

Actiongram

LPC's newest Photo Contest

Greetings LPC members –

Ecstatic was the word that came to mind when fellow colleague, LPC president and friend, **Cindy Cunningham** asked me to be the guest columnist for the April LPC *Actiongram*. As co-chair of the Best of the Bunch contest with **Carey Brown**, Cindy asked us to share with the members details about the contest and a new online portion we are debuting.

The Best of the Bunch Photo Contest is a longtime program for LPC and held during the Ag Media Summit (AMS). Voting is done by fellow peers which makes the honor of being selected far more humbling. Many communicators capture photos throughout the year reaching counts from thousands to a few. Either way, these photos are used to share the agricultural story to all audiences. Which is our job, right?

Best of the Bunch has four categories: livestock, livestock industry people, livestock scenic and general (which may include digitally enhanced). In 2018, there are no rule changes for the contest at AMS. We want you to dig through your photos now and start thinking about what you could enter. For the full contest rules and to learn more about the Best of the Bunch Contest visit the LPC website.

Now, what we are most excited about is our new Best of the Bunch online contest! Each year there are LPC

members who are unable to make it to AMS so we wanted to create a contest that would allow all members an opportunity to showcase their talents.

The online contest will be held prior to AMS with the winner being announced at the Annual Banquet Tuesday evening, August 7. The contest will be hosted on LPC's Facebook page. Photos can be submitted starting on Sunday, July 1, 2018 to Friday, July 13, 2018 at noon central. Voting will be online from Monday, July 16, 2018 to July 27, 2018. We are asking LPC members to pick their best photo to submit in the online contest. The rules and guidelines are simple and match many aspects of the Best of the Bunch contest. Full details on eligibility, voting, etc., can be found on the next page of this *Actiongram*.

We look forward to the contest each year. The talent, quality and experience that comes with the photos elevates each year. If you have additional questions about either contest, do not hesitate to reach out to me or Carey. We look forward to seeing everyone in Arizona!

Carrie can be reached at cwebster@pork.org



*Carrie Webster
National Pork Board and
Photo Contest
co-chairman*

LPC Executive Committee

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Photo credit: Erin Worrell



Each month watch for a winning photo from the Best of the Bunch competition held at AMS.

LPC Best of the Bunch Photo Contest



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:

- Livestock*
- Livestock industry people*
- Livestock scenic (such as a landscape, must have livestock in photo)*
- 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, August 6 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.

LPC Best of the Bunch Photo Contest

Facebook

Eligibility:

1. All entries must be original 'straight out of the camera' photos. Basic color and lighting adjustments only. No digital enhancements.

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.

Timeline:

1. Photo submissions: Sunday, July 1, 2018 to Friday, July 13, 2018 by noon central.

2. Voting: Monday, July 16, 2018 through July 27, 2018

Photo Submission:

1. Each LPC member can only submit ONE photo for the online contest

2. Photos, name, affiliation and photo category must be emailed to Carrie Webster at cwebster@pork.org by Friday, July 13 at noon central to be entered in the contest.

3. Photos must fall within one of the three of the Best of Bunch Photo Contest categories: 1. Livestock, 2. Livestock Industry People, or 3. Livestock scenic (such as landscape, must have livestock in the photo).

4. The photo committee reserves the right to remove a photo from the contest if it doesn't meet category submission or has been digitally enhanced

5. No entry fee for the online contest

Voting:

1. Votes will only be counted on the LPC Facebook page (original entry post)

2. Shares and comments will not be counted for voting

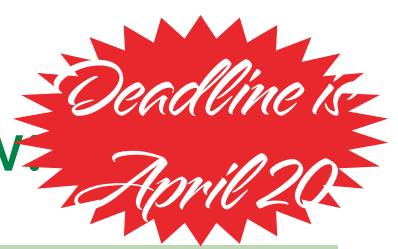
Winner:

