

ACTIONGRAM

Late March/April 2004

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

Dare to Design VERSION 2004

Regional Design Clinic Monday, May 17 8:30 am to 5:00 pm

Held at Oklahoma State University • Stillwater

A HANDS ON WORKSHOP IN THE COMPUTER LABS!

8:30~9:00 a.m.	Registration
9:00~10:30 a.m.	The Big Showdown – Quark vs. InDesign
10:30~10:45 a.m.	Break
10:45 a.m.~12:00n	Correcting color and improving photographs in Photoshop
10:45 a.m.~12:00n	Advanced Photoshop techniques
12:00 n ~1:30 p.m.	Lunch – BSE panel
1:30~2:30 p.m.	Acrobat 6.0 – Making PDFs the Correct Way
2:30~2:45 p.m.	Break
3:00~5:00 p.m.	Optional tour of Quebecor World printing plant
2:45~4:00 p.m.	Advanced Photoshop Techniques (repeat)
2:45~4:00 p.m.	Correcting color and improving photographs in Photoshop (repeat)
4:00~5:00 p.m.	Illustrator, Beyond Logo Creation

Cost: Any member of Livestock Publications Council, American Agricultural Editors' Association, ABM Agri Council, or Agricultural Communicators of Tomorrow:

\$40 (includes lunch)

All others: \$60 (includes lunch)

Lodging: A block of rooms at the OSU Atherton Hotel has been reserved under Livestock Publications Council for Monday, May 16. Room rate, single: \$72; double, \$82.

Call (405) 744-6835 for reservations ASAP.

RSVP: Contact Jim Bret Campbell by **FRIDAY, MAY 7**

with name, organization, address, phone and e-mail.

E-mail: jbcampbell@aqha.org Phone/FAX: (806) 376-4888

(You may pay at the door. But if you need to cancel, it must be by May 13 as no-shows will be billed)

CRITIQUE CONTEST AND DIAMOND & PEERLESS AWARDS

Deadline for
entries is
April 1, 2004.



Don't miss the boat! The deadline is just days away for the 27th annual Critique Contest. The awards will be presented this summer in Tampa during the Agricultural Publications Summit on July 26.

The forms and rules are available on the LPC website. You can download them to open in Quark, Word or Acrobat. If you have trouble with any file, please contact the LPC office.

DEADLINE FOR ENTRIES IS APRIL 1, 2004.

As you have questions, you may contact **Tara Wright**, contest coordinator at Oklahoma State University, lpccritique@yahoo.com or **Diane** at the LPC office, 817/336-1130 dianej@flash.net.

Good Luck!

WELCOME NEW MEMBERS

CERTIFIED HEREFORD BEEF LLC

Keri Geffert, Communications Manager

816/842-3758, Kansas City, Missouri

MERCURY PRESS, INC.

Steve McKinzey, VP Marketing & Sales

405/682-3468, Oklahoma City

JACK RASKOPF

Freelance Writer

817/921-6944, Fort Worth, Texas

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



Director of Communications

The North American Limousin Foundation (NALF) is seeking to fill a multifaceted position to oversee communication and advertising functions. This position is responsible for the production of weekly and quarterly newsletters, written material for the monthly publication of the breed, development of breed promotional pieces, press releases, and on-line content included on the organization's web site. As well, the position guides creative development,

Ad Sales Representative

The *Paint Horse Journal*, located in Fort Worth, Texas, is accepting résumés for an experienced advertising sales representative. The ideal candidate will have extensive horse-industry knowledge, be able to manage many accounts simultaneously, be very detail-oriented and organized, and have excellent written, verbal and computer skills. Previous sales

experience required. Travel is required. Base plus commission and benefits. If you love horses, horse people, the horse industry and sales, **send your cover letter, salary history and résumé to Patti Williams**, Director of Human Resources, American Paint Horse Association, PO Box 961023, Fort Worth, TX, 76161-0023. Fax: (817) 222-6419. e-mail: pwilliams@apha.com.

budgeting and placement for advertising and promotions efforts. Requirements include strong writing and editing skills and practical experience in communications related work. The ability to work cooperatively as a team with members and staff, as well as strong organizational and administrative skills are required. Please direct questions and resumes to: **Kent Andersen**, Executive Vice President, North American Limousin Foundation, P.O. Box 4467, Englewood, Colorado, 10155.

Communications Director

The *Nebraska Cattlemen* is seeking an individual to fill its Communications Director position in the association's Lincoln office beginning June 1. The primary responsibility is to assist the Vice President of Communications with efforts to promote the programs and services of the *Nebraska Cattlemen* to members and non-members. The Communications Department serves as the public relations arm for other association departments, utilizing a bi-weekly newsletter and radio program, a monthly magazine, news releases, a website and various promotional materials.

