

Actiongram

2015
April



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The Only Thing That is Constant is Change

Teachers have to do it. It's required for architects, real estate professionals and attorneys. I'm always glad when I hear my financial planner and accountant are doing it. But I don't have to do it, and you probably don't either.

"It" is taking continuing education classes.

Many professionals with licensing or certification requirements must meet annual continuing education standards as new regulations and improved procedures become available. But the rest of us must ask ourselves: Has anything changed in our industry since we began our careers? Do new communication channels exist? Have postal regulations been updated or are new options being offered for managing daily tasks? Though it may not be required, to do our jobs well we all need continuing education just as much as those whose certification requires it. Luckily for us, membership in Livestock Publications Council provides great opportunities to get it.

The granddaddy of all ag-related learning opportunities is the annual **Ag Media Summit (AMS)**, which this year will be in Scottsdale July 26-28 and offers sessions for writers, designers, photographers, social media explorers, videographers, marketers and everyone else who communicates in the ag industry. You can reserve your hotel space now, and you'll be able to register for AMS on May 1. In its 17th year, AMS has arguably become the best source of training in our industry.

For those with time constraints or limited budgets, Regional Workshops offer more opportunities for ongoing training. The next workshop is in Omaha, Nebraska, on May 5 and will be jointly sponsored by LPC and American Agricultural Editors' Association (AAEA). Sessions will cover writing, photography, generational communications and ag industry challenges.

In addition to opportunities for educational growth, industry professionals attending events like these have reported that interaction with



Don Norton
Boelte Hall
2014-15
LPC President

others in the ag communication industry is equally valuable. LPC's Professional Development Stipend Program gives LPC members the chance to do just that. Since the program was approved by your board members three years ago, seven LPC members have been awarded \$1000 stipends for professional improvement.

Four of those stipend recipients, including **Amy Bader**, chose to use the award to attend AMS. "There is no other place where you can network with people in the livestock industry like you can at AMS," says Bader, who attended AMS in 2013. "Between the social events and trade show you are bound to walk away with new friends and contacts... people who can help you out in any and all aspects of your job."

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Other LPC Professional Development Stipend recipients have chosen to use their award to take part in various activities across the country – as well as “across the pond.” **Carrie Heitman**, communications coordinator for American Angus Association, used hers to take part in a photography workshop in Wyoming. “The most valuable lesson I learned,” Carrie said, “is [that] photography is much more than pressing a button. It is connecting what you are feeling with what you are seeing.” **Kasey Brown**, associate editor of Angus Journal, chose to attend the 2014 International Federation of Agricultural Journalists (IFAJ) World Congress in Aberdeen, Scotland.

Jena McRell, another member of the American Angus Association staff, used her stipend earlier this year to attend the Social Media for PR and Corporate Communications Conference in Florida. She cites it as “an opportunity to connect with a different crowd of professionals, see how they focus their social media efforts and think creatively about how to improve our social media accounts.”

My industry has changed since I began my career, and I know I need continuing education to keep up with exciting new developments and opportunities. How about you? Will I see you in Scottsdale or Omaha, or your name on a Stipend Application this fall?

LPC Stipend Program

The LPC board of directors believes that expanding knowledge and excitement in one’s profession will keep dedication and commitment to that job. The LPC Professional Development Stipend offers to help core expenses to a professional development class, seminar or workshop, which includes AMS or IFAJ. Applications for 2016 stipends are due no later than December 15, 2015.



The AMS Program Committee has been hard at work shaping sessions for the 2015 Ag Media Summit. We’re really excited to share some highlights, because we’re confident speakers are going to bring you the kind of information you need to “blaze new trails” in your business.

For writers, CNN Digital’s **Jan Winburn** will share fresh approaches to reporting, multi-platform storytelling and effective interviewing techniques. If you’re looking to add a business or money angle to your stories, **Christina Leonard** of the Donald W. Reynolds National Center for Business Journalism at Arizona State University will help you take the first steps to finding financial angles in your everyday stories.

On the digital side, Automated Insight’s **James Kotecki** will explain how robot

writers, including those used in fantasy sports, are impacting the media landscape. If you are looking for advanced social media training, Ketchum’s **Shannon Synder** will dig into both strategic planning and evaluation. A video session will help you learn how to use video in your marketing efforts. Attendees can gain additional marketing and sales insight from **John Larkin**, formerly of Precision Planting. Public relations and corporate communications professionals will want to check out the client/agency panel featuring **Leigh Picchetti**, senior vice president, national communications, Farm Credit; **Linda Tank**, vice president, marketing communications, CHS Inc.; **Kerry Henderson**, principal and managing director with G&S Business Communications; and **Matt Kucharski**, executive vice president, PadillaCRT. Picchetti also shares her experiences with reputation and brand management in a separate session.

