



Livestock
Publications
Council

Advancing livestock media professionals

February 2016

Actiongram

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

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Overcoming S&B



Angie Denton
2015-16 LPC President

Going through some files the other day I found a postcard from the 2012 Ag Media Summit. How many of you remember or attended the **Rita Emmett** workshop?

The title of the postcard says: Steps to Reduce Stress and Burnout (for the Overworked, Overscheduled and Overwhelmed). After 10 days in Denver, then a week to get press releases and photos distributed plus get ready for the National Cattlemen's Beef Association (NCBA) Convention and Trade Show this card caught my attention.

The card goes on to spell out STRESS:

Search for and select what is valuable in your life

Trash perfectionism

Reach for realistic goals that are both relevant and rewarding

Eliminate what you can and streamline everything else

Set boundaries at work and at home

Strive to recharge your battery daily

Valuable

There's no doubt family comes first for me. I hate every basketball game or school activity I miss because of work travel. But when I am home I try to focus 110% on my boys. My best stress reliever is spending time with them working with their show calves. There is nothing like rinsing, brushing and blowing calves to take my mind off everything on my to do list. I think this is good advice to focus on what is valuable so you can survive everything else.

Trash perfectionism

There's no doubt I need to take this suggestion to heart. I think as ag commu-

nicators we all strive to produce the best product possible. But, there comes a time we have to realize mistakes happen.

Learn from those mistakes and don't let them happen again. I've got to learn to roll with the punches and focus on striving to do the best I can.

Realistic goals

The older I get the wiser I become, or so I think. I'll admit I still have some lofty goals to attain before I retire, but I try to focus on those daily goals. As an organization, I believe the LPC board set goals in our long-range planning session that will help us focus our efforts the next three to five years.

Eliminate and streamline

I've always been a "Yes, sure I can do one more thing" type of girl. With my boys getting older with more activities, and let's face it I'm getting older too and those midnight to 2 a.m. work nights are not as easy as they used to be, I'm learning that I need to say "no" more often. I'm also working to achieve deadlines and goals efficiently and effectively.

Boundaries

This is another hard one for me. Working from home, work is always in the next room. It's so easy to put the boys to bed and then go spend two or three more hours working on that next deadline. I think the best way to reduce burnout is to figure out that balance between work and home life.

Recharge

Find those activities that recharge your battery daily, weekly and even yearly.

continued

This may be reading a good book before you go to bed, taking a walk to enjoy nature's beauty or watching your favorite TV show.

I encourage you to find those activities that get your mind off work and let your body rejuvenate. It just might be sitting in a hammock on a beach somewhere unplugged from reality for a few days with your significant other or a special group of friends. I'll admit, that hammock does it for me.

Let's be honest, I don't remember picking up that card four years ago, but I'm glad I did as it really hit home this week. I hope you take time to think about STRESS and it helps you as you tackle upcoming deadlines.

Coffee & Collaboration

I hope you can join us for the first Coffee & Collaboration on Wednesday, Feb. 17. This is one of the programs the LPC Board has developed to offer education and outreach for our members who can not travel to Ag Media Summit or regional workshops. See inside the newsletter for more information about how to participate in the online chat.

Thank you Jennifer Shike, for chairing this committee. Our plan is to focus on a different topic each month, of you have ideas for future conversations, please let Jennifer or any of us on the board know — this program is for you.

Angie



Attention
Sponsors and Exhibitors!

You can sign up for sponsorships and to exhibit in the InfoExpo now. Program committee is wrapping up details and the program will be published soon.

Go to the main website for details:
www.agmediasummit.com

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.

**This workshop will be held prior to the
Beef Improvement Federation
annual convention:
<http://beefimprovement.org/library/general-information>**

• TENTATIVE AGENDA •

- 8:30 am Registration
- 9 am Marketing Your News: Using Different Venues to Tell the Story, **Holly Spangler**, *Prairie Farmer* editor
- 10:15 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 pm Tour IGP facilities - Feed Mill & Pet Food Facilities
- 2:15 pm Genomics in the Beef Industry, **Dan Moser**, Angus Genetics Inc. president
- 2:45 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
- 3:45 pm Closing and KSU Call Hall ice cream send-off

Welcome Kayla!



