

# Actiongram

## December 2015



## Promoting Excellence in Livestock Media



Angie Denton  
2015-16 LPC President

### LPC EXECUTIVE COMMITTEE

Angie Denton, President  
American Hereford Association  
adenton@hereford.org

Scarlett Hagins, First Vice President  
Kansas Stockman  
scarlett@kla.org

Cindy Cunningham, Second Vice President  
National Pork Board  
ccunningham@pork.org

Carey Brown  
Secretary-Treasurer  
Cow Country  
cbrown@kycattle.com

Don Norton, Immediate Past President  
Boelte-Hall  
donn@boelte.com

**BOARD OF DIRECTORS**  
Jennifer Carrico (17)  
High Plains Journal  
jcarrico@hpj.com

Greg Henderson (18)  
Beef Today/CattleExchange.com  
ghenderson@farmjournal.com

Kent Jaecke (16)  
Focus Marketing Group  
wildeatjake@hotmail.com

Katie Maupin (18)  
Seedstock EDGE  
katie@nationalswine.com

LeAnne Peters (17)  
CattleBusiness in Mississippi  
cbmag@att.net

Miranda Reiman (16)  
Certified Angus Beef, LLC  
mreiman@certifiedangusbeef.com

Ben Richey (17)  
United States Animal Health Association  
brichey@usaha.org

Molly Schoen (18)  
Charolais Journal  
mmader@charolaisusa.com

Jennifer Shike (17)  
University of Illinois  
jshike@illinois.edu

Shelly Sitton (16)  
Oklahoma State University  
shelly.sitton@okstate.edu

Steve Taylor (18)  
Appaloosa Journal  
staylor@appaloosa.com

Diane E. Johnson, executive director  
Located in the Historic Stockyards of  
Fort Worth  
200 West Exchange Avenue  
Fort Worth TX 76164  
dianej@flash.net  
diane@livestockpublications.com  
www.livestockpublications.com  
817/336-1130 • cell: 817/247-1200

*“Excellence is a habit, not an act.  
It takes practice and perseverance.”*

As an organization, I believe livestock communicators are hungry for professional development. We are a tight-knit group who enjoys sharing ideas and tips with our fellow Livestock Publications Council (LPC) members. And, there's no doubt we individually strive for excellence in each communication piece we produce. Of course I'm biased, but I am so excited about our updated LPC mission statement:

**Livestock Publications Council provides progressive professional development, networking and recognition opportunities to promote excellence in livestock media.**

Thanks to your feedback and the hard work of your LPC board, we have updated our mission and created a strategy to lead our organization for the next five years.

The process was not for the weak at heart. Facilitator **Kevin Ochsner** pushed us as a board to really evaluate our organization's strengths, weaknesses, opportunities and threats. We then took that analysis and created a road map to help us better serve our members.

There's no doubt our LPC membership has changed through the years. And as an organization, we need to recognize our changing industry and provide programs that promote excellence in all areas of livestock media.

I want to thank our members who took the time to respond to the online survey. Your honesty and insight was a driving force in our long-range planning session.

Most of all, I want to thank my fellow board members and our Executive Director **Diane Johnson** for taking two days out of their busy

lives and devoting it to this important process. I'm so blessed to serve with such amazing, dedicated and professional individuals.

In future issues of the newsletter I'll share more specifics about our plan as we continue to tweak key strategies over the next couple months. Some key programs will be focused on education and reaching members who cannot attend Ag Media Summit.

We're also going to focus on evaluating the LPC contest and our code of ethics and make sure they both are meeting the needs of our members. If you have comments or ideas about the contest please share them with committee chair **Carey Brown**, *Cow Country*, at [cbrown@kycattle.com](mailto:cbrown@kycattle.com). Or if you have suggestions for updates to the LPC Code of Ethics please contact committee chair **Molly Schoen**, *Charolais Journal*, at [mmader@charolaisusa.com](mailto:mmader@charolaisusa.com).

### A night of vision

Thanks also to the LPC Vision Event



committee, specifically chairman **Greg Henderson** and honorary chairman **Barry Nelson**. The committee assembled a great panel of speakers who shared their insight with our members and our National Association of Farm Broadcasters (NAFB) friends.

*continued on next page*

As a Kansas State University alumna, the highlight of the evening was recognizing our LPC Headliner **Miles McKee**. He has influenced so many lives and made such a difference in the livestock industry. It was so touching to be with him as we hung his plaque in the LPC Hall of Honor at the American Royal facility in Kansas City. It's a moment I will never forget.

Fellow LPC board member Jennifer Shike did a great job summarizing the event on the LPC blog. If you have not done so, please take the time to check it out on the LPC website.

