



Actiongram

Rocky Mountain Regional Workshop

April 28-29, 2005

To be held at the
National Cattlemen's Beef Association
(NCBA) office
9110 East Nichols Ave
Centennial, Colorado

Sponsored by LPC

Hotel Headquarters:

AmeriSuites Denver
Park Meadows - 303-662-8500
www.amerisuites.com
LPC Rate: \$69.00
includes breakfast buffet
free high speed internet

TENTATIVE SCHEDULE * all events at NCBA office

THURSDAY, APRIL 28

(breakfast on your own)

- 8-9 am Registration
- 9 am Welcome, North Board Room
- 9:15 am ~ noon Creating a Brand Image with Color, Font & Design Basics
Speaker: **David Heitman**, Art Director, The Creative Alliance
- 9:15 ~ 10:30 am Agencies, Public Relations & Publications: Working Together
- 10:30 ~ 10:45 am Break sponsored by NCBA and Cattlemen's Beef Board
- 10:45 am ~ noon Selling to Those Who Don't Know They're Buying
Speaker: **Anita Vanderwert**, Learfield Communications
- 12:30 ~ 2 pm Lunch (Joint Session)
Luncheon Panel: Quark vs. InDesign: Pros, Cons & Transitions
Moderator: **Diane Johnson**, LPC Executive Director
Speakers: **Scott Johnson**, Sputnik Design Group
Rob Giseburt, Boelte-Hall Litho
Mike Berkow, Publication Printers
- 2:15 ~ 3:30 pm Digital Photography: The Right Equipment & Photo Archiving
Speaker: **Jim Koch**, freelance photographer
- 2:15 ~ 3:30 pm Developing a Brand & Launching a Product
Speaker: **Leslie Hancock**, Hancock Media
- 3:30 ~ 3:45 pm Break sponsored by Gelbvieh World
- 3:45 ~ 5 pm Joint Session: Advances in Trade Show Booths & Building Traffic
- 6 pm Evening out at Dave & Busters

FRIDAY, APRIL 29

(breakfast on your own)

- 9 ~ 9:45 am Working With Media: Perspectives from a former USDA Press Secretary
Speaker: **Alisa Harrison**
- 9:45 ~ 10 am Break sponsored by NCBA and Cattlemen's Beef Board
- 10 ~ 11:30 am Designing & Writing for Electronic Media
Speaker: **James Arnold**, Vance Publishing Online Editor

Planning Committee

- Lori Maude • Laura Bodell
- Teresa Lebsack • Sharyl Sauer
- Marvin Kokes • Jill DeLucero
- Kristin Torres • Curt Olson

Fee: \$55 LPC Members
\$70 Non-LPC Members
Students, \$35

RSVP via e-mail by April 22 or
call Diane at the LPC office
817/336-1130.

You MUST RSVP! No shows will be billed!

Critique Contest FAQs

Timely is quickly slipping past to enter the 2005 LPC Critique Contest. Don't miss your opportunity to receive constructive comments about your past year's work along with some friendly competition with other LPC members.

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: Who can enter the Critique Contest?

A: Any LPC publication member or service member whose dues are paid for the calendar year of 2004 and 2005 is eligible. New members who join LPC in 2005 may compete if 2005 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. If your project does not seem to fit any category, it may be entered in the "Special Projects" category of your division.

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 publication categories No. 26-No. 42, submit entries as tearsheets. Tearsheets should be mounted on lightweight cardstock (any color) no larger than 12" x 17". For service categories No. 80-No. 88, entries must be submitted as manuscripts that are double spaced on letter size paper. Service editorial must be submitted in a clasp envelope. See other font and margin information on the "Rules" link on the Web site. Graphic entries should be mounted on lightweight cardstock (any color) no larger than 12" x 17" with the exception of oversize entries and complete magazines. For those entries, place the label on the back of the entry or submit the entry in a clasp envelope. Those entering graphic entries are optionally 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: Why are the circulation categories broken at 5,000?

