

# ACTIONGRAM

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

## 2019 IFAJ Congress in Minnesota



The International Federation of Ag Journalists (IFAJ) executive committee recently met in Ireland and are pictured above. U.S. representatives **Steve Werblow** (second from left) and **Kurt Lawton** (far right) were in attendance. Find Kurt's article that was published in the IFAJ Newsletter and gives more information on the upcoming Congress. LPC President **Carey Brown** and Kurt are co-chairs of the event.

The IFAJ/AMS 2019 Global Congress steering committee met Thursday, September 20, at the event's DoubleTree Hilton hotel in Bloomington, Minnesota to continue planning this not-to-miss event.

Working with my co-chair **Carey Brown** and dozens of American Agricultural Editors' Association and Livestock Publications Council members, we're excited as the U.S. will once again host the prestigious IFAJ Congress in conjunction with our annual Ag Media Summit. As IFAJ members, this is a unique opportunity to not only interact with your IFAJ peers, but also with U.S. journalists and ag communicators in one location. Our Ag Media Summit usually attracts 600 or more attendees.

"Global Connections in America's Heartland" is our theme for next summer's Congress. The dates to mark on your calendar: IFAJ meeting starts on Friday, July 26, 2019; AMS will start on Sunday, July 28 and we adjourn on Wednesday July 31 for post-tours. Our organizing committees have focused on keeping the usual IFAJ Congress meeting intact, as well as offering overlapping opportunities with Ag Media Summit programs.

Some of you will remember the summer of 2009 when the U.S. last rolled out the red carpet for IFAJ members in Fort Worth, Texas. No offense to our friends in Texas, but this Minnesota Congress will be the best ever!

*(continued on next page)*

### LPC Executive Committee

Carey Brown, President  
*Cow Country*  
cbrown@kycattle.org

Jennifer Carrico, First Vice President  
*JC Communications*  
j2kcattle@gmail.com

LeAnne Peters, Second Vice President  
*CattleBusiness in Mississippi*  
cbmag@att.net

Molly Schoen, Secretary-Treasurer  
*Charolais Journal*  
mmader@charolaisusa.com

Cindy Cunningham  
Immediate Past President  
National Pork Board  
ccunningham@pork.org

### Board of Directors

Katrina Huffstutler ('20), Cactus Flower Communications, katrina@cactusflowercommunications.com

Kent Jaecke ('19), Focus Marketing Group, wildcatjake@hotmail.com

Julie Mais ('20), Angus Journal, jmais@angus.org

Katie Miller ('21), Kate Communicates, kcommunicates@gmail.com

Codi Mills ('21) Cattle Business Weekly, cattlenews@gwtc.net

Mike Opperman ('20), Farm Journal's MILK, mopperman@farmjournal.com

Ben Richey ('20), United States Animal Health Association, brichey@usaha.org

John Robinson, ('21) National Cattlemen, jrobinson@beef.org

Jennifer Scharpe ('19), JSignature Branding & Media, jennifer@jsignaturebrand.com

Steve Taylor ('21), *Appaloosa Journal*, staylor@appaloosa.com

Eric Tietze ('19), *Ozarks Farm & Neighbor*, eric@ozarksfm.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





**Here's an update of what's in store for attendees in Minnesota:**

- An excellent program for both IFAJ and AMS members that feature an expanded variety of both news-maker topics and professional development sessions. Program chair **Kenna Rathai** and her committee are working on news topics like press freedom, biotech issues, food safety, trade and farmer challenges. Professional improvement sessions being developed will offer timely topics on writing, photography, design and video, along with session tracks for public relations and sales professionals.

- Local tours co-chairs **Greg Lamp** and **Karen McMahon** have built an excellent diversity of tours for our IFAJ guests. They will choose from tours that include dairy, swine, beef, row-crops, fruits, vegetables, precision tech, university research, seed research, grain transportation, breweries, wineries and Minneapolis/St. Paul city tours.
- To showcase our Midwest hospitality, we will have members of our U.S. Guild (AAEA) assigned to attending IFAJ members (by country) in a buddy system to help you with questions and information before, during and after the Congress. For those attendees who will need VISAs for your visit, please contact myself (Kurt.Lawton@farmprogress.com) or Carey Brown (cbrown@kycattle.org) for assistance.
- Regarding IFAJ Post-Tours, we'll offer three options: 1) Visit California to experience the state's crop and

livestock diversity—from almonds, strawberries and wine to beef, dairy, and locations that highlight water and energy issues; 2) Visit Wisconsin for an amazing dairy, cheese, crops, wine and beer extravaganza; and 3) Experience South Dakota/Iowa/Minnesota's large precision tech, grain, beef, dairy and swine farms. Also visit university research farms and equipment/precision tech manufacturing. All tours begin July 31st and will include some fun stops as well—from wineries and breweries to casinos and supper clubs—to give our guests a real taste of America's Heartland.

