

ACTIONGRAM

December 2003

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

LPC TURNS 30!

Logo Contest - Prize of \$100!

Next year LPC will turn 30 and plans are being made to celebrate the event throughout the year. The first event discussed at the recent LPC board meeting is to have a contest to "freshen up" or do a complete overhaul of the LPC logo. As we all know from our Marketing 101 classes a logo is a very important part of the image of any company. With that said, LPC has held onto its design for the better part of 30 years.

The deadline for entries is January 31 and a staff member of any LPC member is eligible including students. The logo needs to be submitted in .pdf format to the LPC office. Two things to take into consideration are the ability to use it in both black and white and four color. It's

also encouraged to add a 30th anniversary angle which can be updated each year thereafter.

If you have any questions, please contact the LPC office. Prize money is \$100 and bragging rights to the one winner!

Watch For Your 2004 Dues Statement in the Mail

The directory form for 2004 and your dues statements will be mailed soon. Please note the new dues structure for publication members only which will be \$175 starting with the 2004 membership year. Service member dues will remain at \$150.

Also a new category for "alumni" membership has been established. This is for those members who have either left a LPC member organization or have retired and want to continue to support LPC activities. Dues are \$50 with one half of the amount going to the student fund. If you know of someone who is interested in becoming an alumni member, please let them know about their opportunity to support LPC or inform the LPC office and we'll send information to them.

ATTENTION PUBLICATION MEMBERS:

Many of you may have received an e-mail or letter containing a survey being conducted by the University of Florida's Department of Ag Education and Communication. The survey has been developed to assess your use of the Internet for news collection and dissemination purposes. Your participation in this study is very crucial to its success. If you have any questions about the study you can contact **Emily Rhoades** at 352/392-0502 ext 226, or ebbisdorf@ifas.ufl.edu.

Forrest Bassford Student Award Applications due February 15

Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC and the Chicago Mercantile Exchange are now available. This \$2500 scholarship will be awarded in Tampa at the 2004 Ag Publications Summit (APS). Also, up to four travel scholarships will be awarded to deserving students who must be able to attend the APS. This year's travel scholarships will now be \$750 each rather than \$500 as in previous years. This change was made at the recent board of directors meeting. If you need an application, go to the LPC web site at: www.livestockpublications.com or contact the LPC office. For questions, contact: **Angie Denton**, committee chairman 800/821-5478, ext 211. Deadline for applications is February 15, 2004.

JOB POSTINGS



ABOUT PEOPLE

- Montana Stockgrowers Association hired 2001 Oklahoma State University agricultural communications/animal science undergraduate **Tamara Beardsley** as their Communications Coordinator. A native of Miles City, Montana, Tamara will handle all media relations and promotional partnerships for the MSGA. She also completed her master's degree in International Agricultural Trade at OSU in 2003.
- **E.C. Larkin**, publisher of *Beefmaster Cowman* and *Gulf Coast Cattleman* located in San Antonio was inducted into the Beefmaster Breeders United Hall of Fame during their recent annual convention.

Summer 2004 Communications Internship

National Swine Registry
West Lafayette, Ind. Summer 2004
Application deadline: Feb. 2, 2004

The National Swine Registry in West Lafayette, Ind., is seeking a full-time summer intern in the communications department.

Responsibilities include developing concepts and design for advertisements and editorial for the official NSR publication, *Seedstock EDGE*, with a national circulation of more than 4,000. Also will contribute to the design, layout and content of two NSR newsletters, *For the Record* and *The Pinnacle*, and will assist with writing and distributing press releases about NSR events.

Some travel will be required, including trips to the World Pork Expo, National Junior Summer Spectacular and possible feature-story assignments.

Experience in Adobe PageMaker, Adobe Photoshop and CorelDraw, in addition to AP style and basic journalism/design coursework a plus.

Submit cover letter stating purpose for application, resume, three references and samples of work by Feb. 2, 2004, to: Christy Couch Lee, Director of Communications, National Swine Registry, P.O. Box 2417, West Lafayette, IN 47996. Please direct questions to Christy Couch Lee at 765/463-3594 or christy@nationalswine.com.

