

ACTIONGRAM

SPRING 2003

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL



AND THE WINNERS ARE!

HALL OF FAME: CHERYL OXLEY, ANGUS PRODUCTIONS INC.
HEADLINER: BILL BREWER, AMERICAN QUARTER HORSE ASSN.

A highlight of each LPC year is the induction of a deserving individual into the LPC Hall of Fame and the announcement of the Headliner award, both of which are presented at the annual convention. The Hall of Fame Award is given to individuals who have served on an LPC member-publication-staff and who have adhered to the high standards of the livestock publications industry. The Headliner Award recognizes a person outside the livestock publishing field for actions that have produced a positive change in livestock production and marketing.

This year's winner of the Hall of Fame award is **Cheryl Oxley**, Angus Productions Inc., St. Joseph, Missouri. **Bill Brewer**, executive vice president, American Quarter Horse Association, Amarillo, Texas will be recognized with the Headliner award. Congratulations **Cheryl** and **Bill** and watch for more on these honorees.

2003 STUDENT TRAVEL AWARD WINNERS

Committee chairman, **Angie Denton**, has announced that three students have been chosen as finalists for this year's **Forrest Bassford** Student Award which is sponsored jointly with the Chicago Mercantile Exchange and LPC. These students will be attending this year's Ag Publications Summit in Cleveland with \$500 travel scholarships and the opportunity to network with professionals in the ag communications industry. The winner will be announced on Tuesday evening at the LPC Awards Banquet.

The finalists will go through an interview process which will be combined with their application scores and then a winner will be determined in Cleveland.

This year's finalists are: **Leslie Shuler**, University of Wisconsin-River Falls; **Katrina Waters**, Texas Tech University, and **Lance Zimmerman**, Kansas State University.



Dare to Design
A HANDS ON WORKSHOP
IN THE COMPUTER LABS!

REGIONAL DESIGN CLINIC

Tuesday, May 20 8:30 a.m to 4 p.m.

Held at Oklahoma State University • Stillwater

See the complete set of information on last page of this newsletter.
Watch for final agenda coming soon!

910 Currie St. Fort Worth TX 76107 www.livestockpublications.com e-mail: dianej@flash.net office: 817/336-1130 fax: 817/232-4820

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



JOB POSTINGS

Senior Associate Editor

Preferred are: a background or familiarity with U.S. beef production, a bachelor's degree in journalism or technical writing and animal science; 2-3 years of magazine or technical writing experience;

excellent organizational and planning skills; creative, visually oriented person with strong grammar, writing and photography skills, and familiar with publication layout and production procedures; and proficient in use of Quark. Please address e-mail or letter indicating interest to: jroybal@primediabusiness.com or Joe Roybal, BEEF magazine, 7900 International Dr., Suite 300, Minneapolis, MN 55425. Phone is 952/851-4669.

Ag Public Relations Account Executive and Writer

Bader Rutter & Associates, a marketing services agency, is seeking a Public Relations Account Executive and a writer for key livestock and crop-production accounts. Degree/background in agricultural journalism, advertising or public relations required. One to five years of agency, communications or public relations experience minimum. Send resume and writing samples to: Bader Rutter & Associates,

Attn: Larry O'Brien, 13555 Bishop's Ct., Brookfield, WI 53005 or email lobrien@bader-rutter.com.

Director of Communications

The National Swine Registry (NSR) is seeking to fill a multi-faceted position to oversee communication and advertising functions. This position is responsible but not limited to the production of the NSR publication, Seedstock Edge, which is published nine times a year, The Pinnacle and The Commercial Connection, the National Junior Swine Association quarterly newsletter and the Commercial Services quarterly newsletter respectively. Other responsibilities include the development of breed promotional pieces, press releases and on-line content included on the association's web site. Requirements include practical experience in communications related work, the ability to work cooperatively as a team with members and staff, and strong organizational and administrative skills. Please direct questions and resumes to **Darrell D. Anderson**, Chief Executive Officer, National Swine Registry, P.O. Box 2417, West Lafayette, Ind., 47996-2417; phone 765-463-3594 or darrell@nationalswine.com

LEGENDARY KING RANCH FEATURED ON "AMERICA'S HORSE" TELEVISION PROGRAM

It's not just a ranch, it's the King Ranch, and "America's Horse," American Quarter Horse Association's weekly television show on the Outdoor Life Network (OLN), presents a one-hour tour of this national landmark on May 7.

