

# 2015 Livestock Publications Council Contest Results - July 28, 2015

## Category 1: Jim Flanagan Award Most Improved

### California Cattleman

The winner of this award definitely made some significant changes and I'm sure the readers noticed a difference. A new masthead made it have a much more modern look. More use of color on the text pages definitely improves the overall look. The overall design, graphics and page layout has been stepped up and makes it worthy of winning this prestigious award. Congratulations.

## Category 2: Association Publication

**1<sup>st</sup> place:** *Chrome*; Summer and Fall 2014; Jessica Hein and Art Vasquez

**2<sup>nd</sup> place (tie):** *Paint Horse Journal*; October and November 2014; Jessica Hein and Art Vasquez

**2<sup>nd</sup> place (tie):** *Oklahoma Cowman*; March and September 2014; Chisolm Kinder and Chancey Hanson

**Honorable Mention:** *The American Quarter Horse Journal*; *The American Quarter Horse Journal*, May 2014 & October 2014; *American Quarter Horse staff*

**Honorable Mention:** *America's Horse*; *America's Horse*, May 2014 & August 2014; *America's Horse staff*

The first place winner easily takes this category. An absolutely fresh breath of air in the livestock publications. It has elegance, education and great design. Every bit about it is tremendous! Everyone should get a copy of it and learn from the designers, editors and staff who make it happen. Great job. The second place winners are tied because, while the two are different in styles, they both deserve a nod. Great content and balance and each association can be proud of them. Wanted to give two honorable mentions and these two are so close that they are hard to separate. Obviously the same designers work on both of them and while, they are outstanding pieces of work, it would be nice to have one with a more unique style.

## Category 3: Non-Association Publication

**1<sup>st</sup> place:** *Tri-State Livestock News*; New & Improved/ COOL Conflicts; *Tri-State Livestock News staff*

**2<sup>nd</sup> place (tie):** *Working Ranch Magazine*; *Working Ranch Magazine*; *Working Ranch Magazine staff*

**2<sup>nd</sup> place (tie):** *Speedhorse*; *Speedhorse Magazine*, February 2014 & May 2014; *Speedhorse, LLC*.

In looking through the entries we assessed the purpose and audience of each publication. Delving into the entries a bit it was decided the the winning entry really says "livestock publication". Its incredible advertising support coupled with the editorial content is outstanding. And to think that this is produced on a weekly basis makes it even more of a winner. It was the only true newspaper in this category so it really had some stiff competition with the slick magazines. Kudos to your staff for this commitment to excellence. A tie for second place gives these two equal recognition and both have great content too. Either could win in a different year so keep up the good work. Great graphics in both of these two as well.

## Category 4: Newspaper- General Excellence

**1<sup>st</sup> place:** *Ozarks Farm and Neighbor*; *Ozarks Farm & Neighbor*, Feb10, 2014 & March 24, 2014; Lynzee Glass, Melissa Fuller, Amanda Newell and Eric Tietze

**2<sup>nd</sup> place:** *High Plains Journal*; *High Plains Journal*, June 30; September 14, and November 3, 2014; *High Plains Journal staff*

Two very competitive entries in this category. While the *High Plains Journal* is very consistent in its layout with font usage in the headlines etc., the *Ozarks Farm and Neighbor* has an edge with its use of color. While it could definitely contain too much color, it is just enough to make it pleasing to the eye.

## Category 5: Newsletter

**1<sup>st</sup> place:** *Angus Journal*; *Directions*, Spring and Fall 2014; Craig Simmons, Designer; Jaclyn Upperman, Coordinator; Kasey Brown, Editor

**2<sup>nd</sup> place:** *Beef Today*/Farm Journal Media, *Grazing the Net*, Dec. 14 and Dec. 24, 2014; Greg Henderson and Friends

**Honorable Mention:** *Angus Beef Bulletin*, *Angus Beef Bulletin EXTRA*, May and November 2014; *Angus Beef Bulletin staff*

In general, the entries in this category provided great content for their target audiences. It was wonderful to see clean copy — free of errors and general following AP style. A couple entries excelled at packaging strong, well organized content in creative ways and used clever titles to draw in the reader. They struck the right balance of content and design for their audience and delivery method.

## Category 6: Websites

**1<sup>st</sup> place:** Dairy Calf and Heifer Association Website; [www.calfandheifer.org](http://www.calfandheifer.org) ; Filament Marketing

**2<sup>nd</sup> place:** Oklahoma Cattlemen's Association Website; [www.okcattlemen.org](http://www.okcattlemen.org); Chancey Hanson

**Honorable Mention:** *Dairy Today* / Farm Journal Media, Inc.; [www.agweb.com/livestock/dairy](http://www.agweb.com/livestock/dairy); Cathy Merlo and *Dairy Today staff*

A clean, well-organized, easy-to-read and not over designed organizational website that allows the reader to know instantly that they've found you and the information they are looking for. The single dominant dairy calf image next to the welcome and organizational mission statement provides the pertinent information at a glance. The navigation resource bar below the masthead provides quick, easy access to major content categories and the organizational info bar the bottom means the reader doesn't have to search for contact information.

## Category 7: Special Issue – Less than 100 pages

**1<sup>st</sup> place:** Bella Spur Innovative Media Inc.; *The Speckle Park Journal*; Laura Bodell, Editor; Jamie-Rae Pittman and Natalie Jackman

**2<sup>nd</sup> place:** American Paint Horse Association/*Flash*; *Flash*; Jessica Hein, Editor; Art Vasquez, Creative Director

**Honorable Mention:** *Working Ranch Magazine*; *Working Ranch Junior Magazine*; Christine O'Byrne and WR Junior Team

Special issues should provide a unique perspective on a particular topic or information and directories that is outside the norm of the regular publishing cycle. All of the entries in this category did an outstanding job of concentrating on a particular topic of interest to readers. The focus was obvious and well executed throughout the publications. The high quality of all of the entries made this a difficult category to judge. Two of the entries stood out with contemporary, consistent design; excellent photography and tight editorial. However, congratulations to an outstanding group.

