

# Action on the Green

News from the Livestock Publications Council

## 2002 upcoming events & deadlines

- February 6-9 National Cattlemen's Beef Assn. Convention Denver, Colorado
- February 15 Deadline for applications in Forrest Bassford Student Scholarship
- March 1 Directory Listings and Membership Dues Deadline for APS Student Internship Applications

## Important Business Issues

### Dues Notices

Your membership dues notices were mailed a few weeks ago. If you did not get your notice with a copy of last year's Directory information, contact the LPC office. Please make sure to accurately update your directory information.

### Freelance Survey

In the envelope with your dues notice was a survey that is a companion piece to the 1998 Salary Survey. It has been developed to be used by both publication and service members to more accurately assess market rates for freelance editorial, photography and design assignments. If you have not returned your survey or threw it away....there is another copy attached to this survey. Your response is very necessary in order to compile accurate and complete information that we all can use. Please fill it out today and fax it to: 817/232-4820.

### No Formal LPC Function during NCBA

With board action, it was decided to not host a meal function or meeting during the NCBA Convention in Denver. This was due to the busy schedule that everyone carries during this event. The mid-year board meeting was held in San Antonio this past December in conjunction with the Educational Workshop.

## Welcome New Members!

### Service

THE AMERICAN SOUTHDOWN JOURNAL  
Bowling Green Ohio  
**Dale Smith**, editor  
**Gary Jennings**, Secretary of American Southdown Breeder's Assn.

### Student

**LESLIE SMITH**  
Colorado State University, Fort Collins,  
**MISTI SLOAN**  
Oklahoma State University, Stillwater  
**KATRINA WATERS**  
Texas Tech University, Lubbock

## AGRICULTURAL PUBLICATIONS SUMMIT SCHEDULE

### SUNDAY, JULY 21

Boards arrive

### MONDAY, JULY 22

7:30-11:00 am Board meetings  
Noon-6:30 am Golf Tournament  
1:30-6 pm Writing - Design Clinics  
Dinner on your own

### TUESDAY, JULY 23

Morning InfoExpo setup  
8:00-9:30 am Summit Breakfast  
9:30-11:30 am Conclude Clinics & Board meetings  
11:45-1:00 pm Kickoff Luncheon  
1:15-3:00 pm Grand Opening of InfoExpo  
3:00-5:00 pm Issues and Newsmakers sessions  
5:00-6:00 pm Beer and Bull in InfoExpo  
6:30-10:00 pm Bowling Extravaganza and Calcutta

### WEDNESDAY, JULY 24

7:30-9:00 am AAEA & LPC annual meetings  
9:00-10:00 am InfoExpo Open  
10:00-11:00 am Breakout sessions  
LPC Critique Contest  
11:00-Noon Breakout sessions  
Noon-1:15 pm Luncheon  
1:30-2:30 pm InfoExpo Open  
2:30-3:30 pm Breakout sessions  
3:30-4:30 pm Breakout sessions  
6:00 pm LPC Awards Dinner

### THURSDAY, JULY 25

9:00 am Breakfast  
10:00-11:00 am Breakout sessions  
11:00-Noon Breakout sessions  
Noon-2:00 pm AAEA Awards Luncheon

Plans are well underway for the 2002 Summit which promises to be even bigger and better! This schedule gives you a general idea of the events that have been set so far by the APS Steering Committee. For those of you who like to plan ahead the following information will help.

**Silver Legacy Resort & Casino**  
**Reno, Nevada**

Conference Rate: \$85

**RESERVATIONS: 800-687-7733**

tentative schedule--- anything could change

by Ann Wylie

# Cut Through The Clutter

*Five ways to make your copy easier to read and understand*

You've heard the statistics. Americans these days are bombarded with information — more than 3,000 messages a day, according to one study. That's more than a million messages a year.

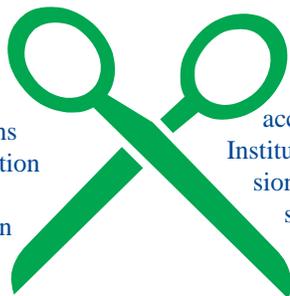
How can your press releases, newsletters or other communications cut through the clutter of competing information? One of the best ways is to respect your readers' lack of time by making your copy easier to read and understand.

Here some five tips for making your copy crisper, clearer and more concise:

## 1. Cut your paragraphs.

Long paragraphs annoy readers. In fact, if your paragraph is too long, readers are likely to skim, scan or even skip it. I like Jon Ziomek's 1-2-3-4-5 rule for paragraph length. Ziomek, a professor at the Medill School of Journalism, suggests that your paragraph contain:

- 1 main thought, expressed in
- 2 to 3 short sentences, taking up no more than
- 4 to 5 lines on the page.



