

# Actiongram

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

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**“Tell me and I’ll forget.  
Show me and I may remember.  
Involve me and I learn”**

~Benjamin Franklin



Scarlett Hagins  
2016-17 LPC President

The Livestock Publications Council has always been an avid supporter of student development. So much so that we have two committees devoted to helping the next generation of agricultural communicators further their education in and out of the classroom.

One of our newest initiatives coming from the Student Development Committee is the internship program, which benefits both students and LPC members. Now in its third year, the program is designed to provide opportunities for agricultural communications students to gain industry knowledge and allow LPC members to teach and employ young talent.

Having served as chairman of the Student Award Committee, I know first-hand the caliber of talent we have coming up the ranks. LPC members can benefit from these fresh, youthful perspectives, all the while helping cultivate the next generation.

The *Charolais Journal* was chosen in July through an application process to host the 2017 summer intern. LPC will provide a \$4,500 stipend to the host for 10 weeks to be paid to the intern. Host applications are based on internship structure, student mentorship plans, breadth of experiences and publication/company need. All LPC members are eligible to serve as hosts. If you are interested in applying to host the 2018 LPC intern, watch this newsletter for the deadline.

LPC currently is accepting student applications for the 2017 internship at the *Charolais Journal*. Students should be a college junior or senior and members of the Agricultural Communicators of Tomorrow. They will need to submit a resume, three samples of their work, three recommendation letters and a statement of interest in agricultural communications to LPC Student Development Committee member **Crystal Albers** (calbers@angus.org) by December 1.

A three-judge panel, including one representative from the *Charolais Journal*, will interview student applicants. Once the winner is selected and the internship is complete, the student will be required to submit a report and internship work samples to the Student Development Committee. The internship should last about three months, from mid-May or June through August. If you know a qualified student, please encourage them to apply.

This program is just one more way LPC is trying to grow young talent, while providing a service to our members. It is a win-win for both, and we hope members and students alike will take advantage of this opportunity. To learn more about the program, go to [www.livestockpublications.com](http://www.livestockpublications.com) and click on “Internship Program” under the Student Program tab.

# LPC Heritage Center

## Hall of Honor Presentation



LPC hosted a reception to hang the newest plaques for the 2016 award recipients in the LPC Heritage Center at the American Royal. On hand to receive his recognition was **Dr. Larry Corah** who is the Headliner award winner. While **Joe Roybal** was unable to attend, several board members who served with Joe were on hand to accept the honor in his absence. Above are: **Andy Atzenweiler, Don Norton, Carey Brown, Scarlett Hagins, Molly Schoen, Diane Johnson and Angie Denton**. At right are **Dr. Corah** with his wife, **Mary**, and son, **Mark**.

If you know someone who is deserving of these awards for 2017, the deadline for applications is December 1 this year and all information is available on the website.



# EARN & LEARN

with the



Livestock  
Publications  
Council

Student Internship Program

## Hey, students! Looking for a paid internship next summer?

Apply before Dec. 1 for ours with the *Charolais Journal*.

The successful candidate will gain experience in editorial writing, marketing, photography, design, web content development and more.

Check out the information with the following link:

[http://livestockpublications.com/student\\_internship\\_program.php](http://livestockpublications.com/student_internship_program.php)

Help us make the Best of the Bunch Photo Contest even better! Here is a six question survey that will help the committee learn from you on your wants and desires for making the contest YOUR contest!

<https://www.surveymonkey.com/r/5YXX2RM>

**We need  
your help!**

CONTINUING SERIES: In the next few Actiongrams we will feature stories written from sessions held at this summer's Ag Media Summit. They will highlight the speaker presentations and we hope you enjoy!

# Variety of Factors Affect Sports Partnership Success

By Barb Baylor Anderson

Presentation by Meghan Kuhn, Becky Frankenbach, Scout Your Potential Sports Partnerships

Latching your message onto a sports team or athlete to reach fans can be a fun and effective way to communicate, but many factors can influence the campaign's success.

The Indiana Corn Marketing Council and Indiana Soybean Alliance partnered consumer messages about biofuels and food with the Indianapolis Indians minor league baseball team.