Qualifications:

- Bachelors Degree in Agriculture Journalism or related field.
- Publication experience.
- Strong computer and internet skills.
- Motivated self-starter with excellent communication skills.
- General agriculture knowledge required, livestock experience preferred.

Submit resume with at least three references and writing samples. Deadline, April 19, 2004. Inquiries may be sent electronically to nc@necattlemen.org or by mail to: *Nebraska Cattlemen*

Mike Fitzgerald, Vice President – Communications, 134 S. 13th Street, Suite 900, Lincoln, NE 68508. Questions may be directed to Mike Fitzgerald or Greg Rühle at 402/475-2333.

Account Executive

Dairy and/or cattle background is desired, and also some agency experience if possible.

Senior Account Executive

Must have agency and animal health experience or Industry involvement. This person needs to be able write strategic plans, be comfortable with travel and working with the client. They would be

working along side another Supervisor and would also assist on some other Ag accounts.

Contact: Beth Homann

Recruitment Manager
Charleston | Orwig, Inc.
515 W. North Shore Drive
Hartland, WI 53029
262-796-1750
bethh@comktg.com

Production Artist/Art Director

Seeking a production artist/art director for a progressive livestock publication. Would like to have someone with at least three years experience with desktop publishing, but not necessary if right person. Familiar with Quark, Photoshop and Illustrator. Office located in central Kansas City, Missouri. **Send resume to AHA**, Attn: Production Manager, P.O. Box 014059, Kansas City, MO 64101-1258



Livestock
Publications
Council

30th ANNIVERSARY

NEW LOGO INFO

You can download the new LPC logo from the LPC website (www.livestockpublications.com) for use in your publications. You can use the color as it is or change it to fit your publication. Several options of files are available. Also apologies to **Dale Smith**, the designer of the logo. He was listed as being from Bowling Green, Kentucky. But he's really from Bowling Green, Ohio. Sorry Dale!



AND THE WINNERS ARE!

HALL OF FAME: HENRY KING, TEXAS LONGHORN TRAILS
HEADLINER: HENRY GARDINER, GARDINER ANGUS

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 **Henry King**, Texas Longhorn Trails, Fort Worth, Texas. **Henry Gardiner**, Gardiner Angus, Ashland, Kansas, will be recognized with the Headliner award. It will be the **Henry** and **Henry** show! Congratulations to both and watch for more on these honorees.

MONEY PUZZLERS

1. Why will we drive seven miles to save \$10 on a \$30 shirt, but we won't drive seven miles to save \$10 on a \$300 television set?
2. Why are people who are appalled by insider trading so quick to trade on inside information when it comes their way?
3. When the stock market plunges and pundits declare that investors are panicking and selling, why don't we ever hear about the buyers?
4. When we buy a mutual fund through our individual retirement account, why do we shrug off the fund's high annual expenses but get really steamed when the fund company duns our account for the \$10 IRS fee?
5. If stocks are a long-term investment, why is there is much buying and selling?
6. If we are investing for the next 20 or 30 years, why do we get rattled when the market has a bad day?
7. Why do we sell winning stocks and hang onto losers, even though selling the losers and hanging onto the winners would be the smarter tax strategy?
8. If the salesman is so sure the stereo is well made, why is he also trying to sell us an extended warranty?
9. Why do people spend countless hours planning their one-week summer vacation, and yet they never give a moment's thought to how they will pay for their 20-year retirement?

source: *Wall Street Journal*

ABOUT PEOPLE

- **Caryn Vaught** has joined *Hereford World* and Creative Services as production manager. She's in charge of production cost, printing negotiations and layout and will oversee all personnel involved with editorial and art production. She's a former employee of Polled Hereford World, where she worked prior to and following the merger of the horned and polled associations. From there she was the production manager of the North American Elk, and most recently has been working for McCormick Company.
- **Keri Geffert** has joined Certified Hereford Beef, LLC, as communications manager. Keri is a graduate of Kansas State University and moves over from Fleishman Hillard. She is also a past intern for the Agricultural Publications Summit.
- Personnel changes at *The Cattleman* magazine took affect this past February and include **Ellen Humphries** being named managing editor. **Susan Wagner** moves to the position of senior editor. Ellen joined *The Cattleman* as assistant editor in August 2002. Susan joined the magazine in 1969 as editorial assistant and is a member of the LPC Hall of Fame.

IT'S TIME TO SHARE!

Have a **design tip**?

A trick to get you **motivated** to write?

Tells us about your favorite website for **travel**,
weather, or some obscure site
that others would enjoy.

Send an e-mail to dianej@flash.net and
we'll share it with others.

*This month's feature: www.designers-united.com
Check it out!*

AAEA • LPC • ABM

SPRING BREAK THIS SUMMER!

