

Actiongram

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

LPC EXECUTIVE COMMITTEE

Scarlett Hagins, President
Kansas Stockman
scarlett@kla.org

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

Carey Brown, Second Vice President
Cow Country
cbrown@kycattle.org

Jennifer Carrico, Secretary-Treasurer
High Plains Journal
jcarrico@hpj.com

Angie Denton, Immediate Past President
Kansas State University
angiedenton@ksu.edu

BOARD OF DIRECTORS

Greg Henderson ('18)
Drivers
ghenderson@farmjournal.com

Kent Jaecke ('19)
Focus Marketing Group
wildcatjake@hotmail.com

Katie Miller ('18)
Kate Communicates
kcommunicates@gmail.com

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

Miranda Reiman ('17)
Certified Angus Beef, LLC
mreiman@certifiedangusbeef.com

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

Jennifer Sharpe ('19)
Limousin Today
jennifer@nalf.org

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

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

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

Eric Tietze ('19)
Ozarks Farm & Neighbor
eric@ozarksfn.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

“Agriculture is the most healthful, most useful and most noble employment of man.”

~George Washington



Scarlett Hagins
2016-17 LPC President

As ag communicators, we spend 100% of our professional time talking about, well, agriculture. We work to educate consumers about how their food is raised, addressing everything from animal care to farming practices to environmental stewardship, etc. The list grows each year. It also falls within our job description to keep farmers and ranchers informed on political and regulatory issues, new advancements in technology and what consumers want to know about the food on their tables. It can all be a little overwhelming at times!

As the Christmas holiday approaches, it is only natural for us to be ready for a break from the information highway as we gather with family and friends. However, I would encourage you to consider keeping your ag communicators “hat” on during this season of holiday parties and family dinners. Think about the number of people in which you come in contact. What an opportunity to talk about food, who produces it and how!

We all know the statistic that most consumers are at least two to three generations removed from farming and ranching. Most of us would have at least one friend, cousin, aunt or uncle, or brother or sister sitting at our holiday table that has questions about how the

food they are about to consume is raised or grown. Now, I’m not suggesting an all-out assault, with statistics and research data being launched across the roasted turkey, beef tenderloin or honey ham. It could be as simple as including farmers and ranchers in your “thankful for” list as you go around the table. I know this tradition is usually practiced at Thanksgiving, but I don’t believe talking about the things we are thankful for should be tied only to the last Thursday in November. You could also work in a bit of agriculture knowledge when discussing the ingredients for a new recipe you’re serving. Another perfect opportunity is when you get the age-old question “What is it you do again?” or “What exactly is ag communications?”

The bottom line is, there will be numerous opportunities for us to subtly work in a little agriculture education this holiday season, where almost every gathering centers around the delicious and nutritious food grown and raised by our farmers and ranchers. Welcome the questions. Seize the opportunity to talk about one of our nation’s most noble jobs.

May each of you have a truly blessed Christmas!!

Scarlett

2016 LPC Stipend Winner

Jennifer Carrico

Having the opportunity to better my skills through the funds provided by the LPC Stipend was something that will make me a better photographer. I used the funds to have a photo mentorship with Scott Stebner.

I've had some difficulty learning how to best use light at all times of the day. Scott taught me about light positioning and fill light to make fewer shadows. Besides learning how to use equipment, he taught me a lot about processing photos by using Lightroom. I also used the funds to purchase Lightroom for my computer. Lightroom allows for further processing if there is a photo that doesn't have the best lighting or color.

The great thing about working with Scott is he will always answer the questions I have about photography and my camera settings. Thank you, LPC, for helping me become a better photographer.



December 15 is the deadline to apply for the 2017 stipend. See details in this newsletter.

LIVESTOCK PUBLICATIONS COUNCIL ANNUAL LUNCHEON

Thursday, February 2, 2017

11:30 am - 1 pm Gaylord Opryland

during the National Cattlemen's Beef Association Convention in Nashville

Incoming NCBA President Craig Uden has been invited to address the group plus we'll update you on all of the exciting LPC events planned for 2017.

Watch for more details soon.