Assistant Editor

Angus Productions Inc., publisher of the *Angus Journal* and the *Angus Beef Bulletin*

Entry-level position on the API editorial team. This person will handle routine production duties of the *Angus Journal* and the *Angus Beef Bulletin*, including inputting, proof-reading and handling pages through the page approval process. In addition, the position will involve writing assignments, handling monthly columns and travel to cover news events, conduct interviews and represent API at appropriate functions. Requirements:

- College degree in agricultural journalism or closely related field. Animal science graduate with seedstock or commercial cow-calf background and proof of strong photo and writing skills also acceptable.
- Agricultural background, preferably in the beef seedstock industry.

Applications will be accepted until position is filled. College students graduating in May 2004 are welcome to apply. **Send résumé, writing samples and cover letter containing pertinent background and career aspirations to: Shauna Rose Hermel**, Editor, Angus Productions Inc., 3201 Frederick Ave., Saint Joseph, MO 64506, shermel@angusjournal.com; 816/383-5270; fax: 816/233-6575.

UPCOMING EVENT AT NCBA:

Watch for information on the kickoff of our 30th anniversary celebration for LPC to be held during the NCBA Convention in Phoenix, Jan. 27-31.

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As many of you know I was able to turn the big 4-0 this year and what a 40 years it has been! I want to express my sincerest thanks to all of you for your cards, gifts, notes and especially to all of you who were able to make it to my surprise party in Kansas City. Little did I know that many of you were involved in the planning of this party and it was the ultimate in surprises! It was quite an event and I thank all of you for being such wonderful friends. **Here's wishing you the Merriest Christmas and may 2004 be our best yet!**

Cheers! ~Diane

just wondering....

WHAT DO SOCIAL SECURITY NUMBERS MEAN?

Each numeral does have meaning and since a Social Security number is as unique as your fingerprint, it can be used in all sorts of good ways (like genealogy research) and bad ways (like identity theft).

Originally, the first three numbers identified the state where you applied for your Social Security card. Numbers generally were assigned starting in the Northeast and moving west.

In 1972, the process was changed to assign Social Security numbers based on the ZIP code in the mailing address provided on the application. So that if your mailing address were to be different than your permanent residence, your Social Security number might not reflect your home state.

The next two digits are your group number, used to subdivide the area numbers, for easier governmental bookkeeping.

The last four digits, the serial numbers, are issued consecutively from 0001 through 9999. But before 1965, when the assigning of numbers moved from field offices to the central Social Security Administration office, numbers may have been assigned out of order, so don't try to play "guess your age" using someone's Social Security number!

source: Ed Brice, The Answer Man, Fort Worth Star Telegram

THANK YOU ALL FOR A WONDERFUL BIRTHDAY CELEBRATION.

BY THE WAY...40 DAYS AND 40 NIGHTS HAS BEEN EXTENDED TO 400....

Recently, I was diagnosed with A.A.A.D.D. (Age Activated Attention Deficit Disorder.) This is how it manifests itself:

I decided to wash my car. As I start toward the garage, I notice that there is mail on the hall table. I decide to go through the mail before I wash the car. I lay my car keys down on the table, put the junk mail in the trash can under the table, and notice that the trash can is full. So, I decide to put the bills back on the table and take out the trash first. But then I think, since I'm going to be near the mailbox when I take out the trash anyway, I may as well pay the bills first.

I take my checkbook off the table and see that there is only one check left. My extra checks are in my desk in my office so I go to my desk where I find the can of Coke that I had been drinking. I'm going to look for my checks, but first I need to push the Coke aside so that I don't accidentally knock it over.

I see that the Coke is getting warm and I decide I should put it in the refrigerator to keep it cold. As I head toward the kitchen with the Coke, a vase of flowers on the counter catches my eye - they need to be watered. I set the Coke down on the counter and I discover my sunglasses that I've been searching for all morning. I decide I better put them back



on my desk, but first, I'm going to water the flowers.

I set the glasses back down on the counter, fill a container with water and suddenly I spot the TV remote. I left it on the kitchen table and realize that tonight when I go to watch TV I won't remember that it's on the kitchen table. So, I decide to put it back in the den where it belongs, but first I'll water the flowers.