Watch for more details on our website [www.ifaj2019.org](http://www.ifaj2019.org) and ongoing updates on our Facebook page: AMS IFAJ 2019. The goal is to have complete details on the website before the end of the year, with registration opening in February 2019. Get ready to come join the fun.

**Social media marketing and communication** has become an essential job function for many **agricultural communicators**. While it is an essential job function, communicators and their supervisors, are unsure of how to report success or failure on social media platforms. In this session, How to Report Social Network Data for Job Performance, participants will explore the metrics to report for job performance and the best format to present them.

Participants will create a plan for tracking social media metrics and reporting the performance. Plan creation will be interactive and communication teams are encouraged to participate in the session collectively. The metrics used to track social media performance are highly dependent upon the communication strategy and goals. Participants will be asked to identify their specific social media strategy and goals. Participants will then identify which metrics and statistics apply to their strategy and goals.

After establishing key metrics, the timeframe that is most appropriate will be considered for reporting. Participants will also consider how they want to track progress and growth, determining if they are interested in providing a snapshot of where communication efforts are today or how growth has occurred over a period of time. Participants will then have the opportunity to upload their social media metrics into an interactive Excel sheet for metric reporting.

*Livestock Publication's Council*  
**COFFEE & COLLABORATION**  
 Wednesday, Nov. 14 • 2 p.m.

**Measuring  
 What  
 Matters**



**Thank you Rocking K Productions for sponsoring Coffee & Collaboration**

Lauri Baker, K-State agricultural communications associate professor

At the end of the session, participants will have a reporting strategy in place, an understanding of what metrics reveal about communication efforts, and the reporting format to present to their supervisor or team.

**To join the C&C at 2 p.m. Wednesday Nov. 14**  
<https://ksu.zoom.us/j/691862845>  
 +1 669 900 6833 or +1 646 876 9923  
**Meeting ID: 691 862 845**

*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, 2018**. Stipend recipients will be contacted in January 2019. 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.

**MARK YOUR CALENDAR**

**LPC ANNUAL LUNCHEON**

**Thursday, February 1, 2019 • 11:30 am - 1 pm**

exact hotel location will be announced soon

during the National Cattlemen's Beef Association

New Orleans, Louisiana

Sponsored by:



