

ACTIONGRAM

February 2006

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

IT'S ALL ABOUT THE PEOPLE

I've had people ask me why I've worked with the American Gelbvieh Association for nearly nine years. My response has always been—the people. The breeders I work for, and with, are great down-to-earth people. I can say the same about Livestock Publications Council. You may get involved because of the professional development opportunities, but you will stay because of the people.

I can remember my first LPC meeting in 1992 in Chicago. I attended as an intern for *Angus Journal*. It was intimidating since my editor, Jerilyn Johnson, was unable to attend. Instead, I went with Cheryl Oxley, the LPC Secretary/ Treasurer at the time. Of course, Cheryl was so involved and knew everyone, I was just along for the ride. I do remember walking away with the impression that I wanted to be more involved with this group.

The first publication I went to work for in 1993 wasn't a member, so I joined as an associate member. From 1993 to 1997, I attended the meetings out of my own pocket and took vacation time from my job. It was that important to me. It was an educational vacation.

Some ask how I became involved on the Board of Directors and eventually the Executive Committee. It all began with helping on the Photo Committee. Hanging up the photos entered in the Photo Contest during convention, counting ballots—it wasn't a high stress committee. Then, it grew to assisting with the LPC Convention in Kansas City in 1997. Driving three hours up to KC from my home in Parsons, Kan., to help with the planning committee. I showed an interest in the organization

By **Lori Maude**, 2005-06 LPC President

and helped out with a lot of behind-the-scenes stuff. That landed me with a nomination to the Board of Directors in 1997 and the rest is history.

I enjoy the people in this organization. Regardless of the size of publication you work for or if you are a freelancer, you will find out we all have many of the same issues—finding good employees, working with the new computer software, postal issues, finding the right printer, developing our skills, the list goes on. We work together to find those answers. I enjoy the sessions during AMS, but I learn the most in the hall between meetings or meeting new people at the social functions. It's all about networking. Find your answer through Livestock Publications Council. It's treated me like family since 1992.

Lori

HALL OF FAME AND HEADLINER WINNERS!

Amber Spafford and Darrell Anderson



This year's Hall of Fame honor deservedly goes to **Amber Spafford** who brings nearly 20 years of service to LPC. Her years in LPC leadership roles started in 1985 when she was elected as director and continued through her presidency in 1990-91. For 10 years she chaired the Critique Contest, diligently working with the multitude of entries, plaques and accounting that accompanied the position. She was also the

chairman of the 1989 Kansas City LPC annual convention, chair of the Royal Gala and was instrumental in the concept of the LPC Heritage Center in Kansas City. She has also been honored with the LPC Distinguished Service Award.

A graduate of Oklahoma State University, her professional career started at the *Charolais Banner*, *Gulf Coast Cattleman*, then back to the *Charolais Journal* for nine years. This job took her to Kansas City where she eventually went to the American Polled Hereford Association, then formed her own company Spafford and Associates. Since March 2000, she has been at Osborn & Barr Communications where she is project manager working on the John Deere account. •



Darrell Anderson, chief executive officer of the National Swine Registry, will be honored with the Headliner award. With almost 30 years of experience in agriculture related areas, his current role with the NSR includes overseeing the 17 member staff and a \$4-million budget. Ten years ago, he was the leader in the successful merging of the four breeds that comprise the NSR (Duroc, Hampshire, Landrace and Yorkshire) which created the largest purebred swine

association in the nation. Prior to this position he served as executive secretary of the American Yorkshire Club where he saw the value in performance pedigrees and led advancement in the genetic evaluation programs. He also has a deep-rooted belief in youth programs and was instrumental in the establishment of the first junior directors of both the National Junior Suffolk Association and the NSR.