A: The circulation break is periodically reviewed to ensure that categories remain even. In 2005, the exact median of LPC publication members in circulation-divided categories is between 4,999 and 5,000.

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: What are the Diamond/Peerless Awards?

A: These awards recognize the outstanding writers, copywriters and ad designers in both the publication and service divisions. To be eligible, you must be nominated and enter additional entries into judging. Complete rules and information are located at www.livestockpublications.com. The link is at the top of the home page.

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 Lisa Bryant at (580) 332-7480 or bryantL@cableone.net or LPC Executive Director, Diane Johnson at (817) 336-1130 or dianej@flash.net.

Thanks to the Critique Contest Committee of Lisa Bryant, Tamara Beardsley, Julie Olson and Kathy LaScala for compiling this valuable information!

Don't forget that the deadline for entries to
BE RECEIVED is April 1.
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

Agricultural Media Summit

JULY 31 - AUGUST 3, 2005 • MILWAUKEE, WISCONSIN

Outstanding Program on Tap for AMS

Thanks to **JoAnn Alumbaugh**, *Farms.com* for submitting this article. She and her co-chair, **Becky Terry**, and committee have done a tremendous job pulling this tremendous program together!

The Agricultural Media Summit (AMS) program committee has done an excellent job of bringing together speakers who will offer wide appeal to our diverse audience. Here are a few highlights.

The program wastes no time, offering great professional improvement sessions on Sunday, July 31. **Rob Sugar**, president of AURAS Design kicks off a half-day session on design, beginning at 1:00. This session has already earned a great reputation at Folio:Show and other industry conferences. Rob will present new fundamentals of magazine design that lead to sophisticated techniques for improving the look, content and process of your magazine. Also, **Michael Raine** will hold a session on how to manage your digital images.

At 4:00 on Sunday, **David Markey** will tackle the tough subject, "Can publishers really afford to be ethical?" David's unique perspective as president of IFAJ and CEO of IFP Media in Ireland will make this a no-miss session.

You have to plan on Sunday night's party with entertainment by our own band, **QuisiMojo**. Plenty of good food and brews, along with more AMS fun and games!

The golfers will be ready to go on Monday morning, August 1, but the non-golfers also have an exciting day to look forward to. We are very pleased to welcome **Don Ranly**, professor of journalism at the Missouri School of Journalism. Many of our ag publishers have utilized Dr. Ranly's skill in the past, and we know this one-day seminar will be a highlight of the Summit. He will cover how to "write right, tight and bright," how to write attention-grabbing headlines, captions and blurbs, how to present useful information in the most usable way, and much more.

Also on Monday morning, **Rob Sugar** will show you how to give your magazine a "10-Step Self Critique." He will go through a sample critique, demonstrating the evaluation criteria and the focus of each step. Following a break, he will conduct short exercises using your own publications to prepare for a fuller, in-house critique that you will then be qualified to conduct yourself.

As if that's not enough, we will also have nationally recognized photographer **Steve Voit** on the Monday morning program. Steve's photos have been featured in numerous magazines including *Forbes*, *Business Week* and *Newsweek*, and he has taken photos in many different types of environments. During the first hour and a half of Steve's presentation, he will help attendees learn how to take great photos, whether inside a hog barn, at a horse show, or in a corporate setting. From 10:30 to 11:15, he will provide a critique of photos entered in the AAEA Photography Contest.

In addition **Deb Norton**, president of Graphic Arts of Topeka, will talk about time management for effective outcomes.

