truth about Demand”

by Hank the Town Dog

This is a unique and endearing comment on a confusing and somewhat complicated subject. While the voice of Hank the Dog successfully draws the reader’s attention, the goal of explaining how the Beef Demand Index is calculated is not quite achieved. Obviously, Hank has done his homework and the information is supported by an expert in the field of economics; however, as the article proceeds, it becomes increasingly difficult for the reader

to follow, requiring her/him to often re-track. The last paragraph leaves the reader hoping to turn the page and find a clearer explanation. This works as an introduction but, for the goal to be complete, Hank needed more space to develop and clarify. Hank needs to keep writing though – he’s great fun!

Dairy Today

“9 Ways to Make Your Life Better”

by Kim Bower-Spence, Meg Gaige, Catherine Merlo and Rick Moody

This is an entertaining, light-hearted article featuring members of the Dairy industry. Could have had a little more fun with the layout, more candid photos, perhaps a stronger lead-in paragraph on the purpose of the article/how the subjects/members were selected. Also the contribution of so many editors is interesting. Would have been nice to see (photos) or hear editorials/asides from them. Some minor distractions include unfortunate or inconsistent abbreviations and, in the subhead, using the term nine “things” instead of “ways”. Overall, though, the reader is drawn in and at the end is left with a good feeling and inspiration to maybe discover something new.

National Hog Farmer

“Replacement Gilt Selection Guidelines (3 Posters)”

by Dale Miller

These practical guidelines for evaluating Gilt conformation are designed to appeal to the hog farmer. From that perspective, the production/layout and editorial is clearly appropriate. The editorial, rightfully taking a “backseat” to the photos, maintains a balance of simplicity and concise description and information. These unique posters are well produced and executed for accomplishing a very specific and needed objective.

Nebraska Pork Talk

“The Sky’s the Limit”

by Alise Allan

This was quite an important story to tell members of Nebraska’s pork industry. Graphically and editorially, the use of a 2-page spread and a photo clearly illustrating the title—the Sky’s the Limit—were great choices. The opening paragraph, though, was a missed opportunity to set up the promotional accomplishments achieved by NPPA in 2005. And, as the campaigns were being described, the reader was left disappointed by the fact that photos or graphics were not provided. Good idea and an exciting subject but more development, risk would have been welcomed in the editorial. Writer was proficient at organizing the subject and giving the reader a conclusion at the end.

Hereford World

“Come and Get It! Only CHB is Offered Here”

by **Teresa Oe**

It was a little difficult to follow the progression of the Steak House, the product, and the owners in this article. A clearer set up with the introductory paragraph may have helped. On the other hand, the subject and featured restaurant are appropriate to the publication and may not have been so confusing to its regular readers. The headline works well and the article is fortified with good data/facts. The goals of educating readers about the Steak House and promoting the CHB product are served by the article.

Ranch House Designs

“V8 Ranch International Winners Ad Copy”

by **Rachel Williams**

Placement of a full color ad on the back cover of a leading Brahman industry publication was an excellent choice for highlighting this major accomplishment by V8 Ranch. The photo, headline and subheads work well to convey the feelings of sincerity, appreciation, humility and thankfulness on behalf of the client V8 Ranch. The body copy, however, lacks “sharpness”—overuse of the familiar “we” appears to be self-serving. Overall, though, the ad copy supports the objective.

CATEGORY 40

FOUR-COLOR, FULL-PAGE AD FOR A LIVESTOCK SALE

Overall, these entries look very good. Livestock sale ads by nature usually contain a lot of information. The challenge is to make the info interesting to read, easy to follow and visually appealing. By and large, designers are becoming more accomplished at keeping a cohesive theme throughout the ad, focusing on the main message. Many times the chosen photo is perfect for the ad but the photo background competes with the copy. Cropping photos and using solid color blocks for copy might help. It’s always fun to see clever approaches to common material, and this year’s entries display creativity and a variety of ways to think outside the box.

First Place

Texas Longhorn Trails

“The Gathering Sale 2006”

by **Laura Standley**

This entry provides a very interesting presentation of Longhorns. The stylized photo gets the message across subtly, and the natural, cohesive color scheme helps make this ad clean and easy to read. It’s a winner!!

Second Place

Limousin World

“The Gala”

by **Staff**

Here’s an attention-getting piece that offers a fun play on an art auction. It’s a nice overall concept. Fonts match the classy feel of the ad. I feel the time and date could have been larger, as it’s important information, but overall, this designer takes a unique approach to standard information.

Honorable Mention

Ranch House Designs

“Power Plus Bull Sale”

by **Rachel Williams**

This is a good job on packing a lot of information into an ad without ending up with a result that’s too busy. The silhouettes really cut down on the clutter and make it easy to digest the info. Good color choice on a consistent layout.

Honorable Mention

Trailhead Designs

“2005 California Angus Days”

by **Kelli Toledo and Wendy Hall**

Using classified ads are a fun idea for the headline. This information-intense ad is easy to read and understand. It features a good use of color that carries a lot of wallop for a two-color ad. I like the creator’s artful use of white space, and the font and theme match perfectly for a cohesive feel throughout the ad.

Gelbvieh World

“You Are Invited”

by **Katie Danneman**

A good use of photo almost delivers the message all by itself. The copy is direct and easy to navigate, and the ad features a good use of white space on the top. Although the copy is a bit hard to read on the bottom block, the layout is clean and visually appealing.

Gelbvieh World

“Little Windy Hill Farms’ Consignments”

by **Katie Danneman**

This ad utilizes a nice photo that helps accomplish the mission of an upscale feel to the finished product. The desired information is posted without clutter. Perhaps a benefit to the reader would work better as a headline rather than the farm name... perhaps “Quality Gelbvieh Cattle” as the headline with the farm name below. Overall, a solid ad.

California Cattleman

“Silveira Bros. 2006 Sales”

by **Kelli Toledo and Wendy Hall**

A strong photo and an uncluttered layout make this piece easy to navigate. The information is easy to locate, and the tag line under the contact info instills confidence in the reader. One problem with this ad is its top-heaviness. Perhaps a bit less space for cows and more space around the headline would make it easier to read.

California Cattleman

“San Benito Cattle Co. Female Production Sale”

by Kelli Toledo and Matt Macfarlane

This ad is copy heavy. The photo choice is great, but the photo background competes with so much information. Don't be afraid to use boxes to make copy more readable. Copy against a solid color would have broken up the space and made this good-looking ad easier to read.

California Cattleman

“Rick Machado Livestock – The Main Event”

by Kelli Toledo and Janice Tremper

The headline treatment on this entry is inviting. It utilizes a great, bold font but it could really pop with more breathing room. The headline could use more space around it. There are too many photos for the space allotted. I like the burned-edge technique; it contributes a “feel” to the ad.

California Cattleman

“Silveira Bros. Bull Sales Event”

by Kelli Toledo

This very horizontal layout utilizes a lot of fonts. The multi-breed bulls would be more visible if separated by lines or boxes. Don't be afraid to crop photos and use black text on white background.

Charolais Journal

“Charolais National Show and Sale”

by Mark Ringenberg and Staff

I'm a firm believer that less is more, and this ad is just too copy dependent, which tends to discourage reading it. The use of a photo or graphic would go a long way in drawing the reader into the info. Less is more.

Ranch House Designs

“In It to Win It Sale”

by Rachel Williams

This entry presents a clever depiction of “top quality” without using animal photos. The purple banner alludes to success and makes a great backdrop for the copy block. Easy to read. Graphic elements and illustrations are always an alternative to photos. An illustration or silhouette in place of the photo might have made this ad more unified.

Limousin World

“Eden Run Fall Production Sale”

by Staff

This direct and to-the-point photo tells the whole story. Simple copy contains the necessary info. Use of box around “Fall Production Sale” could set this important information apart, however.

Shorthorn Country

“Our Pride Shows”

by Tracy Duncan

Highlighting winners from a previous sale piques my interest. The layout is organized and easy to follow, but the font used under the headline is difficult to read. That's unfortunate because that info is the heart of the ad.

Shorthorn Country

“Sherwood Cattle Company”

by Tracy Duncan

This entry displays lots of information in an organized manner. The copy blocks promote each animal without clutter, and the photos are grouped nicely. In addition, it offers an interesting textured background. Together, it imparts a lot of information and is easy to read.

CATEGORY 41

FOUR-COLOR, FULL-PAGE AD FOR A RANCH OR FARM

The entries in this category were challenging to produce in that there usually were so many elements to communicate to the viewer. While less generally is more in advertising, we all know ag clients usually want their money's worth (volume of copy) from their advertising dollar. It's obvious the entries in this category were faced with such a creative dilemma but overall the designers produced clean and effective work. The category quality was so tough I bestowed three honorable mentions, and wished I could have given more. The most successful used one design element or clever wording to tie a number of elements together. Some characteristic weaknesses were photo quality and a reliance on too many fonts.

First Place

Limousin World

“Top Meadows Farms”

by Staff

This ad is gorgeous! It has a very classy look to it and the high-quality photos that support the key words: Muscle, Efficiency, Yield and Profit. Using yellow in boxes and in copy helped tie the ad together. This ad used creativity, color and content to the max. My only criticism: Type was too light and/or small for easy readability.

Second Place

Homestead Graphics

“Whitestone – The Xception to the Rule”

by Gail Lombardino

Nice play on words with the headline; colors work well throughout the ad and it is readable and attractive. I like the way the photo was cropped at the bottom using a design element. Not sure why that element (beige curves) was repeated within the copy. The photo used in the ad is outstanding and eye-catching.

Honorable Mention

Limousin World

“Express Ranches”

by Staff

This bull’s name, “Asphalt,” certainly offered a graphic approach, and the designer executed it marvelously! Clever use of words and interesting use of the pavement as background (including the yellow highway lines that provide great accent color) make for a very clean, interesting and well-done piece.

Honorable Mention

Ranch House Designs

“LP Bingo Winner”

by Rachel Williams

Great way to keep the company’s name in the forefront! Not sure the bingo theme appeals to younger audience, however. But I really like the “out of the box,” fresh approach!

Honorable Mention

Gelbvieh World

“The Elements Behind a Great Bull”

by Katie Danneman

This creative horizontal ad is well conceived and thought out. It uses the Periodic Table of Elements as a backdrop to the headline, “The Elements Behind a Great Bull,” and integrates the bull’s attributes for calving ease (Ce), birthweight (Bw), etc., into the table. I really liked this ad though it seemed to be too heavily balanced to the right, what with the majority of heavy design elements (bull name, photo, logos and contact information) relegated to that side.

Seedstock EDGE

“Getting Started on the Right Track”

by Dan Akers and Randy Shipley

This is a very attractive ad in its use of fonts, color and design. It consists of a studio shot of a well-dressed young showman, and a very posed one, sitting on a bale (surrounded by showing awards) and reading the sales piece of a swine genetics provider. The headline is: “Getting Started on the Right Track.” This ad just finished out of the money in this category primarily because it seemed to “stiff” and lacked the “in the moment” feel it could have had.

Gelbvieh World

“Junior’ The Gelbvieh Bull You’re Been Waiting For!”

by Katie Danneman

This ad sports an outstanding full-bleed photo that grabs your attention. You made the best of it, and the background “sky” color is very attractive. Very clean ad; glad you let the photo speak for itself.

Gelbvieh World

“Eagle Pass Ranch Brand Name Bulls”

by Katie Danneman

It’s obvious some work went into this ad and like the tying together of the branding background, replete with branding smoke. An attractive choice of colors doesn’t hamper readability. The piece was hurt by sub-par photo quality though I understand designers are often forced to work with what they’re given. The toughness of the competition in this category leaves you at a disadvantage, however.

Ranch House Designs

“Lautner Farms ‘Easy Street’”

by Rachel Williams

Good use of the background graphic of a green-light traffic signal ties in well with the ad’s point of calving-ease bulls. The use of reversed italic type on the royal-blue background is tough to read in spots and the photos of the three bulls in which the backgrounds have been bled out offers too much contrast against the black cattle.

Cascade Horseman

“Conner Quarter Horses”

by Jackie Gion

For all the copy and material, this ad exhibits good organization. The creator packed a lot in a small space and retained reasonable readability. It just didn’t finish in the top four.

Seedstock EDGE

“Puzzle Pieces”

by Dan Akers and Zehr Farms

The puzzle graphic was a good but concept, and the headline, “A Fit For All Segments” carried the them through. This is a clean and attractive ad, but the concept falters because the interlocking pieces don’t appear to fit. Shouldn’t the four puzzle pieces form together to form a cohesive unit?

Shorthorn Country

“Dream Girl”

by Staff

This ad had the clean design I like, but the choice of background colors is unnerving – neon green to highway orange, and back, throughout the page, is somewhat distracting. While the “dream” was a good theme, the choice of colors was more of a psychedelic experience than a relaxing dream state.

Hereford World

“Thank You To...the San Carlos Apache Tribe”

by Staff

This ad is a thank-you tribute to a valued client for utilizing certain Hereford genetics in their herd-rebuilding program. The wood-grain background includes a nice, half-page photo of the client, his genetics provider and plenty of Hereford cattle – a very thorough job. The client looks happy and the provider looks proud. A good job but it could have used fewer fonts for cleaner look.

Hereford World

“Same Powerful Bull...New Genetics”

by Staff

The purpose of this ad was to explain how DNA identification has led to a new pedigree and name for a high-valued, young bull. I wasn't crazy about the bright green copy background with all the reversed type, but the ad succeeds. I also think the use of fewer fonts would have helped simplify the ad.