## Category 8: Special Issue – More than 100 pages

**1<sup>st</sup> place:** *Tri-State Livestock News* ; *The Cattle Journal: Hope After Atlas*; *Tri-State Livestock News staff*

**2<sup>nd</sup> place:** *Hereford World*; *Mother Nature's Challenges*; Hereford Publications, Inc. staff

**Honorable Mention:** *Tri-State Livestock News*; *The Cattle Journal: Beef & Business*; *Tri-State Livestock News staff*

Special issues should provide a unique perspective on a particular topic or information and directories that is outside the norm of the regular publishing cycle. Entries for Category 8 – Special Issue – more than 100 pages were very strong with obvious value to the reader through reference material or concentration on an in-depth look at a topic. Two entries stood out for the approach taken to sensitive subjects. So often, it's easy to distill this industry to statistics and percentages. The Cattle Journal and Hereford World both put faces of producers to natural disasters and the impact that killer blizzards, floods, fire and hurricanes can have on family farms and ranches. In both instances, they did an excellent job of covering tough topics. Congratulations to all of these entries for taking care of readers.

#### **Category 9: Event/Show Program**

**1<sup>st</sup> place:** *Tri-State Livestock News*; NILE Stock Show & Rodeo; TSLN Staff

**2<sup>nd</sup> place:** Filament Marketing and Distillery Design Studio; 2014 Annual Conference Resource Guide for Dairy Calf and Heifer Association; Filament Marketing and Distillery Design Studio

**Honorable Mention:** *Dairy Today*/Farm Journal Media, Inc ; World Dairy Expo program; Jim Dickrell and Dairy Today staff

**Honorable Mention:** American Angus Association; 2014 National Angus Convention Show Guide; Gail Lombardino, Crystal Albers, Jen McRell

Very competitive entries in this category. Exciting to see such good work with this type of publications. I judged it based on ease of finding the information and the comprehensive content that was included in the piece. I pictured myself sitting down at the event and using the book as a personal guide and then ranked the entries. The main thing I wanted to find was a schedule and contents page within the first few pages. Especially with the contents page being clear and detailed I knew that I could find anything I needed right away. The first place entry is very unique and I really liked the fact that newsprint with four color was used. A very pleasing book to read through and the graphics and content were well done. The second place entry was very close to being first and I liked the size, clean look and the spiral bound. The two honorable mention definitely needed recognition and were also good entries. All of the entries are excellent examples that fit the category.

#### **Category 10: National Show Coverage**

**1<sup>st</sup> place:** *Angus Journal*; National Western Stock Show coverage 2014; Mary Black

Good layout, good pictures. Like the photos that captured the expressions of the people. Great use of large photos, which really make a statement. Very impressive!

#### **Category 11: Single Article Layout and Design**

**1<sup>st</sup> place:** *Angus Journal*, Sustainability: More than a Buzzword; Mary Black

**2<sup>nd</sup> place:** *The American Quarter Horse Journal*, Hitch Up; Justin Foster, Designer

**Honorable Mention:** *The American Quarter Horse Journal*, Vacation with an American Quarter Horse; Justin Foster, Designer

The winners recognized in this category kept one idea in mind: tell the story. Visuals help tell the story, but they are not always the complete story. Being able to read through spreads or multiple page articles with visual cues that keep you engaged is what sorted these winners to the top.

#### **Category 12: Cover, Association**

**1<sup>st</sup> place:** *Chrome*; *Chrome*- Summer 2014; Art Vasquez, Designer

**2<sup>nd</sup> place:** *America's Horse*; *America's Horse*, Natalia Estrada, Italian Vaquero, March/April 2014; Justin Foster, Designer

**Honorable Mention:** *America's Horse*; *America's Horse*, Hailey True and Leos Cajun Rebel, May 2014; Justin Foster, Designer

Tremendous cover takes the cake in this group. The action, lighting, quality of photo is really nice. The clean top one third of the cover also jumps out at me. While the next two come from the same publication (and really could be placed either way), I am choosing the March/April over the May issue because of the feel I get when I look at the color combination and the perfect image for what I anticipate to be a story about an Italian Vaquero. She is very attractive and makes the cover one notch up. The HM is nice too, just doesn't quite have the feel of the second place entry. Great work to everyone involved in these covers.

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

**1<sup>st</sup> place:** *Working Ranch Magazine*; *Working Ranch Junior Magazine*, 2014 Cover; Layton and Mattie Rose Johnson, and Christine O'Byrne

**2<sup>nd</sup> place:** *The Progressive Farmer/CattleLink*; CattleLink 2014; Becky Mills, Photographer

Winners all around in this category. But the first place was a no-brainer. It's said that kids sell and this certainly does. The little girl's expression is just perfect and I don't think she even knew that the picture was being taken. The color combination of her shirt and the saddle blanket also work well (even though not planned, I assume) and you did a great job of using other colors that were in the picture to complement the font colors. Overall, just a great picture. So with that said, those are the things that I was judging on. Make me want to open up that magazine. I also liked the second place with a perfect photo to go along with the headline "Crops to Feedlots". Again, good color combination and quality photo.

#### **Category 14: Cover, Newspaper**

**1<sup>st</sup> place:** *High Plains Journal*, Farm & Ranch Management issue; Diana Derstein

**2<sup>nd</sup> place:** *High Plains Journal*, Premiere issue; Diana Derstein

**Honorable Mention:** *High Plains Journal*, 2014 Stocker Cattle Issue; Heather Noll

Great covers to choose from and quite a variety. The winner pretty much moved right to the top. While the American flag is always a winner, the combination of the photo collage and placement really brings this one to the front of the pack. The second place was nice too, even though it could have been considered busy but the color blends and photo selection really went along with the headline to show that it was a special issue. One thing on the third place was to use a little Photoshop on the heads of the cattle. Realizing it's the real world just a little bit of clean up of the mud on the heads will help keep PETA away. There were some other good entries but these moved to the top. I was looking for balance and good color choices that caught my attention and made me want to pick up the publication and see what else is there.