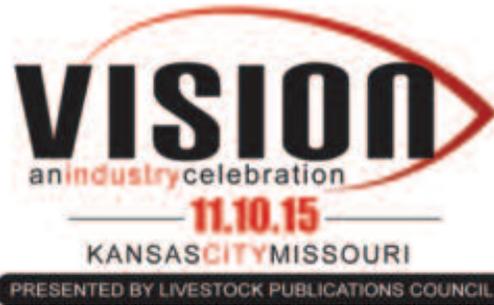
## Merry Christmas

As the holiday season is upon us, I wish each of you a very Merry Christmas and a blessed New Year. May the peace and joy that Christmas brings always be with you and your family.

*Angie*



Mike Adams host of AgriTalk radio show moderated the panel. Panelist Ryan Goodman is shown below.



## From the LPC Blog

-Jennifer Shike, LPC board member

While Dr. Miles McKee shared his heartfelt appreciation at the podium during the 2015 LPC Vision event, I looked around the room and couldn't help but feel slightly overwhelmed and extremely thankful. The joint passion this group shares for the livestock industry and for the people in it is undeniable. It still feels like yesterday that I attended my first LPC event and met **Diane Johnson** and **Angie Denton**. And here I am today with the privilege of giving back to this organization by serving on the LPC board under Angie and Diane's leadership.

It's an opportunity that I don't take lightly. After a 3-day strategic planning session and board meeting before the Vision event, I can assure you that the wheels are in motion to continue providing our members with the greatest opportunities possible. And it's through events like these that we hope to enhance your membership to help you network, grow professionally, and have a little fun, too.

Vision was designed with two major goals in mind. 1) Provide a free educational opportunity for our members and industry friends – this year's panel of **Ryan Goodman**, agriculture advocate; **Karen Hanson**, registered dietician with Hy-Vee; and **Margaret Ziegler**, Global Harvest Initiative's Executive Director, explored the safety of our food supply and critical issues ranging from social concerns to economics to marketing. 2) Honor our LPC Hall of Fame award winners **Dick and Pete Crow** and our LPC Headliner award winner **Dr. Miles McKee**.

A few hours before the event, I watched Dr. McKee, one of my mentors at Kansas State University, hang his plaque in the LPC Hall of Honor at the American Royal. And then the tears threatened to fall when he walked over and stood by the plaque of **Dr. Don Good** and quietly whispered, "This is my mentor. He was a good friend. It's quite something to be hanging on the same wall as he is."



A few spots further down the wall, my eyes rested on the plaque of the man who hired me into my first position in the livestock industry and provided me with the opportunity to attend my first LPC event – **Darrell Anderson**. I'm not even going to get started on how he changed my life. That's another story. But isn't it a beautiful theme? The livestock industry is powered by people and relationships that span generations. We all are blessed to be a part of this industry because of someone who took the time to show us the way in.

*Pictured above: Rich, Miles and Marjorie McKee, Jennifer Shike, Angie Denton. Back row: Diane Johnson, Dave Nichols, Ken Odde and Melvin Hunt.*

# LIVESTOCK PUBLICATIONS COUNCIL ANNUAL LUNCHEON

Thursday, January 28, 2016

11:30 am - 1 pm Location: Gaslamp B-D at the Manchester Grand Hyatt Hotel

*during the National Cattlemen's Beef Association Convention in San Diego, California*

Incoming NCBA President Tracy Brunner has been invited to address the group plus we'll update you on all of the exciting LPC events planned for 2016.

*Thanks to Elanco for their sponsorship of this event and for their continued support of LPC and this luncheon.*

You MUST RSVP by Friday, January 22 to Diane [dianej@flash.net](mailto:dianej@flash.net) or call 817/336-1130  
No shows are highly discouraged.



SAVE  
THE DATE

LPC

## Regional Workshop

Manhattan, Kansas

TUESDAY, JUNE 14, 2016

8:30 am – 4 pm

Make plans now to be in Manhattan, June 14 for this LPC sponsored workshop prior to the Beef Improvement Federation meetings that start Tuesday evening.

The workshop will be held at the International Grains Programs conference center at Kansas State University.

The committee has planned an educational and exciting day you won't want to miss. Highlights will include a session on how to "tell the story" using different communication tools and a session on how to write about a "scientific" topics. Watch for registration materials in future issues of the *Actiongram* and on the LPC website.

