



Actiongram

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

LPC EXECUTIVE COMMITTEE

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

Scarlett Hagins, First Vice President
Kansas Stockman
scarlett@kla.org

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

Carey Brown
Secretary-Treasurer
Cow Country
cbrown@kycattle.org

Don Norton, Immediate Past President
Boelte-Hall
donn@boelte.com

BOARD OF DIRECTORS

Jennifer Carrico ('17)
High Plains Journal
jcarrico@hpj.com

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

Kent Jaecke ('16)
Focus Marketing Group
wildcatjake@hotmail.com

Katie Maupin ('18)
Seedstock EDGE
katie@nationalswine.com

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

Miranda Reiman ('16)
Certified Angus Beef, LLC
mreiman@certifiedangusbeef.com

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

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

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

Shelly Sitton ('16)
Oklahoma State University
shelly.sitton@okstate.edu

Steve Taylor ('18)
Appaloosa Journal
staylor@appaloosa.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
817/536-1150 • cell: 817/247-1200

Professional Development Networking and Recognition



Angie Denton, 2015-16 LPC President

I can't believe how fast the last 30 million seconds have passed. If you recall from my August 2015 column, I explained how I had 31,536,000 million seconds to serve as your LPC president. It has been an honor and honestly a dream come true to lead this amazing organization.

I attended my first LPC Annual Meeting in 1994 when I was a student at Kansas State University. It was there that I got my first opportunity to see what LPC is all about. After I left that meeting, I knew I wanted to some day be a leader in the LPC organization. And the rest is history.

As I write this last column, I'm proud of what we have accomplished during my tenure on the board and especially during the last 12 months. I've served with some amazing individuals who

have given of their time to lead this organization. We've made some big decisions through the years and worked together to develop new and exciting programs for our membership.

There's no doubt it is the board's job to evaluate industry trends and figure out what we need to do as an organization to effectively and efficiently serve our membership. Last fall the board participated in a long-range planning session. We updated our mission and created a strategy to lead our organization for the next five years. Facilitator Kevin Ochsner helped us create a road map to help us better serve our members.

During the Annual Meeting we will present the strategic plan to the membership.

Here is a quick synopsis:

Mission

Livestock Publications Council provides progressive professional development, networking and recognition opportunities to promote excellence in livestock media.

Strategic Intent Statement

LPC will increase its membership 5% per year by providing convenient and consistent access to professional development, networking and recognition opportunities for current and aspiring professionals who work across multiple media platforms in the livestock industry.

Core Strategies

- Expand the reach of our professional development efforts through convenient and consistent educational programming

- Expand networking opportunities
- Build upon our strength in student development
- Elevate the status of LPC recognition programs
- Develop multi-faceted organizational funding approach
- Increase organizational effectiveness

There's no doubt as an organization, we need to recognize our changing industry and provide programs that promote excellence in all areas of livestock media. I believe the core strategies and initiatives we've developed will help us meet our changing member needs and keep our organization growing and successful in the future.

Membership fees reminder

If you missed my June column, please note that because of increasing operation costs plus the addition of new programs, the board is proposing a \$20 increase in dues — \$195 for publication members and \$170 for service members.

In recent years we've added more than \$7,500 in expenses to the LPC budget and the last dues increase was 20 years

ago. The by-laws state that member dues can be revised by a majority vote of the members at the annual meeting (Article III, item 4.)

None of us want to increase dues, but to keep LPC in the black and allow us to sustain our current programs and implement new ones; it is a step that must be taken. The LPC board is committed to be financially responsible and we appreciate your support in this change. If you have any questions, please don't hesitate to contact me at angiedenton@ksu.edu or 785-562-6197.

I've been blessed to be part of LPC since I began my career in the livestock publishing industry. This organization and its members mean so much to me. Thank you again for the opportunity to serve as your president; it has been my humble honor.

Best wishes,
Angie



LPC Best of the Bunch Photo Contest

2015 Best of the Bunch
Winning Photo
by Erin Worrell

Get your cameras out and start snapping away or find that winning photo in your files because it's time for the Best of the Bunch Photo Contest! Held each year during the Agricultural Media Summit it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Cash prizes are awarded!

Rules...Read carefully!

Photo Submissions

- 1) Enter each photograph in one of four categories:
 - a) Livestock
 - b) Livestock industry people
 - c) Livestock scenic (such as a landscape)
 - d) Digitally enhanced (the sky's the limit!)
- 2) The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- 3) All photographs must be mounted on lightweight stock. Minimum size for entry is 8"x10" to 10"x12". With the mounting, the maximum size of an entry can be no more than 11"x14".
- 4) All photos must be identified with your name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo.

Unidentified photos will be disqualified.

- 5) All photos must ALSO be submitted digitally for use in the slideshow presentation of winners, along with your headshot.
- 6) There is no limit to the number of entries you may enter.
- 7) There will be a small entry fee (\$5 per photo) but we have added larger cash prizes.
- 8) Entries will be taken until 9 a.m., Monday, July 25 at the registration desk.
- 9) You may enter without attending the Summit but contestants are responsible for making arrangements in getting their photo(s) returned.

Eligibility

- 1) All entries must be original un-retouched, "**straight out of the camera**" photos.
- 2) Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.
- 3) Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.



Winning Photos

- 1) Each category will pay \$100/first; \$50/second; \$25/third.
- 2) The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.
- 3) The winner of the "Best of the Bunch" will receive a canvas print of their winning entry.

