



Livestock Publications Council

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



REGISTER FOR COMPLIMENTARY PRESS PASS TO ALLTECH'S ONE VIRTUAL EXPERIENCE

Alltech has transitioned their annual in-person conference into a live and on-demand online event, the [ONE Virtual Experience](#) and we would like to invite LPC members to join us as part of the ONE Press Program. You will be able to tune into livestream content on May 18, 2020 and view on-demand species specific and industry expert presentations. You can register for a complimentary Press pass via this [link](#), select the Press Pass and use the code **press2020**. We will be sharing more information with registrants via email in the coming weeks.

Please contact Jenn Norrie, Alltech North American Communications Manager, with any questions at jnorrie@alltech.com.

LPC AWARDS CONTEST ENTRY DEADLINE IS MAY 15 **PLEASE REVIEW GENERAL INFORMATION AND RULES FOR CONTEST CHANGES**

As announced in April, the 2020 LPC Awards Contest entry deadline was extended one month to May 15. The decision to extend the deadline was made by LPC leadership as a result of member challenges in getting entries put together due to workplace changes with COVID-19.

If you have not done so already, please 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.

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

From the President



UNEXPECTED THINGS

Sometimes unexpected things happen—they can be good or they can be bad. And sometimes you have to make the best of the unexpected things.

When I started my job six months ago, I never expected to be dealing with crisis management on a daily basis, yet here I am doing just that—talking about disaster relief, market downfalls, mental health and new policies to help cattle producers stay in business. I would imagine we all have had to deal with many unexpected things during this COVID-19 pandemic.

In mid-March, my daughter, who's a freshman in college, came home for spring break. It was at the very beginning of shutdowns, cancellations and life being changed for 2020. At first, they were given an extra week of spring break. Then, before the break was up, all classes were changed to an online format and we would need to get her belongings moved out of her on-campus housing. This also

meant the cancellation of the remainder of her livestock judging events for the semester.

Also in mid-March, my son, who's an eighth grader, was told he would have a two-week break from school, which turned into a month and then to the remainder of the year. This also meant no track season and a delayed (until who knows when) start to his league basketball season.

For those of you who know my family, you know showing cattle is a big part of our lives as well. We haven't attended a show since mid-February, but are hopeful this part of our lives will return sooner rather than later.

While those were definitely unexpected things coming out of the pandemic, we have tried to make the most out of each and every day together. Thankfully, I am able to do my job from home and have stayed very busy helping Iowa's cattle producers through this time of uncertainty.

Having both kids home again has given us a chance to build fence, clean the house, trim trees, vaccinate cows and calves, fix the barn floor, clip the dog, play games, put together puzzles, watch movies, plant flowers, shoot baskets and enjoy time together.

Other unexpected things that have happened are delayed contest deadlines, discussions of changing event formats, and new learned ways of communication with co-workers, colleagues, places of business, family and friends.

With that, here's your reminder of the LPC contest award deadline coming up on May 15. We hope this extension has given you all a chance to look through your work from the past year to get entries ready. Also, an invitation to the Alltech ONE event, which will be held virtually this year on May 18. A big thank you to Alltech for providing virtual press passes for all LPC members to the program.

While none of us were prepared for the unexpected that has changed 2020 forever, we have learned it is important to find the good in every situation. Remember that life is full of unexpected things, but it's how you react to them that gives you a good or bad outcome.

I'm not sure how many times I've said this in the past few months—stay safe, stay healthy and check on your friends, family and neighbors. We all deal with the unexpected a little differently and a quick hello means a lot.

— Jennifer



RENEW LPC MEMBERSHIP BY JUNE 1 FOR 2020 LPC MEMBERSHIP DIRECTORY INCLUSION

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.)

**MISSED YOUR RENEWAL LETTER IN THE MAIL/EMAIL?
SEE PAGE 5 FOR A REPLACEMENT LETTER WITH DETACHABLE SLIP.**

We've Moved!