**2. Slash your sentences.** The longer your sentences, the less your readers will understand, according to an American Press Institute Survey on reader comprehension. The trick? Keep your average sentence length to 14 words for optimum understanding.

**3. Translate jargon.** What's a "visual-duration-sensing apparatus"? That's a clock, to those of us who just use, and don't make, them. To cut the clutter: If it's not a phrase your Aunt Rowena would use, translate it by defining it on first reference or including a glossary. Better yet, don't use terms your Aunt Rowena wouldn't use.

**4. Find your focus.** One way to reduce the length of your copy is to focus each piece on a single message point. You say you have six messages? Then you have six pieces — not one, long, unwieldy piece. Think packages: boxes, sidebars and related stories.

*About Ann Wylie*

*Ann Wylie travels from Hollywood to Helsinki, working with communicators who want to reach more readers and with companies that want to get the word out. Email her at awylie@wyliecmm.com.*

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## TWO APS SUMMER INTERNSHIPS OFFERED

This internship program is sponsored by the Agricultural Publications Summit and works on the upcoming Summit in Reno. Up to two college students will be selected to work out of the LPC office in Fort Worth. The program will pay each student \$2000 to help defray living expenses during the length of the program. You qualify if you are a current college student. You also are qualified if you are a May 2002 graduate.

The application process is simple: Send a current resume and cover letter to the LPC office, 910 Currie Street, Fort Worth, TX 76107, attention, **Diane Johnson**. Deadline for applications is March 1. You must be available to work June 3 through August 2 and live in Fort Worth.

Expect to work some long days and some shorter days (less than 10 hours) Plan to meet lots of people and anticipate the memory of an incredible internship experience. Must be willing to have fun. Benefits will far outweigh the pay. Feel free to call with questions...817/336-1130. Oh - and please do not FAX your applications. When's the deadline again? March 1. •

## SEEKING JOB IN AG INDUSTRY

**Beverly Moseley**, (352) 495-4085

e-mail: [simmoba@ufl.edu](mailto:simmoba@ufl.edu)

B.S. in Agricultural Communication

University of Florida, Gainesville, FL. with Honors

Willing to relocate. Willing to work!

2001 LPC travel scholarship winner



APPLICATIONS DUE  
FEBRUARY 15, 2002

Scholarship applications for the **Forrest Bassford** Student Award sponsored by LPC and the Chicago Mercantile Exchange are now available. This \$2500 scholarship will be awarded in Reno at the 2002 Ag Publications Summit (APS). Also, up to four travel scholarships will be awarded to deserving students who must be able to attend the APS. Forms are available through your journalism departments at your schools and your ACT advisors. If you need an application, go to the LPC web site at: [www.livestockpublications.com](http://www.livestockpublications.com) or contact the LPC office.

For questions, contact: **Angie Denton**, committee chairman 800/821-5478 or 816/383-5211.

## EXECUTIVE COMMITTEE

### President

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### Secretary/Treasurer

**Lori Maude**  
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### Greg Henderson Immediate Past President

*Drovers*  
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## DIRECTORS

### Marilyn Brink ('03)

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### Sharla Ishmael ('02)

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### Rebecca Terry ('03)

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## LPC OFFICE

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# Sympathies

Our sincerest condolences go to **Koko** and **Casey Gjermundson**, Richardton, North Dakota, on their loss of their infant daughter. **Jasmine Leigh "Jaz" Gjermundson** was born on December 24 at 8:30 a.m. and died shortly thereafter. The family had been aware of the disease called "Potters Syndrome" that Jaz had and knew that her life would be short. Our thoughts and prayers remain with the Gjermundson family. **Koko** is a service member and a familiar name as a author in many livestock publications.

Watch for upcoming details of the newest Contest for LPC honoring Outstanding Writers, Designers and Copy Writers.

## Mentor Programs Planned

**FEBRUARY 15**  
California Region  
Cal Poly State University  
San Luis Obispo, California  
Scott Vernon, [svernon@calpoly.edu](mailto:svernon@calpoly.edu)

**MARCH 17**  
Texas Region  
during TSCRA Convention  
Fort Worth, Texas  
Kristen Tribe, [kttribe@yahoo.com](mailto:kttribe@yahoo.com)  
or Doyce Elliott, [Elliott@RodeoHouston.com](mailto:Elliott@RodeoHouston.com)

**APRIL 12**  
Central Region  
Ak-Sar-Ben Offices  
Omaha, Nebraska  
Brad Parker  
[bparker@NeCattlemen.org](mailto:bparker@NeCattlemen.org)

## Oh Baby!

**Kyle and Christi Haley** announce the arrival of **Parker Noelle** on Dec. 24 at 1:22 a.m. She weighed 7 lb. 3 oz. and measured 20.75 in. long. She is pictured with her 4-year-old sister, Peyton. Kyle is editor of Limousin World in Yukon, Oklahoma and is a member of the LPC Board. Congratulations!