#### **Category 15: Published Editorial Photography**

**1<sup>st</sup> place:** *Quarter Horse TRACK Magazine*; Ruisdoso Downs, October 2014; Andrew Hancock, Photographer; Christine Hudson, Graphic Artist

**2<sup>nd</sup> place:** *Quarter Horse TRACK Magazine*; Remington Park, June 2014; Andrew Hancock, Photographer; Christine Hudson, Graphic Artist

**3<sup>rd</sup> place:** *Quarter Horse TRACK Magazine*; Breeder's Cup Photos, December 2014; Mark Herron, Photographer; Christine Hudson, Graphic Artist

**Honorable Mention:** Working Ranch Magazine; The Green River Drift, Jan/Feb 2014; Melissa Hamken

### 1<sup>st</sup> place critique:

For quality of images, sheer volume and comprehensiveness, this entry was a clear winner. The photographer lived the sale and race, using his camera as a reporter uses a notebook. He jotted notes about the auctioneers, the bidders and the back stable employees, and each note was concise and storytelling. I especially liked the spread on pp. 50-51. Here, the photographer let his artistic side show in the interplay of light and shadow on his subjects. Gorgeous stuff. This spread alone would have been enough to place this entry in the winner's circle. Of course, there was more. In fact, I wonder if this photo essay would have been better broken into two—sale and race. The race photos, while strong, were a cut below the sale photos. There were too many variations on the horse-pounding-down-the-track theme. And I question why the infrared-filtered image—interesting though it is—was included. Loved the triumphant jockey photo! (But not the cropping. Why did he lose fingers from both hands? I hope it was because of a confusing background and not the designer's insistence that it fit into a box.) Overall, great work!

### 2<sup>nd</sup> place critique:

Lots of action, lots of faces. That was the layout's theme, and the photographer provided solid materials on which to build. I loved the photo of the neck-and-neck race that the designer wisely gave two pages. The tight shot of the "GRC" jockey spoke volumes about his determination. If I have a quibble, it is that the photo editor wasn't tough enough; there are just too many similar photos. But most of them are strong and it would have been difficult to leave many of them out.

### 3<sup>rd</sup> place critique:

These are two really strong photos that give a feel for a major event. Clouds make the grandstand shot glow (I hope there is no Photoshop involved.) and give you a sense of the pageantry of the race. The next page shows what looks to be the triumphant horse and rider making their way through an adoring crowd. The spot of warm sunlight on the horse's neck and the smile on the jockey's face are the perfect details to make this photo work. They added a splash of color and call to mind the gold sky from the previous page.

### Honorable Mention critique:

This is a collection of good story-telling images taken in some beautiful country and with strong light. The photographer obviously worked hard on this. A couple of suggestions on how it could have been a better package: 1) Almost all of the images were taken from the same distance from the subject with the same focal length lens. Some variety would have been helpful. Wide angles, longer telephotos. Detail shots. Close ups. 2) Make more people pictures. While there are cowboys in every photo, none of them is about a person. They are all about the cowboy-horse-cow trio. It would have been nice to see some tight shots of people in different situations—at rest, conversing, eating--especially if their faces displayed some emotion. Still, a good package.

### Category 16: Single Photo or Graphic

**1<sup>st</sup> place:** Quarter Horse TRACK Magazine; Heritage Place Sale, January 204; Andrew Hancock, Photographer; Christine Hudson, Layout

**2<sup>nd</sup> place:** Quarter Horse TRACK Magazine; 6666 Mares & Foals, April 2014; Andrew Hancock, Photographer; Christine Hudson, Layout

**3<sup>rd</sup> place:** *The American Quarter Horse Journal*; The Cowboys of the Barthle Brothers, August 2014; Larri Jo Starkey, Photographer  
**Honorable Mention: Chrome;** Horsepower, Fall 2014; Jessica Hein, Photographer; Jody Johnson, Designer

### 1<sup>st</sup> place critique:

Simple concept, simple lines but extremely difficult to achieve. The photographer created an elegant image using rim light to show the graceful curve of a horse's head and neck with a touch of the

shoulder. Wonderful use of light. I would have liked a tad more separation of the black background, but overall a great photo.

### 2<sup>nd</sup> place critique:

Great action and timing. I love the foal at the head of the line with all four legs off the ground. This has just the right amount of dust to accentuate the movement without obscuring the horses. Only suggestion would have been to crop down from the top to emphasize the animals more and to cut out the distracting background. Otherwise, wonderful!

### 3<sup>rd</sup> place critique:

This is a moment so quiet you can almost hear the frogs croak in the swampy areas. The dogs look grateful for the water and the cowboys sit relaxed on their mounts. I like the blue-shirted cowboy's hand resting casually on the back of the saddle. I wonder about the cropping. Probably this was a wider shot, maybe even a horizontal. It looks a bit cramped in this cropping. I wish I could see the full frame. Still, a great moment.

### Honorable Mention critique:

Combining two images—old and new—was a clever way to put the woman in two contexts: daughter of a racing legend and horsewoman. The flat light for the "new" portrait worked well in minimizing shadows and emphasizing the subtle colors. Great concept well executed.

### Category 17: Production/Management Article

**1<sup>st</sup> place:** *Angus Journal*; Making Room for Future Generations; Kasey Brown

**2<sup>nd</sup> place (tie):** *The American Quarter Horse Journal*; The Kindest Cut; Larri Jo Starkey

**2<sup>nd</sup> place (tie):** *Seedstock EDGE*; Show Gilt to Sow; Holly Hopkins  
**Honorable Mention:** *Paint Horse Journal*; Up the Odds; Megan Brincks

Wow -- such great writing. This was definitely a challenge so if you entered this category, congratulations. This was extremely tough to determine the winner but I ended up thinking about the content from your reader's viewpoint. I then compared myself to Goldilocks and decided some were a little too long and then a couple were just too short. The shorter ones were really good and I wanted more! The longer ones made me think that our time is limited and I thought the writer might have been writing just to use up space. Overall the writing, use of grammar and punctuation was excellent. So keep up the great work.