Limousin World

“Millerberg Limousin”

by Staff

The tight, head-on photo of a Limousin bull with a loong, extended tongue grabs your attention, but in an unnerving sort of way. The photo appears under a large, single-word headline (question), “Whassuuup?” I'm sure this ad succeeded in cementing the identity of the advertiser in the reader's mind, but the tie-in of the concept to the advertising message needed stronger play in my book.

Limousin World

“Coyote Hill-Kervin Cattle-Hall Cattle”

by Staff

I really like this designer's work. All of his/her entries are clean, attractive and generally punchy. A sepia-tone image on a leather-grain backdrop, and great complementary colors, makes this an eye-catching “thank-you” ad from three breeders to their clients. However, the ho-hum photo wasn't up to the quality of the rest of the ad.

Texas Longhorn Trails

“Thanks for Buying Our Brand at the Marquess Arrow Ranch Sale”

by Myra Basham, John Ellis and Carolyn Hunter

This ad is a thank-you tribute to valued customers. It's effective in recognizing top clients, and the “brand” motif indicates some thought and planning for the project, but the photos, (classic “line-'em ups”) lack creativity.

Texas Longhorn Trails

“The Longhorn Life Is Good!”

by SuzAnn Spindor and Nati Pesina

This is a pleasing ad with a great heart-warming photo of a docile Longhorn enjoying a nice neck scratch, all under the headline, “The Longhorn Life Is Good.” I really liked this ad's simplicity but felt it needed some explanatory copy (just a little more “sell”), and the script font used in the headline made for a tougher read than I'd like.

Angus Journal

“Hyline Right Time 338”

by Monica Ford

This ad cleverly ties in the name of the bull, “Hyline Right Time 338,” into the ad's sale lines, namely “the right bull” and “the right time. This is an attractively designed and well-written ad but the text copy is overprinted over a 10% screen of sire names, which detracts and makes reading the ad copy difficult in spots.

Angus Journal

“Extra Stout – Wilson Cattle Co.”

by Monica Ford

This attractive and effective ad pictures the WCC Extra Stout N7 Angus bull with a bright red headline, “Extra Stout,” on a gray-blue background for a striking effect. That same bold red headline color is used to drive the bull's “extra stout” attributes elsewhere in the ad and continues the continuity of theme. I'll bet the client was very happy with this ad. Unfortunately it finished just out of the money in a very tough class.

Limousin World

“Begert Limousin”

by Staff

I like the creativity of this *Limousin World* design Staff. Their simplicity in design and punchy concepts are a staple of their entries in this category. The graphic shows a restrained animal being ear-tattooed, which works great with the headline, “BGRT Approved.” An effective ad that denotes the discriminating quality of a specific seedstock provider without using a mountain of words to do it. The photo quality wasn't as strong as the category place winners, however, and I didn't like the “airbrushed” feel of the photo's borders.

Seedstock EDGE

“Not Just One”

by Dan Akers and Steve Mapes

This is a clean and effective ad that's easy to negotiate, though the type needs more weight for easier reading and more impact. A quality job.

Ohio Cattleman
“Cliffside North”

by Jamie King

This horizontal calendar-page ad features a full-bleed photo of a sale facility and embryo center. This piece does the job and functions well as a unit, with ad headline planted prominently in the sky above the building and the copy posted in the grassy foreground that makes up half of the image. The ad is effective in delivering the info but overall it lacks creativity. It also needs more breathing space, as all the elements are played large. In addition, the blue type is lost in the grass background.

Florida Cattleman and Livestock Journal
“Walk Among or Ride with Our Bulls”

by Barbara S. Starcher

This ad features a cute, human-interest shot of a couple of inquisitive Brangus bulls taking a gander into an SUV. The headline, “Walk among... or ride with... our bulls!” works well with the photo to invite the reader into the ad. The ad could use more “sell,” however. What makes this seedstock special? In addition, some of the reversed type gets lost in the photo’s grassy foreground; a different font choice would have helped. Also, watch your proofreading – “Registerd” is missing an “e.”

Charolais Journal
“Big & Rich”

by Mark Ringenberg and Staff

I like the graphic use of fonts in “Big & Rich” that really evoke bigness and richness. The theme is carried throughout the ad, as in “big” performance, and “rich” in phenotype, eye appeal and correctness. The trouble is the font choices begin to compete with similar-sized logos that are also part of the ad. The ad quality also is hurt by the photo, in which the animal’s backline blends into the washed-out sky behind it.

Charolais Journal
“Mighty Adonis”

by Mark Ringenberg and Staff

A great photo with nice detail, it’s very appropriate for this ad – the muscle ripples on this bull – he looks like an Adonis. This ad is clean and airy but the blue background and teal-blue sky seem to clash for me. Nice job overall, however.

California Cattleman
“Nyland Registered Herefords—Quality Runs Deep”

by Kelli Toledo and Matt Macfarlane

The background photo of dramatic clouds is attractive, but their connection to the “Quality Runs Deep” headline eludes me. To be sure, this is an attractive ad but there’s too much going on here, what with all the body copy consisting of a bold outlined font.

Limousin World
“Full Circle Limousin”

by Staff

This attractive act carries a “Southwest” feel throughout – from the “Papasita” headline to the red chili peppers graphics and a glimmering candy-apple background. I thought the tagline, “One of the hottest bulls ...,” was underplayed. Fewer elements and a bolder tagline would help this ad, but the creative risks are fun to see.

Shorthorn Country
“So Red Is Your Color”

by Tracy Duncan

I really liked your red theme throughout the ad, and the tagline, “We’ll help you pick your shade,” was excellent. Photo quality hurt this entry, and the black type overprinted on the textured background at the bottom of the ad was hard to read. Great creative concept, though.

American Red Angus, November 2005
“Does it Feel Like You’re Playing Hopscotch ...”

by Kevin LeMaster and Connie Mushrush

I like the creative wording and the graphic support of this ad. The juvenile aspect of hopscotch is carried through the headline by the choice of a kid-style font. I liked the way red was used to pull “Playing Hopscotch” out of the otherwise all-black headline, “Does it feel like you’re Playing Hopscotch when it comes to your breeding decisions, but it is overdone in the supporting copy below the headline. The overused color switching, and the myriad of font sizes, in the bottom half of this otherwise very creative piece, hurts its effectiveness.

Seedstock EDGE
“The Gates Are Open”

by Dan Akers

The colors and type font for Werry and the W are outstanding and the concept was a good one. A couple of concerns are that the ad’s deck is almost lost due to its font color, and the huge monogrammed “W” that serves as part of the backdrop for the ad overpowers the other graphic elements, thus dampening the real angle of “the gates are open.”

The Cowboy Connection
“Do Not Be Held Captive by Average Genetics”

by Lisa Bryant and Lori Maude

This is a great idea that’s been used more than a few times but is still effective. I feel this ad would have been helped by not doing the entire message in the ransom note-style cutout letters – maybe just use it for the first phrase, “Do Not Be Held Captive by Average Genetics.” The ad consists of three phrases in cutout letters, plus the first and third phrases are larger than the middle phrase. This gives the reader no obvious focus point or eye path, making it tougher to navigate, and read.

American Red Angus Magazine

“Does it Feel Like You’re Playing Hopscotch ...?”

by Kevin LeMaster and Connie Mushrush

This ad had an attractive photo and the designer included all of the important information buyers want to know. The effectiveness of the ad was hampered by multiple grammatical errors and odd choices in text color. The overall metaphor of hopscotch to breeding decisions is not a clear one.

CATEGORY 42

FOUR-COLOR, FULL-PAGE AD FOR A LIVESTOCK SUPPLIER, SERVICE OR ASSN.

This category had some very creative work that went outside the traditional format of having an animal in the ad, and wrapped in copy. The traditional model did work for many of the advertisements and I would recommend continuing to use that model if a design that is really outside the norm doesn’t really hit home. This category had some very strong entries and my congratulations to all.

First Place

Ranch House Designs

“Bananas”

by Rachel Williams and Catherine Williams

Excellent uses of a high-impact photo that’s an unexpected departure from the traditional livestock ad – a close-up of a bunch of bananas. This advertisement does exactly what the headline says – “Stand Out From The Crowd.” Good use of changing the color of type in the tight body copy. The logo for **Ranch House Designs** could have been slightly larger of the font could have been slightly bigger. Very good work.

Second Place

Gelbvieh World

“Milk Your Options!”

by Katie Danneman

The headline and photo in this ad were used perfectly – a clever treatment. I also like how this ad has a fair amount of copy but it isn’t overwhelming. The designer also did a good job of including both *Gelbvieh* magazine products covers in the ad, which lends some additional clarity.

Honorable Mention

Limousin World

“I’d Rather Be Reading *Limousin World*”

by Staff

This tweak on the old “I’d rather be fishing” bumper sticker really pulls at my heartstrings. The fishing cowboy with his son is an eye-catching backdrop to the call to action that offers a magazine subscription coupon. Nice job.

Honorable Mention

Certified Angus Beef, LLC

“2005 National Angus Carcass Challenge”

by Staff

This advertisement certainly got my attention, what with the blaring call of \$28,000 in prizes, but the full-bleed photo of the Angus calf is attractive and works well in unifying the ad’s message. Nice job.

Cascade Cattleman

“World Championship Rodear Series”

by Jackie Gion

This ad drew my attentions with the use of the words “World Championship” and the promise of “\$15,000 guaranteed...”. It features a strong, but somewhat soft, photo that incorporates all the aspects of this competition – a cowhand, a ranch horse, and a working dog. Good job in prominently placing the necessary contact information for easy visibility.

California Cattleman

“Stampede Steel – Cattlemen’s Secret Weapon”

by Kelli Toledo

Here’s a great way to build some following to the schedules of top-notch auctioneers. The ad lists some 30 sales dates and locations, overprinting them on a rather busy photo. The open type font, however, is extremely difficult to read.

Limousin World

“Give Them the World”

by Staff

This creative ad ties in strongly with the holiday season. What a great way to personalize the subscription renewal effort. As in other *Limousin World* entries from this category, however, this ad needs an e-mail or online registration tool.

Limousin World

“We Deliver the Message”

by Staff

Looks like someone decided to use their offspring’s art work in an ad. It’s a good decision because I like the drawing and the overall look of the ad is clean and very appealing. My problem with it is there’s a need for more connection to the cattle business. I think some cattle in the drawing would have helped but I know how temperamental those artists can be when you try to tamper with their creative works. Another suggestion I’d make is to include somewhere the name of an individual rather than just a generic email address.

The Cattleman

“Bar G Feedyard”

by Anita Braddock and Linda Lee

Love the photo of the steer looking right into the camera, and the somewhat cryptic “-G” (Bar G) tag is attention-catching, though not immediately clear (it might want to spell it out in smaller type). The ad is very reader friendly in that all the necessary contact info is presented but the drop-shadowed, red lettering on the tan background is tough to decipher in parts.

Seedstock EDGE

“Put Your Sows In the Spotlight”

by Megan Sheridan

WOW, what a productive sow. The photos certainly tie in with the focus of the upcoming brood sow issue of *Seedstock EDGE*. This ad effectively uses complementary colors but it forces the ad to carry a lot of reverse type, which isn’t the most reader-friendly treatment.

Seedstock EDGE

“Consider Giving *Seedstock EDGE*”

by Megan Sheridan

I like this non-traditional use in a livestock publication of Santa Claus pushing subs to the publication. The soft sell of a friendly Santa waving his finger at the reader is warm and inviting. And I like the fact that this designer included a Web site, along with all the other contact info.

Texas Longhorn Trails

“Out of the Loop?”

by Laura Standley and Jim Curry

This ad tells readers that they can find information on news, sales and shows at www.tlbaa.org. The graphic is striking and ties into the headline but it seems a little contrived to me. I think the incorporation of a computer or some electronic component would hit the reader more quickly with the message that the ad I promoting an e-product.

CATEGORY 43

FOUR-COLOR, LESS-THAN-FULL-PAGE LIVESTOCK AD

In general, the entries in this category displayed nice visuals. Entrants did a nice job with graphics, and the livestock photography was very good. However, many lacked the text to support the headline, which is a problem with most livestock advertising. Many of the headlines are kind of nebulous. Several of the ads fell short in messaging and tying together the headline with appropriate text.

A good ad provides a catchy headline that supports the illustration, and copy that elaborates the message of the headline and illustration. Ads need well-written, concise copy and should include contact information.

First Place

Trailhead Designs

“Stampede Steel”

by Kelli Toledo

This is a very solid ad that stands out for its professionalism. It features good photos that demonstrate the product. The ad makes good use of a testimonial, which in general isn’t utilized enough in livestock advertising. The ad does well in presenting contact information, including Web site address, mailing information and phone numbers. Good use of logos. Professionally done. The ad could have been improved by including something in the headline to tie it to the body copy and let the reader know this is a testimonial. With a better headline, this would be a really excellent ad.

Second Place

Limousin World

“Tri-C Limousin”

by Staff

This is a very simple ad. It has all the basic elements that a good ad should have. The picture meets its objective by stopping the reader. The text supports the headline, telling the reader why it is worth the drive — to see bulls and females for sale. We like the logo, although we hope it is actually supposed to be green, as it would not be good use of the logo to print in an incorrect color. You could have emphasized the “Bulls & Females Available Privately” line a little more by giving it a more obvious subhead treatment. Overall, we like this ad because it is simple and cohesive, with great stopping power. The ad does what you wanted it to do.

Honorable Mention

Limousin World

“J&J Ranch”

by Staff

This is a good ad that features a good photo to draw the reader into the ad. Good use of the logo. We like the red. The ranch name pops out and is memorable. The advertiser did not fall into the trap

of trying to do too much. The amount of copy presented is good, and the copy presents clear benefits — calving ease, performance, longevity. The ad falls short in believability. Comments like “best” and “fills every need” are hard for the reader to believe. The contact information needs to be in larger type. It takes a while to get to the copy because the reader is drawn to other elements first.