1. Winner will be announced at Ag Media Summit during the Annual Banquet Tuesday evening

2. Winner does not have to be present at AMS to receive prize

3. Winner will receive \$100 cash prize

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.*

- **NEW FOR 2018: Entries for Categories 1-4 and 7-9 must be entered as a hard copy and mailed to the LPC office. You also need to enter these categories via the online system.**
- Send entries with payment:
LPC, 200 W. Exchange Ave., Fort Worth, TX 76164
- All entries must be **RECEIVED (online)** by **FRI-DAY, April 20, 2018 Midnight, CDT-** There are no exceptions!
- 2018 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 MAY 10.**

NEW TIME: Awards will be presented on Tuesday afternoon, August 7 during the Ag Media Summit

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

"Social Media ROI"

Wed., April 25 from 10-10:45 a.m.



KATIE ALLEN

*Executive Director of Foundation and Community Relations
Norton County Hospital*

Agricultural Communications Freelancer



LINDSAY GRABER RUNFT

*Director of Marketing and Communications
Livestock Marketing Association*

Presenters will discuss the tangible and intangible benefits of using social media, primarily Facebook, to communicate news and marketing information to specified audiences. Examples of some benefits that will be discussed include dedicating staff time and energy to social media management, using social media as a mechanism to tap new interest in your business or cause, creating uniform messaging across social media and other media outlets, and sponsoring posts to increase your reach in a cost-effective way.



Join the chat at <https://meet.illinois.edu/jshike/Q6T27F3D>.
Or call 888-983-3631, Conference ID: 11841361.

Schedule (tentative)

The Association for Communication Excellence in Agriculture, Natural Resources and Life and Human Sciences (ACE) will join the Ag Media Summit this year in Scottsdale resulting in more sessions in each block. All sessions are open to everyone and full descriptions will be posted soon on all websites of:

AAEA - The Ag Communicators Network, Livestock Publications Council, Connectiv Agri-Media Committee, and National Ag Communicators of Tomorrow and ACE.

Purple denotes sessions sponsored primarily by AMS.

Red denotes sessions sponsored primarily by ACE.

Blue denotes sessions sponsored by both AMS and ACE.

Saturday - August 4

All day Ag Tours of local area

9 a.m. - 5 p.m. ACE Board Meeting

Sunday - August 5

8 a.m. - 5 p.m. Registration desk open

8 a.m. - 11:30 a.m. LPC board meeting

8 a.m. - 12 noon ACE board meeting (cont.)

8 a.m. - 1 p.m. ACE Research Paper and

Poster Presentations

8 a.m. - 2:30 p.m. AAEA & PIF board meetings

Noon Lunch on your own

2 - 3 p.m. ACE Learning Community Leaders Meeting

2 - 4 p.m. Student Session

2 - 5 p.m. InfoExpo exhibit set up

3 - 4 p.m. ACE State Representatives Meeting

3 - 4 p.m. JAC Meeting

4 - 5 p.m. ACE Retirees and past presidents reception

5:30 - 6:45 p.m. First-timers/new member reception

(for ACE members new to ACE conference and AMS first timers

for AAEA & LPC new members)

7 - 10 p.m. Famous Welcome Party

Monday - August 6

All day Registration desk open

Silent Auction open

7:30 - 8:30 a.m. Hot buffet breakfast

8 a.m. - 4 p.m. InfoExpo set up

8:30 - 9:45 a.m. Block 1 Sessions

DESIGN: Design Deep Dive part 1

ISSUES: Navigating Regulations Under the New Administration

PHOTO: Tips to Convey the Emotion of the Moment

PR/MARKETING: All Things Digital: Live Streaming and Immersive Video

MEDIA RELATIONS: Farm to Tablet - Can We Please Get Some Media Coverage?

