



Livestock
Publications
Council

Advancing livestock media professionals

April 2017

Actiongram

**“In Winter, I plot
and plan.
In Spring, I move.”**

~~Henry Rollins



Scarlett Hagins
2016-17 LPC President

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

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LPC is definitely on the move this Spring! Last week the Midwest Regional Workshop took place in Ames, IA; the LPC Contest entries are now in; and the opening of registration for the 2017 Ag Media Summit (AMS) on the horizon, we are shaking those Winter blues and hitting the ground running.

The Midwest Regional Workshop is a joint collaboration with the American Agricultural Editors' Association (AAEA) and was a great program with more than 50 in attendance. The Iowa Cattleman's Association hosted the group for a reception on Tuesday night with comments from the **Bill Northey**, the Iowa Secretary of Ag. The program had something for everyone, including sessions on photography, farm policy and trade, writing and creating relevant online content. Thanks to all who worked on the event to make it happen.

With the deadline passed and entries counted we are proud to announce that the contest has more entries than the 2016 version! As a reminder the awards will be presented this summer on July 25 during AMS. It will follow the LPC annual meeting and usually takes place around 8 am.

Speaking of AMS, it's almost time to register! The "Summit on the Summit" will be held July 22-26 at the Snowbird

Ski and Summer Resort in Snowbird, UT. This is the largest meeting in the U.S. of the ag industry's top writers, editors, photographers, publishers and ag communication specialists, and offers one of the best opportunities for professional improvement and industry networking. You will not want to miss it! Registration will open May 1. In the meantime, be sure to get your room reserved. You can book online or over the phone, just mention Ag Media Summit or use the code 2BY13B to get the group rate. The program is being finalized, but you can view a schedule at www.agmediasummit.com. Be sure to check the website and this newsletter for more details in the next few months. See you on the summit!

That was a very quick run-down of just a few of the events LPC is working on. In addition, don't forget to log-in to our monthly Coffee & Collaboration sessions. The next one is scheduled for May 17. (see details in this newsletter)

As your calendars begin to fill-up, I hope you leave room for these events and other LPC activities down the road. Welcome to Spring! Let's get moving!

Scarlett

*Mark your calendar for the next Coffee and Collaboration
Be sure to share this with your staffs, these are open to the world!*

“From Pasture to Print: Making the sale and getting the information in”

Wed., May 17 from 10-10:45 a.m.



STEPHEN RUSSELL
Kansas Livestock Association



MOLLY SCHOEN
*American-International
Charolais Association*



WES TIEMANN
Missouri Cattleman's Association



Join the chat at <https://meet.illinois.edu/jshike/B1587J4W>.
Or call 888-983-3631, Conference ID: 13993483.



LPC Best of the Bunch Photo Contest

*2016 Best of the Bunch
Winning Photo
by Erin Worrell*



Get your cameras out and start snapping away or find that winning photo in your files because it's time for the Best of the Bunch Photo Contest! Held each year during the Agricultural Media Summit it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Cash prizes are awarded!

Rules...Read carefully!

Photo Submissions

- 1) Enter each photograph in one of four categories:
 - a) Livestock
 - b) Livestock industry people
 - c) Livestock scenic (such as a landscape, **must have livestock in photo**)
 - d) General (**may include digitally enhanced** (the sky's the limit!))
- 2) The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- 3) All photographs must be mounted on lightweight stock. Minimum size for entry is 8"x10" to 10"x12". With the mounting, the maximum size of an entry can be no more than 11"x14".
- 4) All photos must be identified with your

- name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.
- 5) All photos must ALSO be submitted digitally for use in the slideshow presentation of winners, along with your headshot.
 - 6) There is no limit to the number of entries you may enter.
 - 7) There will be a small entry fee (\$5 per photo) but we have added larger cash prizes.
 - 8) Entries will be taken until 9 a.m., Monday, July 24 at the registration desk.
 - 9) You may enter without attending the Summit but contestants are responsible for making arrangements in getting their photo(s) returned.
- #### **Eligibility**
- 1) **All entries must be original "straight out of the camera" photos. Basic color and lighting adjustments only. General category does allow for digital enhancement.**
 - 2) Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.

- 3) Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.

Winning Photos

- 1) Each category will pay \$100/first; \$50/second; \$25/third.
- 2) The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.
- 3) The winner of the "Best of the Bunch" will receive a canvas print of their winning entry.

General Information

- 1) LPC retains the right to use any of the photos submitted in the Best of the Bunch Photo Contest for publishing in print or on the web.
- 2) ALL entries will go on the LPC web site and remain on there for one year with your name attached to the entry. We feel that this is a way of "advertising" for your photo(s) and then it's also like an online "portfolio" for you.