And those are just the first two days! We will have a full day of breakout sessions on Tuesday with more great speakers. At the Wednesday brunch, nationally recognized speaker **Suzie Humphreys**, will provide a take-home message you won't soon forget! •



Sunday, July 31

- 8 am **AAEA and LPC Board Meetings**
- 1 pm **Magazine Design: What Works and Why**
Rob Sugar, President of AURAS Design
- 4 pm **Digital Image Management**
Michael Raine, *The Western Producer*
- 4 pm **Can publishers really afford to be ethical?**
International Federation of Ag Journalists President and CEO of IFP Media, David Markey
- 6 pm **AMS Kick-Off Party - Come See What's Brewin'!**

Monday, August 1

- 7 am **Golf Tournament**
- 8:30 am **Ranly on Writing (continues in afternoon)**
Don Ranly, professor at the Missouri School of Journalism
- 9 am **Give Your Magazine a 10-Step Self Critique**
Rob Sugar, President of AURAS Design
- 9 am **From Barns to Boardrooms**
Steve Voit is a nationally recognized photographer from Minneapolis
- 10 am **Time Management for Effective Outcomes**
Debbie Norton, Graphic Arts of Topeka
- 11:30 am **Lunch featuring "Media Convergence: Implications for Ag Media"**
Sheila Hamilton, KINK FM in Portland, Oregon
- 1 pm **How to Parlay Your Stories for Other Platforms**
Sheila Hamilton
- 1 pm **LPC Critique Contest and Presentation of Awards**
- 2:30 pm **Food Trends - A Panel Discussion**
Kevin Murphy, Vance Food Systems Group, and panel with representatives of McDonald's Corporation and Hormel Foods
- 4 pm **InfoExpo Grand Opening followed by A Taste of Wisconsin**

Tuesday, August 2

- 7:30 am **Breakfast in InfoExpo**
- 8 am **Roundtable Discussions and Networking in InfoExpo**
- 9:15 am **Break in InfoExpo**
- 10:30 am **Breakouts Block One**
 - **Headlines and Cutlines and Blurbs, Oh My!**
Kathy Schenck, *Milwaukee Journal Sentinel*
 - **Tips for Small Shops: Getting It All Out The Door**
Frank Lessiter, Lessiter Publications, Milwaukee
 - **Food Trends**
Representative from McDonald's
 - **Better Branding Strategies**
Ross Harvey, senior partner at AdFarm and Roger Mercier, StreetSmart, a market research company based in Calgary.
 - **What Do Readers Want?**
ABM Agri Council Reader Survey Results
- Noon **Luncheon with Keynote Speaker, David Williamson "Ready. Set. Grow!"**
- 1:30 pm **Dessert in InfoExpo**
- 3 pm **InfoExpo tear down**
- 3 pm **Breakouts Block Two**
 - **Utensil Theater: Knife, Fork, or Spoon...Which One Are You?**
David Williamson
 - **How to Take Great Pictures with One Camera Bag**
Michael Raine of *The Western Producer*
 - **Headlines and Cutlines and Blurbs, Oh My! (repeat)**
 - **Tips for Small Shops - Getting It All Out the Door (repeat)**
 - **Better Branding (repeat)**
- 4 pm **Breakouts Block Three**
 - **Artifacts & Artificion: Digging for Your Truth**
David Williamson
 - **The Career Matrix**
Bob Moraczewski, Andy Markwart and Deb Norton
 - **Trouble-Free Two-Color File Printing**
Rob Giseburt, Boelte-Hall Litho
 - **Steps to Better Financial Management**
 - **What Do Readers Want? (repeat)**
- 6 pm **Joint Receptions for AAEA and LPC**
- 7 pm **Individual Awards Ceremonies for AAEA and LPC**
- 8 pm **Joint Dessert for AAEA and LPC**

Wednesday, August 3

- 8 am **AAEA Annual Meeting**
- LPC Annual Meeting**
- 9:30 am **Brunch with Keynote Speaker, Suzie Humphreys**

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 implemen-

tation 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, f: 330-345-0808 p: 330-345-2333.

Communications Coordinator's

• The **Red Angus Association of America (RAAA)** is actively looking to fill a Communications Coordinator's position located at the Denton, Texas national headquarters. The job responsibilities are flexible to fit an outstanding candidate, but generally will involve: membership relations, member education, industry communications, press releases and magazine writing; and representing the association at breed and industry events. RAAA is ideally looking for someone with experience who is a good fit for a commercially focused, performance-based breed association. Please forward cover letter, resume and references to **Dr. Bob Hough**, bob@redangus.org. •

Vance Reorganizes Food and Ag Properties

Vance Publishing Corporation is consolidating the company's food-related assets into a single business unit creating a greater focus and synergy among all properties. The synergies will allow the company's advertisers and marketing partners to focus their communication tactics on the food value chain.