HAVE YOU UPDATED OUR
ADDRESS IN YOUR MAILING LIST?

LIVESTOCK PUBLICATIONS COUNCIL

P.O. Box 323
301 Main Street
Courtland, KS 66939
(785) 614-5371

Executive Director, Lindsay Graber Runft
lindsay@livestockpublications.com





WWW.AGMEDIASUMMIT.COM

AG MEDIA SUMMIT UPDATE

Currently, Ag Media Summit is still on schedule for July 25-29 in Kansas City, Missouri. Ag Media Summit leadership has been monitoring the COVID-19 situation and evaluating options should the event not be able to proceed as normal.

The AMS Steering Committee is meeting in early May to evaluate optional plans and begin communication of these plans/contingencies for attendees and/or sponsors. Information will be disseminated via email and social media, as well as on www.agmediasummit.com.

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.

#LPCcoffee

Livestock Publications Council
Coffee & Collaboration
Wednesday May 20 • 10 a.m. CT

Inquiring Minds Want to Know:
Interview Tips & Strategies to Help You Uncover the Real Story



Jennifer Carrico



Joann Pipkin

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!



Serving the dynamic livestock communications industry since 1974

LIVESTOCK PUBLICATIONS COUNCIL

P.O. Box 323
301 Main Street
Courtland, KS 66939

Lindsay Graber Runft, Executive Director
Office (785) 614-5371 • lindsay@livestockpublications.com
www.livestockpublications.com

April 1, 2020

Dear Livestock Publications Council member,
The time has come to renew your Livestock Publications Council (LPC) membership! As an organization serving the dynamic livestock communications industry, LPC values its publication, service, and student members. Thank you for being a part of the organization in the preceding year(s). Without sustained support and involvement from LPC members, it would not be possible to provide professional continuing education, networking opportunities, and student development for the industry.

As noted in previous LPC communication this year, the LPC Board of Directors elected to move the membership renewal period to April 1 through June 1. Leadership is hopeful that this renewal period will better accommodate members who choose to renew their memberships while submitting LPC Awards Contest fees and/or in advance of registering for Ag Media Summit. Personally, and on behalf of the LPC Board of Directors, I encourage you to renew your membership for the 2020-2021 membership year.

Membership Renewal Process

Membership renewal is a two-step process, including dues fee payment and submission of up-to-date member information to the LPC office. The annual membership fee is \$195 for publication members and \$170 for service members. Dues may be paid online via the LPC Square Store (requires a \$10 processing fee) or via check mailed to the LPC office in Courtland, Kansas. Member information should be submitted via the online member application on the LPC website, www.livestockpublications.com. Receipt of this information is required for inclusion in the LPC Membership Directory and member communications. Note: Your membership will not be considered active until both the dues fees and member information has been received. Member information must be received by June 1, 2020, to be included in the directory.

If you submitted dues fees after January 1, 2020, it will be applied toward your 2020 membership renewal. If you have not submitted updated member information for the year, please do so by June 1.

Again, thank you for being an LPC member. I am looking forward to the remainder of 2020 for the organization, with an updated LPC Awards Contest this spring, an exciting slate of events on tap for Ag Media Summit in Kansas City (July 25-29), and the roll-out of LPC's strategic plan for the next five years. If you have any questions or concerns, please contact me via email at lindsay@livestockpublications.com or via phone at (785) 614-5371.

Best,

[Handwritten signature of Lindsay Graber Runft]

Lindsay Graber Runft
Executive Director, Livestock Publications Council



IF MAILING DUES FEES, PLEASE DETACH AND RETURN WITH CHECK.

NAME _____

ORGANIZATION _____

ADDRESS _____

PHONE _____ E-MAIL _____

[] PUBLICATION MEMBERSHIP (\$195)

[] SERVICE MEMBERSHIP (\$170)

MAILING ADDRESS
Livestock Publications Council
P.O. Box 323
Courtland, KS 66939

Don't forget to fill out membership application on livestockpublications.com!