

Actiongram

November 2017

The dreaded deadline



Cindy Cunningham
2017-18
LPC President

“Hey Cindy, your column is due!” I’m just going out on a limb here to say I bet each and every one of you can relate to that phrase. Possibly, it strikes fear in your heart; possibly, you view that call as a challenge to see just how fast you can whip something together to avoid the dreaded second call, or possibly you can say - - with a smile -- that you sent it in last week because you consider yourself an overachiever. No matter what the scenario, or whom the editor may be, there is something exciting about painting a picture through words -- especially when that picture is about agriculture.

The seasons are changing, and as we turn the calendar pages yet again it is time to start thinking about meeting season. Whether you attend and cover regional, state or national meetings, I hope you gain not only knowledge about the issues, but also find a bit of an uplift at each meeting from those who are so dedicated to their cause.

I’d like to remind you of several important deadlines -- yes, deadlines!

The **Don Norton** Professional Development Scholarship provides you with \$1,000 to attend an educational event -- such as AMS. As we remember Don through this scholarship, we reflect on his kindness, caring and enthusiasm for professional development. Deadline is December 15, 2017.

Headliner and Hall of Fame nominations are due December 1, 2017. I urge you to glance at the previous winners of these awards. Who are the leaders you respect -- possibly your mentors? Nominate those who paved the way for our industry.

There is still time to apply for the student intern program. What an amazing experience! You could be part of the team at *Beefmaster Cowman*, through a 10-week, \$4,500 paid internship. Application deadline is December 1, 2017.

And finally, your LPC Board is planning its January meeting. You’ll see our contact information listed to the side of this page. Please let us know your ideas, thoughts and concerns. LPC is your organization and we want it to be a part of your successful career.

As I wrap up my column today, I’d like to wish you all an amazing Thanksgiving. While dinner is being served it may be your tradition to go around the table and tell what you are thankful for this year. I leave you with the words of **Robert Louis Stevenson**, “Don’t judge each day by the harvest you reap, but by the seeds you plant.”

Cindy

Photo credit: Christy Lee

LPC Executive Committee

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



LPC Summer Internship
Earn & Learn

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Apply for one of the most sought-after experiences in agricultural communications.

The Livestock Publications Council is pleased to partner with Beefmaster Breeders United to offer the 2018 LPC Summer Internship. One student communicator will receive \$4,500 and the chance to work for a leading cattle breed organization.

Gain Experience In:

Editorial writing • Design • TV script writing • Videography
Social media • Event management

Requirements:

- Resume
- References
- Pertinent work samples
- Statement of interest in agricultural communications

Submit materials or questions to Jeralyn Novak, Beefmaster Breeders United, jnovak@beefmasters.org.

College juniors or seniors are encouraged to apply. Membership in Agricultural Communicators of Tomorrow (ACT) is preferred but not mandatory.

Deadline: Dec. 1

Beefmasters.org • Livestockpublications.com



At the summer LPC board of directors meeting this program was re-named the Don Norton Professional Development Scholarship in honor of long-time friend and supporter. His name will be forever honored with this award for LPC members to improve their skills and knowledge.

Don Norton Professional Development Scholarship

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, 2017. Stipend recipients will be contacted in January 2018. 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 817-336-1130 for questions

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.

Nominations sought for Headliner and Hall of Fame awards

This summer at Ag Media Summit, LPC awarded two Headliner awards to Jim Odle, founder of Superior Livestock Auction and Dr. Maynard Hogberg, of Iowa State University. These men joined a list of some of the best in the livestock industry to be honored by our organization.

It is time again to fill out nominations for the Headliner and Hall of Fame awards. The Headliner award recognizes those outside of the publishing industry for actions that have produced a positive change in livestock production and marketing. The Hall of Fame award was established in 1990, to honor distinguished livestock publishing leaders.

Please find the applications under the awards header on our website www.livestockpublications.com or on the next two pages. **The deadline is December 1.**

LPC Hall of Fame Nomination Form

Deadline: December 1, 2017

LPC annually inducts one of its distinguished leaders into the Hall of Fame. This honor is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors. The award is open to anyone who has been listed on the masthead of an LPC member publication or a service member. Contributing editors who come from the ownership organization of a member publication are also eligible. Nominees may be persons who are currently active or those who have moved on to other endeavors. The award is open to persons in sales, circulation, production and editorial

Thank you for taking time to fill out this application. Please use this form as the cover sheet for your nomination for the Hall of Fame Award. **Attach no more than two pages** to answer the following questions that will help the LPC Board of Directors understand why your candidate is worthy of this award.

YEAR OF NOMINATION: _____

Note – this nomination will on file for 3 years if this nominee is not selected this year.

NOMINEE:

Name:

Most recent title/position:

Name of publication/organization (s)

Length of service:

Address:

Phone:

E-mail

1. Describe your candidate's background and experience as they relate to this award.

2. Briefly summarize your candidate's top achievements that have impacted the livestock publications industry.

3. Finally, what is the primary reason you think this candidate should be chosen as the Hall of Fame Award Winner?

SUBMITTED BY:

Name

Current organization affiliation

Address

Phone

e-mail:

Check LPC website for deadlines.

Questions? Call Diane at 817/336-1130, dianej@flash.net

LPC Headliner Nomination Form

Deadline: December 1, 2017

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. These actions could range from genetic research to marketing advances or scientific discoveries. The important factor is that these actions produce a positive change.

Thank you for taking time to fill out this application. Please use this form as the cover sheet for your nomination for the Headliner Award. **Attach no more than two pages** to answer the following questions that will help the LPC Board of Directors understand why your candidate is worthy of this award.

YEAR OF NOMINATION: _____

Note – this nomination will on file for 3 years if this nominee is not selected this year.

NOMINEE:

Name:

Most recent title/position:

Name of publication/organization (s)

Length of service:

Address:

Phone:

E-mail

1. Describe your candidate's background and experience as they relate to this award.

2. Briefly summarize your candidate's top achievements that have impacted the livestock industry.

3. Describe your candidate's scope of influence on the livestock industry – national, regional, specific field of research.

4. Finally, what is the primary reason you think this candidate should be chosen as the Headliner Award Winner?

SUBMITTED BY:

Name

Current organization affiliation

Address

Phone

e-mail:

Check LPC website for deadlines.

Questions? Call Diane at 817/336-1130, dianej@flash.net