### Category 18: Marketing Article

**1<sup>st</sup> place:** *Paint Horse Journal*; Let the creativity flow; Jessica Hein, Writer

**2<sup>nd</sup> place:** *Angus Journal*; Got to be Good for Both Parties; Barb Baylor-Anderson

If I am going to read an article about marketing, I hope there is something there that I could translate in to my business practices. I want to see how the subject featured has gone from point A to point B and improved on their bottom line or whatever there is to measure. The first place entry did just that. It told me where they were and the marketing tactics used to improve. It even included a sub-story as a testimonial to prove that the main story had merit. I like the headline of the second place entry which drew me in and finishes as a very close second.

### Category 19 : Technical

**1<sup>st</sup> place:** *American Quarter Horse Journal* ; A Compounded Relationship; Becky Newell with Larri Jo Starkey

**2<sup>nd</sup> place:** *Paint Horse Journal*; Dominant what? ; Irene Stamatelakys

**Honorable Mention:** *Kansas Stockman*; Reclamation helping Supreme maximize water use; Scarlett Hagins

There is quality and strong writing throughout this category, and great "take home" is exhibited by all. However, some entries in this field seemed out of place in a category designed to focus on "science and technology utilized in production and marketing." The top two finishers in this class provided thorough, lucid and well-organized discussions of their topics, while effectively using effective using sidebars to accentuate important points.

#### **Category 20: Feature/Human Interest Story**

**1<sup>st</sup> place:** *Hereford World*; Killer Storm; Sara Gugelmeyer

**2<sup>nd</sup> place:** *Paint Horse Journal*; Honoring Buckaroo Tradition; Johi Kokjohn-Wagner

#### **Honorable Mentions:**

*America's Horse*-The horses behind the Legend; Lindsay Keller  
*America's Horse*; The power of cowgirl spirit; Lindsay Keller  
*Seedstock EDGE*/National Swine Registry; Exhibiting Inspiration; Katie Maupin  
*America's Horse*; Aim High; Tammy Sronce

The winning entries were the ones that from the beginning pulled at your heart and as a reader, you found yourself visualizing the story the words were telling. Some of the entries were presented in more of a news style-writing format and just did not draw you in as a reader. Entries were well written overall and had leads that introduced you immediately to the personality featured in the article.

#### **Category 21: Instructional**

**1<sup>st</sup> place:** *American Quarter Horse Journal*; Borrow a trainer; Doug Clark with Larri Jo Starkey

**2<sup>nd</sup> place:** *Paint Horse Journal*; Stallside manner; Abigail Boatwright

**Honorable Mention:** *American Horse*; One step forward and two steps back.; Holly Clanahan

This category is chock-full of great entries, as all are well done and I learned something new from all of them. All were thorough, well-focused and patiently crafted to clearly and easily carry the reader through the instructive process. All served the reader well. What largely separated the place winners from the rest of the field was the inclusion of an effective summary or closing graph that accentuated and rounded out the story.

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

**1<sup>st</sup> place:** *Seedstock Edge*; Banner Bound; Katie Maupin

**2<sup>nd</sup> place:** *Progressive Dairyman*; Craig Finke to operate most automated dairy in the U.S.; Karen Lee, Writer; Sherry Bunting and Brad Biehl, Photography

**Honorable Mention:** *Angus Journal*; Coal Valley Commencement; Kasey Brown

With more than 20 entries in this category, there was a lot of competition. What stood out were entries that had a clear focus on the good story. There's value in a clear, well-organized story full of detail that is easy to understand, appreciate and enjoy. Some writers in this category are clearly so in love with their writing that they forget to tell a good story. Descriptive writing should be used to support the story, not just show off writing flair. Readers will appreciate a good story supported with facts, told in a straightforward way.

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

**1<sup>st</sup> place:** *Ozarks Farm & Neighbor*; Growing Bulls & Family; Marcus Creasy, Lynzee Glass and Melissa Fuller

**2<sup>nd</sup> place:** *High Plains Journal*; A Cattleman's Heart, A Banker's Mind; Doug Rich

**Honorable Mention:** *Tri-State Livestock News*; No Bawling: low stress weaning methods a win-win; Heather Hamilton-Maude

Production management is one of the toughest categories in terms of keeping the reader engaged. Facts and figures plus a few obligatory quotes only work to make a dry subject drier. Stories need particularly catchy leads, personal disclosures or description for flavor, smooth transitions and thought flow all in the right amount to compel one to finish the article feeling they have learned something new and helpful.

The winners in this category did an outstanding job of balancing the more subjective elements with credible, factual data.

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

**1<sup>st</sup> place:** *Diary Today/Farm Journal Media*; Milk Equals Life; Wyatt Bechtel

**2<sup>nd</sup> place:** Certified Angus Beef LLC; Dressing for Success; Miranda Reiman

**Honorable Mention:** Show Me Agri-Comm; Ready to Rebuild; Joann Pipkin

Many of today's farmers and ranchers run out of hours in the day before the "to do" list is completed. Keeping this in mind, I evaluated the marketing category for articles that peaked and maintained my interest, plus provided value to the publication's reader in a clear, concise message. Since numerous articles addressed the same issue, entries were sorted for error-free copy, fluid paragraph flow and ingenuity of telling the same story in a unique method. The top entries contained descriptive action verbs, intriguing leads and creative headlines.

As a general rule, several stories used outdated AP style guidelines. With the number of changes in AP style in recent years, I recommend researching *AP Stylebook* changes and updating your publication's stylebook.

#### **Category 25: Technical Article – Non-Association**

**1<sup>st</sup> place:** *Beef Today/Farm Journal Media*; Beta Agonist Anxiety; Wyatt Bechtel

**2<sup>nd</sup> place:** *Working Ranch Magazine*; Trusted with the Trip; Meridee Wells

**Honorable Mention:** *Dairy Today*; High Tech Manure; Jim Dickrell

**Honorable Mention:** *High Plains Journal*; A Match Made in Heaven; Doug Rich

This was a very competitive category and the first thing I did was to sort the articles by the technical level of the topics. While all were definitely qualified as technical there were a couple of them that didn't have the details that the winning entries had.