Honorable Mention

The Florida Cattleman and Livestock Journal “Accent on Quality Sale”

by **Barbara S. Starcher**

We liked this ad because it made us laugh. It has stopping power. You can’t see the ad and not want to know what the cows are saying. Uncharacteristic of most livestock ads, this one does not provide enough information. It may work as a reminder ad, but if that was the intent, it should have been pointed out in the objective. The ad does not tell you where the ranch is located, where the sale will be or what will be sold. It does provide a phone number and e-mail address, but the orange lettering over the grass is hard to read. The name of the sale should be more prominent. The logo at bottom of the ad is a little hard to read. The ranch name is hard to see. It needs more zip.

Honorable Mention

Texas Longhorn Trails

“Let There be PEACE on Earth!”

by **Mariah Acevedo**

I like the use of the picture. The cutout of the bull is an impressive picture that catches your eye. The play on words is fine for the holiday, but the headline doesn’t tie to anything about cattle. Saying something about long horns in the headline would tie it to the picture. Varying the type treatment of the information on the left side of the ad effectively differentiates the information. However, the line that sticks out the most has the least significance — we don’t have anything to sell. Providing three names of equal importance is confusing. Which of these people am I going to contact? Not sure what the logo in the lower right corner represents.

Honorable Mention

Gelbvieh World

“Good Genetics Travel Well”

by **Katie Danneman**

This is a solid, attractive ad, but it falls short of getting its message across. Using the map as a background was a good idea but the map makes the small text hard to read. Reduce the amount of text and increase the size of the type or lighten the map background. The headline is fine, but it isn’t followed up very well. The advertiser is trying to get across that this outstanding cow is now their ownership, but it is too indirect in making that point. Putting “We’re excited to have this donor” in a larger type size could have been pulled out more. Less text would have also emphasized the main message. The copy needs to be more clear and concise.

The Florida Cattlemen and Livestock Journal “Brangus Bulls Bred to Thrive in Florida” by **Barbara S. Starcher**

The headline and illustration offer a benefit to an audience that obviously lives in Florida. The ad has a call to action and provides information about where the bulls are being sold and a contact number. Reverse type is hard to read. It’s a solid ad, with relatively good photography. In trying to picture this ad in the publication with other competing elements, I don’t think this ad will jump out. The yellow type on solid green background stands out.

Trailhead Designs

“Five Star Land and Livestock”

Design by **Kelli Toledo**; Photography by **Matt Macfarlane**

The ad is cluttered. There are too many illustrations and none grab the reader’s attention. The photos are positioned to pull the reader into the ad, but they almost pull you right around the copy to the sale logo. Will the reader go back into the copy? The board background makes the copy hard to read. There are too many bullet points. It would have been better to limit to three really strong bullet points. Prioritize the bullet points to provide a quick read. The ad also would have been improved by a stronger headline with a call to action, rather than using the ranch name as the headline. This ad does display the contact information well, and that is extremely important.

Western Livestock Journal

“JR Ranch Shorthorns”

by **Pamela D. Hurd-Keyzer**

The ad features a dramatic shot of the bull, with good lighting, but it is wasted because there is no focus to the ad. The ad provides too much information and is too cluttered. The advertiser is trying to set the bull up as being an excellent bull, but they don’t get that message across, and it takes too long to find the name of bull. Ragged left copy shuts off readership. “Legend” in background makes use of fun computer options, but it clutters the ad and makes it more difficult to read.

California Cattleman

“Producer’s Oakdale Ranch Spring and Summer Special Sales”

by **Kelli Toledo**

This ad features a good illustration, but it lacks a significant headline. An attention-grabbing headline the offers a benefit would have been much more effective than using the logo as headline. Use the logo at the bottom of the ad and present a call to action in the headline. There is no message in this advertisement. The advertiser attempted to present a message in the lower left corner, but the text is so small it is easy to miss and it almost appears to be a disclaimer. Need to offer at least one reason to buy in the ad. This doesn’t offer a reason.

Texas Longhorn Trails

“Bob Moore — Birthplace of Champions”

by **Laura Standley**

Reproducing an article into an advertisement is an interesting approach, but we’re not sure how effective it was. The headline can’t stand on its own. Small type is hard to read. The ad fell short of its objective to salute an individual. I want to know a little more about where Bob Moore is located or what he does. Where’s the ranch? How do I get ahold of him? There is no contact information. The yellow background probably stood out in the magazine, but it makes it more difficult to read the story. There is no benefit provided in the headline.

Shorthorn Country

“CYT — The Prefix of Quality”

by **Tracy Duncan**

This ad does not provide enough information to really make you understand. Most people know what a prefix is, but need something like, “CYT stands for ...” The ad is definitely simplistic and makes good use of open space. Capital “Q” may be trying to place emphasis on Quality, but the mix of uppercase and lowercase is confusing. This ad lacks a call to action. It needs to say, “Call ...” If CYT is the prefix of quality, the ad should say why.

CATEGORY 44

TWO- OR THREE-COLOR, FULL-PAGE AD FOR LIVESTOCK SALE

The ads that excelled in this category did an admirable job of matching the objective of the ad to the content and the use of visuals. They are to be praised for the fluidity of their message.

First Place

Trailhead Designs

“2005 California Angus Days”

by **Kelli Toledo**

This is a very classy ad full of useful information. The use of visuals to illustrate the quality of animals that sell through this sale is good. In other words, they gave a good example of a possible future champion. The graphic design is professionally done with the classifieds as an attention heading, particularly the Angus Show Heifers on the right. The intrigue added by these cattle being entered in the Angus Days Calcutta Show is an added incentive we like. We especially liked access to additional information by downloading their online sale book. Note: This entry stood out based on four-color although this was the two- or three-color category.

Second Place

California Cattleman

“7th Annual Central Calif. Cattlemen’s Classic”

by **Kelli Toledo**

This is a very professional ad. The color, contrast and great graphics within the ad are eye-catching. It displays effective use of white space. The ad provides full detail showing the what, where and when to contract cattle. We like how it makes consigning cattle easy! The headline could be more targeted instead of a broad invitation. There could be a more aggressive call to action detailing specifically what you want the prospective consigner to do.

Honorable Mention

California Cattleman

“Western Stockman’s Market Female Sale” Design by Kelli Toledo; Photos by Matt Macfarlane

The unique approach to the standard sales yard pitch has turned into an attractive ad that certainly has something for everyone. It definitely works as part of an awareness campaign or specific branding ad. Potential private treaty of 3,000 bred cows, look for upcoming female sales in May, June and July, and feeder sales each Monday in May and June. We also like how the contact names and company information are very visible. The use of Web site for more information is important today and even more so in the future. Good job — good ad.

Gelbvieh World

“Split Diamond Cattle Co. & Weaver Gelbvieh Annual Production Sale”

by **Katie Danneman**

Good use of space and play off of company name. “Split” page. Colorful and attractive ad. The bulls stand out. We like the green and the display of the EPDs. However, it’s unclear specifically what is selling if we’re after a bull, heifer or bred females. Also, there is inconsistent use of selling points — “He Sells” vs. “Semen Available.” It also seems to inadequately reach out-of-towners with no listing of specific sale location. In this case the where and what’s selling objectives are missing. There was a nice use of company logos, as they are easy to read and filled with facts.

California Cattleman

“Bulls Eye Breeders Bull Sale”

Design by Kelli Toledo; Photos by Matt Macfarlane

The headline, “Tired of Missing Your Target?” is an excellent way to get a prospective buyer’s attention. The style is a great advertising concept, but it might be a better fit for a spread or poster-sized ad. As a two-color, one-page ad, it’s quite busy. The design did do a good job of incorporating five company logos into an attractive ad. The ad is missing information — the number of bulls and the time of the sale — that buyers would find useful.

CATEGORY 45

TWO- OR THREE-COLOR, FULL-PAGE AD FOR A RANCH OR FARM

All of the entries in this category were strong. In the end, the decision came down to which ad's graphic design most enhanced the message and least detracted from the message.

First Place

Gelbvieh World

“Never out of Reach”

by Katie Danneman

You took a risk on the type of ad you would normally see, but you did it in a smart way. You made a clean break from a traditional type of ad and did not try to incorporate bits and pieces of the traditional style. You had a clear objective and met it well. The spot color on the phone detracted a bit from the ad. It showed the art direction a little too much on the phone; however, it worked well in the headline. This ad could have easily worked as well in black-and-white or even four-color.

Second Place

California Cattleman

“Five Star Land and Livestock – It's All About Genetics”

Design by Kelli Toledo; Photos by Matt Macfarlane

The ad used the space well with good visuals, and the warm sepia tones set it apart. However, it lacked focus on what you were selling. The top of the ad had conflicting objectives with the bottom of the ad. The focus on the genetics was good, but when you added information about the bull sale, it became unclear if you were promoting the sale or the genetics in general. You lead with a headline about genetics, but there was little information about the actual genetic benefits, and it didn't pay off on the promise of headline. Capitalizing the first letter of every word was distracting from a design viewpoint. Reverse type can be difficult to read, but it was large enough to be legible.

Honorable Mention

American Red Angus Magazine

“Miss the Sale?”

by Kevin LeMaster and Connie Mushrush

The ad was eye-catching with a good headline to pull you in. However, the ad seemed to lack a clear focus. The ad seemed to be driven by the visual of the truck, which had little to do with the copy. All the individual elements are good. The headline and subhead go well together. The benefits copy is good, and the use of color is good. However, there doesn't seem to be anything to tie the elements together. There's little continuity.

CATEGORY 46 – NO ENTRIES

CATEGORY 47

TWO- OR THREE-COLOR, LESS- THAN-FULL-PAGE AD FOR A LIVESTOCK SALE

Overall, there were some good entries in this category. Several of the ads were too busy or contained elements that detracted from the objective of the ad. One note of caution to designers: Avoid questionable choices such as references to natural disasters as a theme or title and designer copyrights on client work.

First Place

Ranch House Designs

“Final Drive Sale”

by Rachel Williams

It was good that you gave pertinent information and then drove the reader to the Web site. However, you needed to use spot color on the Web site address. It gets buried in the second paragraph. Please choose one or two fonts as a maximum. Using too many fonts makes the ad distracting and hard to read. The use of the purple color was good and brought across the champion feeling. It was good to see the prominence of the time, date and location of the sale; however, the font and the reverse type made it harder to read. The Final Drive sounds like a going-out-of-business sale. Also “going to the final drive” sounds morbid. It seems odd to see the designer's copyright on the client's ad. It is distracting. The ad should be about the client, not the designer.

Honorable Mention

Trailhead Designs

“Donati Ranch”

Design by Kelli Toledo; Photo by Matt Macfarlane

Why promote the 2006 sale so many months prior? It seems like a focus on the 2005 sale would be the most efficient use of space. If you want to convince me that your animals are superior, clean up the animal before you take the shot. Put the bull sale first. Don't list Donati Ranch at the top and bottom. It sandwiches the ad. Overall, it was clean design. Avoid using all caps. Also, choose a font style and stick with it. Use only one or two fonts at most. The use of spot color worked really well. It did highlight gold sale. The color also highlighted a design flaw in the sandwiching of the ad with Donati Ranch at top and bottom. When you use the ellipsis (...) it needs a payoff at the end. This should not be used in a headline to carry through a thought. This ellipsis goes nowhere.

Western Livestock Journal

“Oak Knoll Herefords & Noren and Sons”

by Pamela D. Hurd-Keyzer

The font was very hard to read, as was the use of all caps. The headline doesn't tell us anything. The visual doesn't tell us anything except that the cattle are Herefords. There is no contrast in the visuals — just varying shades of gray. Where you used color is good, but if you are going to use color, you need to have more black-and-white contrast to soften the spot color. The meat of the ad is in the subhead, but it's hard to read in all caps. The category is for a sale, but you do not give much information about a sale. What is the date of the sale? Where do I find more information about the sale? The bottom background was distracting. It would have been better to use a closer shot of the animals. Basically, there is too much information for the space. This felt like a farm ad, not a livestock sale ad.

Trailhead Designs

“Bulls Eye Angus Breeders”

by Kelli Toledo

The top two-thirds of the ad has little purpose. The important information about the sale is crammed into the bottom. You have a good logo and some key information about the sale, and it is given the least amount of space. Why? The type size on the pertinent contact information is way too small. The listing of the sale and date of the location was good, but why list the 2006 information more than a year in advance? While the headline font has a Western/cowboy feel, it makes it very hard to read. Fonts like this should be used very sparingly. The red border was harsh. It is good to try to differentiate yourself, but be careful that it isn't too harsh.

Gelbvieh World

“Kicking Up a Storm in Louisville”

by Katie Danneman

A bad pun gone amiss. Trying to capitalize on a disaster is in poor taste. More than half of the ad was spent alluding to a natural phenomenon that had nothing to do with the product. We don't understand why anyone would want to tie their product to a disaster. It was good that you had a call to action. The features of the animal were clear, but probably not in the best order. Is the biggest selling point black? The date of the sale was prominent and easy to read, but where is the sale? Including the sale location (we're guessing it's in Louisville) and time would be beneficial.

CATEGORY 48

TWO- OR THREE-COLOR, LESS-THAN-FULL-PAGE AD FOR A RANCH OR FARM

This was a small category with only two entries; however, it is a distinguished category in that both entries were quite good at getting their message across. Font choices detracted from both ads, but overall, good work.