TECHNOLOGY: Accessibility and Section 508 Compliance: Making our Online Tools, Including Games and Interactives, Accessible

LEADERSHIP/MANAGEMENT: Planning for Successful Student Experiences

PR/MARKETING: Not Your Father's Extension: Penn State Extension Launches State-of-the-Art Digital Strategy in the Race for Relevance

DESIGN: Design Matters!



9:45 - 10:15 a.m. Coffee break

10:15 - 11:30 a.m. Block 2 Sessions

DESIGN: Design Deep Dive part 2

WRITING: Working Words on the Small Screen

SALES: Improve Your Media Kit for Sales Success

PHOTO: So, You Want to Build an Image Collection

SOCIAL MEDIA: Advanced Facebook Analytics

PR/MARKETING: A Rising Tide Lifts All Boats: Elevating Awareness for Extension Through Strategic Branding

ISSUES: Managing for Mayhem: Messaging During a Crisis

LEADERSHIP/MANAGEMENT: Getting the Money to Make the Cool Stuff

DIVERSITY: Communicating to People with Disabilities

11:45 a.m. - 1 p.m. Student Awards and Recognition Luncheon

11:45 a.m. - 1 p.m. ACE Luncheon ACE Reuben Brigham Award winner (speaker)

1:15 - 2:30 p.m. Block 3 Sessions

DESIGN: Let Art Work

WRITING: Write about Science the Right Way

SALES: Sell More to Doubting Buyers

PR/MARKETING: Managing Information in the Consumer Digital Space

PHOTO: Get Meta-Smart! Put Embedded Metadata into Practice

PERSONAL DEVELOPMENT: Turn "Me" Time into Productive Time

DESIGN: Let InDesign Do the Job (extended)

ACADEMICS: Grad School Panel: Find the Grad School for You!

TECHNOLOGY: #DronesAreCool - Using Drones for Education, Communications and Marketing

2:30 - 2:45 a.m. Coffee break

2:45 - 4 p.m. Block 4 Sessions

WRITING: Master the Writing Process

PERSONAL DEVELOPMENT: Integrate Remote/Telecommuting into your Business

PR/MARKETING: Tips for Blogging Effectively for Clients

WRITING: Responsible Cannabis Reporting

ACADEMICS: Science of Agriculture.org: Animations, Videos and Virtual Labs for the Ag Learner

SOCIAL MEDIA: UGA's Live from the Lab on Facebook

PR/MARKETING: Building a Program Assessment Tool in Qualtrics

ACE Electronic Media and Photography Learning Community Meeting and Showcase

ACE Publishing and Graphic Design Learning Community Meeting and Showcase

4 – 7 p.m. InfoExpo Grand Opening

4:15 – 5 p.m. Block 5 Sessions

SOCIAL MEDIA: Remember It's a Conversation: Creating Meaningful Connections in an Instagram World

MEDIA RELATIONS: Going Beyond ROI: Tools to Drive Communication Planning

ACADEMICS: The Ag Comm Block: An Innovative Approach to the Capstone Experience

ACE Instructional Design and Information Technology Learning Community Meeting

ACE Marketing Learning Community Meeting

Tuesday - August 7

All day Registration desk open

Silent Auction open

6:00 a.m. Fun Run (open to everyone)

7 – 9 a.m. ACE Breakfast; ACE Professional Award Speaker

7:30 – 10 a.m. AMS Breakfast in InfoExpo

9:15 – 10 a.m. Block 6 sessions

LEADERSHIP/MANAGEMENT: Who Are You Hiring?

