

Actiongram

by Diane Johnson
LPC executive director

Why do we move the AMS around?

I'm taking the pen again as a guest columnist and, when thinking about what I can share, I decided that I would discuss how the Ag Media Summit (AMS) sites are chosen. I will try and simplify but this is a rather complex subject.

This year will mark the 20th year of AMS which is very exciting. The event has been held in 18 different cities and only returned to one city twice (Tampa) and will return to the Scottsdale area again this summer. Other than the Northeast and far East coast, we have pretty much covered almost every corner of the country and many places in between.

A task in my position as executive director is managing the daily phone calls and multiple emails from Convention and Visitor Bureaus (CVB) and hotels trying to convince us to consider their city. Since we have smaller workshops averaging 50 in attendance to the 600+ attendance at AMS, we are a prime target for almost every city in the U.S.

Who makes the decision based on what?

The AMS Steering Committee makes the final decision based on summaries from a narrowed down list of cities. Hotel room rates are critically looked at first, followed by hotel costs of food and beverage and then airport accessibility and airfares.

Hotel room rates: Yes going to Buffalo in the winter can be compared to going to Phoenix in July. Since the hotel rate is important to our attendees it kind of prevents us from going to beautiful cool-in-the-summer cities like Colorado Springs, Seattle, or Portland, Maine. In the summer these are examples of prime cities that definitely make you pay to play. But the opposite is true too when you go to a warmer location in the summer. The hotel rate this summer is \$149. In January that same room is more than \$400. Yep.

Yet the temperature is not always the factor for our decisions as I remember when we were in New Or-

leans and there were some disgruntled attendees until they got there. All week it was 85 degrees and it was 100+ degrees in most of the states north of the Mason-Dixon line. Keep in mind that 90 percent of our activities are also indoors so that "72 and fluorescent" weather report holds pretty steady no matter where we are.

The food costs at the hotel are another major cost and we have stopped feeding you every time you turn around. I remember when we would have a breakfast at 7 a.m., followed by cookies and coffee at 9 a.m., heavy lunch with dessert followed by a popcorn and cookie break at 3 p.m. and then on into the evening with heavy appetizers and dinner. That's a thing of the past for many reasons. Keep in mind when you are enjoying that cup of coffee, the price of ONE gallon of coffee is usually close to \$80.00. That diet Dr. Pepper could be as much as \$6.00. Per can. *(continued on next page)*

LPC Executive Committee

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

Carey Brown, First Vice President
Cow Country
cbrown@kycattle.org

Jennifer Carrico, Second Vice President
High Plains Journal
jcarrico@hpj.com

Secretary-Treasurer
LeAnne Peters
CattleBusiness in Mississippi
cbmag@att.net

Scarlett Hagins, Immediate Past President
Kansas Stockman
scarlett@kla.org

Board of Directors

Greg Henderson ('18), *Drovers*, ghenderson@farmjournal.com
Katrina Huffstutler ('20), Cactus Flower Communications, katrina@cactusflowercommunications.com
Kent Jaecke ('19), Rockin' K Productions, wildcatjake@hotmail.com

Julie Mais ('20), *Hereford World*, jmais@hereford.org
Katie Miller ('18), *Kate Communicates*, kcommunicates@gmail.com
Mike Opperman ('20), *Farm Journal's MILK*, mopperman@farmjournal.com
Ben Richey ('20), United States Animal Health Association, brichey@usaha.org
Jennifer Scharpe ('19), *Limousin World*, jennifer@nalf.org
Molly Schoen ('18), *Charolais Journal*, mmader@charolaisusa.com
Steve Taylor ('18), *Appaloosa Journal*, staylor@appaloosa.com
Eric Tietze ('19), *Ozarks Farm & Neighbor*, eric@ozarksfn.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
817/336-1130 • cell: 817/247-1200

Photo credit: Katy Kemp



Each month watch for a winning photo from the Best of the Bunch competition held at AMS.

Why are we going west again since we were just in Utah 2017?

A few years ago we were approached by the organization, Association for Communication Excellence (ACE) in Agriculture, Natural Resources and Life and Human Sciences, to consider a joint conference. This year it has become a reality and we will welcome them to AMS in Scottsdale. In the negotiations their request was to go to a western location. So AMS obliged and their concession was to change their dates from June to our summer (August) dates. This made it a win-win for both groups. Since we try

and book about three years out the Salt Lake City location had already been contracted and with the International Federation of Ag Journalists (IFAJ) Congress joining us in 2019 it was the only way to make it work for everyone.