First Place

Trailhead Designs

“Siller Ponderosa Angus”

by Kelli Toledo

This ad does a very good job of selling the farm. The ad is tasteful and has a good feel to it. You get the feeling that it is an old, well-established farm. The headline and subhead are all caps, which makes it kind of hard to read. The reverse type on the pattern background made it a little hard to read, as well. The conciseness of the copy is good. It has a good economic message. It also has a good call to action. The feathering around the photo adds prominence to the ad. It gives the feel that this is a first-class operation and that the bulls are your primary focus.

Second Place

California Cattleman

“NIX ANGUS – New Kid on the Block”

Design by Kelli Toledo; Photo by Wendy Hall

The headline font is good; however, it is best used sparingly. The font was distracting when used in the body copy. The ad would have been as good in black-and-white format. If you really wanted to use color, it would have been better to use it more sparingly. It was a little confusing who the reader would be buying from — Nix Angus, Uhart Farms, Gardiner Angus or Silveira Bros? The graph was a good addition. It was clear and easy to read. It would have been better to highlight the chart more and leave off the information about who the animal was bred to. Whet the reader's appetite and ask them to call for more information.

CATEGORY 49

TWO- OR THREE-COLOR, LESS-THAN-FULL-PAGE AD FOR A LIVESTOCK SUPPLIER, SERVICE, ASSOCIATION

First Place

Certified Angus Beef, LLC

“2005 National Angus Carcass Challenge”

by Staff

Overall the ad sports a nice, clean design. You did a good job incorporating a whopping seven logos into the design. It has good use of spot color. The calf in the main photo could use a little more contrast. The reversed-out National Angus Carcass Challenge is hard to read. It would have been better to use fewer photos under Challenge because of space constraints.

CATEGORY 50 ONE-COLOR, FULL-PAGE LIVESTOCK AD

Be careful not to use distracting backgrounds. Too many pictures seem to always be a problem in livestock advertising. Script fonts require attention; they can be an asset or a liability. It is always a temptation to use specialty fonts and sometimes risk readability. Use pictures with purpose.

First Place

California Cattleman

“California Charolais Breeders”

by Kelli Toledo and Matt Macfarlane

This co-op ad doesn't do a bad job of making a claim and following it up with general terms. I like the headline and the presentation of the headline. The headline says more than any of the other entries in this category, and it follows it up with an appropriate amount of content. I know it is assumed the ranchers listed to the left are the breeders to call, but I would have liked to have seen a call to action — maybe “Contact these California Charolais breeders” — with the breeder listings. Small reverse type is hard to read. Use photos with a purpose; the photos at the bottom have no use and detract from the important information — the breeder list and information at top. Overall, a pretty good ad.

Second Place

Charolais Journal

“Dancing with the Rain”

by Mark Ringenberg and Staff

The layout of this ad is simple and attractive, and it does capitalize on the objective presented for this co-op ad. While the design is more eye-appealing than the category winner, it does not offer a specific benefit or reason to buy, and that made the decision in a very close pair. The photo of the bull is a strong photo, but would be better if the bull were looking into the ad instead of out of it. Information is popped out in bullet points, which is a good strategy. If I want more I can go into the smaller text. The contact information is confusing because there is no one person to call, but the ad is trying to get people to come see the bull in Denver. “Dancing with the Rain” is a play on words that doesn't mean anything if you don't know the name of the bull. Emphasizing his name in the picture makes that connection.

Honorable Mention

California Cattleman

“Western Stockman's Market Special Sales”

Design by Kelli Toledo; Photography by Matt Macfarlane

I like it. Reverse outline usually doesn't work, but here it does because you put it in areas of plain background. The picture of the cow-calf pair is interesting, but the other photo is wasted. Providing contact information down low in slightly larger font is good. The ad is text-heavy so not sure what to read first, but it is good information. The ad is cluttered with three focal points. There is one message where you would normally read first (upper left). The

upper right has another message, and the white block underneath the cow-calf pair has another message. Trying to do too much with one ad. You could reduce clutter by combining information in upper right. We like the illustrations.

Honorable Mention

Kansas Stockman

“Adam's Cattle Company”

Design by Tammy Houck; Photography by Brett Spader

This ad is eye-appealing in a broad sense. It catches your eye, but it doesn't give you the information you want. The copy is good, but not connected to the pictures. The sire that is the focus of the text is not the focus of the photos. There are too many photos, and the three photo insets at the bottom don't cut it. The most dramatic photo is at the bottom of ad. It draws you to the bottom of the ad. Do you go back to the headline? The background picture is used well; the text was placed in the sky rather than over the image. The ad does provide a good example that when you use bold in the right typefaces and sizes, it carries through, even in a very gray ad. Overall, I like the ad, but I don't understand the staggering of the text. Using the logo as headline is not a good strategy. Attractive ad, but it is fractured.

The Cowboy Connection

“Building on the Cork's Foundation”

by Lisa Bryant

In a membership directory, this ad would be appropriate. It would be too much for a magazine ad. The script font used for the headline works and is carried through ad well. Text for the main copy is hard to read and a little out of place. We felt the Missouri State Fair Grand Champion win should have been emphasized more. Good copy, but it is not as readable because of the use of italics and small type on a brick background. Trying to read the pedigree information is difficult because of its size, and the font makes it look scrunched. Emphasize one photo (Grand Champion) and reduce or eliminate the other two. The backgrounds — two of them — are confusing and really don't add to the message.

Shorthorn Country

“Martindell Shorthorns”

by Tracy Duncan

There is no such thing as a “first annual” event. The background is confusing, and the reverse type over the top is hard to read. This ad has no headline, just a sale announcement at the top. If your objective is to motivate readers to attend the sale, you should have a call to action. Emphasize why they should come to the sale more quickly and more clearly. Too many elements make the ad cluttered. We question the use of the middle photo on the bottom. Four photos are too many, and the middle photo isn't attractive.

Shorthorn Country **“Bulls R Us”**

by Tracy Duncan

I like the simplicity, and the messaging is adequate. The copy is all centered. Centered type is difficult to read. It's an unsophisticated design and doesn't represent champion bulls in a professional manner. Why would you use “Bulls R Us” as the headline if the copy doesn't follow through to explain why? “Championship bulls ready to go to work for you” would have made a stronger headline. Ad strikes me as a rush job that could have been designed with a word-processing program. The logo is good and shows work.

Ranch House Designs **“Power Plus Female Sale”**

by Rachel Williams

This is a typical breed ad with too many pictures and a headline consisting of the sale logo. This script font does not work. Script fonts require special attention to ensure they are readable. The reader doesn't know where to go and what to read. The ad does not have the eye-appeal to catch my eye amidst others in a publication. All you get is Power Plus on Dec. 18. Does first edition mean first sale?

CATEGORY 51 **ONE-COLOR, LESS-THAN-FULL-** **PAGE LIVESTOCK AD**

The top entries in this category seemed to reflect that the designers and advertisers had a plan, or a strategy, and they were able to carry that out in their advertisement.

First Place **Certified Angus Beef, LLC** **“2005 National Angus Carcass Challenge”** **by Staff**

This is a very well-done, very professional ad. The main part of the headline is too small. Readers will tend to read “Challenge” first; they may or may not go back. Using just one photo may have been better and would have allowed room for a larger headline. I like pull out of “Challenge” and “\$28,000.” The ad appeals to the competitive nature of producers. Sponsors probably appreciate the size their logos were given, but readers may not care. Using a box over the picture allows the text to be readable. Good use of photo in background. Very professional.

Second Place ***Limousin World*** **“Bonny Brook Farms”** **by Staff**

Clever. Sometimes cute doesn't work, but this definitely does. I like the realness and the personal nature of the ad. This ad will be read. It makes its point in a simplified action. Stopping pow-

er earned this entry its second-place finish. Better font selection would have improved the entry. The italicized text hampers readability. Book-style type would have eased reading. Sans serif type is hard to read anyway, so if you use much text, stick with the serif type fonts as much as possible. Contact information is too small. Increase the size. Reference to the next generation was confusing. At first I thought it referred to their daughter, but it refers to calves. All in all, this is a good ad.

Honorable Mention **Trailhead Designs** **“Tri-T Farms”**

by Kelli Toledo

This ad features effective use of the background picture. They put the important text in the sky. I like the inset picture, with cattle looking into the ad. Nice job of making fonts work over the background. The ad could have been improved by tying the headline and the copy together. The headline doesn't tell you that this is going to be a testimonial. I'd like to see a headline that makes that clear, and maybe position the man's picture toward the top. The testimonial might be a little lengthy and could be strengthened by tightening it up and making it friendlier. It sounds a little sterile. Nice design. In a close decision, it just didn't stop people and get the message through as quickly as the second-place entry.

Honorable Mention ***Shorthorn Country*** **“Bull Power”**

by Tracy Duncan

There is no such thing as a “first annual” event. For a sale ad, this is a fresh presentation. It is a more readable and less-cluttered than others in the category. A strong, active headline would have improved the entry. We're not sure we agree that it is a quality photo as presented in the entry's objective. Good, serviceable ad. It is unique for a sale ad, but maybe not compared to other general ads.

Honorable Mention ***Kansas Stockman*** **“Harms Plainview Ranch”** **by Tammy Houck**

I like the font choices and the words, but the rectangular shape throws me off. Presenting this ad as a vertical would have held it together better. The ad is not designed for the space it was given. That being said, it is really good information except for the confusion with the picture of the bull, which strikes me as clip art. The quality of the picture is poor, or reproduction is poor. It looks gray rather than snapping out. The advertiser used Bright Future in the heading to tie in with the bull's name. Tying that to the bright future of the child is a neat connection, but it took us a while in analyzing the ad to make that connection. A reader flipping through the magazine would not work that hard.

Gelbvieh World

“Bar Arrow Cattle Credibility”

by Katie Danneman

The ad is readable and simple in its design. The text is a little disjointed. “Credibility” doesn’t really connect to anything else in the ad? Is it an ad about credibility or the sale? Could have used that line for something else. The Gelbvieh logo is a little out of place. A few elements could have been eliminated to focus in on the central message. This ad would have benefited from a planned strategy.

The Cattleman

“Ranchers and Breeders Production Sale”

Art by Linda Lee; Photography by Anita Braddock

The box on the photo is not working. Text over background can be distracting. What does “own daughter” mean? You’re taking for granted that people know. Are you trying to get consigners or people to come to the sale? The ad seems to be trying to do both and not really focusing in on one message. The box in the lower left gives the ad a sense of clutter. Minimize text in the lower left corner. Space out text to make better use of white space. The ad needs a stronger headline. It makes the mistake of using the sale name and date as its headline. You’re saying you are having a sale, but you’re not telling me why I should come.

Western Livestock Journal

“The Complete Cow Herd Dispersal of Martin Angus Ranch”

by Michele Frost

We’ve seen this strategy several times before. The ad might as well be a flyer distributed on the street. The only attention getter is “Complete Cow Herd Dispersal.” We like the quick, brief bullet points. You did not make the mistake of putting rows and rows of text. The ad lacks a headline that gives you a reason to buy unless you assume the complete dispersal is a benefit. You need to tell why they are having a dispersal to make it believable. The ad lacks eye-appeal.

CATEGORY 52

LIVESTOCK ADVERTISER CAMPAIGN

The key to a great campaign is continuity of message and design. The top entries in this category are excellent examples of consistency.

First Place

Ranch House Designs

“Lautner-Polyock”

by Rachel Williams

Great campaign. Each page and spread maintained the theme throughout. The first ad, “In it to Win it,” illustrates an eye-catching program and the second showing multiple champions proves so many successful winners. It makes it worthwhile for prospective buyers. The brilliant finish in the series anticipates the geographi-

cal barrier and overcomes it with a draw to the Web site. We also love the five before and after champion photos — what an innovative way of showing a company’s success and continuing business for the future. The campaign also displays how the advertiser is in touch with their buyers. What a wonderful message.

Second Place

Seedstock EDGE

“Real McCoy Genetics”

by Dan Akers

This is a superb campaign involving great pictures, concise wordage, and good stories. It grabs attention and is informative about who bred each hog. Adding a whole other element, what great names! Designed to generate excitement and build brand equity, this campaign sells. The use of photos from show-winning customers is a great way show success. This tells us the McCoy program works and that they are in touch with their end users. The background is busy, but is consistent with the overall campaign.

Shorthorn Country

“Sullivan Farms – Maternal Legends”

by Tracy Duncan and Staff

The campaign creates the vision of success. It provides an abundance of information, a lot of photos, a lot of encouragement and plenty of excitement about the Sullivan program. It exudes an aura of champions, showing winners that the program produces. But the sale theme, “Building Maternal Legends,” could be more prominently displayed throughout the series. Overall, the informational purpose of the campaign is fulfilled, but creatively the font and design aspects are not as strong. There is no doubt that the design of the campaign assisted the Maternal Legends Sale in creating tremendous success, and that is really what advertising champion programs is all about.

Ranch House Designs

“V8 Ranch”

by Rachel Williams and Catherine Williams

It’s a superb campaign. We love the use of attractive color and layout design throughout the campaign series. What is missing is a call to action. Do we want readers to buy, feel good or just be aware of V8 program? We like the congratulatory tone, as it really does put a connection with your current customers. The photos are wonderful, but there is an inconsistency within the ownership/listings. The ads are all very clean and in focus.

Certified Angus Beef, LLC **“2005 National Angus Carcass Challenge”** by Staff

This a colorful campaign with an eye-catching design to back up an exciting contest. The profit tip sections are very good, but could provide more service for the producers. The initial ads leading up to the contest were very attractive and enticing to enter the challenge. Perhaps throughout the series it could have been further explained what it takes to be a CAB carcass winner. In the final congratulatory ad, it seemed a bit of a let down that we couldn't read the amount on the check and don't have much of an idea of what else a producer missed out on. The challenge concept is an exceptional way to build excitement for these sponsors and the program. The use of the Web site is also a good implementation into the program.

