

Actiongram

Aug. Sept 2011



Livestock
Publications
Council

Advancing livestock media professionals

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Forrest Bassford Student Award Presented to Jill Johnson, University of Illinois

Jill Johnson, a senior agricultural communications student at the University of Illinois (U of I), is the recipient of the 2011 Forrest Bassford Student Award given by Merck Animal Health and the Livestock Publications Council (LPC). Johnson was presented a \$2,000 scholarship and a plaque during the Ag Media Summit (AMS) held in New Orleans, LA, July 24-27.

A native of Cambridge, IL, Johnson is an active member of Agricultural Communicators of Tomorrow, currently serving as president of her chapter. She also is a member of the U of I Livestock Judging Team. She will graduate in May 2012.

Johnson currently is the junior activities intern for the American Hereford Association. She also served as a media intern during the North American International Livestock Exposition in Louisville, KY, last fall and is a freelance writer for various agriculture publications.

Her interest in agriculture started at a young age, growing up on a grain and livestock operation. She has been raising and showing cattle for the past 12 years. Johnson said she is passionate

about rural agriculture and wants to make a difference by conveying the message of agriculture to youth.

Each year, following a competitive application process, the LPC student program awards four young people travel scholarships to attend AMS. In addition to Johnson, this year's travel award winners were (pictured below left to right); **Shannon Watson**, Oklahoma State University; **Jill Johnson**; **Janell Baum**, University of Illinois; and **Andrew Barth**, Oklahoma State University. While at the meeting, the four finalists' portfolios were reviewed and each was interviewed by a panel of professionals. This is the 26th year for the Student Award Program, which was named after LPC founding member Forrest Bassford in 1992.



Top photo:
Pictured are Forrest Bassford Student Award Winner Jill Johnson, University of Illinois, and Merck Animal Health Manager of Food Industry Communications Bob Giblin.
At left are travel award winners, Watson, Johnson, Baum and Barth.
(Pictures provided by Chuck Zimmerman)

New officers and directors elected for LPC

Scott Vernon, Brock Center for Ag Communication, San Luis Obispo, Calif., was elected to serve the Livestock Publications Council (LPC) as its president for 2011-2012. Elections were held during the Agricultural Media Summit at the LPC annual meeting held in New Orleans, La. This event is a joint convention of LPC, American Agricultural Editors' Association and American Business Media Agri-Council.

As pictured at right in front row: Serving as first vice president is **Kathy LaScala**, *Cowsmopolitan Magazine*, Douds, Iowa, while **Christy Lee**, Cee Lee Communications, Wellington, Ill. will serve as second vice president. Filling the secretary/treasurer position is **Don Norton**, Boelte-Hall, Roeland Park, Kan. **Andy Atzenweiler**, *Missouri Beef Cattleman*, Kansas City, Mo., will stay on the executive committee as immediate past president. As pictured in back row: **Diane Johnson**, LPC executive director, Fort Worth, Texas; and elected to the board are **Mike Deering**, *National Cattleman*, Washington, D.C. and **Leanne Peters**, *Cattle Business in Mississippi* followed by those continuing their terms are: **Scarlett Hagins**, *Kansas Stockman*, Topeka, Kan.; **Jennifer Bremer**, *High Plains Journal*, Redfield, Iowa; **Cindy Cunningham**, National Pork Board, Des Moines, Iowa; **Stephanie Hoult**, Broadhead + Co., Albion, Ill.; **Amy Bader**, *Cattle Guard*, Arvada, Colo.; **Carey Brown**, *Cow Country*, Lexington, Ky; **Beverly Moseley**, Natural Resources Conservation Service, Bryan, Texas; **Shelly Sitton**, Oklahoma State University, Stillwater, Okla.; **Jay Carlson**, *BEEF Magazine*, Overland Park, Kan.



Outgoing President Andy Atzenweiler receives an appreciation plaque from incoming President Scott Vernon.

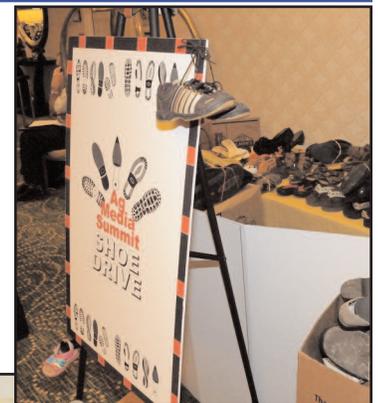


AMS donates
 300 pairs of
 shoes and
 \$400 cash!

WOW! AMS attendees really were generous and brought out their shoes and donations of cash for this year's service project. The AMS steering committee connected with Soles4Souls and through pre-promotion of this effort, there was a tremendous response.

The shoes and money will be given to Soles4Souls and distributed to those in need - here in the U.S. (new shoes only) and other parts of the world.

Andy Atzenweiler who spearheaded this effort was on hand to assist with an organized shoe distribution held on Sunday during AMS. This shoe distribution was held at a local location where 700 free meals are handed out every day to the less fortunate in New Orleans. Andy, Kathy LaScala and our trusty photographer, Chuck Zimmerman, were on hand to capture the moment. The shoes that AMS donated have been shipped to Soles4Souls headquarters and replenish the supply that was distributed in New Orleans. You can be proud of yourselves for your incredible generosity.