I splash some water on the flowers, but most of it spills on the floor. So I set the remote back down on the table, get some towels and wipe up the spill. Then I head down the hall trying to remember what I was planning to do.

At the end of the day: my car isn't washed, the bills aren't paid, there is a warm can of Coke sitting on the counter, the flowers aren't watered, there is still only one check in my checkbook, I can't find the remote, I can't find my sunglasses, and I don't remember what I did with my car keys. When I try to figure out why nothing got done today, I'm really baffled because I know I was busy all day long, and I'm really tired. I realize this is a serious problem and I'll try to get some help for it, but first I'll check my e-mail....

by the way.... this didn't REALLY happen to me.

IMPROVING YOUR COMMUNICATION SKILLS BY BANNING BUZZWORDS

With a new year coming up it's time to change your ways! *Presentations* magazine has come up with this list over overused phrases and words:

Acronyms: Though not bad in itself, the acronym is overused in business speak. The ROI, which is TBD, should be DOA.

Apples and oranges: Shouldn't other fruits be given equal time? This cliché is all used up.

Core competency: This is executive speak for "what we do best." Besides, do you want to be considered merely competent in an area?

Cutting edge: It no longer connotes sharpness or edginess or anything remotely knife-like. Instead it's gotten dull, dull, dull.

Empower: This fuzzy-wuzzy feel-good language went out with the '90's.

Impactfulness: It's not even a word! Forget it. For that matter, impact is overused, too.

Industry-leading: Doesn't everyone claim to lead the industry in one thing or another? Throw out world-class while you're at it.

Initiatives: What happened to goals and to-do lists?

Leveraging anything: When mixed with the word synergy this is especially lethal. This is the sort of automatic buzzword blending that passes for thinking in much of corporate America.

No-brainer: Does this description really reflect well on the person who spends his or her time on the described task?

Thinking outside the box: Scrap this tired, shopworn phrase and start thinking creatively.

24/7: Put this one in the same category with the acronyms.

User-friendly: The computer folks came up with this one to assure us that the plastic box of circuits sitting on the desk doesn't want to confound us, but rather wants to be our friend. Easy to use is still be better way to go.

Dead metaphors:

Many common figures of speech are based on metaphors that no longer make sense. Though the habit is hard to break, these are better dead than said:

Nose to the grindstone	Cream of the crop
Hammer out a deal	Dog-and-pony show
Without further ado	Reinvent the wheel
Irons in the fire	Proof is in the pudding
Fingers in the pie	Whole nine yards
Pushing the envelope	

APS 2004



"Spring Break" This Summer

Agricultural Publications Summit is headed to the Sunshine state of Florida for the 2004 convention at the Saddlebrook Resort, located 30 minutes from Tampa International Airport. The student chapters of Agricultural Communicators of Tomorrow (ACT) will also join us with their national convention.

For those of you who plan to bring family there are many options with Orlando located just 90 miles away. A post convention cruise is also being planned for the group. A complete set of pricing and details for the cruise will appear in upcoming issues of the *Actiongrams*.

SUN., JULY 25

Morning: Board Meetings
Afternoon: Special Interest Clinics
Evening: Kick-off Welcome Event

MON., JULY 26

Morning: Golf Outing
Special Interest Clinics cont.
Afternoon: Issues Forums
InfoExpo Grand Opening and Beer & Bull
Free evening

TUES., JULY 27

Morning: InfoExpo open until 3:00
Breakout Sessions
Luncheon with Keynote Speaker
LPC and AAEA Awards Receptions

WED., JULY 28

Morning: Annual Meetings of AAEA & LPC followed by Brunch with Keynote Speaker
Event to end by noon

THURS., JULY 29

Post Convention Cruise from Tampa to Cozumel, Mexico

It's not too early to start thinking about your entries for the
2004 Critique Contest

Entry Forms available in January

*An elephant and a flea walked across a bridge side by side. When they had reached the other side, the flea said to the elephant:
"Boy, did we shake that thing!"*