LPC Business Notes

2017 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 accepted for an additional service fee.
- February 15 - deadline for the Forrest Bassford Student Award applications. Students~ -- it's FREE money! See next page.
- Are you interested in serving on the board of directors for LPC or on a committee? Let us know!

Bringing Backroads to Life

By Harlen Persinger

Presentation by Russell Graves – Rural Storytelling

If you have checked out Texas-based publications over the past 25 years, chances are you've seen some of Grave's photos or read some of his stories. A graduate of Dodd City High School and East Texas State University, he was an ag science teacher in Childress, Texas, for 16 years and was named Texas Agri-science Teacher of the Year on three occasions. After leaving that career, Graves continued to photograph, write and speak about his experiences and the people he meets in daily life. His first documentary film, Bois d'Arc Goodbye, aired three times to a prime time, national audience. Recently, he's worked with such celebrities as the Robertson Family from the Duck Dynasty television show, T. Boone Pickens, Dale Earnhardt Jr., Pat Green and Tracy Lawrence, but he insists that regular people are his favorite subjects.

In his hour long block session, Graves, who lives in the country north of Childress, demonstrated

ways to capture the essence of subjects and tell their story in just a few minutes.

Some of his guidelines include:

- **Getting to know your subject. Make plenty of phone calls, send e-mails and look at other means of connecting to gain a complete understanding of what you are doing.**
- **Thinking like a movie director. A particular subject calls for multiple shots such as wide, medium and close-ups. Examine how the scene influences the writer's response.**
- **Understanding that stories have structure. They have a beginning, middle and ending that are full of details and perhaps a little bit of conflict and resolution.**
- **Audio, video, music and still photography need to mesh together to complete the story.**
- **Always strive to document the bad times as well as milestones and happy occasions.**



Photo credit: ZimmComm, New Media

Russell ended with some advice for beginning freelancers. He said don't give your work away---understand the value of what you are doing. Make an effort to meet people everywhere and network as much as possible.

By using interesting anecdotes, capturing videos and stunning photography, Russell taught us how to engage a subject and bring out the best of them within just a few minutes. Russell is a master in rural storytelling because as a photographer he specializes in country lifestyles and travel to capture interesting pieces and bring them to the masses.

Forrest Bassford Student award applications due Feb. 15

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 at Snowbird Resort, at the 2017 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. Deadline for applications is February 15, 2017.

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 Tier 2 manufacturing facilities located strategically throughout the world.





Professional Development Stipend Program

LPC will offer up to 3 stipends of up to \$1,000 each to LPC members to help cover expenses to a professional development class, seminar or workshop, which includes Ag Media Summit or IFAJ congress.

The LPC board of directors believes that expanding knowledge and excitement in one's profession will keep dedication and commitment to that job.

Stipend criteria:

- Open to any LPC member.
- Fill out application.
- Submit the information on the conference you wish to attend.
- Provide an estimated budget for your expenses to the event.
- In 250-350 words describe why you should receive this stipend, your professional goals and how you will use this award for professional development.
- Write a short piece for the LPC Actiongram after you have attended the professional development event, telling how you used the stipend and how it will help you become a better ag communications professional.
- The stipend funds should be used within a year of when it is awarded. If it is not used because of an emergency, please contact the LPC executive director.

All parts of the application must be postmarked or received electronically by December 15, 2016. Stipend recipients will be contacted in January 2017.

The stipend recipients will be selected by a group of three judges.

Send application to:

Diane Johnson, Livestock Publications Council, 200 West Exchange Ave., Fort Worth, TX 76164
diane@livestockpublications.com 817-336-1130 for questions

LPC Personal Development Stipend Application Form

THE FOLLOWING IS THE INFORMATION REQUIRED. FEEL FREE TO CREATE YOUR OWN APPLICATION

Name:

Address:

Phone:

E-mail:

Current employer (Company name):

Your job title at work:

Number of years LPC member:

Conference you plan to attend:

LPC involvement (current and past committees, activities, elected office, etc.):

Have you ever received this stipend in prior years? ___yes ___no If yes, what year(s)? _____

Please furnish a 250- to 350-word essay on why you should receive this stipend, your professional goals and how you will use this award for professional development.