***New rules for 2017 indicated in bold.**

For more information or questions contact Carrie Webster, cwebster@pork.org



Snowbird Ski and Summer Resort

Main number: The Lodge at

Snowbird: 801-933-2222

Snowbird Central Reservations:

800-453-3000

Mention Ag Media Summit

Or book online:

<https://reservations.snowbird.com/>

Group code: 2BY13B

Room rate: \$156

~Attention Sponsors and Exhibitors~

Want to showcase your company?

You can sign up for sponsorships and to exhibit in the Info-Expo so be sure to get in on early rates prior to May 15.

Go to the main website for details:

www.agmediasummit.com

SCHEDULE OF EVENTS (subject to change)

SATURDAY, JULY 22

All day Ag Tours

SUNDAY, JULY 23

8 am - 5 pm Registration desk open

8 - 11:30 am LPC Board Meeting

8 - 11:30 am AAEA board meeting followed by PIF meeting

Noon Lunch on your own

2 - 4 pm ACT Welcome, Student Professionalism
Sessions and Speed Networking

2 - 5 pm InfoExpo exhibit set up

5 - 6 pm First-timers reception

6:30 - 9 pm Famous Welcome Party

MONDAY, JULY 24

7 am - 6 pm Registration desk open

7:30 - 8:30 am Hot Breakfast

8 am - 4 pm InfoExpo set up

8:30 - 10 am BLOCK 1 SESSIONS

- **Creating EXCITING layouts FASTER in InDesign (design)**

Are you too busy to spend time on DESIGN? **Russell Viers** will help you learn how to set up a template that takes your current publication design to the next level...with NO EXTRA production time. That's right, you can create EXCITING layouts faster than your current layout.

- **Newsmakers Panel: Adapting to Change in Agriculture (issues)**

Agriculture continues to evolve at warp speed, and farmers must be resilient to keep up with the changes. A panel of farmers and industry specialists will present examples of ways those in the production food chain are adapting to and with climate, production and marketing changes. Speakers include **Laura Lengnick**, Cultivating Resilience; who will address adapting to climate change; **Russ Zenner**, Zenner Family Farm, Genesee, Idaho; who will talk about his value-added crop marketing adaptations; and **Luke Crawford**, Arenzville, Ill., farmer, who will discuss adding livestock to the family operation. The session is moderated by freelancer **Laura Temple**.

- **An Ad is a Terrible Thing to Waste (sales)**

This session will be a discussion on the importance of "demanding" the highest quality ad campaign creation by our advertising and creative teams and how great work will improve our bottom lines. **Beth Chism**, Chism Consulting, Inc.

- **Interview Basics; 20 Questions You Never Thought to Ask (writing)**

Every great story starts with a great interview. Here's a look at

how the right questions and the right interview techniques can make your story, complete with the very best interview tips, techniques and questions from award-winning writers and broadcasters. Panelists include **Jamie Cole**, Red Barn Media; **Pam Smith**, DTN/*Progressive Farmer*; **Martha Mintz**, Corral Creek Communications; **Max Armstrong**, This Week in Agribusiness/Penton Agriculture, and will be moderated by **Holly Spangler**, *Prairie Farmer*/Penton Agriculture.

10 - 10:15 am Coffee Break

10:15 - 11:30 am BLOCK 2 SESSIONS

- **Design Session from Block 1 continues (design)**

- **Communicate with the Right Consumer Audience (writing)**

Kevin Folta is a University of Florida research scientist who actively engages audiences through public seminars and social media. Over the last 15 years, Kevin has learned ways to connect with audiences, and spends time teaching tactics to farmers, scientists, physicians and dietitians. His efforts have been so successful that he has become a target of biotechnology critics and internet celebrities. His interest is to recruit new voices to the food and farming discussion. The public is looking for answers and the most trusted voices are not participating, or when they do, they do it incorrectly. This session will frame how and where to communicate with the right audience, who, most of the time, is simply trying to find out who to trust about their food.

- **Media Tours: What Works, What Falls Flat (PR/marketing)**

Media tours and events allow companies and organizations to connect with editors and broadcasters, typically with a goal of building awareness for a specific product or initiative. Three veteran AAEA/LPC members will share insights on what helps editorial efforts, what is a waste of time and the policies and norms for picking up the tab. **Cassie Yontz**, senior account executive with Charleston/Orwig will serve as moderator. Panelists include **Betsy Freese**, executive editor, Meredith Agri-media; **Jim Patrico**, senior editor, DTN/*The Progressive Farmer*; and **Sarah Muirhead**, *Feedstuffs* editor and manager of Penton Ag/Informa Livestock Group.

- **"It's 11 am. Do you know where your sales people are and what they are doing?" (sales)**

This session will be a discussion about critical but basic sales practices and how managers can track performance and help their sales team grow and maintain revenues.