J3 Group **“Lone Star Land Bank – This Land Is Your Land”** by Staff

The direct mail campaign has a great design and excellent color use. The pieces seem very focused on the target audience. Assuming each target was hit with the three-phase approach, one card or another should capture a potential customer. The use of a business reply card is a nice call to action. The company history provides an excellent source for potential customers, but who will we be speaking with when we contact them for more information? If we were in Texas and in the market for purchasing rural property, Lone Star Land Bank would definitely be a candidate for our business.

Western Livestock Journal **“Going West – Leachman Cattle of Colorado”** by Michele Frost

The design elements of the ad campaign are good. There are great pictures certain to encourage buyers to make purchases. We like the Web site and prominent phone number display. However, the \$1,000 offer seems unclear and the type is hard to read. Overall, the campaign encourages you to make contact with Leachman, and I'm sure that is achieved.

CATEGORY 53 **LIVESTOCK AD HEADLINE**

This category included four excellent advertisements. The top two entries connected their headline to the copy and the design, creating a continuity of message that was appealing and that set them apart from the other two entries.

First Place **Ranch House Designs** **“Make Your Own Luck”** by Rachel Williams

This is a darn good ad. Very clever. The graphic works with headline, and the copy follows through. The headline has stopping power, and it is memorable.

Second Place **Ranch House Designs** **“Lautner-Polyock Bingo Ad”** by Rachel Williams

This is a great image that works together with the headline. The headline grabs attention, talking about winning, fun and competitiveness. Positioning of the headline is good. Graphically, this ad works. Copy follows through with winning theme. Should have a bingo on the card. The headline is a stretch to get to the copy, whereas the category winner was clear-cut.

Honorable Mention *Charolais Journal* **“This One's for the Girls!”** by Staff

Very clever, but they don't mention this is an advertising deadline. What are we talking about? Tie in the deadline with the fact it is a female issue. Headline doesn't accomplish that. This one is for the girls doesn't tell you that ad is a promotion to advertise in the issue. It's a good play on words, but it doesn't say what the ad is about.

Angus Journal **“The Proof is in the Progeny”** by Doneta Brown

In another category I would have liked the ad, but I'm not excited by the headline. I don't see the connection. The headline is meaningless to the ad. This ad is the same ad with or without the headline. The entry appears to be mislabeled.

CATEGORY 54 **MULTIPLE-PAGE LIVESTOCK AD**

Each entry in this category had positive features. The top entries stood out for eye-catching designs and use of space. All of the designers should resist using fonts and colors that affect the readability of type. Ads could also be improved with more attention to detail in editing and more information can act on.

First Place **Ranch House Designs** **“Milestone/Rod Shorthorn Farms ‘Rock Stars’”** by Rachel Williams

In a word: Clever. Great design that is both eye-catching and informative. Good use of color without overpowering the photos or messages. With this in mind, the reverse type is a little hard to read, although not as difficult as white would be. The animal pho-

tos are clean and crisp. Pay more attention to your details — spacing, missing quotes and commas, etc. Several acronyms were used without explanation. Not attributing the quote on the first page is a big mistake and can get you in hot water. You did a great job of stating the date of the sale and the sale headquarters, but nowhere is the location of the sale listed. Providing more details on the animals would have been beneficial and would not have taken away from the visual. Good connection between the logo and the overall design. This is a piece for Milestone Cattle Company and should be solely focused on them. The promo for **Ranch House Designs** is distracting and borderline unprofessional. From a design standpoint, this is hands down the winner, but neglecting to identify the location of the sale cost this ad the sole winner position.

First Place

Charolais Journal

“Vintage 2006”

by Mark Ringenberg and Staff

The ad is warm and inviting and does a nice job of reaching the stated objective. The sepia tones give it a warm feel and would separate it from other ads in the book. White reverse type on a beige background is very difficult to read. A clean design was significantly affected by the use of a white shadow. It made the names pop, but they were very hard to read. Wine bottle played into the vintage theme; however, it blended in a bit too much with the background color and almost took the role of clip art. Sepia tones on the white cows made some wonder if you were trying to hide flaws or play down the breed. Good call to action for the Web site and where to find the sale booklet. This is a spread ad, therefore no need to repeat the headline and logos. This takes away from the overall composition of the ad and the space you have to work with. Excellent placement of the sale information in a prominent position. Where in Denver can we look you up?

Honorable Mention

Limousin World

“Sunrise to Sunset ...”

by Staff

Good connection between the visual of the sky and the logo. Magness logo is somewhat dated, however the use of the more contemporary photo freshened up the ad. Additionally, the clear connection between the photo and the headline was nice to see and the maintenance of that theme was positive. Photos are crisp and animal information is good; however, the reverse type on a patterned background makes it almost impossible to read. The use of the dark section on the bottom to house the logos, contact and breed information was a nice touch and framed up the piece.

Texas Longhorn Trails

“Hudson Longhorns”

by Laura Standley

Kudos for outstanding production quality, including photos. Images were clean and versatile, making it more pleasing for the

reader to look at. The extensive reversed type became hard to read and readers probably dropped out prior to reaching the final page. You avoided a mistake that so many make by using the term “inaugural” instead of “first annual.” Thank you. Beyond that, more attention was needed to details, abbreviations were used and not explained, inconsistencies in breeding references existed, punctuation, etc. The use of the Texas outline became overkill and made the lot numbers hard to read. The tone of the column on the final page was a put-off and editorial comments could negatively affect perceptions of your sale and farm.

Angus Journal

“Your Opportunity – Sand Point Cattle Company”

by Mike Bush

Very clean and crisp. The black and white contrast works well, and the font used — both size and type — helps with the readability. Consistency in the headlines is a must from a capitalization standpoint. Caps help draw your eye and when they are used in the subheads your headlines become less important. Good use of information on the animals and the chart format supports both in-depth readers and skimmers. While flipping photos is acceptable, the reader should not know. There are several with a mirrored copyright that are obviously flipped and that pulls from the production quality.

Gelbvieh World

“Eagle Pass Ranch Annual Fall Female Sale”

by Katie Danneman

Good use of a spread ad space — leading with sale info and closing with logo/contact information. While the use of color is good, using color because you can isn't. Too many colors were included, and the ones chosen were difficult to read. Well-composed copy and flow that incorporated photos and reinforced the sale. If using the ranch brand, do so with a purpose. As it is used, it seems more like a space-filler than a part of the design.

Shorthorn Country

“Bakenhus Polled Shorthorns”

by Tracy Duncan

While good photos are featured, the space was not used as a spread, but as two single-page ads. Repeated headlines and the stare-down between the cattle on each page was distracting. Sale information was good and complete. Ad included the needed information but didn't create a great deal of interest. Leather texture background was nice and gave the ad a warm feel.

The Cowboy Connection

“McWilliams Ranches Angus Bull Development Center”

by **Lisa Bryant**

The use of a different font can help copy stand out, but overuse can detract from the ad. That was the case with this piece. Information was complete, but hard to find in the mix. Contact and sale information were concise and easy to find. “Good genetics ...” line at the bottom of page two was hard to read and got lost. Outstanding use of spread space and kudos for including a clip-out section that could be cut out and saved. It would have been more effective if the phone number were included in that area.

Ranch House Designs

“LP Winners Spotlight”

by **Rachel Williams**

Great idea and you met your objective head on, unfortunately the execution took away from the impact of this piece. The extensive use of reversed fonts and numerous hard-to-read fonts distracted from the goal at hand. Photos were good, but would have benefited from purchasing an additional page and spreading things out. While the sponsor information is important, adding it to every page distracted from the impact of the piece. This is a piece for Lautner-Polyock and should be solely focused on them. The promo for Ranch House Designs is distracting and borderline unprofessional.

Seedstock EDGE

“Harris Family Genetics: TRHF ... the only herdmark you need!”

by **Dan Akers**

Take the time to photoshop out images that distract from your animals (i.e. the crop in the center/prominent photos). The headline was confusing and was overshadowed by the Harris Family Genetics logo. In fact, leading with that information distracted from the overall ad. Space was not used in a spread format and seemed like a reassurance to the industry and customers that a recent business change wasn't negatively affecting the business. This is not the best platform for addressing this type of situation and comes across as less than positive. When using acronyms make sure that the readers know what they mean (TRHF?). In the logo/contact information there is no need to put Todd's in front of the cell designation as he is the only Harris that has been mentioned in the ad. Kudos to you for being the only swine entry in a competition dominated by cattle.

CATEGORY 55

LOGO DESIGN

All of the entrants in this category should be proud of their work – these were all good logos. The top entry's universal appeal helped it to stand apart from the competition. This is a logo that will appeal to multiple audiences and can be used in multiple color formats.

First Place

Ranch House Designs

“World Brahman Congress Logo”

by **Rachel Williams and Jaclyn Townsend**

This logo is a universally appealing logo design. The theme incorporates the global feeling with an appropriate Western appeal for the event to be held in Texas, but not too rodeo-ish that it would distract from the purpose. The flexibility of the logo to switch into black-and-white or color is great. In color it properly represents both Red and Grey breeds. Overall, the logo is just superb.

Second Place

Charolais Journal

“Charolais National Show and Sale”

by **Mark Ringenberg**

Simple and to-the-point. The creator developed a logo with great use of blue and red colors framed by the Rocky Mountains and Denver skyline. The ribbon adds a touch of class for this award-winning logo.

Honorable Mention

Limousin World

“Farrar Farm Limousin”

by **Staff**

This logo combines all needed information in a neat, progressive-looking package. The gold color and green trees compliment each other and the black bull clearly displays the groups' ideals. This logo clearly illustrates class for this operation.

Honorable Mention

Ranch House Designs

“2006 Maine Anjou Junior Nationals”

by **Catherine Williams**

Exceptional logo with fun colors that blend very well. The Texas Hold 'Em theme of “holding” the cattle rather than playing cards for this youth event is very well-illustrated.

Honorable Mention

Seedstock EDGE

“Showdown In L-Town”

by **Dan Akers**

What a fun logo that will certainly generate interest and attendance for the event. The tie-in of the hog theme was a smart display with the Louisville location.

Seedstock EDGE

“Breeder Links”

by **Dan Akers**

Excellent logo to incorporate breeder sponsors in one program. A simple style that can be applied to any groups' ads for an overall brand.

Gelbvieh World

“American Gelbvieh Association Logo”

by **Katie Danneman**

The association has created a modernistic look with a new branding logo. The fresh and simplistic design highlights the association.

J3 Group

“Texas Livestock Marketing and National Finance Corporation of Texas”

by **Staff**

The Star of Texas or the Star of Finance — this is an attractive logo with a nice, clean professional look.

Angus Journal

“T-Bone Ranch Logo Design”

by **Monica Ford**

This is a clean, eye-catching logo that provides an obvious tie to the T-Bone Ranch name and beef industry. The information is prominent and easy-to-read.

Ranch House Designs

“Kosiorek Farms”

by **Catherine Williams**

Very nice logo with futuristic design. The elements are creatively there, but the font is hard to read. Would be a nice asset to any piece.

Limousin World

“The Sale IN LOUISVILLE”

by **Staff**

Excellent incorporation of the Louisville skyline and attractive colors that can be applied. A clearer explanation of “The Sale” would be a nice element.

J3 Group

“The State Fair of Texas”

by **Staff**

The Texas outline is an appropriate icon for the Texas State Fair. The logo is a clean design allowing it to work well with collateral and promotions pieces.

CATEGORY 56

LIVESTOCK AD PHOTO

In evaluating a photo for a livestock ad, we were looking for a photo with stopping power that added interest to the ad — a photo to say 1,000 words.

First Place

California Cattleman

“California Cattleman Bull Buyers Guide Ad Roundup”

Design by Kelli Toledo; Photos by Matt Macfarlane

With the bull looking toward the camera, this photo provides a more interesting image than the traditional profile shot. The image shows attitude, power. If readers see enough in the photo, they will look at the copy for more. Kudos for not just using the standard profile and for getting some personality into the photo.

Second Place

Shorthorn Country

“Big Time”

Design by Tracy Duncan; Photos by Darla Aegerter

For a cattle profile shot, this is a standout photo. It shows great lighting and brilliant color. It is a standard photo, but it is done very well. Still, the standard profile has less interest than the winner.

Honorable Mention

Ranch House Designs

“Richey Brothers Trailer Photo”

by **Rachel Williams**

The photo does not illustrate the copy. From the marketing perspective, the photo is not clearly market-driven. In other words, it does not appear that your target market guided photo selection. The photo has interest from a subtle perspective, but there is not a clear-cut livestock message in the photo.

CATEGORY 57

LIVESTOCK AD ILLUSTRATION

For this category, illustrations were judged not just on the quality of the graphic, but also on the illustration’s capacity to connect with the message of the ad.

First Place

Limousin World

“The Limelight”

by **Staff**

This is a cool illustration. You could debate the effectiveness of the idea behind it. Assuming that the text follows through with the illustration, this is a nicely done graphic. To improve this ad, the copywriter could make a stronger connection to the message of wanting to put National Western Stock Show participants in the limelight.

Honorable Mention

Limousin World

“Wulf’s Nascar 6949N”

by Staff

We’re not totally clear which graphic to evaluate. Incorporating the checkered flag is a nice touch, but we’re not connecting the illustration to the ad. Headline is attractively illustrated, but not sure that that is the main illustration of the ad. Good effort.

Gelbvieh World

“Now There are 17 ...”

by Katie Danneman

This illustration is a bit childish. It lacks the level of professionalism that a business needs to have. Sometimes you can get away with that type of illustration, but not for this topic. The information is presented well.