Bill Newham, a 25-year veteran with the company has been named senior vice president and will direct this newly formed foods business unit, located in Vance's Lenexa, KS offices.

This new business unit will encompass properties targeting two principle value chains delivering a major portion of the American diet. The produce value chain component will be led by **Robb Bertels**, vice president, publishing director (17 years with Vance), and will include the existing produce division (*The Packer*, *Produce Merchandising*, *Produce Concepts* and related elec-

tronic products), and add responsibilities for Redbook Credit Rating Service, The Grower and Citrus & Vegetable publications.

The animal foods value chain component will be led by **Cliff Becker** (16 years with Vance), who is promoted to vice president, publishing director. This component will include the existing food systems group (*Drovers*, *Dairy Herd Management*, *Pork*, *Bovine Veterinarian*, *Swine Practitioner*, *Food Systems Insider* and *Meat & Seafood Merchandising*), and will add responsibilities for the agriculture retail publication *Dealer & Applicator* and reference database of the Greenbook properties.

As part of the new strategic direction for the company, Vance will divest of a few publications that do not fit within the framework of the new business unit. New ownership will be sought for *Cotton Farming*, *The Peanut Grower* and *Rice Farming* publications. •



Think a gallon of gas is expensive?

Let's put things in perspective:

Diet Snapple 16 oz \$1.29=\$10.32/gal

Lipton Ice Tea 16 oz \$1.19=\$9.52/gal

Gatorade 20 oz \$1.59=\$10.17/gal

Ocean Spray 16 oz \$1.25=\$10.00/gal

Brake Fluid 12 oz \$3.15=\$33.60/gal

Vick's Nyquil 6 oz \$8.35=\$178.13/gal

Pepto Bismol 4 oz \$3.85=\$123.20/gal

Whiteout 7 oz \$1.39=\$25.42/gal

Scope 1.5 oz \$0.99=\$84.48/gal

And this is the REAL KICKER...

Evian water 9 oz \$1.49...\$21.19/gal?!

\$21.19 for WATER - and the buyers don't even know the source. (Did you know that Evian spelled backwards is Naive?!)

So, the next time you're at the pump, be glad your car doesn't run on water, Scope, or Whiteout, or for all things...Pepto Bismol or Nyquil. •



LPC Peerless and Diamond Recognition Awards Program

The fourth year of the Diamond and Peerless awards is upon us! This achievement program was started to encourage participation in the LPC Critique Contest, broaden critique opportunities for members and recognize the top writer, copywriter and ad designer for the year in both the LPC Publication Member and LPC Service Member divisions. This competition is in addition to the regular LPC Critique Contest and to be eligible for the Peerless and Diamond awards, you must also participate in the regular LPC Critique Contest.

Winners in each of the three contest categories— editorial writing, copywriting and ad design — from each membership division, will earn the LPC Peerless Award.

Then, a different panel of judges will evaluate entries from the two Peerless Award winners for each category to determine LPC's Diamond Award winner for each category.

For example, in the writing category, there will be a Peerless Award for Writing presented to one publication member and one service member. Judges will then choose between these two Peerless Award winners to name the overall LPC Diamond Writer of the Year, LPC Diamond Copywriter of the Year and the LPC Diamond Ad Designer of the Year.

LPC PEERLESS AWARDS

To be eligible for the LPC Peerless Awards each nominee must:

1) Complete the LPC Peerless Award entry form and submit it with the **\$30** entry fee by April 1, 2005.