National Cattlemen's  
Beef Association

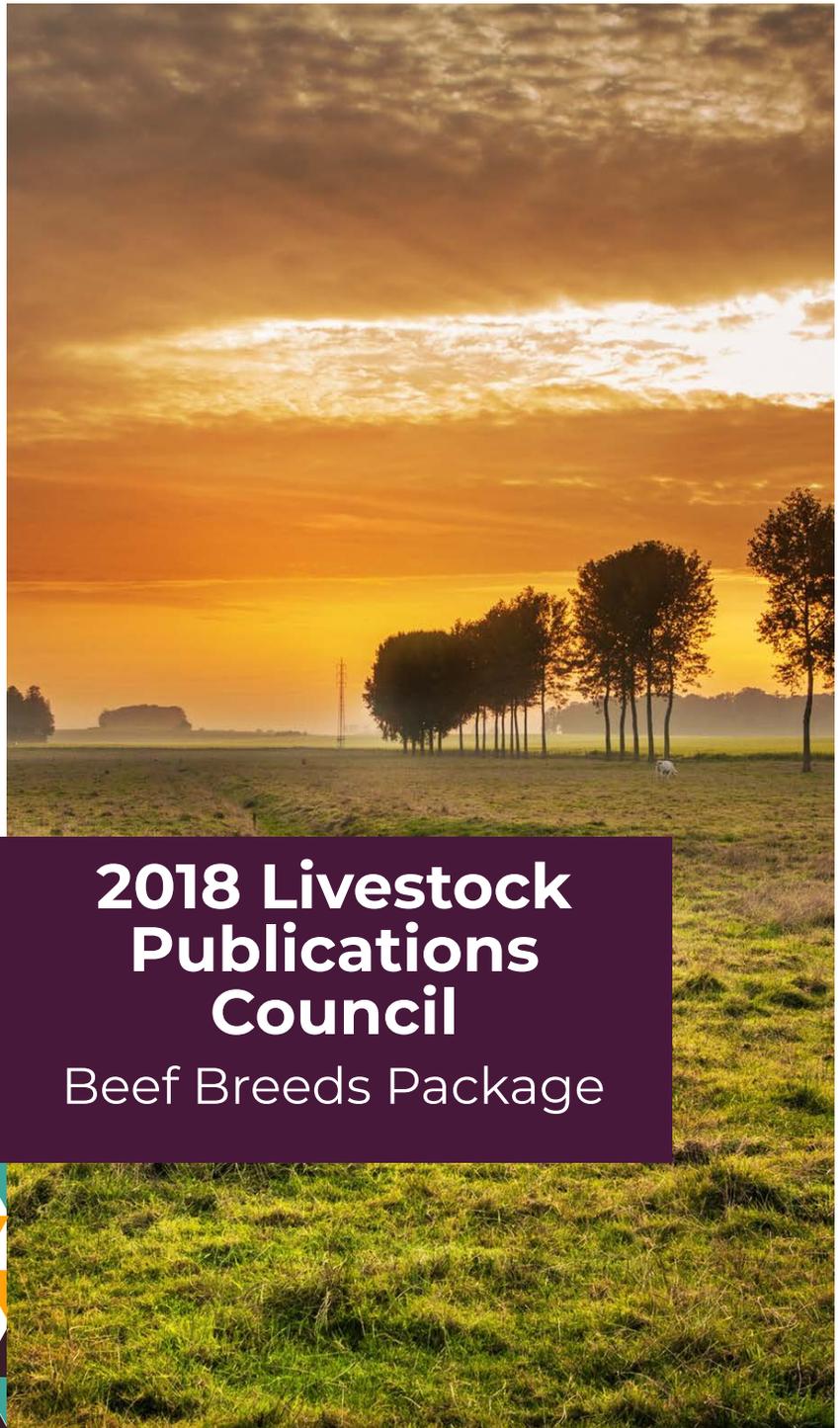
[www.livestockpublications.com](http://www.livestockpublications.com)

**Don't Wait! This won't last long!**  
**Reach a circulation of over**  
**53,000 cattle producers!**

The Livestock Publications Council is pleased to once again offer the Beef Breeds Package! This package consists of the following:

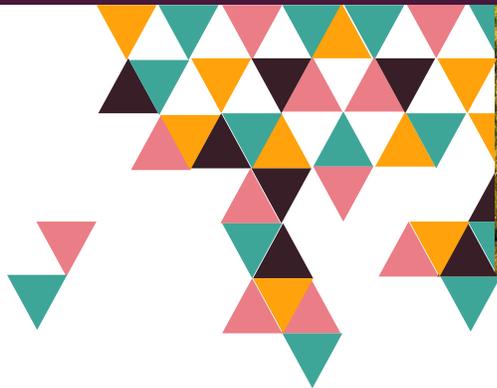
- 8 breed associations
- Full page 4-C ad in each publication
- Must be used by December 2019

All proceeds will go to benefit the LPC Programs.



8 Publications  
\$7,608 Value

## 2018 Livestock Publications Council Beef Breeds Package



### Publications Involved:

American Red Angus  
American Simmental Association  
Angus Journal  
Charolais Journal  
Gelbvieh World  
Hereford World  
Maine-Anjou Voice  
Shorthorn Country



This is a silent auction process that starts on November 6 & will end on November 23. You may place your bid with Carey Brown and if you are outbid, you will be notified. The placement of your bid is a binding contract with Livestock Publications Council and if your bid is the highest, you will be responsible for payment.



For More Information contact:  
Carey Brown  
859-278-0899  
859-948-1256 cell  
[cbrown@kycattle.org](mailto:cbrown@kycattle.org)

