

# ACTIONGRAM

MARCH 2006



NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

## DEADLINES, DEADLINES, DEADLINES

I realize we live in a deadline-oriented world but sometimes it is a bit wearing on a person. I used to stress out about deadlines, but these days most impending deadline gets my attention first. Today, it is this column before Diane gives up on me.

At the top of the to-do list this week needs to be getting your LPC Critique Contest entries selected and prepared. The LPC Executive Committee met last fall and we spent nearly a day revamping the contest. We wanted to accomplish two things: streamline the number of categories, and make it easier to enter the contest.

There is an earlier deadline this year: **March 20**. We had feedback saying that April 1 fell right in the middle of major magazine crunch time, so we moved it earlier. The executive committee did not make these changes without some serious thought and discussion.

As a staff of two at *Gelbvieh World*, we use the Critique Contest to get feedback on how we are doing with our publication. We can't afford to get some fancy consultant, however we can afford the \$50 to enter our publication and get feedback on whether we are on track. We find out if our advertising

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

design is meeting its objectives. In all honesty, we learn more from the entries that don't win because of the written critique we receive. My graphic artist spends a lot of time looking at the winning entries to learn how to make our publication better.

The purpose of Livestock Publications Council is to improve our craft, improve our publications and learn from each other. The Critique Contest is one of the many avenues to learn something new, while getting some recognition for a job well done.

Get busy this week—those entries are due next Monday.

*Lori*

## DENVER REGIONAL WORKSHOP

**May 18, 2006**  
**National Western Stock Show Complex**  
**Denver, Colorado**

- 8:15 am Registration at National Western Complex
- 9 am Welcome
- 9:15 am Making Trouble-Free PDFs and Troubleshooting an FTP Upload  
Speaker: AB Hershfeld representative
- 10 am Break
- 10:15 am Avoiding Photography Pitfalls—Jim Koch
- 11 am Group 1: Load bus for A.B. Hershfeld. We'll follow a pdf file through the entire printing process from upload to press. Lunch to be served at the printing plant.  
Group 2: Bring your own camera to get hands-on practice taking photos. We'll head to the National Western Yards for some hands-on livestock and people photography. Lunch will be served in the Yards.
- 1:45 pm Everyone returns to National Western Complex
- 2 pm Trends in the print and electronic media—designs and editorial that work for today's reader.
- 3 pm Break
- 3:15-4 pm Recap of the Hands-on Photography Session  
Travel safely going home!

### REGISTRATION INFORMATION

LPC Members: \$50

Non-LPC Members: \$75

Students: \$25

To register simply RSVP via e-mail ([dianej@flash.net](mailto:dianej@flash.net)) with your name and contact information by May 8 or call Diane at the LPC office 817/336-1130.

**You MUST RSVP!**

**No shows will be billed!**

### • HOTEL INFORMATION •

Red Lion Hotel/Denver Central  
4040 Quebec Street, Denver  
by the old Stapleton Airport  
LPC rate: \$79

Deadline for reservations: May 8  
Complimentary airport shuttle



*Check out the Southwest Regional Schedule on page 2!*

# PEOPLE IN THE NEWS



• **Tom Davis** has been named Group Publisher of Meredith Corporation's men's brands. In his new role, Davis will oversee all operations of the *WOOD*, *Successful Farming* and *Living the Country Life* brands.

He joined Meredith in

1978 and has most recently served as Publisher of *Successful Farming*.

Davis holds an Ag Economics degree from Purdue University. He is a past president of the National Agri-Marketing Association (NAMA) and was just named Marketer of the Year for NAMA. He is a past chairman of the American Business Media-Agri Council.

**Scott Mortimer** has been named to succeed Davis as Publisher of *Successful Farming*.

Mortimer, joined Meredith in 1992 and most recently served as the magazine's National Sales Manager. He has held the positions of Branch and Regional Manager within the *Successful Farming* sales organization.

Mortimer has a B.S. in Agricultural Business from Iowa State University and is a past President of the Iowa Chapter of the NAMA. •



• Freelance outdoor writer **Burt Rutherford** of Amarillo, Texas, was honored recently by the Texas Outdoor Writers Association. Rutherford received six awards in the group's Excellence in Craft contest.

Rutherford captured two first place awards—for a magazine feature on wild turkey management titled "Take Me to the River," published in *The Cattleman* magazine; and for a cover photo in *Outdoors in the Southern Rockies* titled "Wagon Train on Old Spanish Trail."

In addition, members of the Texas Outdoor Writers Association elected Rutherford as the group's president for 2006. He is also the editor of the Texas Cattle Feeders Association Newsletter and Cattle Feeders Annual and has also received many LPC awards. Congratulations Burt! •

# SOUTHWEST REGIONAL WORKSHOP

May 25, 2006 • Fort Worth, Texas

**8-8:30 am Registration and Welcome**

**8:30-9:30 am General Session: Technology and Electronics**

Do you control your electronics? or do they control you? This discussion will offer tips on the latest technology with Palm Pilots, Blackberry, Spyware, Virus Protection and more. We'll have experts for both Macintosh and PC platforms.