This year’s photography sessions cover a range of topics. **Luke & Cat Neumayr**, owners and lead photographers with nationally-recognized Luke & Cat Photography of Boling, Texas, will discuss how confidence and comfort are the keys to crafting fine portraits. Plus, look for AAEA members **Jim Patrico**, Ryan

Ebert, **Greg Lamp**, **Holly Spangler**, **Mike Wilson**, **Martha Mintz** and **Shauna Hermel** on two separate panels, trouble shooting photos and how to organize a farm visit where you’re both photographer and writer.

Thinking about redesign? Check out what **Bill Roddy** of Landscape Management learned in their redesign process. Don’t forget about the infographics, as **Amy Balliet**, from Killer Infographics, explains how you can design infographics that will captivate and inform your audience. If you need help with Adobe Illustrator, this year’s design deep dive will be perfect for you.

You’re sure to learn a lot and take home story ideas from our Monday morning newsmaker panel on the realities of the ongoing, severe drought hitting western and southwestern portions of the country and the hard truths it presents for urban and rural residents.

Finally, ethics. They remain some of the most highly attended and talked about sessions at AMS. We predict this year will be no different.

Stay tuned for more information and mark your calendars to “Blaze Your New Trail,” July 25-29, in Scottsdale Arizona. We’ll see you there!

Blaze New Professional Trails with Outstanding Workshops

By Amy Roady, AMS Program Committee chair, and Holly Spangler, AMS Steering Committee chair

General Information and Rules for LPC Contest

Note: No critiques will be created on these entries.

DUES

1. Any LPC publication member or service member whose dues are paid for the calendar year of 2014 and 2015 is eligible. New members who join LPC in 2015 may compete if 2015 dues are paid.
2. Send DUES to: Livestock Publications Council, 910 Currie Street, Fort Worth, TX 76107. Publication members: \$175; Service members: \$150

ENTRY ADDRESS/DEADLINES

3. Entry deadline is MONDAY April 20, 2015. Entries must be received by 5 p.m. the day of the deadline.

NEW INFO: Ship all ENTRIES with payment to: Livestock Publications Council, 910 Currie Street, Fort Worth, TX 76107

4. Entry fee MUST ACCOMPANY the ENTRIES. Regular categories are \$30/entry and general excellence categories are \$50/entry.
5. You may write one check for the total amount payable to: Livestock Publications Council.

ELIGIBILITY

6. Entries must have been published between January 1, 2014 and December 31, 2014. 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.
7. All entries must have a predominantly livestock theme.
8. "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.
9. A publication member or service member may enter as many categories and as many entries in a category as desired.
10. Entries submitted in the wrong category will be moved to the correct category at the discretion of the contest coordinator.
11. Reprinted material or portions of any works that have first appeared elsewhere are not eligible.
12. Identical entries submitted in previous years may not be resubmitted.
13. 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.

Awards will be announced on July 28, 2015 in Scottsdale during the Ag Media Summit.

LPC CONTEST DEADLINE

April 20, 2015

Go to www.livestockpublications.com and click on **ONLINE/PRINTABLE FORMS** for rules and forms.

Awards will be announced on July 28, 2015 in Scottsdale during the Ag Media Summit.

Questions? Contact dianej@flash.net

14. For publication members – the individual or company that created the entry must be listed in the publication's staff box. The individual or agency must be working on behalf of the publication and must be paid for work done for the publication. For service members – any material purchased by a service member is considered to be staff created.

ENTRY LABELS AND FORMS

15. Copies of the official entry label and official entry form are available at www.livestockpublications.com. Please contact Diane at 817.336.1130 or dianej@flash.net with questions.
16. Entry labels and forms must be typed on the official template. Please do not handwrite.
17. Entries requiring multiple issues should be submitted in a large clasp envelope with entry label on same side as clasp.
18. Mount visual entries on lightweight card stock only – no larger than 12" x 17". (Entry Numbers 11-16; 36-54)
19. Multiple-page entries may be submitted by hinging (accordion fold) the mounting sheets with tape. Do not use paper clips.
20. In categories in 17-35, submit entries as tearsheets and place in a clasp envelope with label attached to envelope. Mounting is not required.

REMINDER:

Send entries with payment: Livestock Publications Council, 910 Currie St., Fort Worth, TX 76107

All entries must be RECEIVED by MONDAY, April 20, 2015
There are no exceptions!

2015 LPC dues must be paid to enter the contest.

You MAY pay for dues and Contest fees in one check.