He serves on numerous professional committees in the swine industry, is a livestock auctioneer for sheep sales and is a certified llama judge. His scope of knowledge and influence in the swine, sheep, llama and cattle industries make him a true leader in the livestock industry and a deserving honoree for the LPC Headliner award. •



Agricultural Media Summit PORTLAND 2006

DOWNTOWN HILTON • JULY 23 - 26

Meet Us at the Summit!

tentative schedule as of 1/31/06

July 22, Saturday

Tours of Portland area

July 23, Sunday

Tours of Portland area

New Member Reception

6:30 pm Welcome Party and dinner on board the Portland Spirit Cruise Ship

July 24, Monday

7 am Golf Outing

8:30-10 am Workshops

- Going Digital – Panel of photo experts
- Blogs: A Brave New World, Chuck Zimmerman
- Design Workshop
- Management Workshop on Media Consolidation
- Public Speaking Part A, Daren Williams

10:15-11:30 am Workshops

- Feature Writing, Tom Hallman, Jr. *The Oregonian*
- Design Workshop part 2
- Management Workshop
- Public Speaking Part B, Daren Williams

11: 45 am Lunch

Pulitzer Prize Winner, Tom Hallman, Jr., *The Oregonian*

1-2:15 pm Workshops

- Feature Writing, Tom Hallman, Jr.
- Design Workshop part 3
- Management Seminar – Vision and Voice
- Marketing Ag Downtown: Presenting Ag Issues to Urban Audiences, Mary Stewart, Oregon Agri-Business Council

2:30-4 pm Panel – The Columbia River Story

4-7 pm InfoExpo Grand Opening and Beer and Bull

July 25, Tuesday

7:15 am Breakfast in InfoExpo

8-9 am Roundtable discussions in InfoExpo

9-10 am Networking in InfoExpo

10:15-1:45 am Workshops

- Photo Workshop/AAEA Photo Critique, Jim Richardson, *National Geographic*
- Making the Most of Bad Photos
- High-Performance Organization (TBD)
- Sales/Marketing/PR Session on Branding
- ACT Session, Preparing for your career, Owen Roberts

12 noon Lunch with photo presentation by Jim Richardson

1:30 - 3 pm Dessert in InfoExpo

3:15 to 4:30 Workshops

- Fiction writing and journalism, Anthony Connally
- Making the Most of Bad Photos (repeat)
- Management Workshop
- Sales/Marketing/PR Workshop, Get Unstuck & Get Going Michael B. Stanier
- ACT Photography Session

5:45 pm AAEA/LPC Reception followed by awards ceremonies

7:30 pm Closing Party, Dessert and Dancing

July 26, Wednesday

8:30 am AAEA and LPC Annual Meetings

9:45 am Closing Brunch

Post convention events

Many of you are ready to make plans for your trip to the Northwest and be sure to include taking in the extra activities that the program committee is planning. Although final details are being calculated just plan on being there by Saturday, July 22. On Saturday “adventure” tours are going to include organized tours to go cycling, fishing, white water rafting and more that’s being pulled together right now. Then on Sunday we’ll switch to “educational” tours to go to see the diverse local agriculture of the region. It’s going to be fascinating!

The steering committee is listening to you and have heard that many people have not had the opportunity to explore the Northwest so this year will be your chance to take in the beauty of nature that Oregon is famous for.

We’ll be publicizing the details as soon as they are confirmed, so stay tuned!

FLYING TO PORTLAND IS AFFORDABLE!

Round trip fares to Portland, OR, from most major U.S. cities are in the \$300 to \$400 range – at least as affordable as traveling to other major U.S. cities.

Here is a sample of fares as of early 2006. In most cases, flights are non-stop, with single connecting flights in a few instances. Travel dates used were July 22-July 26, 2006.

Chicago, \$341	Milwaukee, \$378
Cleveland, \$372	Minneapolis, \$393
Dallas, \$354	New York, \$323
Denver, \$302	Newark, \$323
Des Moines, \$493	Raleigh, \$312
Indianapolis, \$303	Philadelphia, \$279
Greensboro, \$464	St. Louis, \$305
Kansas City, \$326	Washington, D.C., \$332
Los Angeles, \$288	

All Ag Media Summit functions will be held at the Portland Hilton Downtown
921 SW 6th Avenue, Portland, Oregon 97204
503/223-1611 or 1-800-HILTONS
www.portland.hilton.com Room rate: \$109

FEATURED LPC ACTIVITIES AT AMS INCLUDE:

Honoring Headliner and Hall of Fame winners
Darrell Anderson and Amber Spafford

Naming of the **Forrest Bassford**
Student Award winner

The new and improved LPC Critique Contest
Awards Presentation

Election of new officers and directors

Happy Birthday Forrest!



