

# 2013 LPC Contest Results

## Category 54: Livestock Affiliated Website, Association

HM: Cultivate Agency, [standalonefeed.com](http://standalonefeed.com)

2<sup>nd</sup>: *The American Quarter Horse Journal*, [aqha.com/worldshow](http://aqha.com/worldshow)

1<sup>st</sup>: *Angus Journal*, [BIFconference.com](http://BIFconference.com)

Websites offer the ability to deliver information in a very short news or information cycle. They can be effective when used to share information about a product or event with your audience. In some cases they are auxiliary to a company or organization's primary website yet add value to a targeted population of viewers. The entries in this category provided good value and useful information without using too many flashy features. Simple. Useful. Easy to navigate.

## Category 53: Breeder Website

HM: Angus Productions, Inc., KM Cattle Website

2<sup>nd</sup>: Angus Productions, Inc., Peterson Angus Website

1<sup>st</sup>: 5 Gallon Creative, Shadybrook Shorthorns Website

Breeder websites need to express the "story" behind the breeders. What do they stand for? What do they value? What are their principles and philosophy in their program? Beyond that, quality images, useful data and supporting results help customers extract value from the website. A breeder website is a window to the farm or ranch. If the "window" isn't clean, it is difficult to "see" what the breeders have to offer. The entries in this category were varied and diverse. The quality was excellent and the competition was tough.

## Category 52: Website, Association

2<sup>nd</sup>: Cultivate Agency – Dairy Max

1<sup>st</sup>: The American Quarter Horse Association

Websites are critical tools for communicating with your audience. Readers' expectations have risen through the years as the digital age has evolved. Additionally, advertisers have become more comfortable (and sophisticated) with their digital ad campaigns, thus providing an opportunity for publishers to generate a revenue stream via their websites. Associations have an added burden of meeting members' needs for timely information and association news. This can be difficult with declining association resources and people. With that said, members, readers and advertisers expect value and results. The entries in this division deliver on all fronts.

## Category 51: Publication Website, Non-Association

2<sup>nd</sup>: *Western Livestock Journal*/Crow Publishing, Inc.

1<sup>st</sup>: *Progressive Dairyman*/Progressive Publishing

Websites are critical tools for communicating with your audience. Readers' expectations have risen through the years as the digital age has evolved. Additionally, advertisers have become more comfortable (and sophisticated) with their digital ad campaigns, thus providing an opportunity for publishers to generate a revenue stream via their websites. With that said, readers and advertisers expect value and results. The entries in this division deliver both.

## Category 50: Miscellaneous Design

HM: Ohio Cattlemen's Association, 2012 Ohio Cattlemen's Association The RING Directory

2<sup>nd</sup>: Cultivate Agency, 2013 Dairy Recipe Calendar

1<sup>st</sup>: Cultivate Agency, Tarrant County Ag Scholarship Corp. Gala Invite

This category is difficult to judge because it is a catch-all kind of category. All entries were very good quality, but we looked at the overall effect of the final piece.

## Category 49: Annual Reports

2<sup>nd</sup>: Certified Angus Beef, LLC

1<sup>st</sup>: American Angus Association

The quality and stature of a company can be reflected in its annual report. A good annual report should include not only pictures and relevant content, but financial information for members and potential members to view. One entry did not contain financial info which we feel is a vital part of an annual report therefore did not place at the top of the category like it could have.

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

2<sup>nd</sup>: AgTown Technologies, Circle A Angus Ranch Fall Bull & Heifer Sale

1<sup>st</sup>: CR Publishing, LP/*The Brahman Journal*, AQHA Best of the Remuda Sale Catalog; Victoria Lambert and Emily Otto

Two extremely well done pieces in a category that could use some more entries because I'm sure there are some other great ones out there. Recognizing that catalogs can be boring due to the basic content that is required, the main thing I want to see is full details as soon as I pick up the catalog – what, when, where including city, state, date/time including the year. Interesting to see these two catalogs with one for cattle and one for horses so there was definitely a difference in the content. At the same time it's pictures, pedigrees and performance info that, unfortunately, can only be put on the page in one way which makes creativity a little difficult.