CATEGORY 58

BROCHURES, FLYERS AND DIRECT-MAIL PIECE

This was a tough category to judge, as several brochures stood out with strong photos and attractive color and layout. Details like font choice and use of space helped separate the entries. Overall, some really attractive brochures.

First Place

Homestead Graphics

“Thomas Angus Ranch – The Brand that Covers the West”

by Gail Lombardino

This sale brochure is a breath of fresh air! The cover is a touch too dark, but otherwise this is an excellent and unique way to promote the ranch. The Art is great, the photos are clean and positioned well and the font selection and usage is wonderful. This brochure really connects with the reader and gets huge points for impact. Print job was done well and the folding is everything for this brochure. If you were to use this concept again, the cover should be lightened up a bit. Other than that, this is a top notch piece.

Second Place

J3 Group

“The State Fair of Texas – Let the Stars of Texas Shine Scholarship Brochure”

by Staff

This is a very well done tri-fold. Nice paper selection and good print job. The star motif picking up on the state fair logo is quite effective and is well implemented. There is simplicity to it. It has a great rustic, traditional Texas feel. Photography is great and grabs your attention. Just a couple of considerations. First, the font is

much more effective as a headline and subhead font; as a body copy font, it is just a bit hard on the eyes. And second, the photographic flow chart on the back panel lacks clarity in what you trying to communicate. As someone who just picked it up, it took me a bit to grasp where you were going with this.

Honorable Mention

J3 Group

“Lone Star Land Bank-Dairy Financing”

by Staff

This is a very traditional and very clean brochure design. Good photo selections and quality. Effective font selections for headlines and body copy on the inside of piece, but, did not carry it over to the back panel. The change from what has been used inside to this other feel on back is not only unnecessary, but is distracting to the reader as well. The headline on the top of the inside right panel is too close to the trim and could have been remedied by adjusting the leading on the “10 Reasons” section below it. This brochure would be top tier if the font usage were consistent.

Sheep Industry News

“Sheep and Predator Management”

by Amy Trinidad

Great color, photos and composition are used on this excellently sized tri-fold brochure. The most important element on this whole piece is low resolution and is jagged – the associations logo on the back of the brochure. Also, the pie chart on the inside of the brochure is low resolution. There are ways to take data from Microsoft programs and bring them into Adobe Illustrator to clean them up some before placing. Excellent use of fonts. Pulling out important copy and statements with the line on top and bottom is very effective. Again the photos get the reader to the heart of the issue. One last comment – the photos on the inside of the brochure do not meet the fold lines consistently, this is a print house issue to some extent, but the artist needs to work with them to manage this.

Gelbvieh World

“Crossbreeding”

by Katie Danneman

This is an excellent educational/promotional brochure. The colors chosen are warm and the photography overall is good. The front page and title are effective in pulling the reader in – although the cover photo is a bit grainy. Fonts and typography implementation is very good throughout. The USDA Choice art on page seven is a nice touch, and effectively pushes the idea that cattle owners are not just cattle producers, but beef producers as well. Nice job on working the line graphs into the layout as well. Finally, good call using the ear tag on back to close this piece up.

J3 Group

“The Pan-American Livestock Exposition”

by Staff

Another great brochure. Very good that the design ties together with the other State Fair piece. This brochure is not quite as well designed as its counterpart. The biggest problem that it has is that although the designer uses a font that is easier to read, it is inconsistent with the other and lacks because of the san serif element. The copy is very difficult to read because of the drop shadow that is behind all of it. Drop shadows are a great addition to a brochure, but too much of it is overkill and it loses all effectiveness.

Hereford World

“2005 Hereford AI Book”

by Staff

The overall look and feel of this catalogue is very nice. Cover is simple but effective. Background texture is a nice touch. All logos throughout are very clean. Consistency in presentation of all of the data is a big plus. Some of the photography is lacking proper resolution for print and reflect poorly on the ranch operation. The bar charts throughout the book are too small to be effective. Although this may be outside the control of the designer, the words “REED ENTERPRISES” on page 19 should have been screened back much more; it makes it very difficult to read. This is an attractive book that has just a couple of loose ends.

Cutting Horse Chatter

“National Youth Cutting Horse Association”

by Mindy Young

Great cover panel photo! Typography was better utilized than the other entry. Very crisp and clean design and layout. All of the photos are wonderful and tell the story well. Two things distract the reader of this brochure. First, the geometric, starburst type shapes screened into the background of the inside of the brochure are not strong enough to see right away; and then when they become visible, they do not seem intentional. Secondly the photograph under the quote section is very attractive but would have been stronger without laying the logo type over the top of it. The logo on the front panel was sufficient to promote the organization. The photo used on back is a great closer for the piece.

Certified Angus Beef, LLC

“2005 National Angus Carcass Challenge”

by Staff

Good layout and design. Great point size and leading selection. Logos are clean. Excellent logo for the National Angus Carcass Challenge 2005. Screen used on the inside and on the first back panel is just the right percentage for readability. A little inconsistent on the font selection. The Subheads/Statements “Want to know where...” and “These NACC sponsors...” should have been in the bold san serif font. Although it great to recognize your sponsors, on a tri-fold brochure, limit it to one time with the logos.

Also, what was the back panel for? Was there to be postage information on it? Did it run out of content? Maybe more photography in the piece would help it fill better.

Cutting Horse Chatter

“Western Mercantile”

by Mindy Young

Great photography really carries this four panel brochure. And the traditional color scheme is nice feel (it also picks up on the cover photo colors). There are three elements that needed to be addressed. First, there should not be three different header fonts being used, especially on small brochure. Second, there should be more space between the top headers where the body copy starts – also, the spacing is inconsistent throughout. Thirdly, the free parking and admission should have been played up more. This is an attractive brochure, but needs a little more attention to detail.

Homestead Graphics

“Ginger Hill’s Real World Premium Sale”

by Gail Lombardino

Very classy overall. Great color for the most part. Very good photography and composition of images in relation to the copy. Information is easy to read. Too many font variants and color inconsistencies. First, you should settle on one basic font family (using its bold, ital and standard versions for all basic copy. Secondly, introduce the script font as the only alternate font. This will lend more credibility to the design. Third, you could have either used the silver idea from the GH throughout or made the GH the bronzy gold color to bring consistency to the color. Great size and way to have it fold into itself.

Seedstock EDGE

“Value of a Pedigree”

by Dan Akers

This brochure has a strong traditional layout. A few observations to begin with. The fonts and the color has some inconsistencies. The serif font should have been used for all heads and subheads. Also, the green color used in the green square photo of the swine’s head should have tied much closer to the light green used on the inside; just as the blue did. The swine graphics themselves were very good and the info graphic inside is well utilized. With a little more attention to the fonts and color this would be a top notch piece.

Hereford World

“Tradition of Excellence”

by Staff

This traditional sale piece has some nice touches. The use of illustration instead of photography on the cover gives this brochure a fresh look. Although the cover would have been much stronger without the teal color running along the sides or the close-up tooled leather patterns on top and bottom. The photos are clean the bright. Also, the information is very easy to identify and read. Good and consistent font usage throughout. Back panel is very attractive – particularly with the screened back logo in the upper corner. Overall the color selections do not work very well together. It is primarily the teal that throws this brochure off a bit. Next time draw more on oranges and tans.

The Cowboy Connection

“Financing Oklahoma”

by Lisa Bryant and Jodi Cole

Good use of and consistency in typography selections. Good number of photographs to help tell the story. Although this is a direct mail piece, it is somewhat overwhelming, because of the abundant ink coverage. The blue background color does not add anything to the design or readability of the piece; it just adds more ink to the page. The use of the floating white text boxes makes the piece seem too segmented and not fluid. Using the yellow and green backgrounds to pull out sidebars or other stories is more effective when used against a primarily white page. Also, the Farm Credit logo gets lost on the back page.

Western Livestock Journal

“Broken Arrow USA introduces Cattlemen Crew”

by Pamela D. Hurd-Keyzer

Nice bold logo. Photography is great compositionally, but is dirty and lack good resolution. The brochure does not pull together and is too segmented. It lacks cohesion and theme. Although the photo on the inside right panel is fun, it does not seem to tie into the message of the company and seems out of place. Copy is difficult to read – a smaller point size and more leading would help it breath a bit. Also, choosing a serif font might be more effective. The inconsistency in direction of the head of the cattle is distracting. This brochure sends a strong bold message, but lacks consistent effective layout.

Seedstock EDGE

“NJSA Calendar”

by Dan Akers

Calendar is a great idea. First, the cover idea is good in making it about the people. Although the implementation is lacking. It is understandable that the original background on the board of directors image may have need to go – but it takes a great deal of time and effort to find the right and background to replace it with and to make it look natural. This shot looks very doctored. It really takes away from a great idea. All advertisements are well placed. The calendars for each month are very clean and easy to read. One suggestion – when creating a calendar, either left or right justify the

dates (1, 2, 3 ...etc.). This will allow the user to more effectively use the space given for notes.

CATEGORY 59

SALE CATALOGS

This was a tough category to judge this year due to the high quality of the entries. All of the entries used great photos to advertise their merchandise. Keep in mind that sale catalogs should be easy to navigate while providing enticement to attend the sale. Simple lists of merchandise won't accomplish the purpose and neither will poor-quality photos.

First Place

Shorthorn Country

“An Event 2005”

by Tracy Duncan

Very classy piece! The cover is wonderful and captures the short-horn industry. The gold embossing really stands out and shows the sale-goers that this is a sale that they can't afford to miss. The die cut to showcase a cow is beautiful and fits perfectly onto page 3. The colors that have been chosen are very eye appealing and compliment each other. Each lot has a good amount of space and the next one is not on top of it. Very easy to read and the epd's are easily pulled for quick reference. For the most part the color in the pictures are great, but there are a few that need to be lightened.

On page 3 at the bottom, some of the words are capitalized and some are not; please watch for consistency. The black background on the gold text throughout does not always line up the same. Some is barely noticeable while others are hard to read because they are not closely aligned with each other. Page 33 is a little confusing. Text would read better if it were started under the black boxes instead of being started at a different spot on each one. Would also look better if the black boxes would align to the left to make it more symmetrical.

Second Place

Texas Longhorn Trails

“Texas Longhorn Legacy Sale”

by SuzAnn Spindor, Laura Standley and Carolyn Hunter

This catalog is a very beautiful piece that immediately catches the eye. The black and gold show that the event is very classy and worthwhile. The heavy linen cover with embossing on it proudly displays not only the association but also the state of Texas. The reference sire pages stand out, so they are very easy to find. It's very impressive to have a black background and white text that is easy to read. The lots on the next pages are very well spaced and aren't hurting for extra room, although a little extra room may be nice for sale buyers to write down a few notes.

Most of the pictures have a good color, but there are quite a few that need some color adjustment. Some of the longhorns are very vibrant with color, while a few others seemed to have a large shadow looming over them.

Honorable Mention

Homestead Graphics

“St. Croix Valley Angus Breeders Sale”

by Gail Lombardino

The cover of this catalog is absolutely gorgeous. The colors compliment each other and really make the gorgeous picture look its best. The font selection is beautiful and has a very elegant approach to it. The lots, even being strictly black and white are very nicely done and continue the elegant feel. The epd's are easily available for reference, although some seem to get pretty small. The pull-outs with bullet points are very nicely done and stand out for the buyers quick reference. Spacing is critical in sale catalogs, but this one is very nicely done with the pictures and the lot information. The shaded box on log 6 on page two is very confusing—not sure why that one is highlighted. The consignor index is a nice touch and easy for those attending the sale to find the consignors that they're interested in most. The back cover is also nicely done, making it an easy self-mailer.

The back inside cover should carry the color though it. The printer is already charging for color on the front inside cover, so it would be nice to carry that onto the back cover. Even with this just being the sale terms the top graphic in color would have set it off nicely.

Angus Journal

“Bonner Farms Anniversary Production Sale Book”

by Susan Bomar

The cover is very nice and showcases some of the lots that are maybe the most sought-out. The breakout information for the lots with the stars beside each bullet point make it an easy reference for any buyer. This gives additional information that may be of relevance. Font choice is very legible and the spacing is perfect. The picture quality is wonderful and the colors in the pictures are great. The back cover is great for a self mailer and gives all of the information needed for those attending the sale. Showcasing 3 more females that with the lot number are a great addition. The epd boxes are broke out nicely, but the font may be a little small for the older generations attending and wanting to purchase.

The stars next to the lot numbers get a little too close and some of the lots are hard to read especially if they have a letter next to them. The pages get a little redundant with the green/brown shade. It needs to be a little contrasting to the pictures so everything doesn't blend in together. The green shading also changes through out the book making each page look a little different. The lots tend to get a little tighter toward the back making it harder to read. Also watch for fonts that blow out at the printer. On page 1 *Angus Journal* and *Cattle Today* are both blown out.

Hereford World

“World Class Herefords”

by Staff

The leather “feel” on the margins matches perfectly to the Hereford color. It's a great touch to bring the catalog together. Picture qual-

ity is very consistent with the exception of herd sires. The lot spacing is great and allows the sale attendees to be able to write a few notes if desired. EPD's are easily found. Inside pages are very clean, making the information for each lot very easy to read. Font choice is easy to read and the bold and all capitalization were used effectively.

There aren't any lot numbers, which may make it confusing to some attendees to follow. The cover is a little too dis-jointed. The color in the picture in the middle is much more vibrant than the background picture making a contrast in colors that don't compliment each other. The back cover is a little hard to follow. There is text and boxes going in every which direction. A choice in either horizontal design or vertical design is crucial.