Well it was a first for me. A birthday party for someone who has hit the 100 years young mark. And this one was for one exceptional centurian!

On February 4, **Cheryl Oxley**, Angus Productions, Inc., and I headed west to Encinitas, California to the former home office of LPC. It was for LPC Executive Director Emeritus, **Forrest Bassford's**,

big celebration. Forrest still knows how to give a hug and is in great physical condition and it was a treat to get to see him again. Another LPC representative shown in the top right photo is **Sally Crow** who lives close by. She is the mother of **Pete Crow** of Crow Publications who own the *Western Livestock Journal* of which Forrest is the publisher emeritus.

It was a delight looking through the archives of LPC. Forrest has kept meticulous records of the original correspondence from the formation of LPC. Plus he has very organized collections of old magazines along with historical articles written by and about him.

Cheryl and I could have spent many more hours sorting through this LPC history. It was truly great to see Forrest and we enjoyed the chance to visit with his family and meet some of the hundreds of friends that enjoyed the weekend's activities with him. •

HELP WANTED:

Editor

Association publication seeks an experienced editor to develop and manage a monthly magazine and weekly newsletter. Must be a self-starter, skilled in magazine development, article development and editing skills and good organization skills. Senior-level written, editorial and verbal skills, experience in developing editorial sections, editorial calendars and supervisory experience required.

Candidates will have strong interpersonal and communications skills, be flexible and have the ability to work independently and with an association staff to meet weekly and monthly publication dates. Bachelor's degree required. Minimum of 5 years of journalism and management experience. Experience in a trade or livestock publication environment is required.

Excellent working environment offering strong growth potential and benefits including generous paid time off, health insurance and 401K. **To apply:** send resume and salary history to mike_crawford@mccom.com

Intern (summer or winter 2006 semester)

Texas Beef Council is seeking a full time event-marketing intern. The successful candidate will have:

- Excellent communication skills
 - An interest in ag communication and/or advertising and marketing
 - Willingness to travel throughout Texas to help run the TBC booth at major events such as the Fort Worth Stock show
 - Ability to work with minimal supervision
 - Ability to access situations and problem solve as needed
 - Ability to travel independently
- Will also assist the TBC on-site Event Manager in:
- Set and tear down at each event; keep area safe and clean
 - Producing and delivering extensive event reports to TBC Consumer Marketing Manager
 - Purchasing supplies and perishables when needed
 - Running promotional activities, demonstrations and sampling
 - Addressing questions/concerns from consumers and cattle producers

Some time will be required at TBC offices in Austin but the majority of the intern's time will be spent on-site at large consumer events in Texas. Internship compensation includes \$10 an hour plus travel expenses. Qualified candidates must submit resume and completed

questionnaire by March 31, 2006. **To obtain questionnaire**, contact: **Lori Sleeper**, 512/335-8663 X405; loris@txbeef.org

Summer Internship

Paid internship for a college student interested in livestock publications/ agricultural communications. Internship will begin approximately June 1, 2006 and will conclude mid-August. The application deadline is March 1.

Must be a college sophomore, junior, or senior with experience in Adobe Photoshop and web design applications. Experience in the livestock industry is a plus.

The intern will assist in the daily activities of this full service livestock advertising agency. Primary responsibilities will include graphic design and web design. Typical tasks include ad designs, brochures, flyers, and web design along with daily office tasks.

Ranch House Designs is located in College Station, Texas. Student will be responsible for their own accommodations. **Please send** resume, cover letter, and up to three writing/design samples to **Rachel Williams** at rachel@ranch-housedesigns.com. •

Critique Contest FAQs

new and improved

The NEW and IMPROVED Critique Contest is ready for your entries! Through the past year, the LPC board of directors have carefully reviewed the contest and its purpose to re-create a simpler and more streamlined contest for you.