There were a couple of entries that had poor leads, one referred to the person being quoted by the first name (which might be the style of that publication but I prefer the use of last name). Interesting to note that two entries written for two different publications were obviously from the same press conference/meeting based on the topic. In comparing these directly the one that used some information graphically for ease of reading was also shorter and kept my attention longer. Technical writing is an art and keeping it short and concise is the key to making your readers complete the read.

Good headlines drew me in to see what the article was about, i.e. "Y" is that Here? "Cow Mumbling". And while these were good articles they weren't in my top winners with one of them not only having a botched sentence, but it was highlighted on the entry!

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

**1<sup>st</sup> place:** Cactus Flower Communications; Big Skies, Big Heart; Katrina Huffstutler

**2<sup>nd</sup> place (tie):** *The Progressive Farmer/CattleLink*; A Dip in the Cow Chips; Victoria Myers

**2<sup>nd</sup> place (tie):** *Quarter Horse TRACK Magazine*; Carter's Future; Steve Anderson, Christine Hudson, and Pam Ward

**Honorable Mention:** *Speedhorse Magazine*; Racetrack Retirement; Tracy Gantz

**Honorable Mention:** *Tri-State Livestock News*; Passing on the Reins; Maria Tussing

With such a tough category I had to find any kind of mistake within the entry and here's what I found:

1. used the word "that" instead of "who".
2. Did not like the use of I'd, He'd - would prefer "I would" and He would."
3. Two articles were more like Q&A of which were good reads, they just don't compete in a contest because it's more of a repeat of what the interviewee offered.
4. One lead had so many names mentioned in it that I was confused before I got to the second paragraph.
5. Example: "...said the class got started talking..." Let's leave out the word "got".
6. Some variations on usage of numbers 8 vs. eight. Check your AP Stylebooks and watch consistency.
7. One article entirely about the military didn't capitalize Army or Air Force.
8. Unfortunately one article didn't have the second page included with the entry so I was left hanging!

Overall this was a very tough category and the writing was tremendous. It came down to finding the smallest mistakes of which there were few. I just tried to find the ones that I feel fit the topic of "feature/human interest". I chose several to recognize because they are deserving in this big of a category.

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

**1<sup>st</sup> place:** *Dairy Today/Farm Journal Media*; Dealing with Downers; Jim Dickrell

**2<sup>nd</sup> place:** *The Progressive Farmer/CattleLink*; Pick a Bull; Victoria G. Myers

While there were not very many entries in this group, the first place winner quickly rose to the top. Instructional stories should be just that – simply tell me how to do it – and this one accomplishes it in a combination of story and a step by step instruction. Great job of writing with sources included to back up the story. Second place was very well-written too and had the right angle but first place edged it out with a little more depth.

### Category 28: Producer/Farm/Ranch Profile - Non-Association

**1<sup>st</sup> place:** *Ozarks Farm & Neighbor*; Honing in on Healthy: Vince Crunk, Lynzee Glass and Amanda Newell

**2<sup>nd</sup> place:** Certified Angus Beef LLC; Risk and Reward; Miranda Reiman

**Honorable Mention:** *Progressive Cattleman/Progressive Publishing*; Where meat does its homework; David Cooper

What a riveting set of entries. I was entertained by and/or educated by each. Too often I had to get past the headline and the lead to find out how much I was going to enjoy the story. The stories were consistently clear and concise with lots of information and informative quotes. Spell check does not replace proofreading, however. Overlooking that fact can cost good stories a placing when competition is this strong. The winners had headlines and/or leads that engaged the reader quickly.

### Category 29: News Story

**1<sup>st</sup> place:** *Tri-State Livestock News*; Drowned Mud and Snow; Heather Hamilton-Maude

**2<sup>nd</sup> place:** *Beef Today/Farm Journal Media*; One Nation Without Water; Wyatt Bechtel

**Honorable Mention:** *Dairy Today/Farm Journal Media*; Washington Dairies Under Attack; Cathy Merlo

In the news category, information compiled from multiple sources were preferred over single-source stories. A bias toward the industry represented by the publication is understood, but in some cases it was a little too blatant than necessary. Some stories suffered from feeling obligated to include quotes that didn't move the story forward. If you are getting a quote out of a press release or off a website, quote that as your source rather than "John Doe said." The winning entries were among the most timely and relevant -- remember, it's called "news" because it's new.

### Category 30: Editorial

**1<sup>st</sup> place:** *Beef Today/Farm Journal Media*; The Everyday Angus Burden; Greg Henderson

**2<sup>nd</sup> place:** *Progressive Dairyman/Progressive Publishing*; The 'universe' needed to send me to Yuma; Walt Cooley

**Honorable Mention:** *Oklahoma Cowman*; OCA Membership Issue; Chisholm Kinder

**Honorable Mention:** *Progressive Dairyman/Progressive Publishing*; Sustainability – where science and emotion collide; David Cooper

The definition of "editorial" is something like this: "An article in a publication expressing the opinion of its editors or publishers". So that is what I wanted to see in this category. There was a variety of topics but the winner was definitely and the most opinion by its author. Second place was a well-written piece that drew me in and I could picture every part of the story but it didn't quite have the angle that would place it first. All were very well written in a tough category and wanted to recognize the other two with honorable mentions.