Texas Longhorn Trails

“Texas Longhorn Select Heifer Sale”

by Myra Basham

The lot pages are very nicely put together and spaced out very nicely. Colors go very well not only with the breed, but with each other. Consignor page is a great idea, but the text seems to run into each other a little too much. Space out the lines and with the listing of the lots, put the description before them so that the attendees know what those numbers represent. Picture quality is good overall. Size is great for attendees to be able to put into their back pockets. The notes page is a much-needed piece in every catalog. The upcoming sale list is also a great idea.

The front cover isn't as eye appealing as it could be. There isn't anything about the cover that showcases the Longhorn breed. Most of the emphasis is on Fort Worth. The background on the pages also tends to hurt the eyes the more that you read thorough the catalog. The font choice is good, but may be a little too condensed.

Charolais Journal

“Cox Charolais, Hayden Farm, & Jeffries Charolais 1st Annual Fall Sale”

by Mark Ringenberg and Staff

The cover picture is a very good picture showcasing cattle in the pasture, but the color could have been a little bit better. Font selection was very good and is very easy to read. Information inside of each lot number is very clean and gives the quick basics.

Lot numbers are hard to follow on the inside pages. Lots should go up and down, not across so they're easier to follow. The picture quality is pretty good, but with a few of the really white animals being blown out. The epd's are hard for someone to read that doesn't have that much experience with them. There is nothing telling them which is the WW, YW, Milk, etc. if they aren't familiar. The welcome on the back seems to be an afterthought and should be toward the front. The grass at the top of the pages pose an obstacle that is a little hard to read around when the lot information is placed on top of it. If the front cover is in full color, carry the color to the back page. You pay for the color on that plate, so you might as well take advantage of it.

Charolais Journal

“Virginia Fall Herd Improvement Sale”

by Mark Ringenberg and Staff

Lot numbers are easily found and have very clean backgrounds which make the text easy to read. Pictures have a good quality to them and are placed nicely with each lot. The use of strictly black and white is very limiting, but this catalog shows some variety with what you can do. The leaf used through out is a great design element to easily tie everything together.

The cover has a great concept, but the pictures need to “pop” just a little bit more from the background. Epd’s are a little hard to read for those not really familiar with the order that they get presented in. Showing which one is a WW, YW, Milk, etc. would make reading the information much easier to the “untrained eye.” The bar at the top of the left pages blends into each other too much. Taking out the background behind those 4 pictures would make a huge difference.

Angus Journal

“Weigand Grain & Livestock Production Sale Book”

by Angela Gergeni

Picture quality throughout is very nice. More pictures give the attendees a reminder as to what they look at before the sale; great job including a lot of pictures. The frames around the pictures also set them off a little bit. Lot numbers are very easy to find and are in an order that is easy to follow with the auctioneer. Back cover is great and showcases some of the females. Maybe include a lot number if they are to be sold. This piece is an easy self mailer that is designed to the liking of the postal service.

The front cover looks good with the exception of the yellow picture in the corner. This takes away from the classy black and gold feel from the rest of the cover. The screened graphic behind each lot gets a little redundant and makes some of the information a little challenging to read. The pull-out information is hard to read; bullet points would be better used here instead of indents. The epd’s are easily found as reference, but some have blank boxes. It would be better to put an NA there or something similar to show that it wasn’t just left blank on accident. The lots tend to be closely spaced, not allowing for much room for the attendees to write notes if they so choose.

CATEGORY 60 ANNUAL REPORTS

This was a small category, and all of the entries met the objectives associated with annual reports. Consistency and readability were key considerations in this category.

First Place

Angus Journal

“2005 American Angus Association Annual Report”

by Mary Black, Crystal Albers and Staff

The overall piece is graphically pleasing and easy to read. The design elements used--the “leather” look and the colors and fonts

follow through the piece creating a consistent look. Information-wise it is very comprehensive, and covers all the areas the objectives stated. The script font works fine for the type on the cover, contents head, and other areas where it is used briefly such as behind the titles of each chapter. However, the quotes in the margins would have been easier to read if they were not in the script. The financial statements at the end are pretty intense in the san serif, medium weight font, with no graphic elements to break them apart on the page (see page 20), as was done on page 19. A thought might be to go back to the body copy font (lighter, serif) for text in this chapter, and use the san serif specifically on the numeric accounting portions (and as you have been in the in-text subheads). Good clean look!

Second Place

J3 Group

“Texas Agricultural Lifetime Leadership Alumni Association 2005 Annual Report”

by Staff

No objectives were given. While the Staff does not state an objective, the piece does state what it is, (annual report), what it’s association’s objective(s) are, and is broken out in a non-conventional fashion for a annual report, but one that is both cohesive and easy to navigate. This piece is obviously not trying to be “impressive” but comes across with a friendly design, and one consistent with the format (folded, direct-mail piece) that it is delivered in. I think they’ve done a great job finding a way to contain costs and distribute information.

Honorable Mention

Angus Journal

“2005 Angus Foundation Annual Report”

by Mike Bush and Keith Evans

I like the cover--black linen with the gold and silver foil. It looks quite classy, as do the gold edges on the inside pages; unfortunately, the photo reproduction inside lets this image slide. Having full color can be great, but if the color reproduction capabilities are not there, maybe a duotone or rich black is a better option to maintain a consistent look color wise. Right now the skin tones vary throughout and do not add to the effect you want. This piece reminded one of a newsletter--articles, biographies are listed one after another, but there is no contents page, or listing at the front, so the reader simply wanders through. Page 16 at (the back), is not used at all, so next time you might re-evaluate your layouts to leave more room up front for a listing of contents along with increasing the point size of those names in the box at the front--Officers and Directors and Administrative Staff and contact info--which are currently quite tight. I think this piece has potential to be presented in a more cohesive fashion.

CATEGORY 61 ADVERTISING MEDIA KIT

First Place

BEEF

“BEEF Media Kit”

by Jennifer Kampinen

Very nicely put together. I like the folder concept and the sized pages for easy access to pertinent information per the advertiser. Very concise and lays out all of the information for the website advertising. The media options for advertising is in-depth, but what about print advertising opportunities for the magazine? A layout like what was done for the website portion would be ideal for new advertisers to see what sizes are offered. The editorial calendar is very handy for advertisers to create an advertisement that is relevant to the issue that is being produced.

Colors are very eye appealing and the content is easy to follow. Information is easily picked out for quick reference. Overall very nice, but more information should be included for magazine advertising.

CATEGORY 62 MISCELLANEOUS DESIGN

Judging this category was challenging. The entries were very diverse, which led me back to the real issue--how well does the piece meet it's objectives and does it catch the viewer's eye, hold interest, and provide the information necessary to do the job it was intended for. Some of the entrants did not provide objectives, and some did not meet their own objectives very well--these might have been assigned different placings otherwise.

First Place

Certified Angus Beef, LLC

“Black Ink Basics Technical Bulletins”

by Staff

I'd like to congratulate the Staff on this entry. The set of bulletins are short, well laid out, and provide easy to read information. I like the fact that each one covers one topic and uses both charts and often a photo to break up the text. A “second” color look is added to help break up sections, and used well on the charts and graphs. Your logo is prominent, but not overwhelming, and you've got contact information available for those with questions. I did notice a subtle redo of some of the sections, (for instance “Bottom Line” becomes “Profit Tip” and you've added “Action Steps” a producer can take, instead of simply summarizing the problems being covered) in the second half of the year (last 3 issues), but since the overall look stayed the same, they all flow right along. I think you've met your objective in a very good fashion!

Second Place

American Angus Association

“Honorees Named: NJAA Honors Three Couples with Induction into Honorary Angus Foundation”

by Shelby Axtell

This piece does a good job of feeding the press the information that the Association wishes it to focus upon in an easy to read, format. The type is easy to read, the logo is displayed throughout so no one gets confused about what they're covering. The use of color is nice and “friendly”. The binding lets the user open it flat and keep it open without having to hold it. The back of each page is blank, which provides a good place for notes. With this in mind, the piece definitely keeps its objective. Two minor details: Since there is not table of contents, I would hope that the press would flip all the way through the piece and not end up missing some of the profiles that the Association went to the trouble to compile. From flipping through, I'm guessing that the camera icon used near certain events on the schedule is supposed to encourage photos to be taken--if you really wish that to happen, why not have a mention of “photos encouraged” next to the icon as a foot note on the bottom of the first page. Other than these mentions, great job!

Honorable Mention

Shorthorn Country

“Shorthorn Country Calendar”

by Staff

The objective of this piece was to be useful--and the creators have done a good job at that. Almost all of the date boxes leave room for notes;, each date box also gives gestation due dates (for cows bred on that date). Small calendars of both the preceding and following months are shown for each month currently visible, so you can tell what day of the week a date falls on without pulling the calendar off of the wall to flip to the next or preceding page. I also like the full print out of the gestation table in the back, along with the spaces for putting in your own personal contacts and special events to remember. The background color around each month's calendar is coordinated with the ad that runs above the month's calendar. What I would like to see is more space left for writing on the date boxes that are sold--you've given them logos and a color “block” but type listings would be more legible in some cases, and still leave room for the user to write in their own info. A few of the photos used in the large ads were pushed too far--especially in the Duis Farms background above May. Otherwise great job!

Cutting Horse Chatter **“Charles Goodnight Gala”** by Casceil McRae

Again, there is no stated objective--so I'm guessing as to whether I'd say they've met the objective. The layout for the advertisement is clean, and is presented in a refreshing fashion. The title stands out “Charles Goodnight Gala” more than any other element--we hope that is what they wished, as the photo of Brooks and Dunn (?) who headline the event would probably fight for the attention if they were not ghosted back. However, the ad ends up looking a bit washed out, and I wonder if the two could have been silhouetted and then not ghosted back quite as much as the remaining background. The information for the event is all listed, and the designer has done a good job of handling the layout.

Western Livestock Journal **“Design Resources”** by Pamela D. Hurd-Keyzer

This entry's objective was to promote an in-house graphics design company, and 3 sample ads were shown. The two done in color were very different in size, but carried through the content and theme well. The color usage was nice--not overpowering, and the text was to the point and easy to read. The graphics on the right-hand edge are nice, I would like to see them remain proportional on the smaller version, instead of stretching them to fit. These two ads caught my eye. The third ad differed for several reasons--it was black and white--not a problem, it used a new headline (actually 2 headlines), and introduced a graphic for one of them, and it was very copy intense for the size, and veered away from the simple point graphics that went along with the other two ads. For this ad, I would have liked to see the copy pared down, and I think choosing just one headline (Quality Advertising Highlights a Quality Breeding Program) or (Shed Light on Your Advertising Campaign and Elevate it with Design Resources) would be better than putting in both. Keep the new graphic (lamp) to go with the title, but don't overlook all of the graphic/type associations you established in the other two ads. For example: Instead of the normal bulleted list, maybe increase the size of the type in the list, spread it and use your special icon as a bullet. Otherwise, all ads were clean, and the logo for the company is well done, clean and well recognizable.

Cutting Horse Chatter **“\$12,500 College Scholarship”** by Casceil McRae

This piece did not state an objective, which is not helpful. The ad is bright, the headline “\$12,500 College Scholarships” really stands out, and the ad tells us that the NYCHA will provide two \$250 scholarships in each of the 25 NCHA areas. Their full logo (NYCHA) is prominent, the date of the Weekend is given. The photo is eye-catching, sharp. I wish they would have included a contact phone and/or web address, where people could get more details--schedule info, registration info, etc. I know most people

can use a browser, but some don't have good internet connections, especially in rural locations, and I think this is important to keep in mind. The idea of advertising is to get information out, not to make people hunt for it. Overall the ad is direct and eye-catching.

Seedstock EDGE **“NSR Breeds Poster”** by Dan Akers

The poster does a good job of fulfilling part of its objective: educating students about four hog breeds, and is a great hand-out. The photos are large, and nicely done. The descriptions are comprehensive, yet not too lengthy, and the breed name of each hog stands out well--good job. As a promotional tool for the National Swine Registry and National Junior Swine Association however, this poster comes up a little short. The area on the left-hand side has some information that could be better expanded upon. While it is a nice fit for the word “BREEDS” to run up the left-hand side, it doesn't serve a good purpose--This space would be better served with a short blurb about the NSR/NJSA followed by the web address. The box with “National Swine Registry” would be better up near the top left, just before “NSR Breeds”. We can not simply assume that everyone knows what “NSR” stands for, and this would be a more logical place for it. The “NJSA” towards the bottom left is never identified--I guess you're supposed to go to the web site, or guess that it is the National Junior Swine Association? This is a handy tool--but one that could be even better utilized with just some minor changes.

Trailhead Designs **“2005-2006 California Angus Directory”** by Trailhead Designs by Kelli Toledo

This piece was designed to serve as a tool to both agribusinesses and producers. I am glad they provided a table of contents and a map, however, because when you mix ads into the content you make it much more difficult to follow the listing. I would encourage a designer to put the ads to the outside, and all the membership materials to the inside of the booklet to make it more user friendly. Also, since California is such a big state, you've put a number by each member listing that coincides with a number on the fold-out map, so we can tell what section of the state the member resides in--that works, but it'd be even more helpful if that number reversed out of a black box so it stood out more, or set out into the left margin a bit. Another option is to break the member listing down into sections--Northern Calif, Mid-Calif., Southern Calif., and still use a map and a coding system. Overall the piece is nice looking. The type is easy to read and the overall layout is clean. The size is nice for putting into a glove-box in a truck, or a desk drawer, and the cover is sturdy and coated so it will hold up. I would like to see it in a format where the ads, which are also nicely done, don't compete with my ability to search for information.