The key point to realize is this contest is designed to help you make your publications better. We know that the recognition is important for each publication, but even more important are the comments that you receive with each entry.

There have been noticeable changes seen in your products, be it editorial or design, which also means the competition just keeps getting better and better each year. So keep up the good work!

In an effort to help with your entry submission, we have compiled this list of frequently asked questions about the contest. Feel free to contact us with additional questions.

Q: What are the major changes for 2006?

A: The contest is no longer divided between service members and publication members which also eliminates the circulation breaks. Members are now classified as **association** and **non-association**.

- The deadline has been moved to **MARCH 20** from April 1. The reason being that many publications work on a first of the month deadline and hopefully this will ease some stress at deadline time.

- The number of categories has been condensed from 92 to 68. A Miscellaneous category in both writing (#39) and design (#62) has been created to be the "catch all" for the entries that do not meet the criteria for other specific categories.

- Entries must have been published in the calendar year of 2005. Please note Rules 6 and 12 for clarification.

Q: Who can enter the Critique Contest?

A: Any LPC publication member or service member whose dues are paid for the calendar year of 2005 and 2006 is eligible. New members who join LPC in 2006 may compete if 2006 dues are paid.

Q: What's an eligible entry in the Contest?

A: The sky's the limit as long as the entry is livestock-related. "Livestock" refers to any aspect pertaining to the industry and the production and marketing of beef cattle, dairy cattle, horses, swine, sheep, goats, llamas, and ranch/game species such as elk, deer and bison. Acceptable entrants could include meat, by-products, livestock equipment, livestock pharmaceuticals, livestock feeds, rodeo, etc. Many categories exist to suit your projects, however if your project does not seem to fit any category, it may be entered in #39 "Miscellaneous Writing" or #62 "Miscellaneous Design."

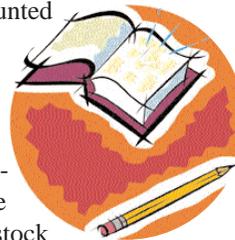
Q: Which editorial category does my story fit in?

A: General category descriptions are included at the bottom of the rules information located at www.livestockpublications.com. At the top of the page, click on the "LPC

Critique Contest Forms" link. Then click under one of the links for rules.

Q: How do I submit my entries?

A: Official guidelines are located at www.livestockpublications.com by following the links mentioned in the previous question. For categories #20-#39, submit entries as tearsheets. Tearsheets should be mounted on lightweight cardstock (any color) no larger than 12" x 17". Design entries should be mounted on lightweight cardstock (any color) no larger than 12" x 17" with the exception of oversize entries and complete magazines. The purpose of the cardstock is to protect the entries when they are transported. For those entries, place the label on the back of the entry or submit the entry in a clasp envelope. Those entering design entries are asked to submit a pdf sample of each entry to assist with the critique book and contest presentation. Company logos on a disk are requested along with editorial submissions.



Q: Who judges the entries?

A: Judges are carefully selected according to established criteria. Judges should have at least five years of experience in the industry of the category they will be judging and are selected from across the country. Judges must agree to present critiques in required methods and are limited to judging no more than two categories. Some judges are from outside the livestock industry while some are from within. Those from within the industry are meticulously assigned to categories in which they have no entries or competitors' entries to ensure that the evaluation is unbiased and fair.

Q: Is the Contest a fundraiser or a service to members?

A: It's both. Your entries help to keep LPC projects going and also help you and your staff to develop a greater product. The Critique Contest is one of three primary LPC fundraisers that also include the Ag Media Summit and membership dues. The critiques are designed to provide members with constructive comments that will help them to achieve a greater end product.

Q: If I have questions, who do I contact?

A: Questions may be directed to Critique Contest Committee Chairman Jim Bret Campbell at 806/376-4888 or jbcampbell@aqha.org or LPC Executive Director, Diane Johnson at 817/336-1130 or dianej@flash.net.

**Don't forget that the deadline
for entries to
BE RECEIVED is March 20.**

Ship all entries with payment to:
Melinda Findley, LPC Contest
Dept. of Ag Ed and Communications
Texas Tech University, 15th and Detroit,
Lubbock, TX 79409