



Livestock
Publications
Council

Awards Contest
2020 GENERAL INFORMATION AND RULES

ELIGIBILITY

LPC MEMBERSHIP

Any LPC publication member or service member whose dues are paid for the calendar years of 2019 and 2020 is eligible. New members who join LPC in 2020 may compete if 2020 dues are paid. To join or renew membership, complete membership application and submit dues.

Mail a Check

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

Pay Online

Livestock Publications Council online store
livestock-publications-council.square.site

Publication members: \$195

Service members: \$170

ENTRY DEADLINE

Entry deadline is Friday, May 15, 2020, at 12:00 a.m. CDT.

ONLINE AND/OR MAIL ENTRY SUBMISSION

Entries in Categories 1-4 and 8-10, must be mailed to the LPC office. In addition to mailing the physical entries, please submit entry information on the online submission site. All other categories must be uploaded to the online system hosted by www.submittable.com.

The link for LPC entries is: <https://livestockpublications.submittable.com/submit/>

CATEGORY ENTRY FEES

Following the entry deadline on May 15, the LPC office will e-mail an invoice for payment. Checks are preferred. **Entry fees must be received by June 5.**

General categories: \$30/entry

General Excellence categories and James Flanagan: \$50/entry

Skill Excellence categories: \$100/entry

ENTRY ELIGIBILITY

Entries must have been published between January 1, 2019 and December 31, 2019. Publication date is based on the date that appears on the publication's cover. The publication cover date, and not the release or mailing date, must be used.

All entries must have a predominantly livestock theme.

"Livestock" refers to any aspect pertaining to the industry and the production and marketing of beef cattle, dairy cattle, horses, swine, sheep, goats, llamas, and ranch/game species such as elk, deer and bison. Acceptable entrants could include meat, by-products, livestock equipment, livestock pharmaceuticals, livestock feeds, rodeo, etc.

A publication member or service member may enter as many categories and as many entries in a category as desired.



ENTRY ELIGIBILITY *(continued)*

Reprinted material or portions of any works that have first appeared elsewhere are not eligible.

Identical entries submitted in previous years may not be resubmitted.

An organization may enter one publication and multiple newsletters under the same membership name. The membership name, not the publication or newsletter name, will appear on any award plaques received.

STIPULATIONS FOR PUBLICATION STAFF AND FREELANCERS/CONTRACTORS

For publications, the individual or company that created the entry must be listed in the publication's staff box or in a byline. Any material purchased by a member is considered to be staff created.

Members who are freelancers/contractors, may have their work submitted via service or publication member that content was created for and published, or may submit through their own service membership. It is at the discretion of those involved in the creation of the content to determine who will enter the content, but each piece of creative content can only be entered once. Individuals or agencies must be working on behalf of a publication or service member and must be paid for work done.

ENTRY SYSTEM DETAILS

1. Go to <https://livestockpublications.submittable.com/submit/>
2. Create profile.
3. Select your first category and fill in the required information.
4. After clicking submit, you can enter more categories by choosing the "Back to Categories" link. You may continue to enter as many entries in as many categories by repeating this step.
5. When you are finished go to the dashboard at top right of window and you can see a list of submissions for each category you entered. You can also export the information as a .csv file for your records.
6. The LPC office will then contact you with an invoice for payment.

Please note: The system is programmed to send you a confirmation email following each submission.

GUIDELINES FOR JUDGING AND AWARDS

Each category must have a first place, second place and honorable mention. If there are less than 3 total entries for a category, this will be noted in awards announcement.

Feedback not required for general excellence categories. **A full critique will not be provided for categories 1-47.** A critique will be provided for those who enter the Excellence in Writing, Excellence in Design and Excellence in Photography categories.

Placings will be announced and award plaques presented at Ag Media Summit.



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ENTRIES REQUIRING HARD COPY SUBMISSION

Categories 1-4 and 8-10 must be entered as a hard copy of the publication as listed in the category description. Also complete an entry submission for these categories in the online submission form.

Address to submit hard-copy entries:

Livestock Publications Council

P.O. Box 323

Courtland, KS 66939

All entries must be received by Friday, May 15, 2020.

CATEGORIES

MOST IMPROVED PUBLICATION

1. James Flanagan Award

Submit a total of four issues: two different issues dated between January 1, 2019, and December 31, 2019; one issue each from period January 1, 2018, to December 31, 2018; and January 1, 2017 to December 31, 2017. 2017 and 2018 issues must be from same month as one of the 2019 issues. (For example, March 2019, 2018, and 2017 plus August 2019.)

GENERAL EXCELLENCE

Categories 2-4 require two different issues from 2019 to be submitted/uploaded. Entry information for Categories 2-4 must be submitted online and a hard copy submitted via mail to the LPC office.

2. Publication

3. Newspaper

4. Newsletter (either print or electronic)

5. Website

6. Marketing Campaign

7. Story Package

Entries should showcase one story told across multiple platforms (can include print, social, video, and/or digital editorial.) Please provide links to view/download files if attaching a file is not applicable or too large.