AGRICULTURAL PUBLICATIONS SUMMIT, LLC

SADDLEBROOK RESORT
July 25-28, 2004 • Tampa, Florida

Saturday, July 24

5:00 pm LPC Board Meeting

Sunday, July 25

Morning

Board Meetings

Registration starts

1:30 - 5:00 pm

Optional Leadership Training
at Saddlebrook's Ropes Course

1:30 - 5:00 pm

Design Clinic

6:00 - 10:00 pm

Spring Break This Summer Kick-off Party

Monday, July 26

7:00 am

Golf Tournament

Wellness Walk

InfoExpo set up

10:00 am

Workshop 1:

"Working with Different Styles of People"

Workshop 2:

Get Creative!

12:00 noon

Sandwich Bar & Stress Relievers

1:30 - 2:30 pm

Workshop 3:

Hiring and Motivating Employees

1:30 - 3:00 pm

Creativity Workshop 2 continues

2:00 - 3:00 pm

LPC Critique Contest & Awards

3:00 - 4:00 pm

Issues & Newsmakers

BSE Crisis Management

4:00 - 7:00 pm

Grand Opening Party in Trade Show

7:00 pm

ACT and guests Pizza Party

Free evening

Tuesday, July 27

7:00 - 7:30 am

Wellness Walk

7:30 - 8:30 am

Breakfast in InfoExpo

8:30 - 9:45 am

Breakouts Block One

I. News Writing Workshop

II. Learning from the Masters -
Photography

III. Legal Issues for freelancers, writers

IV. Branding Strategies

V. Production/Design

9:45 - 10:30

Break in InfoExpo

10:30 - 11:45

Breakouts Block Two

I. News Writing Workshop

II. Digital for Dummies -But you
can come too!

III. Powerful Communication,
Dynamic Presentations

IV. How to be Young & Successful

V. Production/Design

VI. Advanced Digital

12:00 noon

Keynote Luncheon with John Madden,
humorist and motivational speaker
"Stress Down With Humor"

1:30 - 2:30 pm

Dessert in InfoExpo

3:00 p.m.

InfoExpo tear down

2:30-3:30 pm

Breakouts Block Three

I. Editing & Headline Writing

II. Advanced Digital

III. Pull Yourself Together!

How to get control of your time & your life

IV. Marketing Partnership - Think Outside
the Box: Develop Alternative Revenue

V. Legal Issues and Tax Tips

VI. How to be Young and Successful (repeat)

3:45-4:45 pm

Breakouts Block Three

I. Becoming your customer's partner,
Steps to Success

II. What students should know about the real world

III. How to generate great story ideas

IV. Editing & Headline Writing

V. One-on-one with the speakers

Informal roundtable discussions with
speakers of the day

6:00 - 7:00 pm

Joint Reception for LPC and AAEA

7:00 - 8:00 pm

Individual Awards Ceremonies for LPC & AAEA

8:00 - 9:00 pm

Joint Dessert Celebration Reception for LPC & AAEA

Wednesday, July 28

8:00 - 9:15 am

LPC and AAEA Annual Meetings

9:30 - 11:15 am

Brunch with keynote speaker

afternoon

Informal gathering for stayover guests and cruisers

Thursday, July 29 through August 2

Cruise to Mexico on Carnival's Sensation

TRAVEL TIP FOR AIRFARES TO TAMPA



Southwest Airlines is currently
featuring Tampa for special
rates. Book before April 8 for
prices that are all less than \$94
one way. www.iflyswa.com

We're goin' CRUISIN' ON CARNIVAL'S SENSATION

JULY 29- AUG. 2, 2004

Inside Cabin \$400

Outside Cabin \$460

Deluxe Balcony \$790

3 & 4 passengers \$240 (perfect for families!)

*Port charges and taxes additional \$122/person

Refundable deposit \$100 due now!

Prices listed are per person, based on double occupancy and are subject to change.

Contact Diane at the LPC office TODAY! 817/336-1130



LPC Peerless and Diamond Recognition Awards Program

The third year of the Diamond and Peerless awards is upon us! This achievement program was started to encourage participation in the LPC Critique Contest, broaden critique opportunities for members and recognize the top writer, copywriter and ad designer for the year in both the LPC Publication Member and LPC Service Member divisions. This competition is in addition to the regular LPC Critique Contest and to be eligible for the Peerless and Diamond awards, you must also participate in the regular LPC Critique Contest.

Winners in each of the three contest categories— editorial writing, copywriting and ad design – from each membership division, will earn the LPC Peerless Award.

Then, a different panel of judges will evaluate entries from the two Peerless Award winners for each category to determine LPC's Diamond Award winner for each category.