ELECTRONIC MEDIA: Fake It Until You Make It

ISSUES: Issues Management: Working through tough conversations with faculty, staff, students, and stakeholders

PR/MARKETING: Science Communication: Academic Editing, Storytelling and Engagement

SOCIAL MEDIA: Podcasting 101: A Direct Route to Your Audiences Through Audio

10:15 – 11:00 a.m. Block 7 Sessions

WRITING: Crisis in Farm Country

PR/MARKETING: Farmer-Consumer Campaign Success

DESIGN: Let InDesign Do the Job (express)

PERSONAL DEVELOPMENT: Step Out and Get Your Book Published

SOCIAL MEDIA: Proving Your Worth Through Effective Social Media Metric Reporting

PR/MARKETING: Working Smarter for your Branded and Promotional Merchandise Needs

ACE Academic/Research Learning Community Meeting

11:15 – Noon Block 8 Sessions

PHOTO: Use Images to Tell an Authentic Story

PERSONAL DEVELOPMENT: Manage your Career

WRITING: Mining for Resources from the Land-Grant System

PR/MARKETING: Management and Software Show & Tell: Apps and More

LEADERSHIP/MANAGEMENT: From Job Shop to Strategic Communications Agency: Selling The Value To Administration And How to Make It Happen

PERSONAL DEVELOPMENT: Freelancing: Voices of Experience

SOCIAL MEDIA: Building Collaboration Among Program Social Media Managers

ACE Diversity Learning Community Meeting

Noon – 1:30 p.m. Luncheon with presentation by Fernanda Santos, the ACE Gary Hermance Speaker

1:45- 2:30 p.m. Educational meeting for 2019 IFAJ Congress (open to everyone)

2:30 – 4 p.m. LPC annual business meeting and Contest awards

2 – 2:45 p.m. Block 9 Sessions

MARKETING: Transforming a College Website into a Strategic Storytelling Machine

DESIGN: Art Direction & Design: Creating Characters and Art that Pop

MARKETING: Media Production Placement & Distribution: What Three Years of Data Tell

LEADERSHIP/MANAGEMENT: Leading Change and Innovation: Keeping Your Eyes on the Prize

ACE Social Media Learning Community Meeting

Noon- 6 p.m. InfoExpo teardown

3 – 3:45 p.m. Block 10 Sessions

SOCIAL MEDIA: Case Studies: Using Social Media Events and Stories to Increase Program Participation

PERSONAL DEVELOPMENT: The Professional Field Trip: A Practical Approach to Professional Development

MARKETING: What is Today's Story? Exploring the Land-grant Mission Through Story Circles

ACE Leadership and Management Learning Community Meeting

ACE Media Relations and Writing Learning Community Meeting

3 – 4:30 p.m. AAEA and PIF business meeting

4 – 5 p.m. ACE business meeting

4:30 – 5:30 p.m. ACT business meeting and Critique Contest

5:15 – 6:30 p.m. AAEA awards presentation

6 – 7 p.m. Reception to honor ACE Executive Director

6:30 – 7 p.m. AMS Reception

7 – 9 p.m. AMS Joint Dinner, Awards Banquet

7 – 9 p.m. ACE Dinner and Awards Banquet

Wednesday - August 8

5:30 – 9 a.m. Coffee-to-go-bar

8:30 – 10 a.m. Planning meeting for 2019 IFAJ Congress

8:30 – 11:30 a.m. Post-conference ACE session:

Multidimensional Diversity: Inclusive Communication in Science, Agriculture and Higher Education (*additional fee*)

Be sure to watch for updates at
www.agmediasummit.com
Registration will open by May 1, 2018.
Sponsorships and booths in the InfoExpo are available with the early bird deadline of May 15.
info@agmediasummit.com

HOTEL HEADQUARTERS:

The Westin Kierland Resort & Spa

6902 E. Greenway Parkway

Scottsdale, AZ 85254

480-624-1000

kierlandresort.com

Room rate: \$149

online reservations: <https://tinyurl.com/yddrc2g4>

Key to organizations

AAEA: AAEA - The Ag Communicators Network

LPC: Livestock Publications Council

Connectiv Agri-Media Committee

ACT: National Ag Communicators of Tomorrow (students)

ACE: Association for Communication Excellence in Agriculture, Natural Resources and Life and Human Sciences

IFAJ: International Federation of Agricultural Journalists