

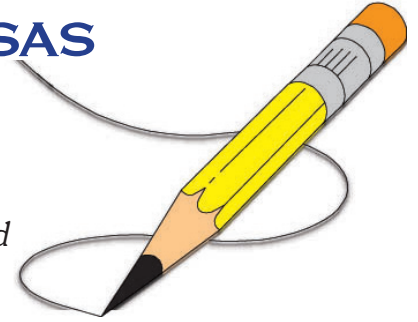


FEBRUARY 2005

SCIENCE WRITING WORKSHOP MARCH 3 • MANHATTAN, KANSAS

IN CONJUNCTION WITH CATTLEMAN'S DAY

You asked for it! Here's an opportunity to sharpen your skills and interact with professionals for a day focused on technical writing and interpreting science to producers and non-scientists. An invaluable and affordable seminar for writers, editors, students and more! Open to the world! Hosted by Kansas State University and LPC



Location: Kansas Farm Bureau Offices, 2627 KFB Plaza
just off N. Seth Child Road, near intersection with Gary Ave.

* SCHEDULE *

- 9 am** Welcome – Kris Boone
- 9:15 am** Getting the information you need from scientists, short of using water torture – Fred Cholick, Dean and Director of the College of Agriculture and Kansas State University (K-State) Research and Extension
- 9:45 am** It isn't Greek, but what are they saying?
How scientists talk – Kris Boone and Brian Meyer
- 10:45 am** Stats 101: Is this significant? – Kris Boone
- 11:45 am** Lunch at KFB Cafeteria
- 1 pm** Tales from the newsroom:
Covering Medical Fields
Bonnie Bressers, Assistant Professor, A.Q. Miller School of Journalism and Mass Communications
- 2:15 pm** Telling the Agricultural Sciences Tale
Brian Meyer, Director of Communications, Iowa State University
- 3:30 pm** Q&A and Lessons Learned – All participants

Fee: \$40 (does not include lunch). Students, \$10
RSVP via e-mail by February 28 or
call Diane at the LPC office, 817/336-1130.
You MUST RSVP! No shows will be billed.

COMMITTEE CHAIRS

DR. KRIS BOONE, KANSAS STATE UNIVERSITY

KBOONE@KSU.EDU

AND

STEVE SUTHER, CERTIFIED ANGUS BEEF

CABSTEVE@AOL.COM

* SPEAKER BIOS *

Bonnie Bressers is an assistant professor in the A.Q. Miller School of Journalism and Mass Communications at K-State. She teaches news and feature writing and public affairs reporting. She is a frequent contributor to professional journalism magazines and continues to freelance. She has more than 25 years of experience in editing and reporting, including work as the managing editor of the online edition of the *Milwaukee Journal-Sentinel*. She has been on the K-State faculty since 1997.

Brian Meyer is director of college relations for the College of Agriculture at Iowa State University. He leads a staff of four in the College of Agriculture Communications Service office. He was hired as a science writer at Iowa State in 1990. He co-chaired a 2001 national writing workshop held in Iowa for the Association for Communications Excellence (ACE). He has served as chair of ACE's writ-

ing special interest group. He has been a reviewer for articles submitted to the *Journal of Agricultural Communication*. Prior to joining Iowa State, he was the editor of *AgBiotechnology News* and a seed trade publication. He also has been a managing editor of a small daily newspaper.

Kris Boone is an associate professor in agricultural communications at K-State. She served as the teaching and research coordinator for the Department of Communications for eight years. Currently she is the interim head of the department, which includes the academic program as well as the communications and IT operations for K-State Research and Extension and the College of Agriculture. Before coming to K-State, she worked in Extension communications at Ohio State and in public relations in Wisconsin. While she holds a doctorate, she cannot legally perform surgery. *(info submitted by Kris!)*

LPC Critique Contest

Forms available Feb. 15.
Check out
www.livestockpublications.com

Langman to American Shorthorn Association



The American Shorthorn Association (ASA) has hired Brent A. Langman as director of communications and marketing. Langman most recently served as the national sales representative for Crouse Printing and his industry knowledge goes back many years, including stints as editor at *The National Provisioner* and *Meat Processing* magazines. Prior to his publishing duties, Langman served six years as director of industry communications at the National Livestock and Meat Board.

Langman hails from Illinois where his family farms and he maintains a small, purebred Maine-Anjou program. He received his Bachelor of Science degree from the University of Illinois. •



Livestock Publications Council

NEW LPC LOGO Be sure to update your mastheads!