11:45 am - 1 pm Student Awards and Recognition Luncheon

1:15 – 2:30 pm BLOCK 3 SESSIONS

• **Using the Write Wordz in the Rong Weigh (writing)**

With our full schedules, sometimes we are not as careful about word use, spelling and writing "rules" as we should be, and Spellcheck is not necessarily your friend. **Vicki Krueger**, marketing communications manager with the prestigious Poynter Institute, will walk her audience through the do's and don'ts of effective writing. She'll provide helpful tips for remembering rules, and ensuring your writing is void of common mistakes. Don't miss this lively, interesting session.

• **Keeping it Real: Getting Great Natural Portraits (photo)**

Raised a farm girl and now living on the farm with her family, **Christy Couch Lee**, owner of CeeLee Photography, enjoys photographing families, seniors, children, weddings and any unique moments to capture a time in the lives of her clients. Lee will give tips to help make your portrait subjects look their best.

• **Creating Infographics Simply and Quickly (design)**

Are you ever in need of an infographic to support a story? Maybe you need a bar chart or pie chart, but don't have a lot of time? **Russell Viers** will go beyond Illustrator for this class, looking at online solutions, InDesign and even how you can use PowerPoint as an effective solution (yes...he just said PowerPoint).

• **Newsmakers Panel (issues)**

Timely topics will be discussed with industry experts.

2:30 – 2:45 pm Coffee Break

2:45 – 4 pm BLOCK 4 SESSIONS

• **How to Successfully Manage SEO and Keywords (writing)**

Search engine optimization (SEO) is becoming increasingly important as a way to drive traffic to your brand online. **Vicki Krueger** with the Poynter Institute will help you learn how to maximize SEO and how to use keywords to your advantage. She will walk through examples that illustrate how this is being accomplished successfully by content providers, and how you can do it, too.

• **Baby Boomers, Gen Xers and Millennials -- Can't We All Get Along? (personal development)**

A panel of four ag industry experts from various generations will get together to tackle big questions about how different generations can effectively work together. Ag media "veterans" **Steve Drake** of SCD Group; and **Cindy Cunningham**, assistant vice president with National Pork Board; will share perspectives with newer-to-the-industry pros **Jessie Scott**, *Successful Farming* digital content editor and **Nicole Lane Erceg**, Ranch House Designs digital marketing director.

• **How to Enhance Freelancer Relationships (PR/marketing)**

Sometimes there are questions as a freelancer or as a client you want to ask but are unsure. We surveyed ag communicators to get their take on these tough questions. Join **Karen McMahon** and **Marlys Miller** as they lead a town hall discussion about business management and expectations where audience participation and your favorite stories are encouraged. We'll dive into the gray areas to help freelancers and hiring entities find and treat each other fairly.

• **Bad Light, Good Choices (photo)**

It's high noon, and the subject is wearing a cowboy hat and standing next to a black Angus steer. It's going to be one of those shoots. Learn from top photographers how to deal with tough lighting situations in the field. AAEA Master Photographer **Jim Patrico** of DTN/*The Progressive Farmer*, freelancer **Martha Mintz** of *The Furrow*, and livestock photographer/videographer **Kent Jaecke** of Rockin' K Productions share their insight and experiences.

4 – 7 pm InfoExpo Grand Opening followed by a free evening to enjoy the resort

4:30 pm ACT Critique and Contest Awards

TUESDAY, JULY 25

8 am – 6 pm Registration desk open

7:30 – 9 am LPC annual business meeting

LPC Contest awards will follow LPC meeting

8:30 – 10 am Breakfast in InfoExpo

10:15 – 11 am BLOCK 5 SESSIONS

• **Interview Basics; 20 Questions You Never Thought to Ask (writing) REPEAT**

Every great story starts with a great interview. Here's a look at how the right questions and the right interview techniques can make your story, complete with the very best interview tips, techniques and questions from award-winning writers and broadcasters. Panelists include **Jamie Cole**, Red Barn Media; **Pam Smith**, DTN/*Progressive Farmer*; **Martha Mintz**, Corral Creek Communications; **Max Armstrong**, This Week in Agribusiness/Penton Agriculture, and will be moderated by **Holly Spangler**, *Prairie Farmer*/Penton Agriculture.

• **Using CSR Innovations to Transform the Farm-to-Table Value Chain (PR/marketing)**

Corporate Social Responsibility (CSR), a company's ability to impact its triple bottom line (people, planet and profit), is a focus of rapidly growing importance for agriculture and food. Once purely a reputation risk-management safeguard, CSR is becoming more mainstream as consumers, investors and employees expect companies to proactively help shape a better world. This panel discussion, moderated by **Nick Anderson**, MorganMyers, will feature **Jenny Fouracre**, Domino's director of public relations; **Stephanie Meyers**, Merck Animal Health senior marketing specialist; and **Greg Wandrey**, Ph.D., Iowa ag program director for The Nature Conservancy. Learn why CSR is growing, and how it may affect how ag business is conducted in the future.