## Category 47: Sale Catalogs, 4-color text pages

HM: AgTown Technologies, The New Mexico Ladies; AgTown Technologies staff

2<sup>nd</sup>: Hereford Publications, Inc., Hoffman and W4 Annual Sale; Hereford Publications, Inc. staff

1<sup>st</sup>: 5 Gallon Creative, Decades of Excellence; Katie Songer

Before I opened any of these catalogs, I put them all out on the desk to see which one caught my eye. Four out of five have only cattle on them which drew my eye to the Hoffman-W4 catalog because it had people on it. Makes me think they are a family oriented operation so I already know a little bit more about them before I even open it. Color was good on all of them and date/time/location was on all but the Genetic Improvers (Hereford Publications) catalog. That is a mark against that one. Don't make me look for the location, date or time! I also had to search for phone numbers in that one which should be prominent in more than one place in all marketing pieces. Also with EPD's two catalogs have semi-colons separating the numbers. I would suggest getting rid of those as they are just adding digits to what are already busy pages due to the nature of performance information. (C&M Herefords Female Sale Catalog/AgTown Technologies) – Remember you can't have a "First Annual" event.

(Badger Southern Select Sale/Hereford Publications) – The cover is very busy and not sure why the brands were put into the corner of every picture since they were obviously marked with the header on each page.

#### **Category 46: Brochures, Flyers and Direct-mail Pieces**

2<sup>nd</sup>: Cultivate Agency, Get Healthy, Eat Right; Cultivate Agency/Brady White

1<sup>st</sup>: Cultivate Agency, The Truth About Lactose Intolerance; Cultivate Agency/Brady White

A rather diverse set of entries. All are done well and serve the purpose they were created for. One was a direct mail piece while the others were obviously created for handouts at events, etc. As I judged them I laid them all out to see the covers and think about which one I would choose if they were on a counter at a trade show. Probably something designers/creative teams should always take in to consideration. I want a strong headline/message on the front so I know what the piece is going to tell me. Eye appeal is extremely important with quality pictures and good color combinations in creating these pieces. The winners were a cut above and had a very professional look. While the rest were clean and attractive, the top two stand out. On the other entries, I would suggest smaller point size in the text (Nevil Speer White Paper/American Angus Association) and pictures that bleed into the content rather than everything in boxes. (OT Feedyard Tri-Fold Brochure) was nicely done and I like the size, photos and varnish finish, however the mistral font is outdated and just doesn't fit. It will hold up well in the mail and should be good information for its intended audience. (Certified Angus Beef/GeneMax "Focus" Brochure) – Wish you would have used a different photo from the front to the inside. Two of the same calf didn't really make sense when I assume there were other options. A well done concise piece that just wasn't quite enough for a first or second but will serve the purpose for the readers. (Bar T Bar Ranches/Western Livestock Journal) It took me a while to realize this was a ranch promotion for Bar T Bar as I thought it was more of a commercial cattle program for an association. I would suggest bringing some of the content from the back page including city/state of the ranch so I know exactly where they are located. If I live in Idaho and this ranch is in Kansas, then I want to know that right away. The font is too big too which makes it not quite the quality to hold up to the others in this category. Then you could have used more photos too.

#### **Category 45: Logo Design**

2<sup>nd</sup>: Cultivate Agency, State Fair of Texas

1<sup>st</sup>: 5 Gallon Creative, Twisted T Gelbvieh

In the initial viewing of all the logos laid next to each other, each one was very different. First place became apparent when we studied the subtle image place that makes you have an "ah - hah" moment. The design fit the effect in what is needed in a good logo. A logo should be identifiable in branding and first place definitely accomplished this concept. **Add overall comments for the next categories**

#### **Category 44: Multiple Page Livestock Ad**

HM: American Angus Association With a steak like this, who needs a free lunch; Eric Grant, Crystal Albers, Jena Thompson and Derrick Collins

2<sup>nd</sup>: Cultivate Agency, Celebrate

1<sup>st</sup>: American Angus Association, The Straightbred Surprise; Eric Grant, Crystal Albers, Jena Thompson and Derrick Collins

