

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

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Role Models

Angie Denton
2015-16 LPC President



As I write this column, Peyton Manning just announced his retirement from the National Football League (NFL). This announcement ended the Denver Broncos quarterback's 18-year illustrious career.

During his tenure at both the Colts and the Broncos, Peyton established himself as one of the game's greatest quarterbacks. I've always been impressed with Peyton on and off the field. He's one of those sports role models I do approve of my boys imitating.

I have always admired his drive and determination. If you did not listen to his retirement speech I encourage you to do a Google search and read the transcript.

Here are some of my favorite excerpts: "I've learned a lot through my mistakes, stumbles and losses in football. I've also learned this game is a mighty platform that has given me a voice that can echo well beyond the game. Football has taught me not to be led by obstructions and setbacks but instead to be led by dreams."

"When I look back on my NFL career, I'll know without a doubt that I gave everything I had to help my teams walk away with a win. There were other players who were more talented but there was no one could out-prepare me and because of that I have no regrets. There's a scripture reading, 2 Timothy 4:7: I have fought the good fight and I have finished the race. I have kept the faith."

"There's a saying that goes, treat a man as he is and he will remain as he is.

Treat a man as he could be and he will become what he should be."

I hope today's young athletes take Peyton's words to heart regarding preparation and dreams. Actually I hope all Americans take a minute and celebrate his retirement and really ponder the message he shared.

I know I am. I will strive to live by Peyton's suggestions I listed here and also encourage and lead my boys to do the same — living life with faith, hard work, determination and no regrets. I hope someday someone will say this about me: "Granted there were other ag communications professionals who were more talented than Angie, but there was no one who out-prepared her efforts. She fought the good fight and finished the race. She kept the faith."

Coffee & Collaboration

Thank you to all who joined us for the first Coffee & Collaboration. As a Board, we were excited about the participation during the first online chat and look forward to our second event on Wednesday, March 16.

The second Coffee & Collaboration will focus on the LPC Contest and the new submission process. See inside the newsletter for more information about the March event.

Remember, our plan is to focus on a different topic each month, so if you have ideas for future conversations, please let any of us on the board know — this program is for you.

Angie

LPC Regional Workshop

Manhattan, Kansas

TUESDAY, JUNE 14, 2016

8:30 am – 4 pm

Special thanks to Zoetis for major support of this event.

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

• AGENDA •

Workshop will be held in the Conference Center at the IGP (International Grains Program) Institute
1980 Kimball Avenue, Manhattan, KS 66506

8:30 a.m. Registration

9 a.m. **The Biggest Bang for your Editorial Buck**

Holly Spangler, Prairie Farmer editor, will discuss how she utilizes all media outlets to get the most out of every story she writes. She will give tips on how to take a topic and make it fit various formats, including a publication, blog, podcast, etc.

10:15 a.m. **Tips and Tricks Roundtables**

Have questions about video equipment or editing software? Want to know the best way to capture your audience when writing for social media? Wondering what applications are available to help you create graphics for Facebook, Twitter, etc.? Confused by web/social media analytics? Get answers from these experts! (You will have the opportunity to choose two tables.)

1. **Video on a Shoestring Budget**

Gerry Snyder, multimedia specialist, Kansas State University

2. **Writing for the Social Media Audience**

Sheila Ellis-Glasper, digital media specialist, Kansas State University

3. **Best App for the Job: Creating social media graphics**

Katie Allen, communications specialist, Kansas State University Research and Extension

4. **Analytics: Clearing out the confusion**

Shannon Krueger, freelance creative professional with Allegro Creative

11:30 a.m. **National Bio and Agro-Defense Facility Update**

Marty Vanier, Kansas State University Director of Operations at the National Agricultural Biosecurity Center, will give an update on progress being made on the NBAF facility. Vanier was chosen by the Department of Homeland Security to be the senior program manager for strategic partnership development in 2015. Construction on the \$1.25 billion animal disease research laboratory began in May 2015 and is expected to be completed in 2020.

Noon Lunch

1 p.m. **Tour IGP facilities — Feed Mill and Pet Food Facilities**

2:15 p.m. **Genomics in the Beef Industry**

Dan Moser, Angus Genetics Inc. President, will explain how ranchers are incorporating genomic information into genetic evaluation of beef cattle. He will highlight how this information has helped breeder's select cattle that perform well on the ranch and the rail.

2:45 p.m. **Tips for Simplifying Complex Subjects**

Kent Andersen, Zoetis Animal Health Director of Genetics Technical Services, U.S. Cattle-Equine, will discuss the importance of choosing your words wisely, knowing your audience and communicating key takeaways when explaining technical subject matter.