King Ranch has been an innovator in the ranching industry for 150 years and is credited with many developments including the Santa Gertrudis, the first beef breed of cattle developed in the United States; dipping vats to eradicate disease; and its own brand of fencing. Its ties to the American Quarter Horse Association trace back to the founding of AQHA in 1940, and Wimpy P-1, bred by King

Ranch, became the first registered American Quarter Horse.

"America's Horse" tours the 825,000-acre ranch, which is home to nearly 57,000 head of cattle, nearly 400 American Quarter Horses and an abundance of wildlife.

An encore episode of this show is set for Sunday, June 22 at 2:30 p.m. eastern. *America's Horse*, AQHA's magazine free to all AQHA members, also will feature King Ranch in its September/October issue.

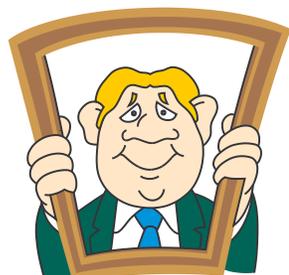
Paul Andre Best of the BUNCH Photo Contest

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 summer convention it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest.*

Prizes are awarded with the top overall photo printed on the cover of the 2004 LPC Directory!



Watch for revised rules in next issue of Actiongram.



APS INTERN NAMED

Luann Ulrich, a student at Oklahoma State University will be this year's Agricultural Publications Summit intern. She will be working out of the LPC office in Fort Worth. Watch for more from Luann and you'll be able to meet her in Cleveland at the Summit.

Registration packets will be mailed within the first week of May.
If you do not have your packet by mid-May, please notify the LPC office.

Sunday, July 27

- 7:00 - 11:30 a.m. Board and Committee Meetings
8:00 a.m. Registration
12:30 - 5:00 p.m. Working Effectively Across Cultures
Dr. Dan Distelhorst and Dr. Gordon Watanabe
1:30 - 5:00 p.m. How'd You Do That? Design Clinic Part 1
Gail Lombardino and Rob Gisehurst
6:00 - 10:00 p.m. Rock and Roll Welcome Party

Monday, July 28

- Morning InfoExpo set up
7:00 a.m. Registration
7:00 a.m. Depart for Golf Outing at Manakiki Golf Course
8:00 - 11:00 a.m. Never Forget a Name
Tom Weber, The Memory Institute
8:00 - 11:00 a.m. Photo Clinic
Coordinated by AAEA Photo Committee
8:00 - 11:00 a.m. Design Clinic, Part 2
Julie Seitz-Aud, Gail Lombardino and Rob Gisehurst
11:30 a.m. - 1:00 p.m. Wellness 101 - Brown bag Lunch
Brian Bradley, Egoscue
Lunch with session of Pain Free At Your PC
2:00 - 3:30 p.m. Issues & Newsmakers: Food Safety/Food Security
Moderator: Dr. Robert Gravani, Cornell University
Panelists: Kyle Vickers - Missouri farmer; Rep. Marcy Kaptur (D-OH) (invited), Dr. Michael Osterholm (invited)
2:00 - 3:30 p.m. What Readers Need - Panel Discussion with
Farm Consultants; Moe Russell, Panora, Iowa; Dan Kniffen, Pennsylvania State University
4:00 - 6:00 p.m. Grand Opening of InfoExpo and Beer & Bull
7:00 p.m. AAEA Awards Banquet

Tuesday, July 29

- 7:00 - 8:30 a.m. Breakfast in InfoExpo
8:30 - 10:00 a.m. Breakouts Block One
I: Photography: Learning from the Masters, Mike Raine
II: Writing: Learning from the Masters, Fred Myers
III: Protecting Your Photos, Nancy Wolff, Picture Agency Council
IV: What's New in Digital? Jodi Miller, The Ohio State University
V: The Workings of Adobe Acrobat, Gail Lombardino and Rob Gisehurst
10:00 - 10:30 a.m. Break in InfoExpo
10:30 - 11:30 a.m. Breakouts Block Two
I: Team Building - Finetune Skills, Keith Woods, The Poynter Institute
II: Trust What You Read? - The Ethics Arena, Trudy Lieberman
III: The AAEA Photo Contest Critique, by Jodi Miller, The Ohio State University

