



Livestock
Publications
Council

Advancing livestock media professionals

April 2016

Actiongram

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

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Humble and Kind

Angie Denton
2015-16 LPC President



"Hold the door, say please, say thank you. Don't steal, don't cheat and don't lie. I know you got mountains to climb but always stay humble and kind. When those dreams you're dreamin' come to you. When the work you put in is realized. Let yourself feel the pride but always stay humble and kind."

What a song. In my opinion, **Tim McGraw** knocked it out of the park with his new release, "Humble and Kind." The lyrics are ones to live by. I believe our organization is blessed to have members who are committed to living life "humble and kind." This is why activities like Coffee and Collaboration are so successful. Our members are willing to share ideas and help others learn and grow. We are a family.

Register for regional workshop

Plan to join us in Manhattan, Kan., June 14 for a regional workshop prior to the Beef Improvement Federation (BIF) Research Symposium and Convention. It will be a great day of sharing and learning.

Award-winning writer **Holly Spangler**, *Prairie Farmer* editor, will share how she utilizes different media outlets to get the most out of every story she writes. Attendees will also learn about capturing and editing

video, writing for social media, creating social media graphics and understanding analytics.

The day will end with an update on genomics in the beef industry and then hear how industry leaders effectively take highly technical subject matter, such as genomics, and transform it into understandable and educational articles for ranchers, farmers and the consuming public. A big thank you to Zoetis as our premier partner for the event.

In my opinion, the workshop will be a can't miss event with an amazing line-up of speakers and educational topics. You definitely won't want to miss the famous K-State Call Hall ice cream.

The event will be hosted at the International Grains Program Conference Center on the Kansas State University campus. See Page 2 for a complete schedule and registration information.

As Tim sings so well, *"Don't take for granted the love this life gives you. When you get where you're goin' don't forget turn back around and help the next one in line. Always stay humble and kind."*

I'm so proud to be an LPC member.

Angie

LPC Regional Workshop

Manhattan, Kansas

TUESDAY, JUNE 14, 2016

8:30 am – 4 pm

Special thanks to Zoetis for major support of this event.

zoetisTM

This workshop will be held prior to the Beef Improvement Federation annual convention:
<http://beefimprovement.org/library/general-information>

• AGENDA •

Workshop will be held in the Conference Center at the IGP (International Grains Program) Institute
1980 Kimball Avenue, Manhattan, KS 66506

8:30 a.m. Registration

9 a.m. The Biggest Bang for your Editorial Buck

Holly Spangler, Prairie Farmer editor, will discuss how she utilizes all media outlets to get the most out of every story she writes. She will give tips on how to take a topic and make it fit various formats, including a publication, blog, podcast, etc.

10:15 a.m. Tips and Tricks Roundtables

Have questions about video equipment or editing software? Want to know the best way to capture your audience when writing for social media? Wondering what applications are available to help you create graphics for Facebook, Twitter, etc.? Confused by web/social media analytics? Get answers from these experts! (You will have the opportunity to choose two tables.)

1. Video on a Shoestring Budget

Gerry Snyder, multimedia specialist, KSU

2. Writing for the Social Media Audience

Sheila Ellis-Glasper, digital media specialist, KSU

3. Best App for the Job: Creating social media graphics

Katie Allen, communications specialist, KSU Research and Extension

4. Analytics: Clearing out the confusion

Shannon Krueger, freelance creative professional with Allegro Creative

11:30 a.m. National Bio and Agro-Defense Facility Update

Marty Vanier, Kansas State University Director of Operations at the National Agricultural Biosecurity Center, will give an update on progress being made on the NBAF facility. Vanier was chosen by the Department of Homeland Security to be the senior program manager for strategic partnership development in 2015. Construction on the \$1.25 billion animal disease research laboratory began in May 2015 and is expected to be completed in 2020.

Noon Lunch

1 p.m. Tour IGP facilities — Feed Mill and Pet Food Facilities

2:15 p.m. Genomics in the Beef Industry

Dan Moser, Angus Genetics Inc. President, will explain how ranchers are incorporating genomic information into genetic evaluation of beef cattle. He will highlight how this information has helped breeder's select cattle that perform well on the ranch and the rail.