California Cattleman

“California Cattleman’s 2006 Calendar”

by Kelli Toledo & Matt Macfarlane

Piece is very colorful, and would be great to hang on the wall to keep someone updated on upcoming events that had been paid to be noted on the calendar. For those who use a calendar to make their own notations, there is little room left to do so, unless no one bought the date that you wish to write on. Special information in color on the date portion of the calendar is easy to read, so the objective on letting producers know what’s happening is partly met: however information added in black in the date boxes is so small that it is difficult to read--not a great selling point. The full page ads that run above each month’s calendar are nicely done, with a background color picked to coordinate with the area around the monthly calendar below it. Many of the ads are quite busy text-wise, but the designer has made an effort to keep the logo or producer name large and legible.

J3 Group

“Texas Livestock Marketing Trade Show Booth”

by Staff

The J3 Group would have helped me out a lot if they had put down an objective for this entry. All I can guess is that it is the artwork that a person sees on the booth for the Texas Livestock Marketing Association/National Finance Credit Corporation of Texas. While it’s visually pleasing, I have no idea if it fills the objective of its creation. I know it says “serving the livestock producer since 1930” but nothing else is stated on the art. How do they serve the industry? Is this created just to catch interest with handouts available on a table-top below it? I need more information on the purpose of this. I cannot rank this.

CATEGORY 63

WEB PUBLISHING, PUBLICATION WEB SITE

This was a small but excellent category. These sites are driven by information, information and more information. Robust sites with many nice features.

First Place

The American Quarter Horse Racing Journal

www.aqharacing.com

by Staff

This site went the extra mile to appeal to what is likely a big part of its intended audience...Spanish speakers / readers. Overall the site gives the viewer plenty of information to read and use. It is dynamic and has up-to-the minute race results from tracks around the country. It was easy to navigate and responded quickly to searches.

It offered useful information and FAQs. The site was well organized and is intuitive. A few more pictures would be nice.

Second Place

PORK

www.PORKmag.com

by Marlys Miller, Jane Messenger, and James Arnold

This site opens to a clean, fresh home page with a few Flash elements. The navigation bar along the top is easy to read and use. Having a current weather module is fun and I’m sure some producers like having that information handy. The site is a bit text heavy, but I liked the printer friendly feature when printing the many useful articles and press releases contained in this site. I understand the need to register subscribers and all, but at first glance it may chase some readers away from the site if on many of the links they are asked to register their address and user information. Allow for the casual user to view some of the valuable information and that may motivate them to seek more by registering.

CATEGORY 64

WEB PUBLISHING, ASSOCIATION WEB SITE

This category had four very nice entries, each deserve recognition. The sites were useful, easy to use, fast and represent their respective associations well. A couple of the sites could have a little more depth of information behind the home page.

First Place

Ranch House Designs

www.tbaa.org

by Rachel Williams

This sites welcomes you right away with its western home page. The colors are warm and consistent with the theme. This site offers an abundance of useful information. It also serves to generate revenue by having a “general store” feature that includes a shopping basket. Having this requires that the association stay on top of the site to respond quickly to demands for product. I would like to see a home button include on each page so that I could navigate back without using the back button on my web browser. I like having the links on a split screen from the content so that I can slide up and down without losing the “big picture” of the website.

Second Place

Gelbvieh World

www.gelbvieh.org

by Dana Stewart

This site manages the concept of less is more. It comes at you in what appears to be a simple understated way, then it surprises you with the volume of useful information. Breeders will see this website as a real tool in managing their herds and association interactions. The page of forms is particularly helpful and will serve to reduce that Staff time needed to respond to mundane, time consuming requests. I like the simple use of color and the black and white photographs. In a time when color explodes everywhere, this site reminds us of the power of black and white. Having Staff photos is a nice touch; it puts a face on the association. Check some of the links in the junior section, I was getting 404 errors.

Honorable Mention

Angus Journal

www.floridaangusassociation.com

by Ray Palermo

Flashy, fun, so very Florida! This website is cool and colorful. It captures the spirit of Florida and its Angus breeders. I like the colorful use of photos and the font treatments. The links are easy to use and provide a consistent navigation aid. This site could be a touch more useful with more content behind the home page.

Honorable Mention

Ohio Cattleman

by Jamie King

A clean, fresh website with helpful drop down menus. This site goes beyond your typical association website by seeking to engage breeders in the policy arena. It provides useful links to identify and communicate with legislators. Obviously this must be important to the association and may encourage more breeders to assist in the lobbying efforts that are required these days of all commodity associations. Beyond that, posting pictures of members at various functions will drive "eyes" to the site. Everybody likes to see him or herself in the virtual world.

CATEGORY 65

WEB PUBLISHING, BREEDER WEB SITE

Each of the six entries in this category had something special to catch the eye. The winner stood out for its depth and breadth of content.

First Place

Ranch House Designs

www.v8ranch.com

by Catherine Williams

An easy winner. This site has tons of information presented in a first class way. It provides an interactive message board and is easy to use. This site is a mature, well developed site that showcases the ranch in a very positive way. If their site is this professional, you'd expect the ranch to be top notch. The site is fresh with quality photographs and quick to respond as you work your way through the many links. Kudos to the web designers!

Second Place

Angus Journal

www.assmananguslandandcattle.com

by Tim Blumer

This site was easy to navigate and provided the viewer a real sense of the ranch. Opening to the tooled leather home page nice. The photography is well presented and adds to the personal touch of the site. It allows the user to request more information by inputting their address information. A couple of small things would enhance the site. First pull the navigation buttons out of the tooling; it's a bit busy in the top left corner. Also, is it possible to match the ranch logo color with the barnwood color? If so it would look more consistent.

Angus Journal

www.anguslane.com

by Tim Blumer

I like the photograph on the home page. The street sign theme is fun and creative. The site lacks a consistent style, it is busy with many elements competing for your attention (the street signs, the fence posts, the picture, the logo, etc.). The address information is redundant on the homepage. What is the name recognition you want? Angus Lane or James Ruble Farms? Reorganize and re-launch.

Angus Journal

www.autumnoakangus.com

by Ray Palermo

Warm friendly home page. Nice logo. This site is easy to navigate and response quickly to links. The font treatment is well done and the site meets its objectives. The copy text on the home page would benefit from a shorter line length for easier readability. The fonts on the navigation buttons seem a little fuzzy (do they have outlines on them?)

Angus Journal

www.boruffcreeksidefarm.com

by Ray Palermo

The site opens to a simple, clean home page. The site has a Flash element that captures your attention in the logo. While not a real robust site in terms of information, I'm sure it meets the breeder's expectations. The address information in the ribbon extending from the logo is small and fuzzy. It could be hard for some viewers to read. Shorten the line length in the copy text on the home page for easier readability. The cattle photos are well done and the information is useful.

Ranch House Designs

www.lautnerfarms.com
by Rachel Williams

This site has a bold home page with lots of colorful pictures and graphic elements. It is easy to navigate. The tips and tools section is helpful and provides viewers a reason to keep coming back. The sire directory is great. The site lacks a consistent color pallet and the LF logo in grey is a bit stark. The fence line photo doesn't seem to pull all the elements together and gets lost in the mix. Either make it more prominent or get rid of it.

CATEGORY 66

WEB PUBLISHING, LIVESTOCK-AFFILIATED WEB SITE

This was a small category, and both entries were deserving of recognition. Good work!

First Place

Certified Angus Beef, LLC

CABpartners.com
by Staff

This site is a stable consistent website. It is simple and understated. The colors are warm and the photo treatments give you a sense of wholesome goodness. It provides a listserv to its viewers and has useful links to a variety of other sites. The navigation buttons are quick to respond. This site maintains its quality as you get deeper into the site.

Second Place

Ranch House Designs

www.aegertercattle.com
by Rachel Williams

This site opens to an abundance of clean, fresh white space. It is easy to use and offers a variety of useful links. The side bar is intuitive and allows the viewers easy access to other areas of the site. I understand that the website owners want to recognize others on their website, but I would not have it on the homepage. Instead I would have the top part of the page (the area surrounded by blue, be the whole home page...make that part bigger and eliminate the bottom half of the page as it is now. Consider putting a button or graphic element that says "congratulations" etc. to draw viewers into the site.

CATEGORY 67

WEB PUBLISHING, SPECIAL SITE

This category was a tough one to judge because three of the entries were produced by the same company. Content, ease of navigation and innovative design were all key.

First Place

The American Quarter Horse Journal

www.aqha.com/youth/yws
by Staff

This site is meant for young people in the youth show and it maintains a fun approach. The kids pictures get your attention and draw you into the site. It provides timely and useful results of the show. I'm sure many relatives who couldn't make the show used the site to check results. It was interactive with trivia questions. The drop down menus were useful. Sites like this required a lot of intense time during an event and the information needs to be easy to manage from a webmaster point of view. I would recommend a few more photos, etc. to add to the fun approach.

The American Quarter Horse Journal

www.aqha.com/ws_index.html
by Staff

This site is very similar to the other entries in this category. It offers up-to-date show results. The on-line poll will help monitor hits on the site. The PDF section of the Journal at the World was the real value added portion of this site. Many people contribute to a site like this to make it successful. It seems more could be done before the show to make the site a little more colorful.

The American Quarter Horse Journal

www.aqha.com/bs_index.html
by Staff

Full of useful results. This site meets its objective by keeping viewers informed of the show results. It has some Flash elements to get your attention. The sponsor coverage helps to keep them satisfied and involved in the financing of the activity. The Q talk was easy to navigate and use.

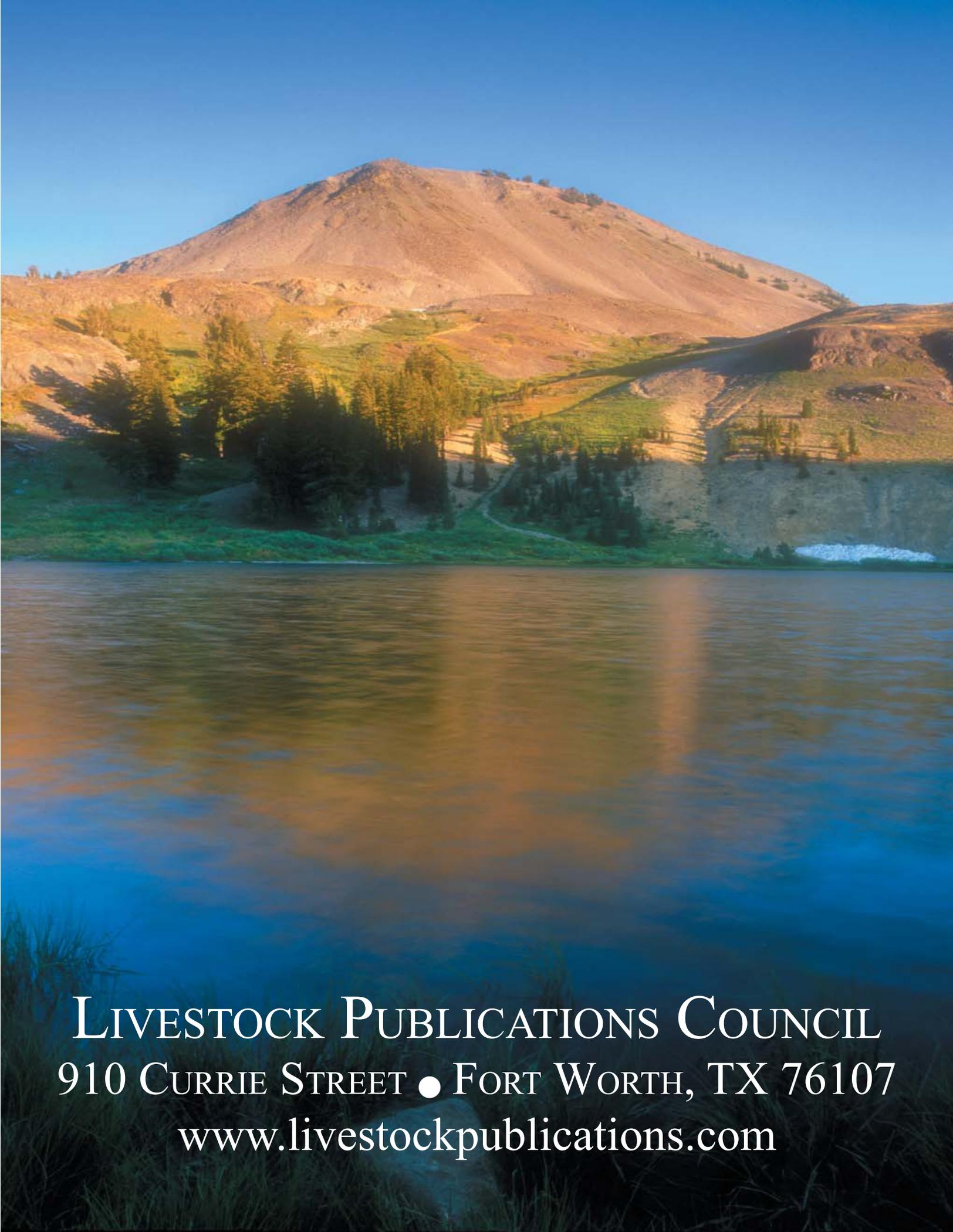
Angus Journal

www.slattery.com
by Tim Blumer

Slattery.com listed on the entry does not work. Slatteryseedstock.com does. The site is simple, the colors are inviting. The homepage is well designed and attractive (maybe a bit too much copy). There is no mistaking this is the Slattery website...it has Slattery Seedstock Marketing on the home page three times in big letters! Is there something else that could be useful in one or two of those spaces? I'm sure the owner likes it, but there isn't much depth to the site. There is little in the real estate section and not much more than a sale calendar in the sale management section. I know you can only work with what you have, but this site could use a little more to it.

CATEGORY 68

WEB PUBLISHING, BANNER ADVERTISEMENT - NO ENTRIES



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