#### **Category 43: Livestock Headline**

HM: *Cutting Horse Chatter*/National Cutting Horse Association, I Got A Divorce... And I Got the Horse; Casceil McRae

2<sup>nd</sup>: American Angus Association, With a steak like this, who needs a free meal; Eric Grant, Crystal Albers, Jena Thompson and

Derrick Collins

1<sup>st</sup>: *Kansas Stockman*, Dalebanks Angus; Matt Perrier

#### **Category 42: Livestock Advertiser Campaign**

2<sup>nd</sup>: *Cutting Horse Chatter*/National Cutting Horse Association, Waggoner Ranch – High Brow Cat

1<sup>st</sup>: Cultivate Agency, Discover Dairy

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

HM: High Plains Journal, Professional Cattle Consultants AgMart; Lance L. Ziesch

2<sup>nd</sup>: High Plains Journal, Bale Buddy Manufacturing AgMart; Lance L. Ziesch

1<sup>st</sup>: *Angus Journal*, Sneaky Sale Season; Sarah Reardon

#### **Category 38: 4-color, Full-page Ad for Livestock Supplier, Service or Association**

HM: *Cutting Horse Chatter*/National Cutting Horse Association, Little Miss & Little Mr. Cutter; Rebecca Martin

2<sup>nd</sup>: *Angus Journal*, Add some depth; Sarah Reardon

1<sup>st</sup>: *Angus Journal*, Need a new marketing strategy; Sarah Reardon

#### **Category 37: 4-color, Full-Page Ad for a Farm or Ranch**

HM: *Paint Horse Journal*, Scenic Royal Flush; Kelly Wise

2<sup>nd</sup>: *Cutting Horse Chatter*/National Cutting Horse Association, Waggoner Ranch – The League Leader; Mark Herron and Casceil McRae

1<sup>st</sup>: *Paint Horse Journal*, Fastball; Brian Rawlings

#### **Category 36: 4-color, Full Page Ad for a Livestock Sale**

2<sup>nd</sup>: *Kansas Stockman*, Dalebanks Angus; Tammy Houk and Matt Perrier

1<sup>st</sup>: *Seedstock EDGE*, Cain Super Sires; Steve Weintraut II

#### **Category 35: Miscellaneous Writing**

1<sup>st</sup>: High Plains Journal/Midwest Ag Journal, Zumba at Your Own Risk; Jennifer Latzke

This category included several entries with weaker writing, structurally and topically. In some cases, there was too little information; others included too much. Another entry was amusing but self-indulgent. Writers need to consider their readers. It's not about filling space, or saying what pops into your head. It's about delivering something that's useful to readers. Successful articles give readers something interesting and useful.

#### **Category 34: Commentary or Essay**

HM: *America's Horse*, Epiphanies; Holly Clanahan

2<sup>nd</sup>: High Plains Journal, The Right Priorities; Holly Martin

1<sup>st</sup>: *Progressive Cattleman*/Progressive Publishing, Irons in the Fire; Paul Marchant

Good commentaries take readers on a lively, engaging journey. They need to be simple, uncomplicated stories. They are personal without being selfish. They deliver something to the reader as much as they reveal something about the author. They aren't self-indulgent musings. They also need to have a point, not just tell a story. For the reader, what's the takeaway? What are they supposed to understand? Commentaries/essays need to tell complete stories, not just bits and pieces. Some in this category left out valuable details. Details matter, and information matters, just as much as it does in a news story.

### Category 33: In-Depth Reporting, multiple article

HM: *Angus Journal*, Herd Health; Kim Holt, Troy Smith, Barb Baylor Anderson, Kasey Brown and Kelli Fulkerson  
HM: *Paint Horse Journal*, The Next 50 Years; *Paint Horse Journal* Staff  
2<sup>nd</sup>: *The American Quarter Horse Journal*, Structure in Detail; Christine Hamilton  
1<sup>st</sup>: *America's Horse*, Color Series; Andrea Caudill

Most of the articles in this category were well written and well organized. It goes without saying that all articles with merit contained proper grammar, spelling, punctuation and sentence structure. Characteristics of the strongest entries included interesting introductory sentences or paragraphs, clear and understandable supporting charts and pictures, numerous examples supporting or illustrating points made, logical progression of story, and easy ways to find out more. Subject matter varied greatly, but I found that some writers did a better job than others of taking what might be considered a mundane topic and adding some flair to make it more interesting.