On behalf of our selected host, Hereford Publications Inc., I'm pleased to announce Kayla Wilkins as the 2016 LPC Summer Intern. Kayla is a junior at Texas Tech University studying

Agricultural Communications and will join the HPI team as an intern beginning in May. Kayla has done work with the Texas Tech College of Agriculture, the Sorghum checkoff and the State Fair of Texas. At HPI, Kayla will gain experience in editorial planning, story development, feature writing, photography and design and other areas.

(submitted by committee chair, Crystal Albers)

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. 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 51 Tier 1 and Tier 2 manufacturing facilities located strategically throughout the world.

New LPC Program

LPC's Coffee & Collaboration

Do you ever get bored with interviewing? Do you struggle to get your source to open up? How do you get to the "good stuff" quickly and make the most of your interview time? What do you do when the source gets off track?

If you'd like to know more about "Structuring your interview to get to the 'good stuff' right away," then join us for LPC's first Coffee & Collaboration on Wed., Feb. 17, from 10 to 10:45 a.m. CST. All you need to do is grab a cup of coffee (or pick your poison), settle down at your computer, and dial in!

Award-winning writers Doug Rich of High Plains Journal, Angie Denton of the American Hereford Association, and Miranda Reiman of Certified Angus Beef will share ways to set up your interviews to get to the heart of the matter quickly and more easily. Ultimately, we'll learn ways to make our interviews more successful – whether they are for print or broadcast or social media.

We will chat on Skype for Business so you can follow along with their presentation, share your questions over chat, and more. This is a great way to engage your colleagues and staff – if they conduct interviews, encourage them to join in as we explore ways to make our interviews even more successful! We know it's not possible for all LPC members to attend AMS or regional workshops each year, so we hope our Coffee & Collaboration chats can be an opportunity to engage more members and ultimately provide even more benefits for our awesome members.

Here's how you do it...

Go to <https://meet.illinois.edu/jshike/5SFNNWS1> and join in as a guest. You may have to download a plug-in if you don't have Skype for Business. If you have any technical difficulty, you can join the call by phone at 1 888 983 3631, Conference ID: 7892827 and watch at the website above. If you'd like to test out the meeting to make sure everything is working, go to the same link above on **Tuesday, February 9 from 1:30-2:30 p.m. central time**. I'll have it "open" and we can test it out to make sure everything is working ok in advance!

Contest info on next page

- This year all entries (except category 1) will be submitted via a new online system.
- All rules and guidelines are on the next page.
- You can still pay by check or credit card too.
- **Deadline is still April 20** but you can put away the cans of spray adhesive and no more black mounting boards!

2016 Livestock Publications Council

Contest General Information, Rules and List of Categories

DUES

1. Any LPC publication member or service member whose dues are paid for the calendar year of 2015 and 2016 is eligible. New members who join LPC in 2016 may compete if 2016 dues are paid.
2. **Send DUES to: Livestock Publications Council, 200 W. Exchange Ave., Fort Worth, TX 76164.** Publication members: \$175; Service members: \$150. You may write one check for the total amount due.

ENTRY ADDRESS/DEADLINES

3. Entry deadline is Midnight CDT, Wednesday April 20, 2016.
All entries except Category 1 must be uploaded to the new online system hosted by www.Submittable.com.
The link for LPC entries is: <https://livestockpublications.submittable.com/submit/>
Once the LPC office has received your submissions you will be sent an invoice for payment. Checks or credit cards accepted.
4. Entry fees MUST be received by the **April 27**. Regular categories are **\$30/entry** and general excellence categories are **\$50/entry**.