Why do we move around and why can't it just stay in the "middle of the country"?

While most of our members are located in the "middle of the country", it can be argued both ways of whether to branch out to a East or West coast city or stay within the confines of the Midwest. It was amazing how many peo-

ple had never been to Utah last year which didn't deter very many from not coming. And an exciting part of the AMS experience is getting to go to places outside of the usual locations. Plus think about how our eyes are opened up to learning about agriculture in unique locations.

So this is it in a nutshell. Kind of. I hope it helps to explain a few things about site selection and why we do what we do. Feel free to contact me if I've made this clear as mud and you still have questions. See you in AZ!

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

"Ag Communications Redefined"

Wed., March 21 from 10-10:45 a.m.

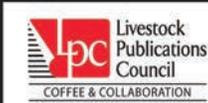


SCARLETT HAGINS
Communications Program Manager
Kansas Livestock Association



CAREY BROWN
Publication Coordinator
Kentucky Cattlemen's Association

Writing. Editing. Speaking. Managing. Monitoring. Developing. The daily grind of an ag communicator is never the same. And with the myriad of media platforms available today, it's no easy feat to balance and prioritize what to say, where to say it, how to say it, and more. Join us for a chat about multi-tasking, prioritizing, and balancing the busy role of today's ag communicator.



Join the chat at <https://meet.illinois.edu/jshike/Q6T27F3D>.
Or call 888-983-3631, Conference ID: 11841361.

Be sure to check it out!

LPC PHOTO PEN

Magazine due to the printer and you have no idea what to put on the cover? Just wrote a story and need a photo to complete the layout? There might be a solution now with the newest program – "LPC Photo Pen" – which is designed for all LPC members to benefit in more ways than one.

Here's how it works:

As an LPC member you are eligible to submit your photos to the site. When the photos are purchased you will receive one half of the proceeds with the other half benefiting LPC. At this point all photos are priced the same at \$31.00. Disbursements of your proceeds will be made on a quarterly basis. Keep in mind that the photo does not have to have livestock in it as it could be a piece of leather, a beautiful sunset, or a fence line.

The site is open to the world to purchase, however only LPC members may submit. Contact Diane or Grace at the LPC office for the link to the DropBox site to upload. But if you are ready to browse and purchase go to:

<https://lpcphotopen.smugmug.com/>



Some Contest highlights to know:

*Deadline is
April 20*

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.*

*NEW TIME: Awards will be presented on
Tuesday afternoon, August 7 during the Ag Media Summit*

• **NEW FOR 2018: Entries for Categories 1-4 and 7-9 must be entered as a hard copy and mailed to the LPC office. You also need to enter these categories via the online system.**

- Send entries with payment: Livestock Publications Council, 200 W. Exchange Ave., Fort Worth, TX 76164
- All entries must be **RECEIVED (online)** by FRIDAY, April 20, 2018 Midnight, CDT- There are no exceptions!
- 2018 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 MAY 10.**

2018 Hall of Fame and Headliner Award Winners Announced

These two honorees will be recognized 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.



The Hall of Fame award is given to a distinguished leader who has adhered to high standards of professionalism in all aspects of their endeavors. The award is open to anyone who has been listed on a masthead of an LPC member publication or a service member.

This year's Hall of Fame winner is **Steve Suther**. He is known to many as the man

behind the words and has spent the last four decades quietly serving readers in various livestock publication roles. He has an agricultural journalism degree from Kansas State University. His experience comes from working in roles with *Grass & Grain*, *Beef Today* and currently with Certified Angus Beef.

A skilled wordsmith, his work has impacted many. Fellow journalist Bill Miller says, "He sincerely cares about people first and I believe he gets great satisfaction out of helping others improve and grow in their careers. What better legacy than to have helped others develop and contribute to their profession."

Steve served on the LPC board of directors from 2002 – 2006.



The Headliner award salutes an individual who has shown exemplary service to the livestock industry.

This year's Headliner award winner in Texas rancher, **Minnie Lou Bradley**. She paved a way for young women to enter the arena of livestock breeding and management programs. She was one of the first women to receive a degree in animal husbandry from Oklahoma State University and the first female member of the Intercollegiate Livestock Judging Team. She was the first female president of the American Angus Association and the recipient of numerous awards, including being inducted into the Saddle and Sirloin Portrait club, for her vision and dedication to the improvement of beef cattle.

She and her husband started their Texas ranch in 1955 with 3,300 acres and 20 cows which has now grown to 10,000 acres and 400 registered Angus cows. In 2018, Bradley 3 Ranch is celebrating its 60th year in the registered cattle business.

