



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

A rectangular banner with a light blue border. On the left is a circular logo for the "2020 AG MEDIA SUMMIT" held in November 16-17, featuring a stylized pig and the word "Virtual" in a script font. The main text in the center reads "Network with the Next Generation of Ag Communicators!" followed by "AG MEDIA SUMMIT VIRTUAL CAREER FAIR" in large, bold, teal letters. Below this, it says "September 18, 2020" and "Hosted by AAEA The Ag Comm Network and LPC". On the right side of the banner are two blue silhouettes of people standing and talking.



## **REGISTER FOR AMS VIRTUAL CAREER FAIR**

*\$100 REGISTRATION FOR EMPLOYERS, FREE FOR STUDENTS*

**FRIDAY, SEPTEMBER 18**

**9:00 A.M. TO 2:00 P.M. CENTRAL TIME**

*HOSTED BY LPC AND AAEA - THE AG COMMUNICATORS NETWORK*

### **EMPLOYERS**

[Register](#) your company today for the first Ag Media Summit Virtual Career Fair. Don't miss this opportunity to connect with current ag communications students, grad students, and young professionals and find your next intern or full-time employee.

### **EXHIBIT FEES AND DESCRIPTION**

Booths are \$100.

Career fair booths are open for networking from 9:00 a.m. to 2:00 p.m. CT on Friday, September 18. Booths will be live for continuous viewing until November 1.

Your booth includes an opportunity to list:

- open job descriptions
- videos
- pdfs or descriptive documents
- link to your own Zoom or virtual meeting room to host applicants

### **OPTIONAL: HOST ROUNDTABLE DISCUSSION**

Host a roundtable discussion with attendees for \$50. At this small group setting, you'll be able to network with students and answer their questions about your company's role in the ag media industry, your career path and careers in ag media.

### **STUDENTS**

Students will be able to network with ag communications professionals and learn more about current internships and job opportunities. Industry roundtables will also be hosted to allow students time to chat with ag media professionals one-on-one and participate in Industry Roundtables for live Q & A about careers in the ag media industry. An Opening General Session will feature student recognition (e.g. Forrest Bassford finalists) and an educational session on navigating a job search virtually.

[Student Registration](#) is free.

**STUDENT RECOGNITION SESSION SPONSORED BY THE NATIONAL PORK BOARD.**

# From the President



## ARE WE THERE YET?

Those of you who are parents have probably heard, “Are we there yet?” while on a trip. I kind of feel like I’ve been saying that to my kids, co-workers, friends and board members for the past six months. Are we there yet? When will we be there?

We’ve all had to make decisions over the past six months that we haven’t wanted to make. Whether it is moving an event virtual that should have been in person, canceling a trip that had been planned for a while, not getting to go to a normal event your family had been looking forward to for months, or simply changing how you live your everyday life. It’s all been different and not necessarily what we wanted.

Plans do change and some events are even on Plan Z by now, but that doesn’t mean to not be involved in the events. Ag Media Summit (AMS) has moved to a virtual event on November 16 and 17. We will still have some of the great speakers who would’ve been on the schedule in the live version this past summer. I hope you all will take the opportunity to join us for some great professional development. Register today!

One of the biggest benefits of attending AMS is the networking that happens among agricultural communications professionals, students, and companies. The upcoming virtual career fair will give students a chance to network with companies who would normally be a part of the trade show at AMS.

A big shout out goes to Jennifer Shike and Angie Denton, who have continued to plan Coffee & Collaboration each month to help our members develop skills all year long. Those are also archived on our Livestock Publications YouTube channel for viewing after the live webinar.

So even though we can’t meet in person due to Miss Corona, we are still having great events for ag communications professionals. Also, be looking for information about our annual member meeting, which will be held via Zoom on November 9. There is also a plan to have our Best of the Bunch photo contest virtually this year. Details to come on that also.

It seems as if we don’t know when we will be there just yet, but hold tight and be sure to join us virtually. We all hope to see each other soon, but until then, we’ll see you on the screen.

— Jennifer



[WWW.AGNEWSWIRE.COM](http://WWW.AGNEWSWIRE.COM)



## **2020 AG MEDIA SUMMIT WILL BE VIRTUAL**

**NOVEMBER 16 AND 17**

### **REGISTRATION FEES**

MEMBER: \$195  
NON-MEMBER: \$395  
STUDENT: \$99

### **AGENDA**

#### **NOVEMBER 16**

|  |                   |
|--|-------------------|
| <i>Welcome</i>   | 11:00 AM          |
| LEADERSHIP Who did you say you are?                                      | 11:05 AM-12:30 PM |
| <i>BREAK</i>   |                   |
| WRITING Value of a Virtual Newsroom                                      | 1:30 PM-2:30 PM   |
| PHOTOGRAPHY Three Veteran Photographers Tell the Rest of the Story       | 1:30 PM-2:30 PM   |
| VIDEO Taking Video to New Heights  | 1:30 PM-2:30 PM   |
| <i>BREAK</i>   |                   |
| WRITING A dozen ways to tell a tale. Taking print digital and vice-versa | 3:00 PM-4:00 PM   |
| PR/MARKETING Leveraging Digital to Successfully Launch a Master Brand    | 3:00 PM-4:00 PM   |
| PROFESSIONAL DEVELOPMENT Freelancer 411                                  | 3:00 PM-4:00 PM   |