ELIGIBILITY

6. Entries must have been published between January 1, 2015 and December 31, 2015. Publication date is based on the date that appears on the publication's cover. The publication cover date, and not the release or mailing date, must be used.
7. All entries must have a predominantly livestock theme.
8. "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.
9. A publication member or service member may enter as many categories and as many entries in a category as desired.
10. Entries submitted in the wrong category will be moved to the correct category at the discretion of the contest coordinators.
11. Reprinted material or portions of any works that have first appeared elsewhere are not eligible.
12. Identical entries submitted in previous years may not be resubmitted.
13. An organization may enter one publication and multiple newsletters under the same membership name. The membership name, not the publication or newsletter name, will appear on any award plaques received.
14. For publication members – the individual or company that created the entry must be listed in the publication's staff box. The individual or agency must be working on behalf of the publication and must be paid for work done for the publication. For service members – any material purchased by a service member is considered to be staff created.

ENTRY SYSTEM DETAILS

1. Go to <https://livestockpublications.submittable.com/submit/>
2. Create profile.
3. Select your first category and fill in the required information. Note: this is equivalent to the entry label from previous years.
4. After clicking submit, you can enter more categories by choosing the "Back to Categories" link. You may continue to enter as many entries in as many categories by repeating this step.
5. When you are finished go to your dashboard at top right of window and you can see a list of submissions for each category you entered. You can also export the information as a .csv file for your records.
6. The LPC office will then contact you with an invoice for payment within a few days.
7. Please note: The system is programmed to send you a confirmation email following each submission. You've been warned.

REMINDER:

Category 1 submission must be entered as a hard copy of the publications as listed in the category description.

Send entries with payment: Livestock Publications Council, 200 W. Exchange Ave., Fort Worth, TX 76164

All entries must be **RECEIVED by WEDNESDAY, April 20, 2016 Midnight, CDT- There are no exceptions!**

2016 LPC dues must be paid to enter the contest.

You MAY pay for dues and Contest fees in one check.

Questions? Diane Johnson, 817/336-1130, diane@livestockpublications.com or grace@livestockpublications.com

CATEGORIES

1. Most Improved Publication (James Flanagan Award)

Submit a total of four issues: two different issues dated between January 1, 2015, and December 31, 2015; one issue each from period January 1, 2014, to December 31, 2014; and January 1, 2013 to December 31, 2013. 2013 and 2014 issues must be from same month as one of the 2015 issues. (For example, March 2015, 2014, and 2013 plus August 2015)

GENERAL EXCELLENCE

Categories 2-5 require two different issues from 2015 to be submitted/uploaded.

2. Association Publication
3. Non-Association Publication
4. Newspaper
5. Newsletter (*either print or electronic*)
6. Website

GENERAL DIVISIONS

Special Issue Division

7. Special Issue — 100 pages or less
8. Special Issue — More than 100 pages
9. Event/Show Program
10. National Show Coverage

Visuals Division

11. Single Article Layout & Design
12. Cover (any color combination or BW), Association
13. Cover (any color combination or BW), Non Association
14. Cover (any color combination or BW), Newspaper
15. Published Editorial Photography (series or photo story – *must include entire story*)
16. Single **Photo OR Graphic** Illustrating an Article (not part of a series or picture story; BW or 4 color (*must include entire story*))

Writing Division

Association: Feature Articles

17. Production/Management article
18. Marketing article
19. Technical article
20. Feature/Human Interest Story
21. Instructional Story
22. Producer/Farm/Ranch Profile

Non-Association: Feature Articles

23. Production/Management article
24. Marketing article
25. Technical article
26. Feature/Human Interest Story
27. Instructional Story
28. Producer/Farm/Ranch Profile

Association and Non-Association Combined Categories

29. News Story
30. Editorial
31. Regular Column (regular feature, same author, submit 3 columns per entry)
32. In-depth Reporting (single article)
33. In-depth Reporting (multiple article series)
34. Commentary or Essay Article (not an editorial)
35. Miscellaneous Writing (includes humor and entries that don't qualify for above categories)