### Category 31: Regular Column

**1<sup>st</sup> place:** *High Plains Journal/Midwest Ag Journal*; Hanging up the phone; Time to revive the Clean Plate Club; Jennifer Latzke

**2<sup>nd</sup> place:** *Chrome*; Keepin' it Fresh; Kalley Krickeberg

**Honorable Mention:** *High Plains Journal*; From the Editor; Holly Martin

**Honorable Mention:** *Quarter Horse TRACK Magazine*; That Hudson Column; Ben Hudson

First I tried to decide what I classify as a quality regular column. This category had quite the range of topics covered and the length of them was all over the board. These articles ranged from free style topics to a religious column to a report on the association's activities. I decided that I like to follow an author who makes me look for their article month after month (or week after week). I want to know that it's approximately on the same page, same length and style. I want that author to become a part of my habits and consider them my friend. When I boiled it all down I decided I want it to be relatively short so I can have my "fix" and have my moment with my favorite column in each publication. There were a few that were just a little dull and making them shorter might have helped (use pictures if you can't fill the page). Some had minor editing errors but those were far and few between.

### Category 32: In-depth Reporting

**1<sup>st</sup> place:** *Beef Today/Farm Journal Media*; Angus Coup Goes Awry; Greg Henderson-  
**2<sup>nd</sup> place:** *Dairy Today/Farm Journal Medicine*; Implements of Frustration; Jim Dickerell  
**Honorable Mention:** - *Progressive Cattlemen/Progressive Publishing*; First comes the flame, then the burn; Lynn Jaynes

This category was extremely competitive and very tough to choose a winner. Almost all of the entries were worthy of one of the three places. Strong leads captured the reader's attention and sidebars, graphics and other items were used to break up lengthy detailed pieces. Congrats to all who submitted in this category for attacking difficult subjects with excellent sources used to write balanced stories.

### Category 33: In-depth Reporting, multiple articles

**1<sup>st</sup> place:** *Diary Today/Farm Journal Media, Inc.* ; SWOT Analysis 2014; Jim Dickrell and Shirley Chapman  
**2<sup>nd</sup> place:** *Progressive Dairyman/Progressive Publishing*; March 2014; Dave Wilkins  
**Honorable Mention:** *Hereford World* ;Hereford Genetic Summit: Get on Board, Navigate Your Future; October 2014; Sara Gugelmeyer, Jamie Bellis Johansen and Angie Stump Denton

The entries in this category were very good and offered so much information. The leads were strong in the winning series and each article could stand on its own. The winning entries painted a picture for reader and had excellent connectivity. There was extensive, thorough information in each article, but was not overwhelming with too many tiny details. The central themes of the series were carried through all articles in the series not just one or two.

### Category 34: Commentary or Essay

**1<sup>st</sup> place:** *High Plains Journal*; The Sweet Smell of Stanky; Holly Martin  
**2<sup>nd</sup> place:** *Speedhourse Magazine*; Keep Your Mud, Show Me Your Solution; Jennifer Hancock  
**Honorable Mention:** *The American Quarter Horse Journal*; Put Your Game Face On; Tara Matsler

There was a wide variety of writing in this category of which some were conversational in style and others were written with a reporting approach. Essays and commentaries are most effective when speaking directly to the reader. Don't assume the reader will necessarily know the background of the situation. In this category, a few of the pieces referenced controversies. Of those, the most effective pieces assumed the reader did not know the history and used life-situations to make their analogy. The articles that placed high in this category were conversational in tone, brought in humor and grabbed the reader from the first sentence with a solid lead. They also left the reader with a message to ponder moving forward. Overall, writers you did well in a competitive category. Keep sharing your insights. You have a gift with words and your messages need to be shared.

### Category 35: Miscellaneous Writing

**1<sup>st</sup> place:** *Working Ranch Magazine*; "Not for Nelson"; Arn Anderson  
**2<sup>nd</sup> place:** *Western Livestock Journal*; "America speaks: a public lands panel"; Theodora Dowling  
**Honorable Mention:** *High Plains Journal*; "The redneck and the roadkill"; Holly Martin

Definitely a variety of writing styles and subjects but that's what the category is for. I ended up selecting one that had a good storyline and also helped paint a picture in my mind. It had a good style of writing that helped keep my attention. While some of the entries were in the form of poetry (which were very good), the top placings rose to the

top. All entries were basically flawless in grammar and editing so it was a tough decision but congratulations to the winners.

### Category 36: 4-color ad for Livestock Sale

**1<sup>st</sup> place:** *Quarter Horse TRACK Magazine*; Ruidoso Select Sale; Andrew Hancock, Photographer; Staci Foix, Graphic Artist; Ben Hudson, Copywriter  
**2<sup>nd</sup> place:** Branded Spur Creative; Halfmann/Beckton Joint Annual Production Sale; Staff  
**Honorable Mention:** AgTown Technologies; Hoffman Ranch, National Spotlight Sale Ad; AgTown Technologies  
**Honorable Mention:** Branded Spur Creative; Champions Stand Alone; Staff

Striking photos were key to the winning ads, as well as clean designs and powerful headlines. Crips, clean and concise messages were delivered with an attention-grabbing photo. A number of entries were very busy with information competing for readers' attention in the design. Multiple logos also were a point of distraction in some of the designs.

### Category 37: 4-color, full page ad for Ranch

**1<sup>st</sup> place:** Hereford Publications, Inc.; Sonoma Hereford Mountain; Hereford Publications Inc. staff  
**2<sup>nd</sup> place:** *Gelbvieh World*; Dobson Ranch; Lynn Valentine  
**Honorable Mention:** *Quarter Horse TRACK Magazine*; Paul Jones Training Center; Andrew Hancock and Staci Foix

There were a lot of entries in this category but the top one rose right to the top. Overall the ads were too busy and several had no contact information which is not a good thing. While we like simplicity and white space, you still must include at least a phone number. Never assume that your reader knows what city and state you are in too. Famous ranches are only famous to some people. The first place entry is very well-balanced with great color selection and wonderful top photo. Second place is similar with good color balance and I knew what the ad was promoting. The honorable mention caught my eye with a very interesting photo reflecting in the water and since it included the contact phone number it is worthy of recognition. As a caution, just because you can make fancy headlines in Photoshop doesn't make every ad good. Be wary of too much. There were really good horse photos in some of the entries, but the content just didn't hold up in some of them.

