

CAN LIVESTOCK JOURNALISTS BE TRUSTED?



I don't trust the mass media. In a world of 24/7 news access, the press sensationalizes everything to get ratings.

2001 became known as the summer of shark attacks. But attacks

were down from previous years. Only 9/11 stopped that frenzy.

I hear of soldiers who return from Iraq and Afghanistan who are appalled at the news we hear about the war and insist that good is happening. I have no idea what to believe.

And don't even get me started on Oprah. In 1996, the beef industry learned firsthand that she will stop at nothing to get ratings when she declared she would stop

eating hamburgers because of fears of Mad Cow Disease. Her beef-bashing show was irresponsible, biased and based on emotions instead of facts. The majority of NCBA's interview was left out of the show. I'll celebrate when she goes off the air.

It's not just national media I don't trust. When BSE was discovered in America, an Oklahoma City station lost my confidence. One evening, their nightly news teaser indicated of additional Mad Cow Disease found. Upon watching, the ads were completely misleading. A Montana ranch had postponed its sale because they were uncertain what the original discovery might do to their bull sale prices. This station is owned by a family who once had a large ranching operation here. My family has purchased bulls from them, and some family members still ranch. If I can't trust a station with roots in the livestock business, what station can I trust?

By Lisa Bryant, 2006-07 LPC President

I sometimes wonder where these journalists were in our journalism ethics classes. In any poll, you'll find that half to two-thirds of Americans don't trust the media, and it's declining. An August Harris Poll showed that trust in journalists ranks at the bottom of professionals with members of Congress, pollsters, trade union leaders, stockbrokers, lawyers and actors. Isn't that a wake-up call?

As livestock journalists, we must remain vigilant to uphold respect from our readers and report issues fairly. No matter what you do in this business, you're faced with ethical dilemmas, whether it's writing a story about an advertiser or retouching a photo. With a constant eye on moral boundaries, perhaps we can maintain the credibility that many of our peers in mass media have lost.

Note: LPC's Code of Ethics is listed on page 39 of the 2006-2007 Membership Directory.

Lisa

OFFICE BOMBARDMENT DAY AT OSBORN & BARR!



The Kansas City office of Osborn & Barr Communications recently hosted two different universities for the new LPC program "Office Bombardment Day". This started in September with other LPC member offices and its purpose is for students to receive one-on-one attention from professionals and learn more about ag communications.

Pictured at far left, front row, from the University of Arkansas: **Kristen Evatt, Melissa Osburn; Macey Panach, Jeff Miller** (adviser). Back row, O&B's, **Amber Spafford and Melanie Acklin**.

Next photo is the group from Kansas State: front row, **Janna Cullop, David White, Jackie Klenda; Matt Splitter, Shauna Lawrence, Cara Gigstad, Doran Bowman; Stacy Mayo, Leah Bond, Allison Crook, Larry Erpelding** (adviser) O&B's **Amber and Melanie**.

Scenes from the



Representing John Deere, our major sponsor were Mike and Sue Gustafson and Barry and Rhonda Nelson.



Christy Lee unveils the plaque of Darrell Anderson, National Swine Registry, the 2006 Headliner award winner. For the first time, the Gala included the unveiling of these plaques. The formal presentations were a part of the Summit in Portland this past summer.



Another sponsor of the evening was Osborn & Barr Communications represented by Melanie Acklin, Amber Spafford and Keri Geffert English.



Scott Vernon, LPC board member from California chats with Tom Davis, Successful Farming, one of our loyal LPC supporters and sponsors of the evening.



Don and Connie Norton and Don's son Seth and wife, Whitmie Norton. Don is with Boelte-Hall, another one of our sponsors for the evening and throughout the year.



During the evening the announcement of the 2007 Hall of Fame winner was made. The new inductee is Larry Atzenweiler, center. He is pictured with his son, Andy and Gena. Larry and Andy own the Missouri Beef Cattleman located in Kansas City.



Colleen Gerke, John Deere, and her husband, Osborn & Barr Communications, were generous donors with two dinner packages in the live auction. Their new new operation is Jowler Creek Vineyard and Winery located north of Kansas City.

2006 Royal Gala

October 20, Kansas City



Amber Spafford was literally speechless when her plaque was unveiled for the 2006 Hall of Fame award. Amber also serves as the chairman of the Royal Gala.

If you were around these gals at the Gala, you couldn't help but have fun! Molly Mader, American Intl. Charolais Assn., Beverly Moseley, Land & Livestock Post, Anita Vanderwert, Brownfield Networks and Cindy Cunningham, National Pork Board and sponsor of the delicious pork for the evening!.



The final award of the evening went to the winner with the most casino money. A little trickery might have been involved, but the prizes are shown above with winners Seth Norton, Craig and Christy Lee, Molly Mader and Kathy LaScala.



Brad Fahrmeier, Justin Stout, Kathy LaScala, Gala Co-Chairman, Neil Orth. It was also announced that the Headliner Award winner will be presented posthumously to Stanley Stout, world re-nowned auctioneer who we lost this past spring. The presentation will be in Louisville this summer at the Ag Media Summit.



Kathy LaScala, Jim Bret Campbell and Cliff Becker are shown giving the dealer lessons. Kathy and Cliff represent Food360, table sponsors for the evening. Jim Bret is with The American Quarter Horse Journal.



At left is 1991 Hall of Fame inductee, Fred Knop, editor emeritus, Drovers who's chatting with Stan Coffman, Ozark's Farm & Neighbor.



The 2006-07 LPC Board took a minute to pose: Kyle Haley, Limousin World; Lisa Bryant, Cowboy Connection; Jim Bret Campbell, American Quarter Horse Journal and Marilyn Brink, Kanwaka Communications. Back: Andy Atzenweiler, Missouri Beef Cattleman; Kathy LaScala, Food 360; Don Norton, Boelte-Hall; Christy Lee, Seedstock Edge; Stan Coffman, Ozark's Farm and Neighbor; Beverly Moseley, Land & Livestock Post; Stephanie Veldman, Broadhead+Co.; Scott Vernon, Brock Center-Cal Poly; Diane Johnson, Executive Director.

**Thank you Jim Bret Campbell for being photographer extraordinaire....again!
These photos will be available online soon... watch for the notice.**