2:45 p.m. Tips for Simplifying Complex Subjects

Kent Andersen, Zoetis Animal Health Director of Genetics Technical Services, U.S. Cattle-Equine, will discuss the importance of choosing your words wisely, knowing your audience and communicating key takeaways when explaining technical subject matter.

3:00 p.m. Scientific Writing: It Doesn't Have To Be Complicated

Good writing increases access to knowledge. This panel of journalists will explain how they take highly technical subject matter, such as genomics, and transform it into understandable and educational articles for ranchers, farmers and the consuming public.
Sarah Hancock, technical writer, Office of the Vice President for Research at KSU

Greg Henderson, Farm Journal/Beef Today editorial director
Miranda Reiman, Certified Angus Beef assistant director industry information

3:45 p.m. Closing and K-State Ice Cream Send-off

SPONSORED BY AG PRESS

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 info 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

REGISTRATION FEES: \$80.00 (members)

\$100.00 (non-members) \$135.00 (on site)

\$40.00 (students)

New LPC Program

LPC's Coffee & Collaboration

“Photos, photos, photos... how are you tackling photo archiving?”

Becky Newell, *The American Quarter Horse Journal* Editor-in-Chief

Kathrin Gresham, *Angus Journal* Photo Coordinator

Unsure of the best way to archive your digital photos? How about the stacks of old prints? Join us April 20 as AQHA's Becky Newell and Angus Journal's Kathrin Gresham talk photo archiving during LPC's Coffee & Collaboration. Have you had success with your archiving process? Are you overwhelmed by the mere thought of it? Either way, this chat will have something for you.

Join the conversation at <https://meet.illinois.edu/jshike/PFKHZ307>. If you cannot join online or have difficulty, call in at +1 888 983 3631. Conference ID is 8174261. If you want to try this out in advance and are unsure about this technology, email jshike@illinois.edu for a quick walk-through!

We know it's not possible for all LPC members to attend AMS or regional workshops each year, so we hope our Coffee & Collaboration chats can be an opportunity to engage more members and ultimately provide even more benefits for our members. **So please encourage your staff to join in. It's FREE!!**

Some Contest highlights to know:

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.
Note: this is equivalent to the entry label from previous years.
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 your 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 within a few days.**
7. Please note: The system is programmed to send you a confirmation email following each submission. *You've been warned.*

Category 1 submission must be entered as a hard copy of the publications as listed in the category description.

Send entries with payment: Livestock Publications Council, 200 W. Exchange Ave., Fort Worth, TX 76164

All entries must be **RECEIVED (online)** by WEDNESDAY, April 20, 2016 Midnight, CDT- There are no exceptions!

2016 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, diane@livestockpublications.com or grace@livestockpublications.com

Note: For those of you who wait until midnight to ENTER your submissions, you still may pay with a check or credit card.

HOWEVER ALL PAYMENTS MUST BE RECEIVED BY APRIL 27.



**Congratulations to these
Forrest Bassford Student
award travel winners!**

Nora Faris - University of Missouri
Audrey Green - Kansas State University
Chamonix Mejia - Texas Tech University
Tim Taylor - Oklahoma State University

2016 Livestock Publications Council

Contest General Information, Rules and List of Categories

DUES

1. Any LPC publication member or service member whose dues are paid for the calendar year of 2015 and 2016 is eligible. New members who join LPC in 2016 may compete if 2016 dues are paid.
2. **Send DUES to: Livestock Publications Council, 200 W. Exchange Ave., Fort Worth, TX 76164.** Publication members: \$175; Service members: \$150. You may write one check for the total amount due.

ENTRY ADDRESS/DEADLINES

3. Entry deadline is Midnight CDT, Wednesday April 20, 2016.
All entries except Category 1 must be uploaded to the new online system hosted by www.Submittable.com.
The link for LPC entries is: <https://livestockpublications.submittable.com/submit/>
Once the LPC office has received your submissions you will be sent an invoice for payment. Checks or credit cards accepted.
4. Entry fees MUST be received by the **April 27**. Regular categories are **\$30/entry** and general excellence categories are **\$50/entry**.

ELIGIBILITY

6. Entries must have been published between January 1, 2015 and December 31, 2015. 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 coordinators.
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.
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.

