



Livestock Publications Council

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

**ACTIONGRAM
MARCH 2020**

Luck o' the Irish to you!



One of the prime facets of LPC membership is networking opportunity. (Photo by Erin Worrel, 2019 Best of Bunch entry)

2020 MEMBERSHIP RENEWAL PERIOD: APRIL 1-JUNE 1

As an LPC member, you are likely familiar with the membership renewal process after the first of the year, with the due date set for March 1. For the 2020 year and moving forward, the membership renewal period has been moved to April 1 through June 1. The change to the membership renewal period was a decision made by the LPC Board of Directors at the January 2020 board meeting and aimed at best accommodating members who renew when entering the LPC Awards Contest and in advance of Ag Media Summit. If you have paid your dues since January 1, 2020, those dues will be applied to your 2020 LPC membership. A membership directory for the 2020 year will be available later this year.

Membership renewals will be mailed at the beginning of the renewal period. You may also renew your membership online, with information about types of LPC membership and membership forms available at livestockpublications.com. Membership dues may be paid online or by mailing a check to the LPC office in Courtland, Kansas.

If you have any questions, please contact LPC Executive Director at lindsay@livestockpublications.com or (785) 614-5371.

See you in Kansas City!

**REGISTER TODAY • AGMEDIASUMMIT.COM
AMS WILL BE AT THE NEW LOEWS KANSAS CITY HOTEL**



From the President



IT'S TIME FOR A GOOD COMPETITION

Everyone loves a good competition—in the showing, on the athletic field or court, or against your peers. Being recognized for excellence in your profession and having some hardware to hang on the wall always makes you feel good on the days you have writer's block, no creativity or a cloudy and rainy day when no pictures look good.

Last summer, a task force of members of the Livestock Publications Council board of directors was formed to look at all parts of the the LPC contest from categories to rules. This task force did a great job of revamping our writing, design, digital and photography contest and making it easier to understand for all who enter.

A few things that have to be done before you can enter is you must be a member of the Livestock Publications Council. You can become a member by visiting livestockpublications.com and finding your membership type. Next, gather up the work you completed in 2019 to decide what you should enter. Sorting through to find the right category for entry should be easier with the descriptions laid out, also listed on our website.

Consolidation of writing and advertising categories, combination of sale book categories and the change in the name of the social media campaign to digital marketing campaign has made determining what category to enter easier. The addition of a story package category is to show how a story can be shared across several different media platforms. A marketing campaign general excellence category was added for members who are managing a complete marketing campaign for a company or product.

The final addition that is really exciting, is the addition of skill excellence critiques and awards for members who want feedback on their completed work. A portfolio will be prepared by the member to be judged at the Ag Media Summit this summer. LPC will award a writer, designer and photographer of excellence to reflect the work they have prepared and has been judged. Since these are new categories, be sure to read through all the rules and requirements to properly enter. Critiques will not necessarily be given on the other categories entered.

As always, if you have any questions regarding our LPC contest, contact Lindsay. Time is ticking. You have until April 17 to gather up your best work and get your entries in and we will celebrate your winnings at Ag Media Summit this summer in Kansas City.

— Jennifer



LPC AWARDS CONTEST OPEN FOR ENTRIES

PLEASE REVIEW GENERAL INFORMATION AND RULES FOR CONTEST CHANGES

As noted in the LPC President, Jennifer Carrico's column, the 2020 LPC Awards Contest is open for entries. Additionally, the contest received some updates/changes for this year including consolidation of categories, creation of new categories, and some rule updates. Contest entry fees did not change, although a new portfolio critique category will require a higher fee than the mainstay category types. Submittable will remain the platform used for contest entries.

If you have not done so already, please read Jennifer's column in this Actiongram and also review the general information and rules in advance of entering. Information about the contest, including the general information and rules, can be found at livestockpublications.com. February's LPC Coffee and Collaboration featured the LPC Awards Contest with an overview of changes and also tips for achieving contest success. Those who missed that Coffee and Collaboration (and any others from the past) may view them on the LPC YouTube channel.

Thank you to the special task force for their work in evaluating the LPC Awards Contest and working to find ways to better it. Members of the task force include Nicole Erceg, Shelia Grobosky, Katrina Huffstutler, and Katie Miller (all members of the LPC Board of Directors.) The changes to the LPC Awards Contest were approved by the LPC Board of Directors at the winter board meeting in January.

Please direct questions about the contest to LPC Executive Director, Lindsay Graber Runft, at lindsay@livestockpublications.com.