### Category 38: 4-color ad for Livestock Supplier, Service, Association

**1<sup>st</sup> place:** Filament Marketing; "Is there a hole in your whole milk?"; Filament Marketing and Distillery Design Studio  
**2<sup>nd</sup> place:** Filament Marketing; Rely ad; Filament Marketing and Distillery Design Studio  
**Honorable Mention:** Filament Marketing; Purina wind and rain storm mineral; Filament Marketing and Distillery

About a third of this year's entry pool rose to the top in terms of clean, easy-to-read layout, catchy copy-writing, emphasis and photo placement. The three winners used a minimum of copy so cleverly presented that it packed a powerful verbal punch. The first impression, teamed with photos that underscored the initial message, along with engaging copy, were elements that made these ads catchy and memorable.

Although we don't always have the luxury of minimal copy to deal with, ads that have to be packed with information can still be readable as long as copy is simple with white space for eye relief. Remember smaller type enhanced with color, drop shadows, etc. can be incredibly hard to read. Less is often more in that case.

#### **Category 41: 1-color Livestock Ad**

**1<sup>st</sup> place:** *Quarter Horse TRACK Magazine*; Great Stories; Ben Hudson, Copywriter; Christine Hudson, Graphic Artist

**2<sup>nd</sup> place:** Cultivate Agency; Deep in the Heart of Texas; Staff

The two entries were considerably different but we liked the first place ad because it was so unique. Its simplicity was an attention grabber and made you read it to see what it said. Also liked that it was different to most livestock ads as it didn't have any animals in it which made it stand out too.

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

**1<sup>st</sup> place:** Cultivate Agency; Checkoff Programs are Driving Dairy Demand; Staff

**2<sup>nd</sup> place:** *Quarter Horse TRACK Magazine*; Lazy E Stallions; Andrew Hancock, Photographer; Sarah Gammill, Graphic Artist

Great category! While both entries are very competitive we decided that the variety of messages that the Dairy Max campaign carried was better with its diversity in the photos yet kept the overall image and message consistent. While the Lazy E ads were definitely well done it came down to a very close first and second. Great work to all involved.

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

**1<sup>st</sup> place:** Branded Spur Creative; Halfmann/Beckton Joint Annual Production Sale- 9 Presidents; Staff

**2<sup>nd</sup> place:** Branded Spur Creative; Do you stand alone?; Staff

The winning entry made me want to stop and read. The subtlety of it piqued my curiosity which is what a good headline should do. Second place was good but I had to figure out that it was a spread. Nice and clean but thought first was a bit catchier.

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

**1<sup>st</sup> place:** American Angus Association; confidence comes standard?; Mike Bush, Designer; Crystal Albers, Writer

**2<sup>nd</sup> place:** Cultivate Agency; Do You Stand Alone?; Staff

**Honorable Mention:** *Quarter Horse TRACK Magazine*; This Happy Moment .....; Mark Herron, Copywriter and Photographer; Staci Foix, Graphic Artist

The increased space in a multi-page ad can add a lot of impact, but it doesn't make design or illustration any easier.

The winning entry was the ad that best met its objective and also is best-balanced in terms of the illustration, design, typography and copy-writing. The copy is persuasive and easy to read. The photo-illustration fits the design exceptionally well -- or rather, the design fits the photo -- a beautiful balancing act between elements. Though the type below the logo is small, having it all corralled into a single visual design element kept this secondary information from competing with the main message.

The second-place ad had great visual appeal, with an illustration of the product that will make it instantly recognizable to the consumer when they see it on a store shelf. The typography is strong but the actual copy itself was not as persuasive as the winner.

The honorable mention featured a rarity: a full-bleed photo ideally suited to the message as well as allowing room for the gutter, headline and copy. The photo captured action and emotion and maintained its impact while supporting a large amount of type. Something to watch for: two entries had Photoshop artifacts that were apparent because of photos being enlarged to fit this format.

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

**Honorable Mention:** Bella Spur Innovative Media Inc.; Calgary Bull Sale logo; Bella Spur Innovative Media Inc.

A logo is a symbolic representation of your unique brand. It is imperative that it be unique to **you** with careful selection of all elements: form, symbolism, color, and type. It also must be applicable and effective in all iterations - one color through 4 color and at varying sizes - very small to large and in different applications - clothing, print, signage, electronic. Things to be avoided are clipart that is easily repeatable and used by others, typical stock fonts that ship by default with the computer.

#### **Category 46: Brochures, Flyers and Direct Mail Pieces**

**1<sup>st</sup> place:** Cultivate Agency; Celebrate All Things Dairy Recipe ; Staff

**2<sup>nd</sup> place:** Filament Marketing, LLC; NEWtraStart Promotion Pack; Filament Marketing and Distillery Design Studio

**Honorable Mention:** Hereford Publications Inc.; The Hereford Advantage; Hereford Publications Staff

It was a difficult category to judge due to the size, scope and diversity of the entries. We went back to basics and selected entries based on overall design, project complexity, execution and consistency. Attention to details aided the winning pieces' design.

#### **Category 47: Sale Catalogs**

**1<sup>st</sup> place:** Bella Spur Innovative Media Inc.; Six Mile Ranch, 39th Annual Bull Sale; Bella Spur Innovative Media, Inc.

**2<sup>nd</sup> place:** 5 Gallon Creative ; Cow Girls Fall Female Sale; Katie Songer

**Honorable Mention:** Branded Spur Creative; A1 Land & Cattle Complete Dispersal; Staff

**Honorable Mention:** Agtown Technologies; Perez Cattle Company; Tonya Perez

Overall, excellent set of entries. Winning entries showed strong creative, typography and photography. They also understood the function of a sale catalog including ease of use for the customer and production considerations.

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

**1<sup>st</sup> place:** AgTown Technologies; Hoffman Ranch Bull Sale catalog; AgTown Technologies

**2<sup>nd</sup> place:** Branded Spur Creative; Halfmann Red Angus 50<sup>th</sup> Sale catalog; Staff

First place wins because it is a bit more appealing to look through with a good layout that shows some personality. Also the pedigrees are easier to read with the use of black and reverse type. Was not very fond of the heavy text pages in the second place entry which obviously added to the postage price. Both are good pieces but just liked the first for its style.