Questions? Diane Johnson, 817/336-1130, dianej@flash.net

Note: For guidelines for categories within the writing divisions, please see the official rules.

www.livestockpublications.com and click on **ONLINE/PRINTABLE FORMS for rules and forms.**

Hotel rate deadline: April 10, 2015
Registration deadline: April 27, 2015

<see details below>

2015 Midwest Regional Workshop & Tours

At the Embassy Suites Omaha - Downtown/Old Market, 555 S. 10th St. Omaha, Nebraska

Monday, May 4

1 pm Leave from hotel lobby for Omaha Steaks

(Open to the first 20 registered) Omaha Steaks manufactures, markets and distributes a wide variety of premium steaks, red meats and other gourmet foods. These products are custom cut and packaged to serve the needs of various markets. It is a family business founded in 1917. Headquartered in Omaha, its state-of-the-art business facilities include three manufacturing plants, a distribution center, and a freezer warehouse.

2:30 pm Arrive at CLAAS of America

CLAAS is a family business founded in 1913 and is one of the world's leading manufacturers of agricultural engineering equipment. The company, with corporate headquarters in Harsewinkel, Westphalia, Germany, is the European market leader in combine harvesters. The CLAAS product portfolio also includes state-of-the-art farming information technology. CLAAS employs around 11,000 workers worldwide.

3:45 pm Arrive at The Scoular Company

The Scoular Company is a 120-year old business with more than \$6 billion in sales. It operates 90 independent business units that provide diverse supply chain solutions for end-users and suppliers of grain, feed ingredients, and food ingredients. Its employees are engaged in buying, selling, storing, and handling grain and ingredients as well as managing transportation and logistics worldwide.

5 pm Return to Embassy Suites

6 - 8 pm Informal reception at Embassy Suites

Tuesday, May 5

8 - 8:45 am Registration, coffee and pastries

8:45 - 9 am Welcome and introductions

9 - 10 am Rock That Assignment: DTN/*The Progressive Farmer's* Senior Editor Jim Patrico has won the AAEA Photographer of the Year award six times, the Oscar in Agriculture writing award twice, and is an AAEA Writer of Distinction. Jim also has won other major writing and photography awards, including the North American Agricultural Journalists Writer of the Year and a Henry R. Luce Special Citation for Public Service journalism. He is a graduate of the University of Missouri School of Journalism with a bachelor's degree in photojournalism.

10 - 10:15 am Break

10:15 - 11:30 am Breaking News Better: DTN Ag Policy Editor **Chris Clayton** and *Omaha World-Herald* Business Reporter **Steve Jordan** give some examples of breaking news they covered, explain how they did them and share advice for others.

11:15 am - 12:45 pm Lunch with Dr. J. Scott Vernon addressing the Generational Gap

He will provide his insight on how employees of all ages can work best together. Scott received his B.S. and M.S. degrees in Ag Education/Ag Business from Cal Poly, San Luis Obispo and his Ph.D. in Ag Leadership/Beef Cattle Management from Texas A&M University. In addition to being a professor of ag education and communication, Vernon is the owner of Vernon Communications. He is considered one of the nation's leading advocates for agriculture, youth and education.

1:15 - 2:30 pm From Producer to Port: Move That Ag Product!

Hear from a panel of experts on the issues affecting the transportation industry, whether it's the economy, regulations or the weather. They'll break down what are the challenges, what is the impact on agriculture, and why transportation and agriculture are so interconnected and need each other. Panelists include: **Greg Guthrie**, BNSF Marketing Director for Agricultural Commodities; **Mike Steenhoek**, Executive Director, Soy Transportation Coalition; Representative from The Scoular Company

2:30 - 2:45 pm Break

2:45 - 3:45 pm Storytelling in a Twitter World:

Ken Fuson, will share some examples of stories he has written and include tips on what worked, what didn't, how audiences reacted and how good storytelling is more important than ever in this fast-paced multimedia world. His tips will help writers learn how to use good story-telling to catch and retain those audiences with their shorter attention span. Ken has formerly worked for the *Des Moines Register*, *The Sun* in Baltimore, and freelanced before becoming the Marketing Writer and Media Strategist in the Office of Marketing and Public Relations at Simpson College.

Registration Fee:

\$80.00 (members)
\$100.00 (non-members)
\$135.00 (on site)
\$40.00 (students)
(Checks or credit cards)

Hotel Information:

Embassy Suites Omaha -
Downtown/Old Market
555 South 10th Street, Omaha, NE, 68102
402-346-9000
Ask for AAEA/LPC Midwest Regional
Workshop Rate: \$129.00
Hotel reservation deadline: April 10, 2015
<https://aws.passkey.com/event/13795490/owner/1557921/home>

It's simple to register:

E-mail diane@livestockpublications.com (or dianej@flash.net)

In the subject line put: Register for Regional Workshop

List the names you wish to register with all contact information including e-mail and mailing addresses. You may pay with check or credit card. Please indicate if you wish to pay by credit card for further instructions.

Questions: 817-336-1130