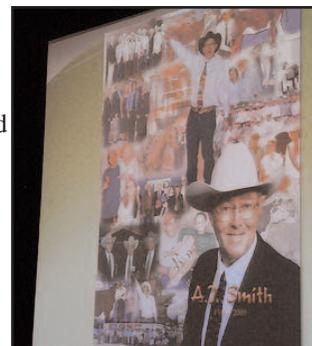
Hall of Fame and Headliner awards presented at AMS



Representing the family of A.J. Smith is Chisolm Kinder, Oklahoma City, Okla., editor of the *Oklahoma Cowman*. Lisa Bryant, Stillwater, Okla., presents the award.

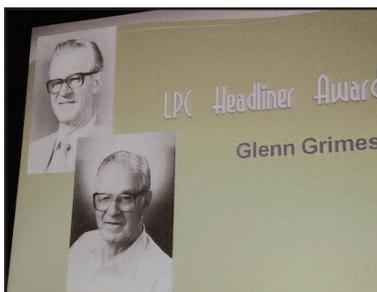
This year's Hall of Fame winner, **A.J. Smith**, an icon in the world of livestock representatives was honored posthumously. Before his 24 years with the *Oklahoma Cowman*, he managed the family farm north of Lone Wolf, Okla.; was field representative and editor for *Better Beef Business*, and a field representative for both *Gulf Coast Cattleman* and *Weekly Livestock Reporter*. He also served as an agricultural and 4-H educator for the Oklahoma Cooperative Extension Service.

Then the Hobart-area, Okla., native began his storied career as editor of the *Cowman* in 1985, and built the magazine into a nationally recognized publication. During his tenure, he wrote 295 editorials and countless feature stories, took thousands of photographs, planned numerous ranch tours and traveled the country providing ring service.



The Headliner Award was presented to agriculture economist, **Glenn Grimes**, professor emeritus at the University of Missouri. Grimes is recognized for pioneering pork industry economic outlooks, the pork demand index and practical application of gilt data. In 1983, he began a 20-year consulting relationship with the U.S. pork industry.

Grimes, who earned bachelor's and master's degrees in agriculture economics from the University of Missouri, worked for the school for more than 58 years. He has been honored by many state and national organizations for his impact on the industry, providing expertise to dozens of pork-industry and agricultural partners.



Glenn Grimes, professor emeritus at the University of Missouri was honored with the LPC Headliner award. Cindy Cunningham (right) receives the award on his behalf from Kathy LaScala, LPC first vice-president.

**AMS SESSIONS
 AVAILABLE TO
 VIEW NOW**

If you were not able to make it to New Orleans or you attended a different session and wanted to still see another, there were several sessions that were recorded. Those that were streamed are at <http://agmediasummit.blogspot.com/> Oh....and it's free!



Distinguished Service Award presented to Cliff Becker Seedstock EDGE wins Most Improved Publication Award



Recognized with the Ed Bible Distinguished Service Award is **Cliff Becker**, CMA Consulting, based in Kansas City, Mo. This award is chosen by the LPC executive committee and is given to someone who exhibits dedication, support and service considered above and beyond routine participation. It is presented in memory of Ed Bible, long-time LPC supporter and past president. Cliff receives his award from **Kathy LaScala**, LPC first vice president.

More results will appear in the next Actiongram and if you want to see photos from this year's Ag Media Summit, check out www.agwired.com. Chuck Zimmerman does a great job of documenting LPC events and his Flickr account has hundreds of photos from the 2011 AMS.

If you missed this year's event, mark August 4-8 for the 2012 AMS in Albuquerque, New Mexico. Note the dates!

Event Reminder

*8th Annual LPC
Royal Gala, October 28
Kansas City*



Each year LPC presents an award for the Most Improved Publication. It is judged separately from the other Contest entries and is presented to the publication that has changed from previous years and improved in overall appearance through design and editorial content. This year's award went to *Seedstock EDGE* located in West Lafayette, Ind. Receiving the award from LPC Executive Director, **Diane Johnson**, is **Tamara Choat**, *Seedstock EDGE* editor.

The judge's comments: The overall redesign of this publication gives it a more contemporary, fresher look. The cover images were much more appealing. The location of the publication name is in a much better spot and you have really cleaned up the cover a lot. The redesign really makes the feature photo on the cover pop and gives it a very attractive and easy to read feel.

Changes inside the publication have made a big difference as well. The table of contents and the editorial feature pages have a cleaner design and better use of typography. This makes it much easier to read. The design template makes good use of white space and allows the reader to see what the article is about. The use of colored banners to help differentiate departments and tie in the articles was a nice touch.

Overall, it was a good redesign that a reader should appreciate.

Make sure you are using the correct LPC logo!



You can download the correct LPC logo from the LPC website www.livestockpublications.com. You can use the color as it is or change it to fit your publication.