• **Logo & Headline Creation, Modification, and Recreation (design)**

How often are you asked, "Hey...can you create a logo for me?" Or you see a logo that...well...just needs a little help? What about when a customer sends their logo as a thumbnail from the website and you need to recreate it? In this class, **Gail Lombardino** with Homestead Graphics will use Illustrator with a focus on logos and also artistic story titles and tops of ads. InDesign will also be incorporated for the top of ads and story titles.

• **The Nuts and Bolts of Outdoor Photography (photo)**

Kyle Spradley is a landscape and nature photographer that also specializes in sports, photojournalism, multimedia production and website design. He is located in Laramie, Wyo., and is the photographer/videographer for the University of

Wyoming. While in college at the University of Missouri, Kyle studied photojournalism and natural resources. In May 2009, he earned a degree in ag journalism and has worked for newspapers, Rural Missouri, freelanced through his own company and for his alma mater's College of Agriculture, Food and Natural Resources. Throughout his career Kyle has gained experience in several facets of photography and will discuss the nuts and bolts of outdoor photography and dealing with the elements.

11:15 am to noon BLOCK 6 SESSIONS

• **Rock On! (writing)**

It's tough to pack a lot of story into a small space, but songwriters do it all the time. With cues from great song lyrics, AAEA Master Writer **Steve Werblow** will share tricks and techniques that can help make your writing sing...and send you home with inspiration, tips and maybe a tune stuck in your head.

• **The Good, the Bad and the Ugly of Livestock and Crop Photography (photo)**

Jennifer Carrico is a field editor for the *High Plains Journal*. Working from her home office while raising her children, the sixth generation on their family farm, allows her to be active on the farm and continue to raise cattle. Jennifer has an animal science degree from Iowa State University and has been around livestock and the farm her whole life. She will discuss the good, the bad and the ugly when it comes to getting the right livestock and crop photos for the story.

• **Make Effective Use of the Blogosphere (PR/marketing)**

Aiming to reach your audience through social media and the blogosphere? Perhaps you just want to know what's possible. Veteran lifestyle blogger **Kelly Larkin** will share details about working with big and small companies, and how she helps amplify their marketing messages. Larkin is the life and style blogger behind *KellyintheCity.com*. Originally based in New York City, she now resides in Chicago with her husband, newborn daughter and miniature dachshund. With more than 200,000 page views per month and 88,000 social media followers, Kelly has been named one of the top preppy bloggers in the country, and works closely with companies like Nordstrom, Macy's and Neiman Marcus. While her blog is fashion-focused, she also covers travel, city living, baby and home decor. Apply her tips to your successful blog.

• **Keep the Relationship Going (personal development)**

You've received a business card from someone who could be a useful professional contact. Now what? Published author, blogger and lifestyle expert **Jasmine Brett Stringer** will guide you through the process of creating and maintaining meaningful business relationships. She is a member of Class 9 of the Minnesota Ag & Rural Leadership program with more than 15 years of business development, customer relationship and social media experience.

Noon – 1:15 pm	Luncheon
1:15 – 2:15 pm	Dessert in InfoExpo
2:15 – 6 pm	InfoExpo teardown
3:30 – 4:30 pm	AAEA business meeting
4:30 – 5:30 pm	ACT business meeting
5:15 – 6:30 pm	AAEA awards presentation
6:30 – 7 pm	Reception
7 – 9 pm	Joint Dinner, Awards Banquet and Closing Party

WEDNESDAY, JULY 26

5:30 – 9:30 am	Coffee-to-go-bar
8:30 am	Planning meeting for International Federation of Ag Journalists (IFAJ) 2019 Congress

Congratulations to these Forrest Bassford Student award travel winners!

Katie Friedrichs
Oklahoma State University

•
Taylor Belle Matheny
Kansas State University

•
Topanga McBride
Kansas State University

•
Jill Seiler
Kansas State University

LPC CALENDAR OF EVENTS

19th Annual Ag Media Summit
July 22-26, 2017 | Snowbird, UT
(Snowbird Ski and Summer Resort)
Closest airport is SLC (Salt Lake City)

OCTOBER 1

Nominations for Headliner
and Hall of Fame awards
Applications available on the LPC website

DECEMBER 1

Deadline for Student Internship Applications

DECEMBER 15

Deadline for Stipend Applications

20th Annual Ag Media Summit
August 4-8, 2018
Scottsdale, AZ

21st Annual Ag Media Summit
July 24-31, 2019
In conjunction with IFAJ Congress