GENERAL DIVISIONS

Special Issue Division

Entry information for Categories 8-10 must be submitted online and a hard copy submitted via mail to the LPC office.

8. Special Issue

9. Event/Show Program

10. National Show Coverage



Visuals Division

11. Single Article Layout and Design
12. Cover: Any color combination or black and white
13. Newspaper Cover: Any color combination or black and white
14. Published Editorial Photography: Series or photo story (must include entire story)
15. Single Photo or Graphic Illustrating an Article: Not part of a series or picture story; black and white or 4-color (must include entire story)

Writing Division

Feature Articles

16. Production/Management article

Emphasis in these feature articles, news stories, and operation profiles is on how ranchers and farmers produce the product or manage specific production aspects of their enterprise. Examples would include: Benchmarking Performance for Progress; The Trade-offs Between Production and Carcass Traits; How XYZ Hog Farm is Incorporating Biosecurity Practices, etc.

17. Marketing article

Emphasis in these feature articles, news stories, profiles is upon how people market livestock products, or focus upon aspects of the markets themselves. Examples would include: Putting Grid Marketing to Work For You; New Ways to Manage Financial Risk; Facebook Cracks Down on Sale of Horses, etc.

18. Technical article

Emphasis in these feature articles, news stories and technology profiles focus upon the science and technology utilized in production and marketing, rather than production and marketing itself, often relying upon the need to explain complex principles to readers in layman's terms. Examples would include: What EPDs Are and Do; DNA Today; Equine Conception Rates with Cooled versus Frozen Semen, etc.

19. Feature/Human Interest story

These articles focus upon the people and human side of people involved in the livestock business, rather than upon the business side of livestock production, and they don't rely upon offering information, per se. For instance, an article "20 Things Every Producer Should Know About Depression" would not be appropriate; whereas an article "Overcoming Depression Was Step One for Joe Smith" would be a great human interest approach to a serious issue.

20. Instructional story

Articles that provide how-to information in a step-by-step format. Entries will be judged on clarity, content and usefulness to the reader.

21. Producer/Farm/Ranch profile

Articles in this category focus on informing the reader about a specific producer, farm or ranch through the words, actions, observations, etc. of the subject being profiled and/or others who offer their views of the subject.



Editorial/News Articles

22. News Story

These articles chronicle and explain to readers unfolding livestock industry events and changes. Examples would include: What New EQIP Regs Mean to You; African Swine Fever's Level of Risk to the US Swine Industry; Producers Demand COOL Revisions, etc. Typically, these articles focus on something that has happened, why it's important for readers to know—what it means to them immediately—rather than specific long-term options readers may want to consider in response to the event. Timelines will be considered by judges.

23. Editorial

Like commentary/essay, an editorial expresses the opinions of the author, but also calls the reader to specific action.

24. Regular Column

A column that appears in at least three consecutive issues of the same publication, under the same column name and by the same author (three columns must be submitted as the entry).

25. In-depth Reporting: (single article)

26. In-depth Reporting: (multiple article series)

27. Commentary or Essay Article (not an editorial)

A column or article that expresses the opinions of the author. A regular column could also be entered in this category.

Miscellaneous Writing

28. Miscellaneous

Includes humor and entries that don't qualify for above categories. Either non-fiction or fictional accounts of life, events, news, etc. of interest to readers of livestock publications.

Design Division

29. 4-color, Full-page Ad

30. 1-color Full-page Ad

31. 4-color, Less-than-full-page Ad

32. 1-color, Less-than-full page Ad

33. Advertising Campaign (3 or more insertions)

34. Two-Page Ad

35. Logo Design

36. Brochures, Flyers and Direct-mail Pieces

37. Livestock Catalog: Any color

38. Livestock Affiliated Catalog: Any color

39. Annual Report

40. Miscellaneous Design (Entries that don't qualify for above categories.)



Digital Division

Judges will begin visiting websites and judging entries after May 15, 2020. Please submit the specific link and a screenshot of e-newsletter entries.

41. Publication Website

42. Association Website

43. Breeder Website

44. Livestock-affiliated Website

Include topic site, event site, etc.; must have been created in current year

45. Digital Marketing Campaign

Include campaign goal, three separate pieces of content (screenshots and/or links) and analytics that support campaign goal.

46. E-Newsletter

Must be at least quarterly.

47. Digital Content Series

Based on editorial content; specify times and dates.

48. Best Overall Blog

Scoring will be based on editorial content and site design.

SKILL EXCELLENCE

These categories require entry information be submitted online by the deadline and a portfolio critique with a panel of judges during the 2020 Ag Media Summit. Portfolios should contain 5 entries published/created from January 1, 2019 to December 31, 2019.

Excellence in Writing

49. Writing

Written pieces should be presented as published.

Excellence in Design

50. Design

Print, digital and/or website design may all be considered. Print design should be represented with appropriately-sized hard copies. Digital and/or website design should be shown via entrant's personal laptop.

Excellence in Photography

51. Photography

Images should be printed at no less than 5" x 7" size.



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QUESTIONS?

Please contact LPC Executive Director, Lindsay Graber Runft.

Email: lindsay@livestockpublications.com

Office: (785) 614-5371