## EVIDENCE YOU LIVE IN THE YEAR 2002

1. You just tried to enter your password on the microwave.
2. You have a list of 15 phone numbers to reach your family of three.
3. You call your son's beeper to let him know it's time to eat. He e-mails you back from his bedroom, "What's for dinner?"
4. Your daughter sells Girl Scout Cookies via her web site.
5. You chat several times a day with a stranger from South Africa, but you haven't spoken with your next door neighbor yet this year.
6. You check the ingredients on a can of chicken noodle soup to see if it contains Echinacea.
7. Your grandmother asks you to send her a JPEG file of your newborn so she can create a new screen saver.
8. You pull up in your own driveway and use your cell phone to see if anyone is home.
9. Every commercial on television has a web-site address at the bottom of the screen.
10. Leaving the house without your cell phone, which you didn't have the first 20 or 30 years of your life is cause for panic and turning around to go get it.
11. Cleaning up the dining room means getting the fast food bags out of the back seat of your car.
12. Your reason for not staying in touch with family is that they don't have e-mail addresses.
10. You consider second-day air delivery painfully slow.
11. Your idea of being organized is multiple-colored Post-it notes.
12. You hear most of your jokes via e-mail instead of in person.
13. You disconnect from the Internet and get this awful feeling, as if you just pulled the plug on a loved one.
14. You get up in the morning and go on-line before getting your coffee.
15. You wake up at 2 AM to go to the bathroom and check your E-mail on your way back to bed.
16. You start tilting your head sideways to smile. :)
17. You're thinking how true all of this is.

This just in – Southwest Airlines is the official carrier of the Ag Publications Summit. Watch for more information.

*Ever notice when you blow in a dog's face he gets mad at you, but when you take him in a car he sticks his head out the window?* George Carlin

## Wedding Bells

Congratulations to **Julie McMahon**, owner of Creative Exchange Inc., Fort Worth on her marriage to **Steve French**. Julie has moved her operation to Beaverton, Michigan where she will continue with her business. They were married on October 27, 2001.

**LPC Freelance Survey – FOR PUBLICATIONS/AGENCIES**

This survey is intended as a companion piece to the 1998 LPC Salary Survey to be used by both publication members and service members to more accurately assess market rates for freelance editorial, photography and design assignments. If you produce more than one publication and your answers would differ for each publication, we would encourage you to copy this form and send in a separate survey for each publication.

1. Please indicate which of the following categories best describes your business:
  - a. Breed assn. publication
  - b. Non-breed assn. publication
  - c. Non-assn. publication
  - d. Advertising agency
  - e. Other
2. Please indicate the frequency of your livestock publications:
  - a. Monthly
  - b. Bi-monthly
  - c. Weekly
  - d. Quarterly
  - e. Other
3. What is the circulation of your publication?
  - a. 1-4,999
  - b. 5,000 – 9,999
  - c. 10,000 – 19,999
  - d. 20,000 – 29,999
  - e. 30,000 – 39,999
  - f. 40,000 – 49,999
  - g. 50,000 or more
4. On average, how many editorial pages does your publication/company produce annually?
  - a. 1-99
  - b. 100-249
  - c. 250-499
  - d. 500-749
  - e. 750-999
  - f. 1,000 – 1,999
  - g. 2,000 or more
5. What percentage of these editorial pages is written by freelancers? \_\_\_\_\_
6. On average, how many cover photos do you purchase? \_\_\_\_\_ Stock editorial photos? \_\_\_\_\_
7. Do you pay extra for photos to accompany freelance articles? \_\_\_\_\_
8. On average, how many editorial illustrations/designs are purchased for use in your livestock publication/company? \_\_\_\_\_
9. How does your publication/company prefer to pay freelance writers?
  - a. By the word
  - b. By the page
  - c. By article length
  - d. By contract
  - e. By the hour
  - f. Per project
10. Does your publication's pay scale for freelance editorial vary according to:
  - a. Reputation/experience of the writer
  - b. Type of material assigned/accepted (hard news, entertainment, etc.)
  - c. Length of the article
  - d. Other \_\_\_\_\_