### Category 32: In-Depth Reporting, single article

HM: *Progressive Cattleman*/Progressive Publishing, Poor economy taking a heavier toll on extension networks; David Cooper and Tony Okon  
2<sup>nd</sup>: *Dairy Today*/Farm Journal Media, Inc., Nowhere to Turn; Catherine Merlo  
1<sup>st</sup>: *Western Livestock Journal*/Crow Publications, Inc., Federal Veterinarians worry about safety at new Mexican facility; Kerry Halladay

All three articles covered very important and timely topics. Details and examples enabled the First and Second Place entries in this category to make their points clearly, leading the reader to a satisfying conclusion, though they both had their issues with this (see comments below). These two articles were well written and well organized, and the topics unique and thought-provoking. The article receiving Honorable Mention covered a critical issue but needed a little creative boost.

### Category 31: Regular Column

HM: *High Plains Journal*; Holly Martin  
2<sup>nd</sup>: *Gelbvieh World*, View From the Office; Frank Padilla  
1<sup>st</sup>: *High Plains Journal*, Common Ground; Jennifer Latzke

This group of writers were witty, creative and informative. One gets a sense of the writer when reading these columns, but that "voice" never becomes overwhelming or preachy. The message always shines through. The winning entries were particularly creative and interesting, sharing something personal while effectively delivering a message.

### Category 30: Editorial

HM: *High Plains Journal*, The Meatless Monday Misstep; Jennifer Latzke  
2<sup>nd</sup>: *Progressive Cattleman*/Progressive Publishing, Let transparency clean up the "slime" debate; David Cooper  
1<sup>st</sup>: *Angus Journal*, Don't lose zest for marketing; Shauna Rose Hermel

The readers of these publications are fortunate to have industry leaders like these columnists to advocate and inform them about key issues in their industry. The winners had a clear call to action and conveyed their message with passion and clarity.

### Category 29: News Story

HM: *High Plains Journal*, Hog Wild; Jennifer Carrico  
2<sup>nd</sup>: *The American Quarter Horse Journal*, A Challenge for Ranch Horses; Larri Jo Starkey  
1<sup>st</sup>: *Dairy Today*, California in Turmoil; Catherine Merlo

Nearly all the entries in the news category exhibited solid reporting and contained good information. As a group, they were thorough and thoughtful. My only suggestion would be to really focus on having strong leads that draw readers into the articles. All in all, though, this was a strong category.

### Category 28: Producer/Farm/Ranch Profile

HM: *High Plains Journal*, Good stockdogs aren't easy to come by; Jennifer Carrico  
2<sup>nd</sup>: *Angus Journal*, Designed to Succeed, Miranda Reiman  
1<sup>st</sup>: *Dairy Today*, Cheese, Cows, Wows; Jim Dickrell

### Category 27: Instructional Story, Non-Association

HM: *Tri-State Livestock News*, Success Strategies; Gayle Smith  
2<sup>nd</sup>: *Dairy Today*, Euthanasia Done Right; Catherine Merlo  
1<sup>st</sup>: *Dairy Today*, Document Double-check; Catherine Merlo

In this how-to category, the top two stories tackled timely topics - immigration compliance and animal euthanasia - with grace and step-by-step detail. Would have liked a producer perspective to add a human flair along with the experts, but very good information nonetheless.

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

HM: Kate Bradley, Time Tested; Kate Bradley  
2<sup>nd</sup>: Kate Bradley, Living on Varian Time; Kate Bradley  
1<sup>st</sup>: *Dairy Today*, ICE Raid; Catherine Merlo

FIRST: Catherine Merlo, *Dairy Today*, "ICE Raid!"  
This was a standout entry in this category. An easy first place. The story had a compelling lead and I could hardly put it down. Wonderful storytelling with information that farmers and ranchers need to know. I enjoyed the entire piece, and learned something. Great job.