**9:30 am Break**

**9:45-11:45 am Design Track: How'd You Do That?**

The past popular workshop topic for Photoshop techniques will have you asking the exact process in Photoshop and other design programs.

**9:45-10:45 am Photography Track: The Perils of Photography Poses and More**

Everyone gets into the situation of taking pictures of groups of people or an individual in the story that needs to look interesting. This workshop will address the challenges of being creative with still photography, posing groups of people, and much more.

**10:45-11:45 am Writing Track: Good Headlines, Blurbs and Cutlines**

We all know that a good story starts with a powerful headline to draw the reader in. This topic will cover brevity and figuring out the important words to use for the headlines, blurbs and cutlines.

**12 n-1:30 pm Lunch and Discovering Your Creativity**

**1:45-2:30 pm Writing Track: Long Distance Interviewing**

One of the necessities of being a good writer is knowing how to interview and sometimes an interview doesn't occur in a face-to-face situation. This workshop will help you learn more on phone interviews and how to make the dreaded e-mail interview work for you.

**Design Track: Brightness and Contrast**

Black and white photos are common in our publications and the quality vary greatly in what we get to work with. This workshop will discuss scanning options, techniques in Photoshop that will enhance a poorly lit photo and much more to improve the print quality.

**2:45-3:30 pm Writing Track: Freelance Relations**

This is for both freelancers and those looking for freelancers. Topics will include contracts, negotiations, copyrights, and whether it's better to hire out or keep the jobs in house. A panel discussion will give you a perspective from a freelancer, editor and from representatives from outside of the livestock industry. Design Track: What's Up Mr. Printer?

You'll find out about the latest technology that printers can offer plus ask questions on printing topics ranging from ftp uploads to pdf problems.

**3:30 - 4:30 pm General Session: LPC Critique Review**

We'll take the Critique Contest entries and let the attendees make their winning choices. Then we'll discuss the official results and why the judges placed them the way they did.

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with your name and contact information by May 8 or call Diane at the LPC office 817/336-1130. You MUST RSVP! No shows will be billed!

# IN MEMORY OF OUR FRIEND



Andy and his wife Thelma joined us for the 2004 LPC Royal Gala. Many of you remember Andy for playing in the AMS Band, QuasiMojo.

*The following paragraph was sent to me along with the obituary. I'm not sure who authored this, but it fits perfectly to describe Andy. We will miss him always.*

"Value-added" is a buzz-word we use and hear frequently. Though it may seem odd or inappropriate to use it to describe **Andy Markwart**, it fits him in a very human way. Andy added value to the lives of everyone who knew him ... as a husband and father, as a son and brother, as a co-worker and supervisor, as a musician, a writer, a photographer, as a counselor and friend, as a professional who brought a sense of quality to everything he did during the short time he was here. Those who had the good fortune to know Andy will miss him greatly. ~

Andrew J. Markwart, 43, Shawnee, KS passed away Friday, February 24, 2006. Services were held in Overland Park, KS. Andy was born November 3, 1962, in Yale,

Michigan and married Thelma Schoonmaker on September 4, 1993. Andy graduated from Michigan State University, with a BA degree in Communications. Andy was an active member of Kaw Prairie Community Church. He was a dedicated family man, who loved spending time with his wife and their two children, Marlaina (7) and Owen (3). He had a passion for music, and played bass guitar, the PinHeads; later he played with QuasiMojo, and he shared his musical gifts with his church harmonica, and sang in several bands through his life. He worked for the National FFA Organization, *Prairie Farmer*, *CyberCrop*, and *Deere and Co.* Andy was a gifted writer and photographer, and brought great insight and leadership skills to key positions throughout his career, including his most recent position as editor of *The Furrow*, a John Deere equipment magazine and the *Homestead* magazine as well. •

## HELP WANTED:

### Beef Communications Coordinator

Position will work on projects in communication, product and nutrition strategies.

Four-year degree from an accredited university in the area of agriculture, communications, marketing and/or nutrition; ag communication emphasis is preferred. Must have excellent written and verbal communication skills and be able to conduct presentations and speak on beef industry issues.

Partial list of responsibilities:

- Implement and evaluate tactics in communications, product and nutrition strategies.
- Assist senior manager communications by developing written consumer communications, supporting public relations efforts and providing information to producers about the beef checkoff program and beef related issues.
- Assist senior manager of products through retail and foodservice educational and promotional activities. For more information contact: **Lori Sleeper**, 512/335-8663 X405; [loris@txbeef.org](mailto:loris@txbeef.org)

**Account Executive (Food/Ag)**

This dynamic individual will be working in a fast-paced, team environ-

ment, primarily servicing the firm's agribusiness clients. The individual would have significant responsibilities for copy development, as well as play an important role in trade and consumer media relations. The ideal candidate would possess strong writing skills and have an agricultural background, live-stock experience a plus.