11. Please indicate the minimum and maximum rates you pay, on average, for the various types of freelance work:

	Publications	Agencies/Other
Full-length feature articles	Min: _____ Max _____	Min: _____ Max _____
Short feature articles	Min: _____ Max _____	Min: _____ Max _____
Advertorials	Min: _____ Max _____	Min: _____ Max _____
Columns/editorials	Min: _____ Max _____	Min: _____ Max _____
Humor/entertainment	Min: _____ Max _____	Min: _____ Max _____
Ad copy	Min: _____ Max _____	Min: _____ Max _____
PR/business comm. writing	Min: _____ Max _____	Min: _____ Max _____
Editorial stock photos	Min: _____ Max _____	Min: _____ Max _____
Cover photos	Min: _____ Max _____	Min: _____ Max _____
Other photography	Min: _____ Max _____	Min: _____ Max _____
Advertising/PR photos	Min: _____ Max _____	Min: _____ Max _____
Editorial illustration/design	Min: _____ Max _____	Min: _____ Max _____
Advertising design per page	Min: _____ Max _____	Min: _____ Max _____
Sale catalogs per page	Min: _____ Max _____	Min: _____ Max _____
Newsletter-edit design/page	Min: _____ Max _____	Min: _____ Max _____
Web site design per page	Min: _____ Max _____	Min: _____ Max _____
Brochure/Special project	Min: _____ Max _____	Min: _____ Max _____

12. Please write in the space provided how many sale catalogs your publication/company produces annually. \_\_\_\_\_
13. On average, how many advertising pages does your publication/company produce annually?
  - a. 1-99
  - b. 100-249
  - c. 250-499
  - d. 500-749
  - e. 750-999
  - f. 1,000 – 1,999
  - g. 2,000 or more
14. Please indicate, on a percentage basis, what type of rights your publication/company purchases:
 

	Editorial	Photography	Graphics/Design
a. Exclusive	_____	_____	_____
b. First	_____	_____	_____
c. Second	_____	_____	_____
d. Web rights	_____	_____	_____

LPC Freelance Survey - FOR FREELANCERS

This survey is intended as a companion piece to the 1998 LPC Salary Survey to be used by both publication members and service members to more accurately assess market rates for freelance editorial, photography and design assignments.

1. Do you consider yourself a full-time or part-time freelancer? \_\_\_\_\_

2. Please indicate, on a percentage basis, what type of rights you generally sell to livestock publications and companies for the following types of assignments.

	Editorial	Photography	Graphics/Design
a. Exclusive	_____	_____	_____
b. First	_____	_____	_____
c. Second	_____	_____	_____
d. Web rights	_____	_____	_____

3. Please indicate the minimum and maximum rates you charge livestock publications and companies for your work:

	Publications	Agencies/Other
Full-length feature articles	Min: _____ Max _____	Min: _____ Max _____
Short feature articles	Min: _____ Max _____	Min: _____ Max _____
Advertorials	Min: _____ Max _____	Min: _____ Max _____
Columns/editorials	Min: _____ Max _____	Min: _____ Max _____
Humor/entertainment	Min: _____ Max _____	Min: _____ Max _____
Ad copy	Min: _____ Max _____	Min: _____ Max _____
PR/business comm. writing	Min: _____ Max _____	Min: _____ Max _____
Editorial stock photos	Min: _____ Max _____	Min: _____ Max _____
Cover photos	Min: _____ Max _____	Min: _____ Max _____
Other photography	Min: _____ Max _____	Min: _____ Max _____
Advertising/PR use	Min: _____ Max _____	Min: _____ Max _____
Editorial illustration/design	Min: _____ Max _____	Min: _____ Max _____
Advertising design per page	Min: _____ Max _____	Min: _____ Max _____
Sale catalogs per page	Min: _____ Max _____	Min: _____ Max _____
Newsletter-edit design/page	Min: _____ Max _____	Min: _____ Max _____
Web site design	Min: _____ Max _____	Min: _____ Max _____
Brochure/Special project	Min: _____ Max _____	Min: _____ Max _____

4. How are you normally paid?

How do you prefer to be paid?

- a. By the word
- b. By the page
- c. By article length
- d. By contract
- e. By the hour
- f. Per project (illustration, etc.)

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- b. By the page
- c. By article length
- d. By contract
- e. By the hour
- f. Per project (illustration, etc.)

5. What is the average number of days between billing and receipt of payment?

For publications: \_\_\_\_\_

For agencies/others: \_\_\_\_\_ For breeders: \_\_\_\_\_

6. What percentage do you charge for a printer mark-up? \_\_\_\_\_

Thank you for taking time to fill out this survey. Your individual answers will remain confidential.

Please return by fax or mail to the LPC office by March 1. The results will be summarized and published in a future issue of the ACTIONGRAM.

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