### Category 25: Technical, Non-Association

2<sup>nd</sup>: *Tri-State Livestock News*, Tools of the Trade; Heather Hamilton  
1<sup>st</sup>: *Progressive Dairyman*, Digital infrared thermography: An early warning system?; Dave Wilkins

In this category of the science and technology used in production and marketing, there were only two entries. In the winning entry on digital infrared thermography, the writer did an excellent job pulling the reader into the piece with specific problem-solution quick takes that left me wanting to read more. The coming technology was explained well with good examples, and his pros and cons were well documented. The second piece on buying bulls had some good information, but the reader had to turn three pages to finally get to it.

### Category 24: Marketing Article, Non-Association

HM: *BEEF Today*, The New Way to Buy and Sell; Sara Brown  
2<sup>nd</sup>: *Dairy Today*, MilkPEP's Big Bet; Jim Dickrell  
1<sup>st</sup>: *Dairy Today*, A Better Way; Jim Dickrell

Diverse topics were found in the marketing category, but many stories lacked unique angles and proper story organization. The top three pieces focused on solid issues where the writers used great examples, looking at numerous sides, to quickly pull the

reader into the story. And they finished with good ideas, solutions and opportunities.

It was unfortunate that one magazine, *BEEF* Vet, didn't submit mandatory entry labels and story objectives, so those four stories were not judged.

### **Category 23: Production/Management Article, Non-Association**

HM: *Dairy Today*/Farm Journal Media, Inc., Kill the kilowatts; Jim Dickrell

HM: High Plains Journal, Three hundred days of grazing is possible; Doug Rich

2<sup>nd</sup>: *Dairy Today*/Farm Journal Media, Inc., A second set of eyes; Catherine Merlo

1<sup>st</sup>: Certified Angus *BEEF* LLC published in *BEEF* online, Reduce cow costs, increase revenue; Miranda Reiman

One thing for certain is that every entry was written by a well-schooled professional writer. And, while each article subject, understandably, dealt with some phase of agriculture, I'm convinced that every author could be just as capable and successful in any other field that he or she might choose.

These articles go beyond the required who, what, where, and how by careful shaping the flow of words to make more seductive and/or edifying sentences.

Summation: Livestock magazine article writing aimed at capturing the attention of readers and bringing them useful information is in good hands.

### **Category 22: Producer/Farm/Ranch Profile, Association**

HM: *Paint Horse Journal*, All About the Journey; Jessica Hein

HM: *Seedstock EDGE*, Humble Handshake; Katie Maupin

2<sup>nd</sup>: *Seedstock EDGE*, Lessons Learned; Katie Maupin

1<sup>st</sup>: *Angus Journal*, Forging Trails; Shauna Rose Hermel

My goodness, but these entries are proof that there are some mighty interesting people out there on farms and ranches.

This is something I've also experienced in a half-century of interviewing farmers and ranchers, so I can fully appreciate how almost every one of these articles paints a rich picture of a mover and shaker, particularly illustrating how remarkable he is and how he's accomplished it all.

What's to criticize? Virtually nothing, except perhaps to suggest in some cases an action verb in the headline.

What's a little disheartening is that a good many of these entries should but won't be read by the urban population. Any one of them would almost certainly give the folks who buy rather than produce food products a much greater appreciation of farmers and ranchers.

Bottom line: 1. I enjoyed reading and learning something from every entry. 2. Darn, but it's difficult to select the winners.