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CATEGORIES

1. Most Improved Publication (James Flanagan Award)

Submit a total of four issues: two different issues dated between January 1, 2015, and December 31, 2015; one issue each from period January 1, 2014, to December 31, 2014; and January 1, 2013 to December 31, 2013. 2013 and 2014 issues must be from same month as one of the 2015 issues. (For example, March 2015, 2014, and 2013 plus August 2015)

GENERAL EXCELLENCE

Categories 2-5 require two different issues from 2015 to be submitted/uploaded.

2. Association Publication
3. Non-Association Publication
4. Newspaper
5. Newsletter (*either print or electronic*)
6. Website

GENERAL DIVISIONS

Special Issue Division

7. Special Issue — 100 pages or less
8. Special Issue — More than 100 pages
9. Event/Show Program
10. National Show Coverage

Visuals Division

11. Single Article Layout & Design
12. Cover (any color combination or BW), Association
13. Cover (any color combination or BW), Non Association
14. Cover (any color combination or BW), Newspaper
15. Published Editorial Photography (series or photo story – *must include entire story*)
16. Single **Photo OR Graphic** Illustrating an Article (not part of a series or picture story; BW or 4 color (*must include entire story*))

Writing Division

Association: Feature Articles

17. Production/Management article
18. Marketing article
19. Technical article
20. Feature/Human Interest Story
21. Instructional Story
22. Producer/Farm/Ranch Profile

Non-Association: Feature Articles

23. Production/Management article
24. Marketing article
25. Technical article
26. Feature/Human Interest Story
27. Instructional Story
28. Producer/Farm/Ranch Profile

Association and Non-Association Combined Categories

29. News Story
30. Editorial
31. Regular Column (regular feature, same author, submit 3 columns per entry)
32. In-depth Reporting (single article)
33. In-depth Reporting (multiple article series)
34. Commentary or Essay Article (not an editorial)
35. Miscellaneous Writing (includes humor and entries that don't qualify for above categories)

Design Division

36. 4-color, Full-page Ad for a Livestock Sale
37. 4-color, Full-page Ad for a Ranch or Farm
38. 4-color, Full-page Ad for a Livestock Supplier, Service, Assn.
39. 4-color, Less-than-full-page Livestock Ad
40. 2-color or 3-color, Livestock-affiliated Ad, any size
41. 1-color, Livestock Ad, any size
42. Livestock Advertiser Campaign (3 or more insertions)
43. Livestock Ad Headline (*submit entire ad*)
44. Multiple Page Livestock Ad
45. Logo Design
46. Brochures, Flyers and Direct-mail Pieces
47. Sale Catalogs Any color usage on cover, 4-color text pages
48. Sale Catalogs Any color usage on cover, less than 4-color text pages
49. Annual Reports
50. Miscellaneous Design (entries that don't qualify for above categories)

Continued on next page

Web Division

51. Publication Website
52. Association Website
53. Breeder Website
54. Livestock-affiliated Website (*include topic site, event site, etc.; must have been created in current year*)
55. Social Media Marketing Campaign

E-Newsletter (must be at least quarterly)

56. E-Newsletter (daily/weekly)
57. E-Newsletter (monthly)
58. E-Newsletter (less than monthly, i.e. special event)

Blog Division

59. Single Blog Post (specify time and date)
60. Blog Series (specify times and dates)
61. Best Overall Blog Site (based on editorial, not site design)

Guidelines for categories within the writing divisions.

Production/Management: 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 Cattle Co. is Growing, etc.

Marketing: 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; Leasing Rather Than Selling Bulls, etc.

Technical: 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; Secrets Behind Bovine Estrus, etc.

Feature/Human Interest: 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; where as an article Overcoming Depression Was Step One for Joe Smith would be a great human interest approach to a serious issue.

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

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.

News Story: These articles chronicle and explains to readers unfolding livestock industry events and changes. Examples would include: What New EQIP Regs Mean to You; What Japanese BSE Means to US Beef; 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.

Editorial: Like commentary/essay, an editorial expresses the opinions of the author, but also calls the reader to specific action. A regular column could also be entered in this category.

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).

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

Humor: (note this is now a part of Category 35) Either non-fiction or fictional accounts of life, events, news, etc. of interest to readers of livestock publications.