HOTEL HEADQUARTERS:
The Westin Kierland Resort & Spa
6902 E. Greenway Parkway, Scottsdale, AZ 885254
480-624-1000
kierlandresort.com
Room rate: \$149
online reservations: <https://tinyurl.com/yddrc2g4>

Tentative Schedule

SATURDAY - AUGUST 4

All day Ag Tours of local area

9 a.m. - 5 p.m. ACE Board Meeting

SUNDAY - AUGUST 5

8 a.m. - 5 p.m. Registration desk open

8 a.m. - 11:30 a.m. LPC board meeting

8 a.m. - 12 noon ACE board meeting (cont.)

8 a.m. - 12 noon ACE Research Paper and
Poster Presentations

8 a.m. - 2:30 p.m. AAEA & PIF board meetings

Noon Lunch on your own

2 - 3 p.m. ACE Learning Community Leaders Meeting

2 - 4 p.m. Student Session

2 - 5 p.m. InfoExpo exhibit set up

3 - 4 p.m. ACE State Representatives Meeting

3 - 4 p.m. JAC Meeting

4 - 5 p.m. ACE Retirees and past presidents reception

5:30 - 6:45 p.m. First-timers/new member reception
(for ACE members new to ACE conference and AMS first
timers for AAEA & LPC new members)

7 - 10 p.m. Famous Welcome Party

MONDAY - AUGUST 6

All day Registration desk open

Silent Auction open

7:30 - 8:30 a.m. Hot buffet breakfast

8 a.m. - 4 p.m. InfoExpo set up

8:30 - 11:30 a.m. AMS Deep Dive Session

**Each Block will have topics that are of interest to all
groups. AMS will have four sessions per block and there
will be five blocks considered more ACE focused. You
may go to either one in all blocks.**

8:30 - 9:45 a.m. Block I Sessions

9:45 - 10:15 a.m. Coffee break

10:15 - 11:30 a.m. Block 2 Sessions

11:45 a.m. - 1 p.m. Student Awards and Recognition Luncheon

11:45 a.m. - 1 p.m. ACE Luncheon ACE Reuben Brigham

Award winner (speaker)

1:15 - 2:30 p.m. AMS Block 3 Sessions

2:30 - 2:45 a.m. Coffee break

2:45 - 4 p.m. Block 4 Sessions

4 - 7 p.m. InfoExpo Grand Opening

4:15 - 5 p.m. ACE Block 5 sessions



TUESDAY - AUGUST 7

All day Registration desk open

Silent Auction open

6:00 a.m. Fun Run (open to everyone)

7 - 9 a.m. ACE Hot Breakfast Speaker ACE Professional
Award Winner speaker

7:30 - 10 a.m. AMS Breakfast in InfoExpo

9:15 - Noon ACE Deep Dive Session

9:15 - 10 a.m. ACE Block 6 sessions

10:15 - 11:00 a.m. Block 7 Sessions (for AMS and ACE)

11:15 - Noon Block 8 Sessions (for AMS and ACE)

Noon - 1:30 p.m. Luncheon

1:45 - 2:30 p.m. Educational meeting for 2019 IFAJ Congress
(open to everyone)

2:30 - 4 p.m. LPC annual business meeting and
Contest awards

2 - 2:45 p.m. ACE Block 9 Sessions

Noon - 6 p.m. InfoExpo teardown

3 - 3:45 p.m. ACE Block 10 Sessions

3 - 4:30 p.m. AAEA and PIF business meeting

4:30 - 5:30 p.m. ACT business meeting and Critique Contest

4 - 5 p.m. ACE business meeting

5:15 - 6:30 p.m. AAEA awards presentation

6 - 7 p.m. ACE Mix and Mingle with new ACE Manage-
ment Team

6:30 - 7 p.m. AMS Reception

7 - 9 p.m. AMS Joint Dinner, Awards Banquet

7 - 9 p.m. ACE Dinner and Awards Banquet

WEDNESDAY - August 8

5:30 - 9 a.m. Coffee-to-go-bar

8:30 - 10 a.m. Planning meeting for 2019 IFAJ Congress

Post-conference ACE session

AAEA: AAEA - The Ag Agricultural Communicators Network

LPC: Livestock Publications Council

Connectiv Agri-Media Committee

ACT: National Ag Communicators of Tomorrow (students)

ACE: Association for Communication Excellence in Agriculture, Natural
Resources and Life and Human Sciences