### **Category 21: Instructional Story, Association**

HM: *The American Quarter Horse Journal*, Making a Difference; Larri Jo Starkey

2<sup>nd</sup>: *The American Quarter Horse Journal*, Championship Pattern; Larri Jo Starkey

1<sup>st</sup>: *Paint Horse Journal*, Red Light, Green Grass; Laura Stevens

The best instructional stories have a strong point of view. They cover topics that have an appeal, not a narrow interest. They reveal something insightful, something that will improve the lives and the work of the reader. They are full of helpful, descriptive details. They are conversational; they don't speak over the reader's head or beneath them. They leave the reader feeling smarter, better informed and fulfilled. Many entries in this category fit this description. The quality of the writing goes a long way in delivering all of these factors. Articles that focus on the author – too much "I" – don't offer that personal connection. They come across as selfish rather than fulfilling. Great instructional stories speak to readers in a way that delivers something the readers didn't know they were missing.

### **Category 20: Feature/Human Interest, Association**

HM: *America's Horse*, A Natural Horseman; Holly Clanahan  
2<sup>nd</sup>: *Angus Journal*, Creating Opportunity in Rural America; Troy Smith

1<sup>st</sup>: *America's Horse*, Living Well; Andrea Caudill

You know a feature/human interest story is good when you can't wait to hear what happens next. Or you want to dig in even more to the characters' backgrounds. Or you just want it to keep going. Many of this year's entries were beautiful stories that evoked those sentiments. And many offered a glimpse into interesting programs by profiling the passionate people involved. They were well-written, using imagery that put the reader in the scene, and making it easy for the reader to follow. They both informed and entertained.

### **Category 19: Technical Article, Association**

HM: *Angus Journal*, Feeding Flavor; Kasey Brown

HM: *Paint Horse Journal*, Eye Paint, Jessica Hein

2<sup>nd</sup>: *The American Quarter Horse Journal*, Add a Little Sugar to the DNA; Christine Hamilton

1<sup>st</sup>: *Hereford World*, Hereford Genomics: Taking the Next Step; Angie Stump Denton

Interesting. Each article took a technical, often considered boring topic, and made it come alive on the pages and more importantly made it make sense from the reader's perspective. These writers did a great job of presenting the information factually and keeping the reader's interest. The difference between the winners and non-winners in the category was the depth of the material covered. The use of a glossary helped break the material down and allowed the writer to take the reader deeper into the subject.

### **Category 18: Marketing Article, Association**

HM: *The American Quarter Horse Journal*, Keeping Business in the Black; Krissy Mailman, Christine Hamilton and Tom Moates

2<sup>nd</sup>: *The American Quarter Horse Journal*, One Year's Progress; Larri Jo Starkey

1<sup>st</sup>: *Paint Horse Journal*, Ebbs & Flows; Jessica Hein

Each piece in this category reached out to their readership to help them in the marketing of their product in a strained economy. Each writer used facts throughout the pieces and made them more than numbers and also provided some insight into the changing nature of marketing. Interesting topics across the board, but straight to the point writing keeps reader engaged. The two winning entries did an excellent job of providing a backdrop of historical marketing information and explaining the why behind the present situation or need to change strategies. The amount of background information for both entries was impressive and

provided an excellent backdrop to move into real solutions for today and tomorrow's marketing.

**Category 17: Production/Management Article, Association**

HM: *Angus BEEF Bulletin*, Best of Both Worlds; Becky Mills  
2<sup>nd</sup>: *Hereford World*, Hardy Herefords; Sara Gugelmeyer  
1<sup>st</sup>: *Paint Horse Racing*, No Hoof, No Horse; Abigail Boatwright

Very well written articles that addressed critical topics in their industry. Each article brought their readers immediately into the story with strong leads. The winning entry used a combination of text and excellent graphics to educate and inform the reader and was easy to understand. The other entries in this category lacked the depth this top placing article possessed. While these topics are somewhat mundane in nature, each writer made them more interesting to read and made the reader want to consider incorporating the material into their management practices.

**Category 16: Single Photo or Graphic Illustrating an Article**

HM: *The American Quarter Horse Journal*. All for one, one for all; Tara Christiansen  
HM: *The American Quarter Horse Journal*, Getting the job done; Chris Hamilton  
2<sup>nd</sup>: Kate Bradley, Allie McKee, Woman of the West; Kate Bradley  
1<sup>st</sup>: *Progressive Cattleman/Progressive Publishing*, Modified Live Vaccines; Kevin Brown

Overall there are two submissions that were clearly better quality than the remaining group. I placed the illustration first because, even though the execution was not as good as the photo, it did a better job of supporting the message and presenting information.

