



Livestock Publications Council

Newsletter of the Livestock Publications Council, an international organization serving the dynamic livestock communications industry.

**AMS LEADERSHIP
WEBINAR**
**Who Did You Say You Are?
Dealing with different
personalities!**

July 28, 2020 at 11am ET

Matt Rush
Inspirational Speaker & Farm Boy

The graphic is a rectangular box with a white background. On the left is a portrait of Matt Rush, a man with short blonde hair wearing a blue blazer over a light blue shirt. To the right of the portrait is a teal-colored box containing the webinar title and topic in white, bold, sans-serif font. Below the portrait, his name and title are listed. At the bottom of the graphic, the date and time of the webinar are displayed in a large, bold, dark blue font.

REGISTER FOR AMS PREVIEW SESSION

COMPLIMENTARY FOR LPC MEMBERS

With Ag Media Summit being postponed until November, the AMS Steering Committee will provide a professional development opportunity for the month of July. Matt Rush, an inspirational speaker, will present a webinar on different personalities, lasting one hour and concluding with a Q&A session. To register, click [here](#).

Please contact Lindsay Graber Runft, LPC Executive Director, with any questions at lindsay@livestockpublications.com.

AG MEDIA SUMMIT UPDATE

Due to COVID-19, the Ag Media Summit Steering Committee made the decision to postpone AMS to November. The Steering Committee is working to plan an outstanding event with exceptional educational and networking opportunities.

In addition, AMS leadership is monitoring regulations and recommendations in order to protect attendees and provide a safe and secure meeting. Kansas City, Missouri has re-opened and currently has a face covering requirement in all businesses. The Loews Hotel also has this policy and a continually updated [Safety and Well Being Protocol document](#).

Ag Media Summit leadership will continue to monitor the COVID-19 situation and evaluate options should the event not be able to proceed as normal in November.

If you have questions regarding the 2020 AMS event, please contact LPC Executive Director, Lindsay Graber Runft, at lindsay@livestockpublications.com or AMS Conference Manager, Tina Bowling, at tina@iamsolutions.us.com.



WWW.AGMEDIASUMMIT.COM

From the President



MORE CHANGES

The Greek philosopher, Heraclitus said, “Change is the only constant in life.” For someone who was alive so many years ago, it makes me wonder if he actually could see into the future to the year 2020.

In May, I talked about unexpected things. Unfortunately, we continue to see changes happening all due to a stupid virus. While I have my thoughts on the virus and the continued life with the virus, I’ll refrain from expressing those here. What I do know is we have changed the schedule for some major events for agricultural communicators.

Agricultural Media Summit will now be held November 14-18 at the Loews Hotel in Kansas City. The location has not changed, just the timing. And I want you all to know how tirelessly the AMS steering committee has been working to make decisions for this event. It’s not been easy because we all know the value AMS brings to our industry—not just winning awards and professional development,

but also networking with some of the best in the industry.

We’ve seen changes to many events in our lives, from cattle shows to sporting events to the start of school. Changes in dates, locations, and contests have event planners, administrators and coaches working double time to ensure things are as close to normal as possible. We want that for AMS too.

The change in event date, means we have also changed our awards presentations and annual meeting. The schedule for AMS will look similar to what we would’ve had this month, as we want to be able to provide all the important aspects for those in attendance. Award plaques for LPC Awards Contest entrants will be presented during the LPC annual meeting at AMS in November.

To kick off our AMS experience, we will be having a leadership webinar about dealing with different personalities, led by my friend, Matt Rush. This will be held on July 28 at 11 a.m. EST. Matt will also be joining us at AMS in November, so be sure to take part in this preview for what’s to come. I can guarantee you will smile and laugh at least once during the webinar. Matt is a great motivator.

As we move through what our lives look like during this pandemic, the rest of the agricultural world continues to move forward. I look out my window to see corn and soybeans in the fields and cattle in the pastures. I can’t lie, I’m ready for all the tough times of 2020 to be over. I’m ready for the economy to get back booming. I’m ready for the drought in our area to be over. It seems like so many hits this year, when we started with a great outlook for 2020—like perfect vision.

Change is definitely the only constant in our lives. We grow and we make decisions, and we hope those will make us thrive in life and our profession. I’m sure we will see more changes in the coming months, but what we do hope never changes is the love of agriculture seen in the professionals who attend Ag Media Summit. For all the up-to-date information, visit www.agmediasummit.com or visit the AMS or LPC Facebook pages. We’ll see you in November!

— Jennifer



WWW.AGNEWSWIRE.COM

MEMBERSHIP RENEWAL DID YOU COMPLETE BOTH OF THESE STEPS?

How to Renew

STEP 1. SUBMIT MEMBER INFO

FILL OUT MEMBER INFORMATION AT WWW.LIVESTOCKPUBLICATIONS.COM
PUBLICATION MEMBER [FORM](#)
SERVICE MEMBER [FORM](#)
STUDENT MEMBER [FORM](#)

STEP 2. PAY MEMBERSHIP DUES

PAY ONLINE VIA [LPC SQUARE STORE](#) (REQUIRES ADDITIONAL PROCESSING FEE)
PUBLICATION MEMBER [DUES](#)
SERVICE MEMBER [DUES](#)
STUDENT MEMBER [DUES](#)

OR

MAIL A CHECK TO THE LPC OFFICE

PLEASE INCLUDE DETACHABLE SLIP FROM MEMBERSHIP RENEWAL LETTER.
VERIFY YOU HAVE THE CORRECT ADDRESS FOR THE NEW LPC OFFICE (BELOW.)

NATIONAL ACT SEEKING JUDGES FOR CONTEST

The National Agricultural Communicators of Tomorrow is seeking judges for the annual Critique and Contest. This contest allows students the opportunity to have their work analyzed by professionals and judged against members across the nation. Categories include writing, publications, electronic media, photography, design & layout, and public relations.

There is a rubric for each category to help with scoring the entries, and judges would be assigned 6 to 8 entries through Submittable, a submission management system for publications and contests. Each judge would get an email with the entries assigned to him/her. Reviews should be completed by July 25. You can learn more about the contest on ACT's [website](#). Complete this [contact form](#) to be added as a judge.

If you have any questions, please contact Macee Hammack at nact.vp@gmail.com or National ACT faculty adviser Kelsey Hall at nact.adviser@gmail.com.

We've Moved!

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