#LPCcoffee

Livestock Publications Council
Coffee & Collaboration
Wednesday, March 18 | 10 a.m.

Working from home: Is it all it's cracked up to be?

Chel Terrell

Maggie Malson

Sponsored by

Missed one live?

Did you miss a Coffee and Collaboration webinar that you wanted to catch? View the recording online! All Coffee and Collaboration webinars are available on the LPC YouTube channel.



A special thanks to Kent Jaecke, Rockin' K Productions, for again sponsoring the Coffee and Collaboration webinars for 2020!



NCBA LUNCHEON A SUCCESS

With the support of the National Cattlemen's Beef Association (NCBA), Livestock Publications Council hosted its annual luncheon at the Cattle Industry Convention and NCBA Trade Show in February. Thank you to NCBA and John Robinson, NCBA Vice President of Communications and Membership and LPC board member, for headline sponsorship of the event. Thanks, also, to those who supported LPC through attendance at the event and donation of items for centerpiece giveaways.

LPC President, Jennifer Carrico, and LPC Immediate Past President, Carey Brown, announced the 2020 LPC Hall of Fame and Headliner award winners during the luncheon. Briefs on those honorees can be found on page 5 of this newsletter.

Table sponsors: Certified Angus Beef, American Angus Association, Iowa Cattlemen's Association, Kansas State Animal Science Department, Biozyme, Red Angus Association of America, Arkansas Cattlemen's Association, Kansas Livestock Association, NCBA and LPC.

PICTURES COURTESY OF AG WIRED



NCBA President, Jennifer Houston, welcomed members of the livestock media to the Cattle Industry Convention.



LPC President, Jennifer Carrico, served as event emcee and also announced the 2020 LPC Hall of Fame honoree.



A sold-out lunch crowd followed tradition and at the luncheon kick-off, did "around-the-room" introductions.



Houston; John Robinson, NCBA Vice President of Membership and Communications and LPC board member; and Lindsay Graber Runft, LPC Executive Director, visit ahead of the luncheon.

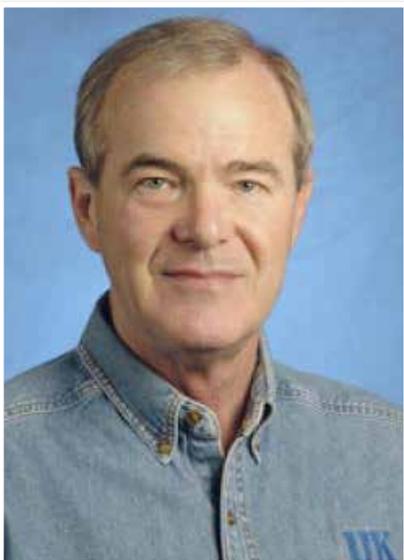


DON NORTON **2020 HALL OF FAME INDUCTEE**

The 2020 Livestock Publications Council Hall of Fame inductee is Don Norton.

Norton was a long-time member and supporter of LPC. He served the organization on the board of directors, as president and has previously won the Ed Bible Distinguished Service Award.

Those in the industry knew him as part of the crew who always supported LPC and Ag Media Summit through printing, sponsorship and friendship. He believed in making himself and those around him better through continuing education and professional development, which led LPC to naming the professional development stipend after him. Norton's great career in the printing industry will be honored with this posthumous Hall of Fame induction.



DR. GARRY LACEFIELD **2020 HEADLINER AWARD HONOREE**

The 2020 Livestock Publications Council Headliner honoree is Dr. Garry Lacefield.

Lacefield is known worldwide for his research and work on alfalfa and Kentucky fescue. He has written many papers, articles and coauthored books, *Southern Forages* and *The Wonder Grass*. The researcher has received many awards and has traveled the world giving lectures on his work with forages. He even has a variety of tall fescue, nontoxic to grazing animals, named after him. This Headliner winner has spent his whole career making positive changes for farmers and ranchers.

Lacefield achieved degrees in agriculture and biology after spending time in the U.S. Army. He earned his Ph.D. from the University of Missouri and then joined the University of Kentucky staff as Extension Forage specialist.

While these honorees were announced at the NCBA luncheon last month, both Norton and Lacefield will be formally recognized at the 2020 Ag Media Summit.



We've Moved!

**HAVE YOU UPDATED OUR
ADDRESS IN YOUR MAILING LIST?**

LIVESTOCK PUBLICATIONS COUNCIL

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