Qualifications (partial list)

- 1 to 4 years experience in public relations or related field with emphasis in production agriculture
- Strong written and verbal communication skills; experience creating news releases, pitch letters, etc.
- Degree in journalism, public relations, marketing or related field.

Fleishman-Hillard offers a competitive salary and superb benefits including medical/dental/vision, life/disability insurance, paid holidays, and a 401(k) plan with a significant company match.

### Public Relations Internship Program

Fleishman-Hillard Dallas office, the largest public relations agency in Texas, is again offering college students and recent graduates throughout the country the opportunity to gain valuable, practical public relations experience through its internship program.

The internship program offers three sessions – Spring, Summer, and Fall. While at Fleishman-Hillard Dallas, interns have the opportunity to be a part of the account staff teams and assist with media campaigns, developing media materials, conducting account research, and other account-related activities.

The internship typically runs the length of a college semester, but varies by term. Specialty areas for Fleishman-Hillard Dallas include agriculture, technology, telecommunications, and corporate communications. Bilingual candidates may also be considered for the FH Hispania® practice group.

Candidates should have completed their junior year of undergraduate study. The internships are full-time, paid positions.

**To apply** send a letter, resume, and writing samples to:

### Colleen Parr

Fleishman-Hillard Dallas  
1999 Bryan St., Suite 3400  
Dallas, Texas 75201  
[parrc@fleishman.com](mailto:parrc@fleishman.com)  
Phone (214) 665-1334  
Fax (214) 953-3944 •



# 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, Lewis River Golf Course

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

All Ag Media Summit functions will be held at the Portland Hilton Downtown  
921 SW 6th Avenue  
Portland, Oregon 97204  
503/226-1611 or 1-800-HILTONS  
[www.portland.hilton.com](http://www.portland.hilton.com)  
Room rate: \$109

## LPC MEMBER ZIMMCOMM CHANGES NAME

ZimmComm Marketing and Communications has changed its name to ZimmComm New Media, LLC to better reflect the company's focus in the realm of internet-based communications tools and services.

ZimmComm president Chuck Zimmerman says when he and his wife Cindy started the company two years ago they had no idea it was going to go in the direction that it has grown.

"We started out with the idea of being more of a traditional advertising and public relations agency, mainly for agribusiness contacts that we have developed over many years in agricultural communications," said Zimmerman. "Instead we have developed expertise in very non-traditional communications strategies that are becoming very popular."

Those "non-traditional" communications strategies mainly include blogging and podcast-

ing – two terms that are becoming much more familiar to the general public and much more important as business advertising and public relations tools.

ZimmComm has four main company owned and operated blogs: AgWired ([www.agwired.com](http://www.agwired.com)), which focuses on what's new in the world of agribusiness; World Dairy Diary ([www.worlddairydiary.com](http://www.worlddairydiary.com)), a blog for and about the dairy industry; Domestic Fuel ([www.domesticfuel.com](http://www.domesticfuel.com)), which is all about alternative fuels such as ethanol and biodiesel; and Ag News Wire ([www.agnewswire.com](http://www.agnewswire.com)), primarily for the posting of news releases for ZimmComm clients. AgWired also features a regular weekly podcast, called the "ZimmCast" which features interviews with leaders in the business of agricultural marketing. •

May the luck of the Irish be with you...



May those that love us, love us.  
And those that don't love us,  
May God turn their hearts.  
And if He doesn't turn their hearts,  
May He turn their ankles  
So we will know them by their  
limping...

~ Irish Blessing

# 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?

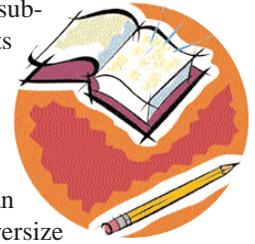
A: The sky's the limit as long as the entry is livestock-related. "Livestock" refers to any aspect pertaining to the industry and the production and marketing of beef cattle, dairy cattle, horses, swine, sheep, goats, llamas, and ranch/game species such as elk, deer and bison. Acceptable entrants could 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 [tions.com. At the top of the page, click on the "LPC Critique Contest Forms" link. Then click under one of the links for rules.](http://www.livestockpublica-</a></p></div><div data-bbox=)

## Q: How do I submit my entries?

A: Official guidelines are located at [www.livestockpublications.com](http://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](mailto:jbcampbell@aqha.org) or LPC Executive Director, Diane Johnson at 817/336-1130 or [dianej@flash.net](mailto: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