Don't forget that 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. Since we're in 2005 and our 30th anniversary is over, you can eliminate that tagline from the logo •

Forrest Bassford Student Award Applications due February 15

Scholarship applications for the **Forrest Bassford** Student Award are available and the deadline is approaching. This \$2000 scholarship will be awarded in Milwaukee at the 2005 Ag Media Summit (AMS) this summer. Also, up to four travel scholarships will be awarded to deserving students who must be able to attend the AMS. If you need an application, go to the LPC web site at: www.livestockpublications.com or contact the LPC office. For questions, contact: **Angie Denton**, committee chairman 816/842-3757 or denton@hereford.org. Deadline for applications is **February 15, 2005**. •

Welcome New Members

STUDENTS

Cathy Herren, Oklahoma State University, Stillwater, graduating May 2005 with M.S. in Ag Communications and B.S. in agribusiness (2003)

Brad Parker, University of Missouri Columbia, graduate student in ag communications education

SERVICE

Loos Tales, **Trent Loos**, Loup City, NE

Publishing Summit at U of Missouri

On March 3-4, the Missouri Association of Publications is hosting their Publishing Summit and eight annual Magazine Fair. Lots of information and registration information available at www.missouripublications.org. You will notice this is the same time as the LPC hosted event in Manhattan. Unfortunately the dates were set unbeknownst to either group, but hopefully you can make it to one or both events. •

Summer Internships Available

• **Communications/Junior Programs Intern** Successful applicants must have completed sophomore year of college, have at least one semester left in college, have an interest in beef cattle and working with junior programs. Applicants must complete an internship form found at www.gelbvieh.org under the Junior page. Deadline to apply is April 1. Questions, contact **Lori Maude**, AGA Director of Communications & Youth Activities, lorim@gelbvieh.org or 303-465-2333.

• **Hereford Publications Inc.** (HPI), Kansas City, Mo., will offer two paid summer internships to college juniors or seniors for 12-week summer positions starting mid-May 2005. Application deadline is Friday, February 18, 2005.

HPI offers a **communications internship** for those pursuing a degree in ag journalism or ag communications.

HPI also offers a **graphic design internship** for those pursuing a degree in graphic design. Ag background not mandatory, but helpful. For full job descriptions, contact: Hereford Publications, Inc., P.O. Box 014059, Kansas City, MO 64101; Attn: **Angie Denton** for Communications Internship; Attn: **Caryn Vaught** for Graphic Design Internship •

Missing an umbrella from the Gala last fall?

Contact Amber at
spafforda@osborn-barr.com
She has two left at the event that she'd be happy to return!

Dues Statements & Directory Forms are DUE!

Membership dues statements were mailed in January with your directory form. **Both are due by March 1**. Please make sure you have made the appropriate corrections on your forms for the directory and send them back in!

JOB POSTINGS



Assistant Director, Marketing Communications (PR)

(for complete description contact CAB)

Responsible for directing the company's efforts regarding public relations involving media and news events, special projects, and sponsorships. Extensive experience writing and editing news and feature publications required. Creativity, organizational skills, knowledge of media channels, professional speaking skills.

Essential functions include but not limited to development and implementation of all aspects of multiple, creative, public relations programs from special events and sponsorships to media release programs. Travel will be involved.

Education/Experience typically equivalent to: BS in public relations or agriculture related field, accredited college or university; and/or minimum of five years of experience in related field with 3-5 years of direct supervisory experience conducting performance reviews, goal setting, and disciplinary action.

If interested and qualifications match requirements, apply (EOE). You may submit your resume with cover letter via email, hard copy or fax to **Certified Angus Beef LLC**, 206 Riffel Road, Wooster, OH 44691, info@certifiedangusbeef.com, fax 330-345-0808, phone 330-345-2333.

Public Relations Supervisor and Public Relations Writer

Bader Rutter & Associates, a Milwaukee-based marketing services agency seeks a Public Relations Account Supervisor and Public Relations Writer for a prominent animal health account. Degree/background in agricultural journalism, advertising or PR required with livestock background a plus. Seven to 10 years of agency or PR experience required for the Supervisor position and 3-5 for the Writer. Mail or fax cover letter and resume to:

Larry O'Brien, Bader Rutter & Assoc., 13845 Bishop's Drive, Brookfield, WI 53005 or lobrien@bader-rutter.com

Senior Account Executive

Charleston I Orwig, Inc., one of the country's top agricultural marketing communications agencies, is looking for a dynamic individual ready to step in as a senior account executive on a national animal health account. A background in agency experience is needed, as this individual will be responsible for marketing communications plans, budget tracking and ongoing interaction with the client. This

person must be able to lead a client, have exceptional organization skills, marketing communications savvy and be adept at working as part of a team.

Our ideal candidate will have five-plus years of agency experience. In addition, swine, small animal or equine experience is also helpful. We are looking for an individual with strong marketing and strategic skills, with the ability to take care of clients and take the lead on projects.

Account Executive

There is an exciting opportunity to join Charleston I Orwig, Inc., one of the nation's leading agricultural marketing communications agencies. We are looking for an account executive, with a strong background in livestock, to work on a national animal health account. Among the many responsibilities for this individual will be executing marketing communications plans, budget tracking and daily interaction with the client.

Our ideal candidate must have exceptional organization skills, be a savvy communicator and adept at working as part of an overall team. We are looking for someone with three-plus years of agency experience; beef or dairy cattle experience is also a plus.

If you have questions about these opportunities, please contact **Lyle E. Orwig**, at 262-563-5135, or e-mail leo@comktg.com.

Submit a resume and salary requirements to **Beth Homann** recruitment manager, at bethh@comktg.com. •

UP!