More details will follow - you can register online when registration opens by May 1

AMS Tours set for July 23

Science Of Agriculture Tour

St. Louis is a hub of scientific discovery and innovation for agriculture. Your tour begins at The Donald Danforth Plant Science Center. The world-class research campus focuses on accelerating advances in crop development and plant sciences around the world. Scientists are using genomics, CRISPR genome editing, robotics, imaging and other tools to increase food production, adapt crops to ever-changing environments and to conserve natural resources like soil and water. You'll hear from scientists about the Center's mission, learn about various research endeavors and tour greenhouses to get a firsthand look at the innovation that will shape the next Green Revolution. Lunch will be served on the campus.

The next stop is the newly opened GROW Agriculture Gallery at the St. Louis Science Center is a one-acre indoor and outdoor exhibit with interactive educational activities, a greenhouse and classrooms. The first-of-its-kind exhibit incorporates chemistry, life sciences and technology to teach about farming, how plants work and more. Explore and take photos of the new exhibits, participate in a Q&A session with staff and learn about the agricultural groups and others who made the gallery possible and what they hope to accomplish in sharing agriculture with the public.

Your final stop is Urban Chestnut. The St. Louis craft beer brewery is known for its sustainability initiatives and industry-leading research. The company recently opened The Urban Research Brewery that allows its brewers to brew and test small batches and interact direct-

ly with consumers regarding experimental beers. You'll learn how the brewmaster sources hops and grains and returns the brewery waste back to livestock producers as feed. The tour includes a tasting of Urban Chestnut's signature products.

From Farm to Fork Tour

Missouri farmers focus on bringing the best quality product to the consumer table. The Livestock Tour offers a glimpse into various production practices in the Show-Me State.

Your tour begins at Purina Farms. Located in rural Missouri on 1,200 acres of rolling hills, the Purina Animal Nutrition Center, known simply as "the Farm," is the heart and soul of everything Purina Animal Nutrition does, and has been since 1926. More than 100 nutritionists, veterinarians and animal care specialists work together to manage 3,000 animals each day making it a unique facility within the feed industry. More than 24,000 studies have been conducted at the Purina Animal Nutrition Center, and tens of thousands of ingredients and nutrient combinations have been evaluated to create the best animal feed. This is just scratching the surface of understanding all the ways proper animal nutrition contributes to efficiency, productivity, longevity and healthy animals.

The next stop is Geisert Farms a pasture-based pork operation near Washington. Todd Geisert is the fifth generation to operate the farm that has been in the same location since 1916. Pigs farrow in "A" frame houses in fields. The family sells its natural pork products to grocery stores and restaurants. However, this year they ventured out to a true farm to fork experience. In



April, the family opened Geisert's From Farm to You Market and Wholesale Food Hub complete with café. Tour attendees will have an opportunity to sample some of Todd's pork products as we stop by the café for lunch.

After experiencing a low-tech production system, tour attendees will shift gears and visit Scheer Dairy in New Haven to watch robotic milkers at work. Scheer Dairy is a 150-cow dairy operation owned by Eugene and Kathy Scheer and their son Rick. The family installed their first eley A3 robotic milker in 2012. Today, they have three robotic milkers. The tour will take you inside the milking parlor to watch the robots in action. Eugene will share how technology is helping keep his son on the farm and a small dairy viable. The Scheer's sell their milk to Prairie Farms.

There is no better way to wind down from a long day's work than in Missouri's beautiful wine country. Just down the road from Scheer Dairy, sits Robbler Vineyard. Robert and Louis Mueller along with their children own and operate the vineyard. Robbler Vineyard started as a backyard hobby, but today is a formidable estate styled winery. The roughly 18 acre-vineyard has a mix of mainly French Hybrids including; Chambourcin, St. Vincent, Villard Noir, Vidal and Vignoles as well as Traminette, Seyval and of course Norton. The stop will include a tour, presentation and wine tasting.

~Attention Sponsors and Exhibitors~

You can sign up for sponsorships and to exhibit in the InfoExpo now. The program will be posted this week

Go to the main website for details:

www.agmediasummit.com

~Make your room reservation today~

Hyatt Regency St. Louis at The Arch --

<https://aws.passkey.com/event/13269250/owner/988/home>

314-655-1234