"Minor league baseball is all about the experience. Visitors find value in attending the games, and are receptive to our message. It helps that the Indians are a good team," says **Meghan Kuhn**, communications director for both state organizations.

However, Indianapolis Colts major league football sponsorship was not as easy. The Indiana commodity groups used radio advertising, website, blog and tailgate promotions to reach consumers with the message that farm families use technology and food is safe.

Kuhn says while they had good access to the audience they sought, along with good media coverage, stakeholder engagement and cross promotions, they found the cost to hire a player spokesperson and competition from other game day advertisers to be challenging.

"You see high numbers with your use of social media in this situation, but instant engagement with consumers is hard and the weather with outdoor sports is a wild card," she says.

**Becky Frankenbach**, communications director with Missouri Corn, says corn growers pooled resources with eight other farm groups to create the Missouri Farmers Care campaign when the Humane Society of the United States (HSUS) established an influential presence in the state.

"The St. Louis Cardinals major league baseball team has statewide appeal and a big, loyal fan base, and we wanted to align with that," she says.

Missouri Farmers Care uses radio, in-stadium promotions and print ads on score sheets to deliver their message, along with sponsoring a growth poster giveaway. Commodity mascots, including a giant corn cob, race during Friday evening games between innings as Missouri Farm Care runs ag stats and videos on the big boards. Young fans receive baseball mascot cards with ag facts.

"It is all good content for social media. It is a unique campaign," she says. "The challenge is your fight for visibility in the stadium, the entertainment versus education balance and coordinating volunteer resources. We also get asked why we don't do the same for the Royals."

Both Kuhn and Frankenbach say college sports promotions are pricey.

"In-state rivalries may be worth the investment. See what works and be flexible to shift gears," says Frankenbach.

## Beyond the RAW

*Scott Stebner reveals a few tips on how he edits in Lightroom and will show you how he conducts color grading in Photoshop, using NIK software, Alien Skin exposure, and more. Prefaced for advanced users.*

**Wednesday, November 16, from 10-10:45 a.m.**



Join the chat at <https://meet.illinois.edu/jshike/PTDZH4GT>  
Or call 888-983-3631 — Conference ID: 2681250



### Professional Development Stipend Program

LPC will offer up to 3 stipends of up to \$1,000 each to LPC members to help cover expenses to a professional development class, seminar or workshop, which includes Ag Media Summit or IFAJ congress.

The LPC board of directors believes that expanding knowledge and excitement in one's profession will keep dedication and commitment to that job.

Stipend criteria:

- Open to any LPC member.
- Fill out application.
- Submit the information on the conference you wish to attend.
- Provide an estimated budget for your expenses to the event.
- In 250-350 words describe why you should receive this stipend, your professional goals and how you will use this award for professional development.
- Write a short piece for the LPC Actiongram after you have attended the professional development event, telling how you used the stipend and how it will help you become a better ag communications professional.
- The stipend funds should be used within a year of when it is awarded. If it is not used because of an emergency, please contact the LPC executive director.

**All parts of the application must be postmarked or received electronically by December 15, 2016. Stipend recipients will be contacted in January 2017.**

The stipend recipients will be selected by a group of three judges.

Send application to:

Diane Johnson, Livestock Publications Council, 200 West Exchange Ave., Fort Worth, TX 76164  
[diane@livestockpublications.com](mailto:diane@livestockpublications.com) 817-336-1130 for questions

#### LPC Personal Development Stipend Application Form

**THE FOLLOWING IS THE INFORMATION REQUIRED. FEEL FREE TO CREATE YOUR OWN APPLICATION**

Name:

Address:

Phone:

E-mail:

Current employer (Company name):

Your job title at work:

Number of years LPC member:

Conference you plan to attend:

LPC involvement (current and past committees, activities, elected office, etc.):

Have you ever received this stipend in prior years? \_\_\_yes \_\_\_no If yes, what year(s)? \_\_\_\_\_

Please furnish a 250- to 350-word essay on why you should receive this stipend, your professional goals and how you will use this award for professional development.