Breakouts continued

- IV: Recasting Your Content On The Web, Robert Garrigan - Streampipe
V: Outlook Tips and Tricks, John Brandon
Keynote Luncheon with Craig Zablocki
Dessert in InfoExpo
InfoExpo Closes
Breakouts Block Three
I: Capture Creativity, Craig Zablocki
II: How to Stay Alive in Your Profession, Gene Logsdon
III: Master Outlook in 10 Easy Steps, John Brandon
IV: Redefining Your Comfort Zone, Keith Woods, Poynter Institute
V: The Ethics Arena (repeat)
3:30 - 4:30 p.m. Breakouts Block Four
I: So you think you're funny? Roger Welsch, author
II: How to Stay Alive in Your Profession (repeat)
III: Integrate Web & Magazine, Robert Garrigan, Streampipe
IV: Photo Copyright Protection, Nancy Wolff
V: Marketing your Magazine, Scott Stines, Mass 20ne
7:00 p.m. One on One with Roger Welsch
LPC Awards Banquet
Induction of Cheryl Oxley into LPC's Hall of Fame and Bill Brewer with the Headliner Award. Plus presentation of the Forrest Bassford Student Award Winner; Ed Bible Distinguished Service Award and Flanagan Award for Most Improved Publication

Wednesday, July 30

- 8:00 - 9:15 a.m. AAEA Annual Meeting
8:00 - 9:15 a.m. LPC Annual Meeting
9:30 - 11:15 a.m. Closing Brunch with Don Logan

This year's closing speaker is **Don Logan**, Chairman and CEO, Time Inc. a wholly owned subsidiary of Time Warner Inc. With 1997 revenues of \$4.3 billion, it is the largest magazine publisher in the world, one of the largest book publishers, and a leading direct marketer of books, music and videos. Before coming to New York as president and CEO of Time Inc. in 1992, Logan was chairman and CEO of Southern Progress Corporation. Located in Birmingham, Alabama, Southern Progress publishes *Progressive Farmer*, *Southern Living*, and *Coastal Living* magazines plus Oxmoor House books (just to name a few). He is a native of Hartselle, Alabama, and graduated magna cum laude with a degree in mathematics from Auburn University and earned a master's degree in mathematics from Clemson University. Logan will offer his insight into the publishing world today and enlighten us on its future.

This is a speaker you won't want to miss!



REMINDER TO DESIGNERS! YOUR IS INPUT NEEDED!

If you use Quark, Acrobat, Illustrator or Photoshop - then this year's Design Workshop during the Agricultural Publications Summit in Cleveland promises to be just what you are looking for. It is going to be a very "audience participation required event" and something different than we have ever tried. The most important part is YOUR INPUT! It is time to start sending your questions, problems, issues, etc. in to the LPC office. We are going to start assembling these issues and base the education and emphasis on this information. When we have your input, we will then determine where the most emphasis needs to be. This is going to be a unique workshop and the main thing is that YOU are the "workshop designers". So start sending in your comments - we can't do it without you! Send them via e-mail to diane@flash.net or call the office 817/336-1130.

We'll begin with a box, and the plural is boxes; but the plural of ox became oxen not oxes. One fowl is a goose, but two are called geese, yet the plural of moose should never be meese.

You may find a lone mouse or a nest full of mice; yet the plural of house is houses, not hice. If the plural

WHY ENGLISH IS SO DIFFICULT?

of man is always called men, why shouldn't the plural of pan be called pen?

If I spoke of my foot and show you my feet, and I give you a boot, would a pair be called beet? If one is a tooth and a whole set are teeth, why shouldn't the plural of booth be called beeth?

Then one may be that, and three would be those, yet hat in the plural would never be hose, and the plural of cat is cats, not cose. We speak of a brother and also of brethren, but though we say mother, we never say methren. Then the masculine pronouns are he, his and him, but imagine the feminine, she, shis and shim.

Some reasons to be grateful if you grew up speaking English:

- 1) The bandage was wound around the wound.
- 2) The farm was used to produce produce.
- 3) The dump was so full that it had to refuse more refuse.
- 4) We must polish the Polish furniture.
- 5) He could lead if he would get the lead out.
- 6) The soldier decided to desert his dessert in the desert.
- 7) Since there is no time like the present, he thought it was time to present the present.
- 8) At the Army base, a bass was painted on the head of a bass drum.
- 9) When shot at, the dove dove into the bushes.
- 10) I did not object to the object.

Thank you Maggie for this light-hearted contribution!