3:00 p.m. **Scientific Writing: It Doesn't Have To Be Complicated**

Good writing increases access to knowledge. This panel of journalists will explain how they take highly technical subject matter, such as genomics, and transform it into understandable and educational articles for ranchers, farmers and the consuming public. *Sarah Hancock, technical writer, Office of the Vice President for Research at Kansas State University* *Greg Henderson, Farm Journal/Beef Today editorial director*

Miranda Reiman, Certified Angus Beef assistant director industry information

3:45 p.m. **Closing and K-State Ice Cream Send-off**

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IT'S SIMPLE TO REGISTER:

E-mail diane@livestockpublications.com (or dianej@flash.net)
In the subject line put: Register for Regional Workshop
List the names you wish to register with ALL contact information including e-mail and mailing addresses. You may pay with check or credit card. Please indicate if you wish to pay by credit card for further instructions. Questions: 817- 6-11

**REGISTRATION FEES: \$80.00 (members)
\$100.00 (non-members) \$135.00 (on site)
\$40.00 (students)**

New LPC Program

LPC's Coffee & Collaboration



Join the next C&C to learn about the new system for submitting entries for the LPC Contest.

LPC's next "Coffee & Collaboration" will be this **Wednesday, March 16** from 10 to 10:45 a.m. CDT. All you need to do is grab a cup of coffee (or pick your poison), settle down at your computer, and dial in!

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.

This week's topic is all about the Contest and the new submission process plus we'll hear from **Todd Domer**, *Kansas Stockman*; **Ann Kimmey**, Cultivate Agency and **Katie Maupin**, National Swine Registry. These three will offer tips on what they do in choosing entries and how they use the results to continue to improve their publications. **Diane Johnson** and **Grace Taylor** from the LPC office will also walk you through the new system. It's going to be a very interesting topic!

Here's how you do it...

Go to <https://meet.illinois.edu/jshike/11Q0LQT9> 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: 4449372 and watch at the website above.

Some Contest highlights to know:

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.*

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 (online)** 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

Note: For those of you who wait until midnight to ENTER your submissions, you still may pay with a check or credit card.

HOWEVER ALL PAYMENTS MUST BE RECEIVED BY APRIL 27.

2016 Hall of Fame and Headliner Award Winners Announced

These gentlemen will be honored this summer at the Ag Media Summit and plaques honoring them will be hung in the LPC Hall of Honor located at the American Royal headquarters in Kansas City, MO.



LPC is proud to honor **Joe Roybal**, Woodbury, Minn., as the 2016 Hall of Fame award winner. Joe is a native of South Dakota and graduate of South Dakota State University (SDSU) with a degree in journalism. After rising to the position of the second editor in *BEEF* magazine's history, Roybal held the top editorial position for 22 years. During that time, he helped grow and expand

the magazine's reach and audience in both print and electronic markets and presided over the magazine's 50th anniversary in September 2014.

When he began with *BEEF* magazine in 1985, it was purely a print effort. When Roybal left the publication in May 2015, *BEEF* staff was producing 12 monthly issues of the print magazine for its 100,000 beef industry readers, 300 electronic newsletters per year, and a website, beefmagazine.com, logging 7 million page views annually. Among the digital launches during his tenure were *BEEF Cow-Calf Weekly*, a news and commentary publication aimed at the cowcalf sector; *BEEF Daily*, a daily newsletter and blog; *BEEF Stocker* for the backgrounding/stocker segment of the beef industry; and *BEEF Market Weekly*.

A feature writer for the SDSU *Collegian* while in college, Roybal's professional work experience has included sports writing for the *Rapid City Journal*, serving as city staff editor for the *Brookings Register*, writer with SDSU's Office of University Marketing and Communications, managing editor of *Dairy Herd Management*, contributor to *Feedstuffs*, and editor of *Feedlot Management*. As a freelance writer he is currently working with the Jorgensen family of Ideal, S.D., in producing a biography of Martin Jorgensen, Jr., the patriarch of Jorgensen Land and Cattle. He also was recently recognized as the 2015 SDSU Friend of the Beef Industry and with the presentation at the 2015 SDSU Beef Bowl. He served on the LPC board from 1996 to 2000 then served on the executive committee and as president in 2004-05.

The LPC Hall of Fame award is an honor reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors and have been involved in the livestock publishing industry.



Larry Corah is the 2016 Headliner Award winner. A native of North Dakota and graduate of North Dakota State University, he also earned his Master of Science in ruminant nutrition from Michigan State University. His impressive history includes a two year stint in Australia developing producer education in the Outback. Through a few more moves he finally settled in Manhattan, Kansas where he became an Extension Beef Cattle Specialist and promoted to Section Leader for KSU Extension Animal Science in 1979, full professor in 1983 and then coordinator of KSU cow-calf research two years later. It was there that his impact in the livestock industry was noticed with KSU Livestock Extension meetings becoming a hot ticket, with up to 10 times the previous attendance level.

He took two sabbaticals--one in 1982 to act as an interim executive for the American Simmental Association in Bozeman, Mont., and in 1990 to teach for a year at Colorado State University. Corah took early "retirement" to serve as Director of Producer Programs for the newly unified National Cattlemen's Beef Association in 1997. The next year, he accepted his current position as vice-president of supply development for Certified Angus Beef LLC where he has been for the past 16 years. While he is officially retiring now, he still travels to many producer events across North America in response to invitations to speak, to explain those links between consumer and producer, between high-quality production and profit.

The LPC Headliner Award honors a person from outside the livestock publishing field for actions that produce a positive change in livestock production and marketing



~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

~Make your room reservation today~

Hyatt Regency St. Louis at The Arch --

<https://aws.passkey.com/event/13269250/owner/988/home>

314-655-1234

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:

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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.