So what is this stuff about English being easy? There is a two-letter word that perhaps has more meaning than any other two-letter word, and that is the word "UP."

It's easy to understand UP, meaning toward the sky or at the top of the list but when we waken in the morning, why do we wake UP?

At a meeting, why does a topic come UP? Why do we speak UP and why are the officers UP for election and why is it UP to the secretary to write UP a report?

We call UP our friends And we use it to brighten UP a room, polish UP the silver, we warm UP the leftovers and clean UP the kitchen. We lock UP the house and some guys fix UP the old car. At other times the little word has real special meaning. People stir UP trouble, line UP for tickets, work UP an appetite, and think UP excuses.

received via e-mail

To be dressed is one thing but to be dressed UP is special.

And this UP is confusing:

A drain must be opened UP because it is stopped UP.

We open UP a store in the morning but we close it UP at night.

We seem to be pretty mixed UP about UP!

To be knowledgeable of the proper uses of UP, look UP the

word in the dictionary. In a desk size dictionary, takes UP almost 1/4th the page and definitions add UP to about thirty.

If you are UP to it, you might try building UP a list of the many ways UP is used. It will take UP a lot of your time, but if you don't give UP, you may wind UP with a hundred or more.

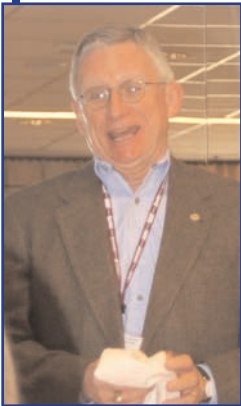
When it threatens to rain, we say it is clouding UP. When the sun comes out we say it is clearing UP.

When it rains, it wets UP the earth. When it doesn't rain for awhile, things dry UP.

One could go on and on, but I'll wrap it UP, for now my time is UP, so..... I'll shut UP.....! •

HEADLINER AND HALL OF FAME WINNERS!

*Jim Jennings
&
Dr. Bob Totusek*



Formal awards ceremony this summer in Milwaukee at AMS!

It was a delight to see two innocent attendees at the lunch turn into award winners! Jim, above, was as surprised as Dr. Totusek at right pictured with his wife, Nell.



More than 50 guests enjoyed lunch together for the annual luncheon held during the National Cattleman's Beef Association convention in San Antonio on February 4. The big news was the announcement of the 2005 honorees for the Headliner and Hall of Fame winners.

Jim Jennings, director of publications for the American Quarter Horse Assn. will be inducted into the Hall of Fame. His experience at AQHA goes back to 1972 where he began his career as editorial assistant. Since then he has been instrumental in developing two additional publications, *The American Quarter Horse Racing Journal* and *America's Horse*. He actively served on the board for LPC from 1993 to 2001 including his year as president in 2000. His vast knowledge of the publishing industry and the respect he garners from his peers certainly make him a fitting addition to the Hall of Fame.

Dr. Bob Totusek, joined the animal science faculty at Oklahoma A&M College in 1952 where he spent 38



highly productive years in teaching, research, public service and administration. It has been said that he is a rare combination of scientist, teacher and practical cattleman. While there he was the head of the animal science department for 14 years and is credited with increasing the enrollment in the department by more than 60% while other departments were losing students.

Both gentlemen are deserving of their honors and we look forward to the formal award ceremonies on August 2 in Milwaukee during the Ag Media Summit. Both will also have portraits that will hang in the new Livestock Publications Heritage Center in Kansas City. •



Lisa Bryant, Ada, Oklahoma served as mistress of ceremonies at the luncheon.



New AMS Logo!.....



The contest for re-designing the new Agricultural Media Summit logo attracted more than 30 entries and the AMS steering committee was challenged to select a winner with a variety of comments on the final six. The winning logo shown above was designed by **Dale Smith**, *American Southdown Journal*, Bowling Green, Ohio. Coincidentally he is also responsible for the re-design of the LPC logo unveiled last year.

For those of you who entered, let me offer some comments. The guidelines

were specific encouraging you to take into consideration "the various formats it is used in (banners, awards, t-shirts, and all printed pieces) plus the ease of use in both black & white and four color." As you can see the winning logo is simple, clean and will easily be identified in promotional pieces. The use of the simple art on the left will allow us to pull that element out and use it as accents in other areas of promotions.

Overall the entries were excellent and showed the quality of designers that are working in the agriculture publishing industry. Some entries were so complex with four color photos included in the design and intricate artwork that, unfortunately, they would be difficult to use in the variety of formats required.

The Summit is an event that will take place year after year. I felt that some of the logos were better suited for one time events. This is something to keep in mind when designing any kind of logo. When in doubt think of identifiable logos that you see every day: Texaco, Chevron, Home Depot, the CBS eye, Macintosh apple (computers). All of these are extremely simple, some using only a simple font.

So the next time you start working on a logo, remember to think through the end product and future uses. Again the committee selected the winner, but I analyzed each one as they arrived and commend each of you for participating and taking the time to enter. If there is interest we can publish the top six entries. Let me know and keep up the great work. •