### Category 49: Annual Reports

**1<sup>st</sup> place:** Cultivate Agency; Dairy Max; staff

**2<sup>nd</sup> place:** Bella Spur Innovative Media Inc.; Agriculture & Food Council of Alberta annual report; Bella Spur Innovative Media Inc.

**3<sup>rd</sup> place:** American Angus Association; 2014 Annual Report; Carrie Heitman, Leann Schleicher, Designers; Jena McRell, Writer

**Honorable Mention:** *Hereford World*; The Hereford Advance; Hereford Publications Staff

Annual reports are a great way to present company milestones from the previous year, as well as highlight your company's unique culture—without 10 point type and 30 pages of tables. The best annual reports can do the seemingly impossible: engage stakeholders and win loyal fans. Beauty and reporting can go hand in hand.

### Category 50: Miscellaneous Design

**1<sup>st</sup> place:** Filament Marketing, LLC; Purina Animal Nutrition Center Information Book; Filament Marketing and Distillery Design Studio

**2<sup>nd</sup> place (tie):** *Seedstock EDGE*; A Cut Above Boar Stud catalog- A legacy in the making; Stephen Weintraut II

**2<sup>nd</sup> place(tie):** Filament Marketing, LLC; GEA Farm Technologies Corporate Brochure; Filament Marketing and Distillery Design Studio

All three winning pieces accomplish their goals well. Special paper, type treatment and spot coating pushed the first place publication to the top. Attention to detail is evident in all these pieces and separates the outstanding pieces from mediocre or passable ones. Some entries in this category were nicely executed but fell short of their stated goal. For example, though a handbook may be beautifully designed, its main purpose is to provide needed information quickly and easily; organization should be a priority in this type of piece.

#### 1<sup>st</sup> place critique:

Beautiful cover piqued my interest and made it clear this was a quality publication from a solid company. Riveted binding and translucent overlay over a bright and sunny photograph worked together to create an impressive introduction. The inside pages echoed the initial impression and kept its promise: this is a good company doing good work. The red textured background peppered throughout was fun and striking without going over the top. Photography on main pages did a good job of illustrating points. Paper quality was consistent with design. At the end of the piece, the reader is rewarded with a flash drive in the shape of a key. An outstanding piece.

#### 2<sup>nd</sup> place (tie) critique: *Seedstock EDGE*

Beautiful, dramatic cover. Spot coating is a nice touch. Large pig photo is positioned perfectly and works well with other cover elements. Inside pages are organized well and easy to read. Nice treatment on photos. Round corner boxes on page 5 appear a bit dated and are not all lined up evenly (a head-scratcher in these days of the Align feature in InDesign). Only downside is the treatment of header type; the blurring of the letter tops is a bit disconcerting. Overall a very nice piece that accomplishes its purpose.

#### 2<sup>nd</sup> place(tie) critique :*Filament Marketing*

Cover is bright and fresh. Arrow theme is used throughout and works well with message. Great use of photos on Total Solutions pages, both on the left with the arrow shape and in the column on the right of each page. The introduction page contains a small problem with crossover which is a bit noticeable. Overall a very nicely designed, informative piece that tells its story well.

**Note to Katie Hunt**, designer of the “Cowboy... An American Heritage” ad: The ad has potential. A lighter background would have made the type easier to read. A brighter, larger film strip would have

showcased the images from the film more effectively (I didn't even notice the images until I read the objective and then looked back at the ad) . The major, deal-breaking mistake is that the copy contains two typos. Always proofread your work.

### Category 51: Publication Website (Non-Association)

**1<sup>st</sup> place:** *Progressive Dairyman*; <http://www.progressivedairy.com>; Progressive Dairyman staff

**2<sup>nd</sup> place:** *Tri-State News*; <http://www.tsln.com/News/>; *Tri-State Livestock News*

This category was judged on overall appearance, ease of navigation, value and timeliness of information, active links and “would I bookmark this site for future use?” Both entries in this category delivered great websites. They could have withstood more competition. Each entry was well designed with fresh landing pages. Both provided timely information and each website provides of ton of value (for free). A close placing.

### Category 52: Website - Association

**1<sup>st</sup> place:** Filament Marketing; <http://calfandheifer.org>; Filament Marketing and Distillery Design Studio

**2<sup>nd</sup> place:** American Angus Association; <http://www.angus.org/>; Derrick Collins, Designer; Jason Keyon, Information Services Director; Crystal Albers, Project Manager

This category was judged on overall appearance, ease of navigation, value and timeliness of information, active links and “would I bookmark this site for future use?” Both entries provide value to members and others interested in the breed.

### Category 53: Breeder Website

**1<sup>st</sup> place:** AgTown Technologies; [www.Brinksbrangus.com](http://www.Brinksbrangus.com); AgTown Technologies

**2<sup>nd</sup> place:** Bella Spur Innovative Media; [www.towawcattle.com](http://www.towawcattle.com); Bella Spur Innovative Media, Inc.

This category was judged on overall appearance, ease of navigation, value and timeliness of information, active links and “would I bookmark this site for future use?” Three strong entries in this group. Each takes a different approach to showcasing the breeder's operation – all appropriate. Strong photography. Useful links and effective design. Splitting hairs to select a winner. Congrats to all.

### Category 54: Website – Livestock Affiliated

**1<sup>st</sup> place:** AgTown Technologies; [www.Herefordinfluence.com](http://www.Herefordinfluence.com); AgTown Technologies

This category was judged on overall appearance, ease of navigation, value and timeliness of information, active links and “would I bookmark this site for future use?” A single entry in this category. A bit plain, but functional. I would recommend more background information on the landing page – perhaps “Who Are We?” or “How it Works.” Show me pictures of the folks and operations involved. Maybe some testimony from those who have used the site to sell their cattle.