www.livestockpublications.com

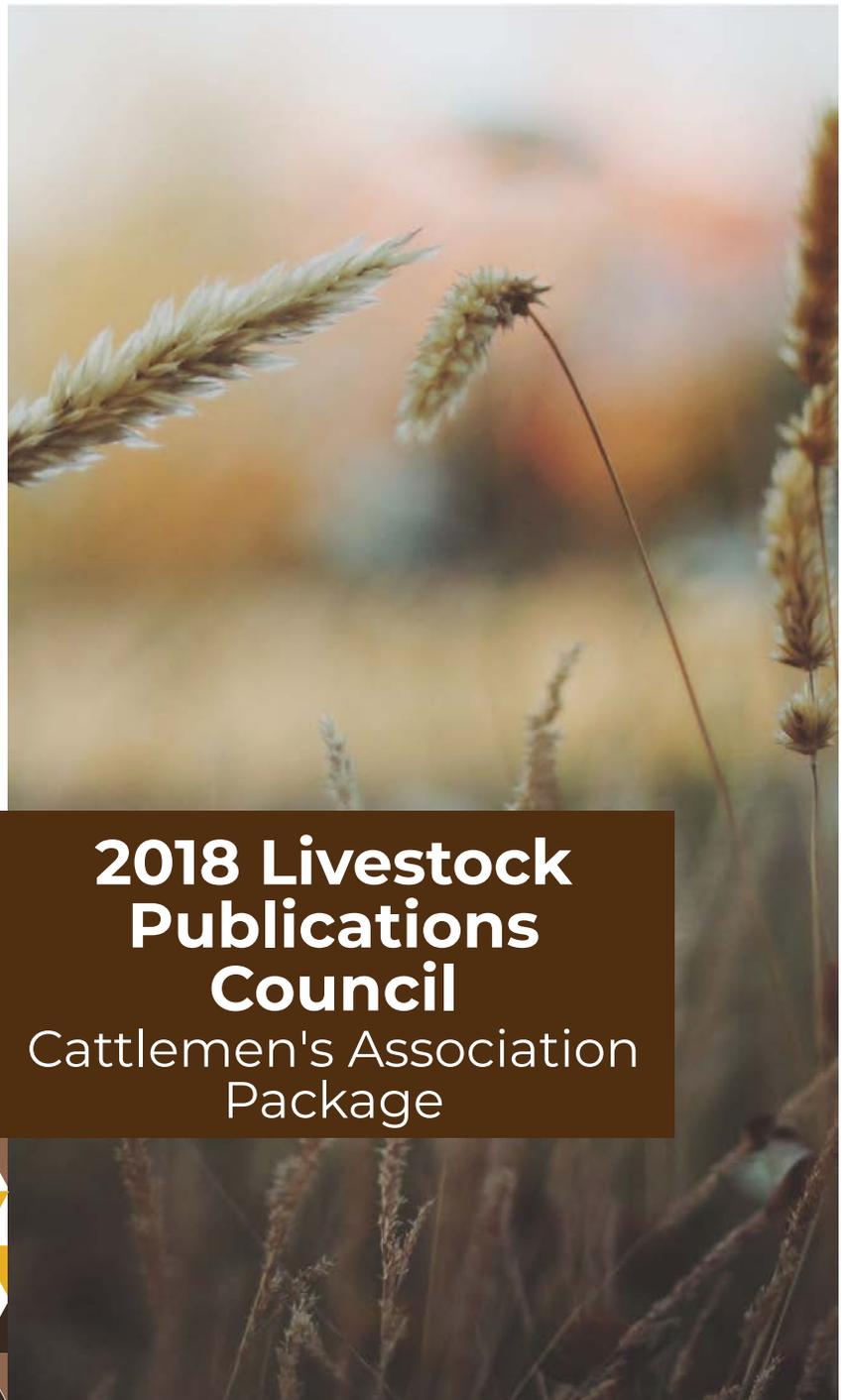
**Don't Wait! This won't last long!  
Reach a circulation of over  
107,000 cattle producers!**

The Livestock Publications Council is pleased to offer a Cattlemen's Association Package!

This package consists of the following:

- 17 state cattlemen publications
- Full page 4-C ad in each publication
- Must be used by December 2019

All proceeds will go to benefit the LPC Programs. ▲



17 Publications  
\$18,491 Value

## 2018 Livestock Publications Council Cattlemen's Association Package



### Publications Involved:

Arkansas Cattle Business  
California Cattleman  
Carolina Cattle Connection  
Cattle Business in Mississippi  
Cow Country News  
Florida Cattleman  
Georgia Cattleman  
Illinois Beef  
Kansas Stockman

Keystone Cattleman  
Missouri Beef Cattleman  
Ohio Cattleman  
Oklahoma Cowman  
Oregon Beef Producer  
Tennessee Cattle Business  
The Cattleman  
Virginia Cattleman

Offers accepted  
starting at  
\$15,000

This is a silent auction process that starts on November 6 & will end on November 23. You may place your bid with Carey Brown and if you are outbid, you will be notified. The placement of your bid is a binding contract with Livestock Publications Council and if your bid is the highest, you will be responsible for payment.



For More Information contact:  
Carey Brown  
859-278-0899  
859-948-1256 cell  
cbrown@kycattle.org