TOP 15 RULES OF NEGOTIATING

1. Ask yourself where you should negotiate – your turf, their turf, or neutral ground. Remember 75% of all professional sports games are won at home!
2. Almost everything is negotiable. Sometimes you may want to give up minor points to achieve major objectives.
3. Find a way to achieve a “win/win”, outcome. After all, if it's not win/win, we all lose.
4. Don't be intimidated just because something is printed or “company policy.”
5. Get something for every concession.
6. Remember, sales is 5% skill and 95% psychology. Find out how much room they have to move. Assess their weakness.
7. Don't give information; try to get information.
8. Make sure the other side knows you *want* a deal (never let them know that you *need* one).
9. Have numerous acceptable alternatives prepared (always have a Plan B).
10. Satisfy your opponents' need to earn or accomplish.
11. Ideas can generate power. Always have an idea ready for the client and you'll appear to be coming from a position of strength.
12. Previous experience (or lack of it) can generate power. Show what you've done (or haven't done) in the past. The latter insinuates you're in a learning, anything-goes mentality.
13. Something of value (other than a good price) can be powerful. Show you have some value-added components in your proposal or idea.
14. A common cause can be powerful. Show the client how the two of you have the same end-result in mind.
15. Make sure the other party feels this is a win-win solution for the both of you!

Reprinted with permission: Source - The Irwin Pollack Report

LIVESTOCK PUBLICATIONS COUNCIL EXECUTIVE COMMITTEE

President, Wes Ishmael
Clear Point Communications, 817/249-4545
clearpoint@usa.net

1st Vice President, Wayne Bollum
Beef Today/Dairy Today, 507/664-9592
wbollum@farmjournal.com

2nd Vice President, Joe Roybal
BEEF, 952/851-4672
jroybal@primediabusiness.com

Secretary/Treasurer, Lori Maude
Gelbvieh World, 303/465-2333
lorim@gelbvieh.org

Lea Weinheimer Stokes, Immediate Past President
Brangus Journal, 210/696-4343
lea@int-brangus.org

DIRECTORS

Andy Atzenweiler ('05)
Missouri Beef Cattleman
816/471-0200 – mobeef@birch.net

Marilyn Brink ('03)
Braunvieh World
785/841-9444 – kanwaka@earthlink.net

Lisa Bryant ('03)
Cowboy Connection
580/332-7480 – bryantl@cableone.net

Jim Bret Campbell ('04)
Quarter Horse Journal
806/376-4888 – jbcampbell@aqha.org

Steve Suther ('03)
Certified Angus Beef LLC
785/889-4162 – cabsteve@aol.com

Kyle Haley ('05)
Limousin World
405/350-0040 – limousin@limousinworld.com

Shauna Hermel ('03)
Angus Journal
816/383-5200 – shermel@angusjournal.com

Kathy LaScala ('04)
Drovers/Dairy Herd Management/Pork
913/438-8700 – klascala@drovers.com

Allen Moczygemba ('03)
Beef Today/Dairy Today
830/990-5855 – allenm@farmjournal.com

Rebecca Terry ('04)
Braford News
913/774-2628 – rebeccat@grasshoppernet.com

Scott Vernon ('05)
Brock Center for Ag Comm. Cal Poly State University
805/756-6138 – svernon@calpoly.edu

LPC OFFICE: Diane E. Johnson, Executive Director
dianej@flash.net 910 Currie St. Fort Worth, TX 76107
817/336-1130 • 817/232-4820 fax

Livestock Publications Council presents

Dare to Design

A regional design clinic



Tuesday, May 20

8:30 a.m to 4 p.m.

Held at Oklahoma State University • Stillwater, Oklahoma

Tentative Topics Include:

Adobe Photoshop • Adobe Illustrator • Web Site Design

These workshops will be hands-on.

Pick your topic and you'll design along with the speaker in OSU's computer labs.

Photography

Bring your camera and lots of film so you can snap away!

Printers Speak Out!

A panel will discuss topics such as most common mistakes and methods of printing your projects better and cheaper.

Cost:

Any member of Livestock Publications Council, American Ag Editors Association, ABM Agri Council, Ag Communicators of Tomorrow:

\$25 (includes lunch)

All others: \$35 (includes lunch)

Lodging:

A block of rooms at the OSU Atherton Hotel has been reserved under Livestock Publications Council for Monday, May 19. Single queen rooms are \$60. Call (405) 744-6835 for reservations ASAP.

RSVP:

Contact Lisa Bryant by **FRIDAY, MAY 9** with name, organization, address, phone and e-mail.

E-mail: bryantL@cableone.net

Phone/FAX: (580) 332-7480

(You may pay at the door.)