**Category 15: Published Editorial Photography**

HM: *Paint Horse Journal*, Learning Curve; Jessica Hein  
2<sup>nd</sup>: *Paint Horse Journal*, Friday Night Lights; Jessica Hein  
1<sup>st</sup>: *Paint Horse Journal*, Riding High in Houston; Laura Stevens

The winner and runner up are several steps ahead of the group. There were several that would have performed better with stronger technical aspects such as in focus, crop and lighting.

**Category 14: Cover, Newspaper**

HM: *Progressive Dairyman/Progressive Publishing*, *Progressive Dairyman* November 2012; Kevin Brown  
2<sup>nd</sup>: High Plains Journal, Hay, Forage, & Pasture Issue September 2012; Lance L. Ziesch  
1<sup>st</sup>: High Plains Journal, Wheat Issue May 2012; Lance L. Ziesch

**Category 13: Cover, Non-Association**

HM: *BEEF Today*, September 2012 *BEEF Today*; Sara Brown  
2<sup>nd</sup>: High Plains Journal, 106<sup>th</sup> National Western Stock Show and Rodeo, Diana Derstein  
1<sup>st</sup>: Western Livestock Journal/Crow Publications, Inc., North American Bull Guide 2012; Staff

**Category 12: Cover, Association**

HM: *America's Horse*, August 2012 Cover: He Knows His Job, Justin Foster  
2<sup>nd</sup>: *The American Quarter Horse Journal*, September 2012 Cover: International, Justin Foster  
1<sup>st</sup>: *The American Quarter Horse Journal*, December 2012 Cover: The Standard; Justin Foster

**Category 11: Single Article Layout**

HM: Bullseye!; *America's Horse*, Jason Brice  
2<sup>nd</sup>: 100 Years, 100 Ranches; *The American Quarter Horse*

*Journal*, Justin Foster

1<sup>st</sup>: The heart of it all; *America's Horse*, Justin Foster

**Category 10: National Show Coverage**

2<sup>nd</sup>: *Paint Horse Journal*, Heart of a Champion, *Paint Horse Journal* staff  
1<sup>st</sup>: *Angus Journal*, National Western Stock Show & Rodeo; Mary Black, Kasey Brown and others

Both entries in this category could have withstood more competition. Both entries provide a nice pictorial of the events at the show and do a good job of capturing the highlights.

**Category 9: Event/ Show Program**

HM: *Cutting Horse Chatter/National Cutting Horse Association*, 2012 NCHA World Championship Program; Casceil McRae  
1<sup>st</sup>: *Dairy Today/Farm Journal Media*, World Dairy Expo Official Program; Jim Dickrell, Rick Mooney, Lori Hays

**Category 8: Special Issue (more than 100 pages)**

HM: *Paint Horse Journal*, *Paint Horse Journal* staff  
2<sup>nd</sup>: *Western Livestock Journal*, 2012 North America Bull Guide; *Western Livestock Journal* staff  
1<sup>st</sup>: *Cattle Business Weekly*; Mary Ravellette, Stacy Pinney, Jackie Hetzel, Codi Vallery-Mills, Kindra Gordon

At a time when most publications receive many camera-ready ads, this special issue category was evaluated primarily on editorial, layout, organization, theme and ability to meet the special issue's goals. The publications that rose to the top provided relevant, useful information to readers.

For beef publications, the average cattleman is in his 60s. Be mindful of your font size, placement of type on busy backgrounds and lack of contrast between font color and background.

**Category 7: Special Issue (100 pages or less)**

1<sup>st</sup>: *Tri-State Livestock News*, 2013 Horse Edition, Volume 37, *Tri-State Livestock News* Staff

While there was only one entry to review, it does a good job of being a special issue, obviously a horse edition. Overall the content is good. I would suggest using a few less fonts on editorial pages. See pages 36-37. Between the bold fonts, sans serifs, and italics, there is a lot going on and it could help to narrow those down. I would have used less transparency on page 21 to make that an easier read. I like the NFR Contestant features. So overall, a special issue should be just that – special with a specific emphasis and it was accomplished in this entry.