For example, in the writing category, there will be a Peerless Award for Writing presented to one publication member and one service member. Judges will then choose between these two Peerless Award winners to name the overall LPC Diamond Writer of the Year, LPC Diamond Copywriter of the Year and the LPC Diamond Ad Designer of the Year.

LPC PEERLESS AWARDS

To be eligible for the LPC Peerless Awards each nominee must:

1) Complete the LPC Peerless Award entry form and submit it with the **\$30** entry fee by April 1, 2004.

2) Enter a **minimum of three** different LPC Contest and Critique categories within a membership division, i.e. if entering for the publication member Peerless Writing award, a nominee must submit a minimum of one entry in a minimum of three different publication member contest writing categories. No matter how many entries a contestant submits, only points from the three highest placing entries will be considered. Likewise, Peerless Copywriting and Peerless Ad Design Award contestants must enter at least three different categories within a membership division of the advertising portion of the LPC Contest and Critique. (for writing awards, manuscripts must be submitted; for copy writing and design awards, tear sheets must be submitted).

Note: Contestants may enter the Peerless competition in only one membership division for a given category each year; contestants cannot enter the same category in both membership divisions the same year. So, members eligible to compete in both membership divisions might choose to enter Peerless competition for writing on the service member side, ad design on the publication member side, then copywriting as a service member (in this case requiring three separate Peerless—Diamond entry forms and fees), but no member can enter the Peerless writing, copywriting or ad design categories in both membership divisions during the same year. With that in mind contestants must designate which membership division they're representing in a particular Peerless category. Only contestants' entries in a given membership division will be considered for Peerless evaluation in that division (i.e. if a contestant enters the Peerless writing competition as a service member but submits writing entries in both the Publication and Service member divisions of the LPC Contest and Critique, only entries in the service member portion of the LPC Contest and Critique will be considered in Peerless evaluation).

3) Submit two additional manuscripts or tear sheets (which can represent duplicates of those submitted in the LPC Contest and Critique or something entirely different), for evaluation and critique by a *different group of judges* than those who evaluated the LPC Contest and Critique. All entries must have been printed within the same time parameters outlined in the LPC Contest and Critique (published between March 1, 2003 and February 29, 2004); and if not submitted in the LPC Contest and Critique, they must be eligible. In other words, if a writer submits a different published article than was entered in the regular contest, it must be an article published in the same time frame and meet other requirements that would have allowed its entry into the LPC Contest and Critique.

Peerless Award winners in each membership division will be named based on a combination of: points compiled with an entrant's three highest placing entries (the highest placing entry from each of three different LPC Contest and Critique categories) in the LPC Contest and Critique (50%); and judges' evaluation of entrant's two entries submitted for special Peerless evaluation (50%). In other words, conceivably, someone could have three winning entries in the LPC Contest and Critique, yet not be named the Peerless Award winner.

LPC DIAMOND AWARDS

A different committee of judges will then consider Peerless Award winners' top three placing LPC Contest and Critique entries as well as the two extra entries submitted for the Peerless competition. Judges will start from scratch, examining the five entries from each of the two contestants in each category, not knowing if or where those submissions placed in the regular contest. Consequently, at this stage of the game they will be evaluating and choosing the best of LPC's best.

All of these awards will be presented in Tampa during the Awards Banquet on July 27.

For questions on this contest, contact the LPC office, dianej@flash.net or 817/336-1130.

Entry Form LPC Peerless and Diamond Awards

To be considered for LPC's Peerless Award and Diamond Award for Writer, Copywriter and Ad Designer, the following must arrive at the LPC office no later than April 1, 2004.

- This completed form
- Two submissions (manuscript for the writer awards and tear sheets for the copy writer and ad design awards)
 - \$30 entry fee

Make checks payable to Livestock Publications Council and mail to: 910 Currie Street, Fort Worth, TX 76107

Name: _____

Publication or Service Member Name: _____

Address: _____

Phone: _____ fax: _____

e-mail: _____

Entering the contest for (circle only one): Writing Copy Writing Ad Design

Entering the contest representing (circle only one): Publication Member Service Member

Within this same membership division and category, list the articles or ads you submitted in the 2004 LPC Contest and Critique (Remember, to be eligible for Peerless-Diamond competition you must submit a minimum of one entry in a minimum of three different LPC Contest and Critique categories):

LPC Contest and Critique Category #	Title of Entry
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

PEERLESS-DIAMOND ENTRIES

Complete the following information for each entry you are submitting with this form.
Remember these will be judged separately.

Entry 1—

Headline _____

Publication/Date published _____

Goal for the story, ad copy or ad design: _____

Entry 2—

Headline _____

Publication/Date published _____

Goal for the story, ad copy or ad design: _____