### Tentative Agenda

- 8:30 am Registration  
9 am Marketing Your News: Using Different Venues to Tell the Story  
**Holly Spangler**, *Prairie Farmer* editor  
10:05 am Tips and Tricks Round Tables  
• Capturing and editing video on shoestring budget (and no training)  
**Gerry Snyder**, multimedia specialist, KSU  
• Social Media & Blog Writing  
**Sheila Ellis-Glasper**, digital media specialist, KSU  
• Building Graphics for Social Media  
**Katie Allen**, Communications Specialist K-State Research and Extension  
• Understanding Analytics  
**Shannon Krueger**, freelance creative professional with Allegro Creative  
11:30 am • Update on National Bio and Agro-Defense Facility (NBAF) Update with **Marty Vanier**, NBAF  
Noon Lunch  
1:00 pm Tour IGP facilities - Feed Mill & Pet Food Facilities  
2:05 pm Genomics in the Beef Industry  
Dan Moser, Angus Genetics Inc. president  
2:30 pm • Scientific Writing: Writing So Producers Can Understand  
**Sarah Hancock**  
KSU documentation technical writer  
**Greg Henderson**  
Farm Journal/Beef Today editorial director  
**Miranda Reiman**  
Certified Angus Beef asst. director industry information  
3:05 pm Closing and KSU Call Hall ice cream send-off

# LPC stipend money well spent

by Katrina Huffstutler

As a freelancer, my budget is pretty tight when it comes to conferences and professional development. Needless to say, I was elated to receive one of the \$1,000 Livestock Publications Council stipends to put toward an educational event in 2015. I chose the Ag Media Summit in Scottsdale, Ariz.

I've attended as many Ag Media Summits as possible since my first one in Reno, Nev., in 2002, while interning for *Seedstock Edge*. It's one of my favorite events of the year, with its unparalleled networking and educational opportunities.

This year was no different. For the first time, I was able to come early and join the pre-convention tours. I especially enjoyed the jalapeno farm, but the entire day exploring Arizona agriculture was fascinating. From the welcome party to the information-packed sessions to the Info Expo, this Ag Media Summit was one of the best I've ever participated in.

To everyone who makes these stipends possible — from whoever had the idea to those who voted “yes” to the folks who evaluate the applications each year — thank you. These funds are so well-spent and I hope many more members can take advantage of the opportunity in the future.



*Katrina lives in Electra, Texas, with her husband, Brandon and daughter, Lauren. Katrina was a past travel award winner in the Forrest Bassford Student program and owns Cactus Flower Communications.*

## We heard from....

**Beverly Moseley** shares her new position...

“I'm now the Texas NRCS State Public Affairs Director and headquartered in Temple at the state office. I was the Region 4 Public Affairs Specialist for NRCS based in Bryan”.

Beverly is a past travel award winner for the Student program and served on the the LPC board seven years.

If you have news you want to share, be sure to send in to [diane@livestockpublications.com](mailto:diane@livestockpublications.com)

## LPC business notes

2016 is just around the corner and lots of exciting things are planned for LPC members and potential members! A few things to note for the first couple of months:

- Dues notices will be mailed the first week of January. It certainly helps if these are paid right away! Credit cards are now accepted for an additional service fee.
- Don't forget to mark your calendar for **January 28** for the annual luncheon at National Cattlemen's Beef Association convention. See the notice on page 3 in this newsletter.
- February 16 - deadline for the Forrest Bassford Student Award applications. Students~ -- it's FREE money! See below for more information.
- Are you interested in serving on the board of directors for LPC or on a committee? Let us know!

## Forrest Bassford Student award applications due Feb. 16 (note deadline date due to holiday)

We are happy to announce that Alltech will again be the major sponsor of the **Forrest Bassford** Student Award. Scholarship applications for the award are available on LPC's website. This scholarship will be awarded in St. Louis, Missouri, at the 2016 Ag Media Summit (AMS). Also, up to four travel scholarships of \$750 each will be awarded to deserving students who must be able to attend the AMS. If you have questions, contact: **Julie White**, committee chairman, [jwhite@hereford.org](mailto:jwhite@hereford.org). Deadline for applications is February 16, 2016.

*About Alltech: Alltech is a global leader in the animal health and nutrition industry and among the top 10 animal health companies in the world, focused on natural scientific solutions to today's biggest agriculture and food industry challenges. Headquartered in Nicholasville, Kentucky and with Bioscience Centres in the US, Ireland and Thailand, Alltech has offices and distributors in 128 countries and 31 Tier 1 and Tier2 manufacturing facilities located strategically throughout the world. •*

*Merry Christmas*  
and Happy New Year.  
May we always  
remember the  
reason for the season  
and let's make 2016 the  
best year ever.  
Because we can.