**Category 6: Website**

2<sup>nd</sup>: *Dairy Today/ Farm Journal Media*, Inc.  
1<sup>st</sup>: *Certified Angus Beef*, *cabpartners.com*,

Only two entries in this category and both are very full of information and that is what websites are for. They are meant to encompass as much information as possible so that someone searching knows that your site is reliable, dynamic, accurate and has complete information within each link. As I have learned from other professionals who review websites, one important link to have is the "About Us" section. Think about it as the "elevator speech" about your company and it should be prominent so that if someone is passing by and doesn't understand what you do, then this page will take care of that. These entries both had complete links, up to date information, and I saw no real flaws. The Certified Angus BEEF site was a little less confusing didn't

contain as much extra stuff. The one for *Dairy Today* though was a little misleading as it took me to AgWeb site and then I had to look for the *Dairy Today* information. While I understand that the *Dairy Today* (or is it AgWeb?) site has several entities under the umbrella, I just became a little dazed by the movement and the logos of every title they have. May be a way to list these but not use the logos to make it easier on the eye? While they are both excellent sites the nod goes to the simpler one.

#### **Category 5: Newsletter**

HM: *Cattle Exchange Today*

HM: *Dairy Today EUpdate*, Staff and Catherine Merlo

2<sup>nd</sup>: *Western Livestock Journal*, Staff

1<sup>st</sup>: *Angus Beef Bulletin*; *Angus Journal* editorial team and Craig Simmons, designer

This category was a little difficult to judge because of the variation of vehicles. One is a print newsletter, one a website and the remainder e-newsletters distributed via email. So it's not quite a fair assessment as each vehicle should have their own category. Overall I feel that a print newsletter should be timely information that gives the reader updates about a particular topic. All of these did that. Some were a little dated in the design and too heavy with ad placement. Newsletters should always deliver one clear message. If they want to muck it up with more junk, at least create a visual hierarchy.

#### **Category 4: Newspaper**

2<sup>nd</sup>: *Hereford World*, *Hereford World* Staff

1<sup>st</sup>: *Tri-State Livestock News*, *Tri-State Livestock News* Staff

There were five entries in this category. Papers ranging from breed specific to regional papers, with about half in a fold format and the other saddle stitched. Due to each newspapers specific audience, whether regional or national, I felt they each did a great job meeting their audiences needs.

After taking all the newspapers out of their envelopes, it was very

clear that *Tri-State Livestock News* was the most professional newspaper. Up-to-date photography, great use of fonts on headlines and subheads made this easy on the eye and drew me in. This newspaper does a good job at covering national topics, while covering the local region as well and doing so in a smooth cohesive manner. Overall the most organized and easy to maneuver.

*Hereford World* comes in 2<sup>nd</sup> for this category. This newspaper is also fairly easy to digest and navigate. This newspaper is doing a good job with their photography and cover subjects that are relevant and timely for their breed. I like its clean layout and use of illustrations and sidebars. I would like to see them work on the front cover to modernize it and draw readers in.

#### **Category 3: Non-Association Publication**

HM: *Dairy Today*/ Farm Journal Media

2<sup>nd</sup>: *Progressive Cattleman*/ Progressive Publishing

1<sup>st</sup>: *Progressive Dairyman*/ Progressive Publishing

Overall the entries in this category were all good category but different in scope. First and Second overall have good depth in editorial and clean graphics and good advertiser support. These all make for a great publication and the top two easy winners.

#### **Category 2: Association Publication**

HM: *America's Horse*

2<sup>nd</sup>: *Paint Horse Journal*

1<sup>st</sup>: *The American Quarter Horse Journal*

*Funny how all three entries were horse publications. Where are the other specie magazines? Wondering what the competition would have been like if I had been able to compare variety.*

First: overall classy, informative and well done

Second: Like flat finish on cover; good explanation of table of contents; good mix of articles

HM: Good visuals; variety of articles on a variety of disciplines