2) Enter a **minimum of three** different LPC Contest and Critique categories within a membership division, i.e. if entering for the publication member Peerless Writing award, a nominee must submit a minimum of one entry in a minimum of three different publication member contest writing categories. No matter how many entries a contestant submits, only points from the three highest placing entries will be considered. Likewise, Peerless Copywriting and Peerless Ad Design Award contestants must enter at least three different categories within a membership division of the advertising portion of the LPC Contest and Critique. (for writing awards, manuscripts must be submitted; for copy writing and design awards, tear sheets must be submitted).

Note: Contestants may enter the Peerless competition in only one membership division for a given category each year; contestants cannot enter the same category in both membership divisions the same year. So, members eligible to compete in both membership divisions might choose to enter Peerless competition for writing on the service member side, ad design on the publication member side, then copywriting as a service member (in this case requiring three separate Peerless—Diamond entry forms and fees), but no member can enter the Peerless writing, copywriting or ad design categories in both membership divisions during the same year. With that in mind contestants must designate which membership division they're representing in a particular Peerless category. Only contestants' entries in a given membership division will be considered for Peerless evaluation in that division (i.e. if a contestant enters the Peerless writing competition as a service member but submits writing entries in both the Publication and Service member divisions of the LPC Contest and Critique, only entries in the service member portion of the LPC Contest and Critique will be considered in Peerless evaluation).

3) Submit two additional manuscripts or tear sheets (which can represent duplicates of those submitted in the LPC Contest and Critique or something entirely different), for evaluation and critique by a *different group of judges* than those who evaluated the LPC Contest and Critique. All entries must have been printed within the same time parameters outlined in the LPC Contest and Critique (published between March 1, 2004 and February 28, 2005); and if not submitted in the LPC Contest and Critique, they must be eligible. In other words, if a writer submits a different published article than was entered in the regular contest, it must be an article published in the same time frame and meet other requirements that would have allowed its entry into the LPC Contest and Critique.

Peerless Award winners in each membership division will be named based on a combination of: points compiled with an entrant's three highest placing entries (the highest placing entry from each of three different LPC Contest and Critique categories) in the LPC Contest and Critique (50%); and judges' evaluation of entrant's two entries submitted for special Peerless evaluation (50%). In other words, conceivably, someone could have three winning entries in the LPC Contest and Critique, yet not be named the Peerless Award winner.

LPC DIAMOND AWARDS

A different committee of judges will then consider Peerless Award winners' top three placing LPC Contest and Critique entries as well as the two extra entries submitted for the Peerless competition. Judges will start from scratch, examining the five entries from each of the two contestants in each category, not knowing if or where those submissions placed in the regular contest. Consequently, at this stage of the game they will be evaluating and choosing the best of LPC's best.

All of these awards will be presented in Milwaukee during the Awards Banquet on August 2.

For questions on this contest, contact the LPC office, dianej@flash.net or 817/336-1130.

Entry Form LPC Peerless and Diamond Awards

To be considered for LPC's Peerless Award and Diamond Award for Writer, Copywriter and Ad Designer, the following must arrive at the LPC office no later than April 1, 2005.

- This completed form
- Two submissions (manuscript for the writer awards and tear sheets for the copy writer and ad design awards)
 - \$30 entry fee

Make checks payable to Livestock Publications Council and mail to: 910 Currie Street, Fort Worth, TX 76107

Name: _____

Publication or Service Member Name: _____

Address: _____

Phone: _____ fax: _____

e-mail: _____

Entering the contest for (circle only one): Writing Copy Writing Ad Design

Entering the contest representing (circle only one): Publication Member Service Member

Within this same membership division and category, list the articles or ads you submitted in the 2005 LPC Contest and Critique (Remember, to be eligible for Peerless-Diamond competition you must submit a minimum of one entry in a minimum of three different LPC Contest and Critique categories):

LPC Contest and Critique Category #	Title of Entry
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

PEERLESS-DIAMOND ENTRIES

Complete the following information for each entry you are submitting with this form.
Remember these will be judged separately.

Entry 1—

Headline _____

Publication/Date published _____

Goal for the story, ad copy or ad design: _____

Entry 2—

Headline _____

Publication/Date published _____

Goal for the story, ad copy or ad design: _____
