

Actiongram

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

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**“Man never made
any material as
resilient as the
human spirit.”**

~~Bern William



Scarlett Hagins
2016-17 LPC President

More than 710,000 acres burned. Lives lost, both human and animal. Homes destroyed. Miles upon miles of fence obliterated. Livestock feed resources gone. All in what seemed like a blink of an eye. This was how the month of March came into Kansas and several other states around the U.S.

It's still unknown how many were started, but dry conditions and 50 to 60 mph winds carried the fires across Kansas with such force and heat it seemed undefeatable. Left in its wake was total devastation. Some ranchers will be starting from square one – rebuilding homes and cowherds. All will be working to restore what is now only scorched sand to the lush grassland it was before. This is what farmers and ranchers do. They are a resilient lot.

Even before the flames were out, the agriculture community was pulling together to make sure the needs of the ranchers and the livestock were being met. Trailer loads of hay were being sent by the tons, fencing supplies were being coordinated, surviving livestock were being cared for by veterinarians, monetary donations were being made and fire fighters were being fed.

THIS is why I do what I do. THIS is why I work in this industry. It's not for the money, it's for the people. I think many of you would say the same. The agriculture community is a family. When members of that family are in need, we “circle the wagons” and send in reinforcements.

I'm proud to get to represent the Kansas portion of this family every day. This is the second year in a row ranchers in the state have faced the devastating blow delivered by wildfire. They will once again rebuild and restore what was lost. It's their legacy.

Our role as ag journalists is to tell the story. Although it is a heartbreaking story in some instances, those outside of our community need to hear it. To feel it. They need to know the effort, oftentimes heroic, that goes into caring for livestock day in and day out. It's an important job, and one so many of you do so well.

On behalf of our Kansas ranchers, I want to say thank you to those that are telling the stories from the recent wildfires and sharing the various ways people can help. It means more than you know.

Scarlett



**Hotel rate deadline:
Tuesday 3-28**

2017 Midwest Regional Workshop • April 18-19

Gateway Hotel & Conference Center at Iowa State University, Ames

co-hosted by American Agricultural Editors' Association & Livestock Publications Council

Special announcement:

For anyone interested in participating in committee work for the 2019 IFAJ Congress which will be hosted by the U.S. – a planning meeting will be held on Tuesday, April 18 at the hotel prior to the evening reception. Contact Diane for more information or to be added to the committee list. diane@livestockpublications.com

APRIL 18

5 - 7 pm Wine and cheese reception at the Iowa Cattlemen's Headquarters, Ames

APRIL 19

8 - 9 am Registration

9 am Welcome

9:15 am **Right Place, Right Time, Right Image: Turn Challenging Situations into Greatness**

Steve Pope, Owner Pope Photography, AP photographer Steve has made a career of capturing some of life's greatest memories with a camera. From the show ring, to the basketball court and wrestling mat, or from dancing on a stage to speaking from the political stage, he has captured it all with a photo vest full of lenses, cameras heavier than a small child and a smile. Steve always has a good story to tell and can share his experiences to make your next photos better.

10:30 am Break

10:45 am **What is the Outlook for Farm Policy and International Trade?**

Dermot Hayes, Pioneer Hi-Bred International Chair in Agribusiness, Iowa State University Farmers are very nervous about the current administration's stance on farm policy and international trade. Dr. Hayes will provide context and an in-depth perspective on this important topic.

Noon Lunch

For Hire: What is the Makeup of the Future Ag Workforce?

Featured Speaker: **Jodi Sterle**, Iowa State University, animal science department

1 pm

Are You as Smart as Your Phone? Tips and Tricks for Mobile Images

Matt Strelecki, creative director, Successful Farming magazine With just a few simple tips and tricks, you can turn almost any mobile phone into a camera powerful enough to solve many of your photography needs. Matt will show you easy methods to get more out of your mobile photography so you can save time and money. Please bring your phone so you can learn during the session.

1:45 pm

Using the Write Wordz in the Rong Weigh

Vicki Krueger, Poynter Institute, marketing communications manager Sometimes writers aren't as careful about word usage, spelling, and writing "rules" as they should be, and spell-check is not necessarily your friend. Vicki will walk the audience through the do's and don'ts of effective writing. She'll also provide helpful tips for remembering rules and show how you can ensure that your writing is void of common mistakes.