#### **NOVEMBER 17**

|  |                   |
|--|-------------------|
| WRITING 15 Ways to Make Your Editor Life Better              | 11:00 AM-12:00 PM |
| PHOTOGRAPHY Visual Storytelling with High Quality Images     | 11:00 AM-12:00 PM |
| DESIGN InDesign Hacks, Automatic InDesign                    | 11:00 AM-12:00 PM |
| PHOTOGRAPHY Capturing Photos and Videos on Farms and Ranches | 1:30 PM-2:30 PM   |
| ISSUES/NEWSMAKER Ag Outlook, presented by Syngenta           | 1:30 PM-2:30 PM   |
| PR/MARKETING Great Email Marketing in 2020 and Beyond        | 1:30 PM-2:30 PM   |

**FULL DETAILS AT [AGMEDIASUMMIT.COM](http://AGMEDIASUMMIT.COM)**

## **VIRTUAL LPC MEMBERSHIP MEETING ON NOV.9**

With the postponement and eventual move to a virtual Ag Media Summit, LPC leadership elected to move the annual membership meeting to a virtual meeting on November 9. More information below.

### **LPC MEMBER MEETING INFO**

#### **WHEN**

MONDAY, NOVEMBER 9 FROM 2:00 P.M. - 4:00 P.M.

#### **WHERE**

ZOOM MEETING (*INFO TO JOIN WILL BE DISTRIBUTED CLOSER TO DATE*)

#### **WHAT**

- BOARD OF DIRECTORS AND COMMITTEE REPORTS
- VOTING ON ASSOCIATION BUSINESS, INCLUDING NEW BOARD MEMBERS
- ANNOUNCEMENT OF LPC AWARDS CONTEST WINNERS
- LIVE VOTING OF "BEST OF THE BUNCH" PHOTO CONTEST ENTRIES
- COMMITTEE SIGN UP

*NOTE: YOU MUST RENEW YOUR MEMBERSHIP DUES FOR 2020 TO PARTICIPATE!*

## **LPC AWARDS CONTEST: SKILL EXCELLENCE CATEGORIES TO RE-OPEN FOR ENTRIES SEPT. 14**

Did you miss the deadline to enter the LPC Awards Contest in the spring? Here is your chance to enter the LPC Awards Contest! The deadline for the LPC Awards Contest: Skill Excellence categories will re-open for entries on September 14 and close on October 16.

### **SKILL EXCELLENCE CATEGORY INFORMATION**

#### **CATEGORY TYPES**

- WRITING, PHOTOGRAPHY AND DESIGN
- EACH ENTRY REQUIRES PRESENTATION OF 5 PORTFOLIO ITEMS

#### **JUDGING PROCEDURE**

- PANEL REVIEW OF PORTFOLIO VIA ZOOM MEETING (WEEK OF NOVEMBER 2)
- SCREEN SHARING AND DIGITAL COPIES OF PORTFOLIO WILL BE UTILIZED

#### **COST AND ENTRY INFO**

- \$100
- [LIVESTOCKPUBLICATIONS.SUBMITTABLE.COM](http://LIVESTOCKPUBLICATIONS.SUBMITTABLE.COM)

**ENTRIES OPEN SEPTEMBER 14, CLOSE OCTOBER 16**

# #LPCcoffee

Livestock Publications Council  
Coffee & Collaboration  
Wednesday, September 16 • 10 a.m. CT

## Stand Out on Social Media



**Steva Robinson**  
Novel Designs



**Sara Kober**  
Trans Ova Genetics

Sponsored by



Join us Wednesday, September 16 at 10 a.m. CT for “Standout on Social Media.” This month’s #LPCcoffee will feature Sara Kober and Steva Reppe who will share their tips on social media design.

### Join Zoom Meeting

<https://ksu.zoom.us/j/93112181702?pwd=M DYyMWI5aTlqeTNvRGhrVDVhOG5F UT09>

Meeting ID: 931 1218 1702

Password: LPCCoffee

### Dial by your location

- +1 312 626 6799 US (Chicago)
- +1 646 876 9923 US (New York)
- +1 301 715 8592 US (Germantown)
- +1 346 248 7799 US (Houston)
- +1 669 900 6833 US (San Jose)
- +1 253 215 8782 US (Tacoma)

Meeting ID: 931 1218 1702

### Find your local number

<https://ksu.zoom.us/u/aboDMtBGTW>

### Join by Skype for Business

<https://ksu.zoom.us/skype/93112181702>

PHOTO BY MORGAN MARLEY



PHOTO BY MIRANDA REIMAN



**2019 BEST OF THE BUNCH CONTEST WINNERS**  
WATCH LPC'S FACEBOOK AND E-BLASTS FOR  
MORE INFO ON HOW TO ENTER THE 2020 CONTEST!



PHOTO BY KATY KEMP



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