General Information

- 1) LPC retains the right to use any of the photos submitted in the Best of the Bunch Photo Contest for publishing in print or on the web.
- 2) ALL entries will go on the LPC web site and remain on there for one year with your name attached to the entry. We feel that this is a way of "advertising" for your photo(s) and then it's also like an online "portfolio" for you.

For more information or questions contact Carrie Horsley, chorsley@pork.org

LPC Regional Workshop

Manhattan, Kansas • Tuesday, June 14, 2016

Special thanks to Zoetis for major support of this event.



Holly Spangler was the keynote speaker discussing the various ways of distributing the same stories to various platforms.



The group enjoyed a very informative tour of the feed mill facilities at the International Grains Program facilities.



Dr. Kent Anderson, Zoetis, was on hand to update the group and a big thanks to Zoetis for their great support of this event.



Excellent roundtable topics included video, writing for social media audience, social media graphics and analytics.



Dr. Marty Vanier gave an update on the National Bio and Agro-Defense Facility being built in Manhattan and scheduled to be completed in 2020.



LPC President Angie Denton updated everyone on the upcoming activities for LPC.



A panel discussion on making scientific writing less complicated was very popular with Greg Henderson, Drovers, editorial director; Miranda Reiman, Certified Angus Beef assistant director industry information Sarah Hancock, technical writer, Office of the Vice President for Research at KSU

Student Internship Program

The Livestock Publications Council Student Internship Program is an initiative that provides opportunities for young communicators to explore agriculture communications and allows LPC members to teach and employ young talent.

Through the Student Internship Program, LPC offers funding to one selected member to provide a meaningful learning experience – where students gain knowledge and apply their skills while LPC members benefit from fresh, youthful perspectives.

Host Guidelines:

LPC will provide one selected member (Publication or Service) with funds to employ an intern in summer 2017. Any member may apply to serve as a host in the internship program, with the following details:

- \$4,500 stipend from LPC for 10 weeks to be paid to the intern (\$11.25/hour, based on a 40-hour work week)
- A three-judge panel consisting of representatives from LPC member organizations (not seeking an intern) will choose the winning applicant. Applications will be based on

internship structure, student mentorship plans, breadth of experiences and publication/company need.

All LPC members are eligible to serve as hosts. Applications are due **July 15, 2016**, and are available at www.livestockpublications.com.

Submit applications to Crystal Albers at calbers@angus.org or call 816-273-3001 with additional questions. The selected host organizations will be announced at Ag Media Summit, on the LPC website and Facebook page.

Student Guidelines:

Students may submit their applications to Crystal Albers, LPC Student Development Committee, at calbers@angus.org

Students should be college junior or senior and members of Agricultural Communicators of Tomorrow (ACT). Applicants must submit the following:

- Resume
- Work examples (three samples of their choosing)
- Three recommendation letters
- Statement of interest in agricultural communications

Application
Deadlines:

Host applications:
July 15, 2016

Student applications:
Dec. 1, 2016

A three-judge panel, including one representative from the host publication/company, will interview student applicants. Once a winner is selected and the internship is complete, the student will be required to submit a report and internship work samples to the Student Development Committee.

Suggested Timeline:

The LPC Student Internship Program is designed for summer interns, with appropriate dates to be determined by the host organization and the student, and approved by the committee. The internship should last approximately three months, from mid-May or June through August.



Highlights for the upcoming Ag Media Summit:

SUNDAY - JULY 24

2 – 4 pm

ACT Welcome, Student Professionalism Sessions and Speed Networking

As a professional, we encourage you to come participate in this event.

5 – 6 pm

New Member and First-timers Reception

6:30 – 9 pm

Famous Welcome Party

TUESDAY - JULY 26

7:30 – 9 am

LPC annual business meeting followed by LPC Contest Awards

6:30 – 7 pm

Cocktail Reception

7 – 9 pm

Joint Dinner and Awards Banquet

At this event the Hall of Fame Winner, **Joe Roybal** and Headliner Award Winner,

Dr. Larry Corah will be honored. The Distinguished Service Award will also be presented along with the Best of the Bunch awards. Keep in mind the Contest awards are presented in the morning immediately following the annual meeting.

Full schedule and information at: www.agmediasummit.com

DEADLINE IS JULY 15, 2016 • Word document is located on LPC website.
http://www.livestockpublications.com/student_internship_program.php



Livestock
Publications
Council

Student Internship Program 2017 LPC Intern Host Application

Organization name: _____

Contact person: _____ Phone: _____

Address: _____ E-mail: _____

Company description:

Proposed intern responsibilities/projects:

Skills and experience required from the intern:

The intern will receive experience in the following areas:

- | | |
|--------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Editorial writing | <input type="checkbox"/> Web content/development |
| <input type="checkbox"/> Public relations | <input type="checkbox"/> Videography/video editing |
| <input type="checkbox"/> Graphic design | <input type="checkbox"/> Event planning |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Other (Explain): _____ |
| <input type="checkbox"/> Marketing | _____ |

Why does your company wish to host an LPC-sponsored intern? How will it benefit from the internship?

How will the intern benefit from this opportunity?

What is your philosophy regarding the development of young ag communicators?

Applications should be emailed on or before **July 15**. Send applications to: Crystal Albers, LPC Student Development Committee, calbers@angus.org.