3:15 pm

Break

3:30 pm

Credible Content Vs. Page Clicks

Chris Walljasper, Farm Journal Media and **Dave Kurns**, Successful Farming magazine

Moderator: **Laurie Bedord**, Successful Farming magazine The articles we least expect to get clicks might go off the chart. Yet others that we feel have the most value to readers don't get the page views they should. Chris and Dave work in the digital world every day and will bring their unique perspectives to what is often the push-pull between maximizing page clicks and creating relevant content for online farmer audiences.

4:30 pm

Closing remarks

Hotel Information:

Gateway Hotel & Conference Center at Iowa State University
2100 Green Hills Drive
Ames, IA 50014
800-FOR-AMES (800-367-2637)
Mention: AAEE/LPC Regional Workshop Rate: \$119.00

Registration Fee:

\$80.00 (members)
\$100.00 (non-members)
\$135.00 (on site)
\$40.00 (students)
(Checks or credit cards)

It's simple to register:

E-mail grace@livestockpublications.com
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: 817-336-1130

Hotel rate deadline: March 28, 2017

Registration deadline: April 12, 2017

Some Contest highlights to know:

Awards will be presented on
Tuesday morning, July 25 during the
Ag Media Summit

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.

- 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 THURSDAY, April 20, 2017 Midnight, CDT- There are no exceptions!
- 2017 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.**

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.*



Snowbird Ski and Summer Resort
Main number: The Lodge at Snowbird: 801-933-2222
Snowbird Central Reservations: 800-453-3000
Mention Ag Media Summit
Or book online:
<https://reservations.snowbird.com/>
Group code: 2BY13B
Room rate: \$156

Mark your calendar for the next Coffee and Collaboration
Be sure to share this with your staffs, these are open to the world!

"Making Ag's Technical Story Resonate"

Wed., April 12 from 10-10:45 a.m. CT

Are we speaking to the right audience? Are we using the right jargon? Nomenclature, scientific terms, etc., are all colliding today in how we talk to different audiences and it starts to get confusing to those of us doing the communicating and even those who are judging what we are doing. The quest is for "a-ha" moments and to make even the smallest thing compelling or fun. As writers, our challenge is to not cherry pick data and find scientists that can look beyond their research and explain in practical terms what it all means to our reader.



MIKE KING
Director, Science Communications
National Pork Board



PAM SMITH
Crops Technology Editor
DTN/The Progressive Farmer



Join the chat at <https://meet.illinois.edu/jshike/RT3RVRH0>.
Or call 888-983-3631, Conference ID: 85642472.



Obituary

Don Loren Norton, Lenexa, was born Sept. 4, 1953 to Paul and Helen (Steen) Norton. He accepted Christ as Savior as a child and joined Him in heaven on March 13, 2017, at the age of 63 years. Don married Connie (Klaassen) on Dec. 14, 1974 and they became the parents of two children, Shad Norton and Seth (Whitnie) Norton. They have one grandchild, Kellan Norton.

He was an active member of Heartland Community Church where he volunteered helping children with special needs. For the last 20 years he was a printing salesman at Boelte-Hall Litho and prior to that owned his own printing company for 22 years.

He was preceded in death by his parents, son (Shad), in-laws Floyd and Ferne (Neufeldt) Klaassen, two nieces, Barbie Coleman and Kathy (Coleman) McFerron, and nephew Michael Coleman. He is survived by his wife, son and daughter-in-law, grandson, a sister and husband, Robert and Sharon Lee Coleman, a brother and wife, Bruce and Sharon Norton, and two brother-in-laws and wives, Rene and Judy Klaassen, Gary and Jo Klaassen.

The family suggests memorials to Lee Ann Britain Infant Development Center, 9120 W 75th St, Shawnee Mission, KS 66204, Down Syndrome Guild of Kansas City, 5960 Dearborn St, Ste 100, Shawnee Mission, KS 66062, or Young Life Shawnee Mission, 5960 Dearborn St, Ste 12, Shawnee Mission, KS 66062. A memorial service was held Friday, March 17 in Olathe, KS.