Design Division

36. 4-color, Full-page Ad for a Livestock Sale
37. 4-color, Full-page Ad for a Ranch or Farm
38. 4-color, Full-page Ad for a Livestock Supplier, Service, Assn.
39. 4-color, Less-than-full-page Livestock Ad
40. 2-color or 3-color, Livestock-affiliated Ad, any size
41. 1-color, Livestock Ad, any size
42. Livestock Advertiser Campaign (3 or more insertions)
43. Livestock Ad Headline (*submit entire ad*)
44. Multiple Page Livestock Ad
45. Logo Design
46. Brochures, Flyers and Direct-mail Pieces
47. Sale Catalogs Any color usage on cover, 4-color text pages
48. Sale Catalogs Any color usage on cover, less than 4-color text pages
49. Annual Reports
50. Miscellaneous Design (entries that don't qualify for above categories)

Continued on next page

Web Division

51. Publication Website
52. Association Website
53. Breeder Website
54. Livestock-affiliated Website (*include topic site, event site, etc.; must have been created in current year*)
55. Social Media Marketing Campaign

E-Newsletter (must be at least quarterly)

56. E-Newsletter (daily/weekly)
57. E-Newsletter (monthly)
58. E-Newsletter (less than monthly, i.e. special event)

Blog Division

59. Single Blog Post (specify time and date)
60. Blog Series (specify times and dates)
61. Best Overall Blog Site (based on editorial, not site design)

Guidelines for categories within the writing divisions.

Production/Management: Emphasis in these feature articles, news stories, and operation profiles is on how ranchers and farmers produce the product or manage specific production aspects of their enterprise. Examples would include: Benchmarking Performance for Progress; The Trade-offs Between Production and Carcass Traits; How XYZ Cattle Co. is Growing, etc.

Marketing: Emphasis in these feature articles, news stories, profiles is upon how people market livestock products, or focus upon aspects of the markets themselves. Examples would include: Putting Grid Marketing To Work For You; New Ways to Manage Financial Risk; Leasing Rather Than Selling Bulls, etc.

Technical: Emphasis in these feature articles, news stories and technology profiles focus upon the science and technology utilized in production and marketing, rather than production and marketing itself, often relying upon the need to explain complex principles to readers in layman's terms. Examples would include: What EPDs Are and Do; DNA Today; Secrets Behind Bovine Estrus, etc.

Feature/Human Interest: These articles focus upon the people and human side of people involved in the livestock business, rather than upon the business side of livestock production, and they don't rely upon offering information, per se. For instance, an article 20 Things Every Producer Should Know About Depression, would not be appropriate; where as an article Overcoming Depression Was Step One for Joe Smith would be a great human interest approach to a serious issue.

Instructional: Articles that provide how-to information in a step-by-step format. Entries will be judged on clarity, content and usefulness to the reader.

Producer/Farm/Ranch Profile: Articles in this category focus on informing the reader about a specific producer, farm or ranch through the words, actions, observations, etc. of the subject being profiled and/or others who offer their views of the subject.

News Story: These articles chronicle and explains to readers unfolding livestock industry events and changes. Examples would include: What New EQIP Regs Mean to You; What Japanese BSE Means to US Beef; Producers Demand COOL Revisions, etc. Typically these articles focus on something that has happened, why it's important for readers to know — what it means to them immediately — rather than specific long-term options readers may want to consider in response to the event. Timelines will be considered by judges.

Editorial: Like commentary/essay, an editorial expresses the opinions of the author, but also calls the reader to specific action. A regular column could also be entered in this category.

Regular column: A column that appears in at least three consecutive issues of the same publication, under the same column name and by the same author (three columns must be submitted as the entry).

Commentary/Essay: A column or article that expresses the opinions of the author. A regular column could also be entered in this category.

Humor: (note this is now a part of Category 35) Either non-fiction or fictional accounts of life, events, news, etc. of interest to readers of livestock publications.