

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



PLANNING FOR 2020 AMS UNDERWAY **SPEAKER RECOMMENDATIONS ACCEPTED UNTIL 12/2**

The 2020 Ag Media Summit (AMS) steering committee met in Kansas City last month to begin work on the next AMS. Tina Bowling, Conference Planner, and Chris Clayton, Steering Committee Chair, orchestrated the meeting. While in Kansas City, the steering committee took a hard hat tour of the Loews Kansas City hotel, host hotel/convention center for the 2020 AMS.

Carrie Webster, AMS Program Chair, discussed session and speaker ideas. As part of the planning process, Webster will be accepting recommendations for speakers and/or topics. To submit ideas, click [here](#). Recommendations will be accepted until December 2.

In other business, the steering committee approved financials from the 2019 IFAJ and AMS, discussed locations for the 2021 and 2022 AMS, and reviewed policies and procedures.



GRACE SANBURG SELECTED FOR LPC MINI INTERNSHIP

Grace Sanburg was selected for the LPC mini internship to create holiday content for LPC's social media outlets. Sanburg is a Colorado State University student majoring in animal science.

Throughout the next year, Sanburg will design a graphic and write copy for 8-10 holidays. As part of her internship, she will receive mentoring from Student Development Committee Chair, Miranda Reiman, and LPC Executive Director, Lindsay Graber Runft.

If you missed it on Facebook last month, the first graphic Sanburg designed was for Halloween (pictured at left.)

See you in Kansas City!

**SAVE THE DATES FOR THE 2020 AG MEDIA SUMMIT
JULY 25-29 AT THE LOEWS KANSAS CITY HOTEL**



From the President



MENTORS, ROLE MODELS, AWARD WINNERS

What do Dr. Harlan Ritchie, Minnie Lou Bradley, Tom Burke, Dr. Gary Smith, Glenn Grimes, Stanley Stout and Dr. Temple Grandin all have in common? Besides being world renown university professors, livestock judges, auctioneers, animal scientists and ranchers, they have all been the winner of the Livestock Publications Council Headliner Award.

The Headliner Award is given annually to honor individuals who have made an impact on the livestock industry. I am fortunate to have met all those listed above and be personal friends with several. I know there are others who could tell stories of these people. Some of my stories include sitting on the auction block with Stanley Stout when he misread the buyer's name on the automatic program we were using. It was really a no-sale and he knew it after he announced the name. He then proceeded to squeeze my knee. I was trying to

keep my composure, and that didn't help. Many have Stanley stories. He was one of the best.

I always enjoy hearing stories about Harlan Ritchie from when my dad was the beef herdsman at Michigan State University in the late 1960s and early 1970s. The stories include purchases of cattle from some of the most prestigious herds across the country. And tales from bringing home championships from the International in Chicago, National Western in Denver and Angus Futurity in Lexington.

I had the pleasure to meet Minnie Lou Bradley last summer when she was given the award. The things she has done in her lifetime for women in agriculture would amaze you. From being the first woman to win a collegiate livestock judging contest to being the first woman president of the American Angus Association and being inducted to the National Cowgirl Hall of Fame to being inducted into the Saddle and Sirloin portrait club, she is one wonderfully humble person.

So what do Ed Bible, Keith Evans, Greg Henderson, Forrest Bassford, Amber Spafford, Cheryl Oxley and Todd Domer all have in common? Besides being leaders in the livestock publishing and communications industry, they are all winners of the Livestock Publications Council Hall of Fame Award. The Hall of Fame award is given annually to honor distinguished livestock publishing leaders.

Just like the Headliner winners, these people bring great history to the Livestock Publications Council. Many have been on the board of directors and president of the organization. They have brought new ideas, organized events and won numerous awards for their work.

Other awards given by LPC have been named for these Hall of Fame winners. The Student Award is named for Forrest Bassford to honor his dedication to the future leaders of the industry. The Distinguished Service Award is named for Ed Bible for his dedication to the industry and the organization.

I know many of you have of mentors or role models in your lives, similar to these people, who would be deserving of the LPC Headliner or Hall of Fame Awards. Applications can be found on our website and are due December 1. The board of directors will select the winners at our winter board meeting and they will be announced at the LPC luncheon held during the NCBA Convention in San Antonio on Feb. 6.

Have a Happy Thanksgiving and continued safe harvest season.

— Jennifer





LUNCHEON SPONSORED BY



REGISTER FOR THE LPC LUNCHEON AT 2020 NCBA CONVENTION

Livestock Publications Council will continue its tradition of gathering at the Cattle Industry Convention and NCBA Trade Show for a luncheon. Attendees will hear from the current NCBA president and be present for the announcement of the 2020 LPC Hall of Fame inductee and Headliner award winner.

EVENT DETAILS

DATE: Thursday, February 6

TIME: 11:30 a.m. - 1:00 p.m.

LOCATION: Henry B. Gonzalez Convention Center (Room 221A)

REGISTRATION FEE \$50.00

REGISTER ONLINE

Visit the LPC Square Store

livestock-publications-council.square.site

2020 AD PACKAGES AVAILABLE FOR BIDDING

The 2020 advertising packages have been released and are now available for bidding. There are two packages, the beef breeds package and the cattlemen's association package, featuring top industry publications. Bids will be accepted until November 23. More information on the packages and how to bid can be found on pages 6 and 7 in this newsletter.

Thank you to the participating publications for your support of LPC!

Livestock Publications Council

COFFEE & COLLABORATION

Wednesday, Nov. 20 • 10 a.m.



Brandi Buzzard Frobose

"Advocacy: Work Worth Doing"

Brandi Buzzard Frobose, Red Angus Association of America Director of Communications, will share her story on how she stands up for agriculture and give us tips on how we can reach beyond our subscribers.

Thank you Rockin' K Productions for sponsoring Coffee & Collaboration



Tune In!

The November Coffee and Collaboration webinar will feature Brandi Buzzard Frobose, an agriculture advocate who shares her agriculture story through a blog (Buzzard's Beat) and other social media outlets. Additionally, she has been interviewed by national media outlets.

Can't make the live webinar?
Catch it later on the LPC
YouTube channel.



**Livestock
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Hall of Fame
NOMINATION FORM

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 a 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.

Please use this form as the cover sheet for your nomination for the Hall of Fame. 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. FINALLY, WHAT IS THE PRIMARY REASON YOU THINK THIS CANDIDATE SHOULD BE INDUCTED INTO THE LPC HALL OF FAME?

SUBMITTED BY

NAME _____

CURRENT ORGANIZATION AFFILIATION _____

ADDRESS _____

PHONE _____ **E-MAIL** _____

SUBMIT APPLICATION TO LPC

Lindsay Graber Runft, Executive Director
Livestock Publications Council
P.O. Box 323
Courtland, KS 66939
lindsay@livestockpublications.com

DEADLINE: DECEMBER 1



**Livestock
Publications
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Headliner Award
NOMINATION FORM

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.

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 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** _____

SUBMIT APPLICATION TO LPC

Lindsay Graber Runft
Livestock Publications Council
P.O. Box 323
Courtland, KS 66939
lindsay@livestockpublications.com

DEADLINE: DECEMBER 1

www.livestockpublications.com

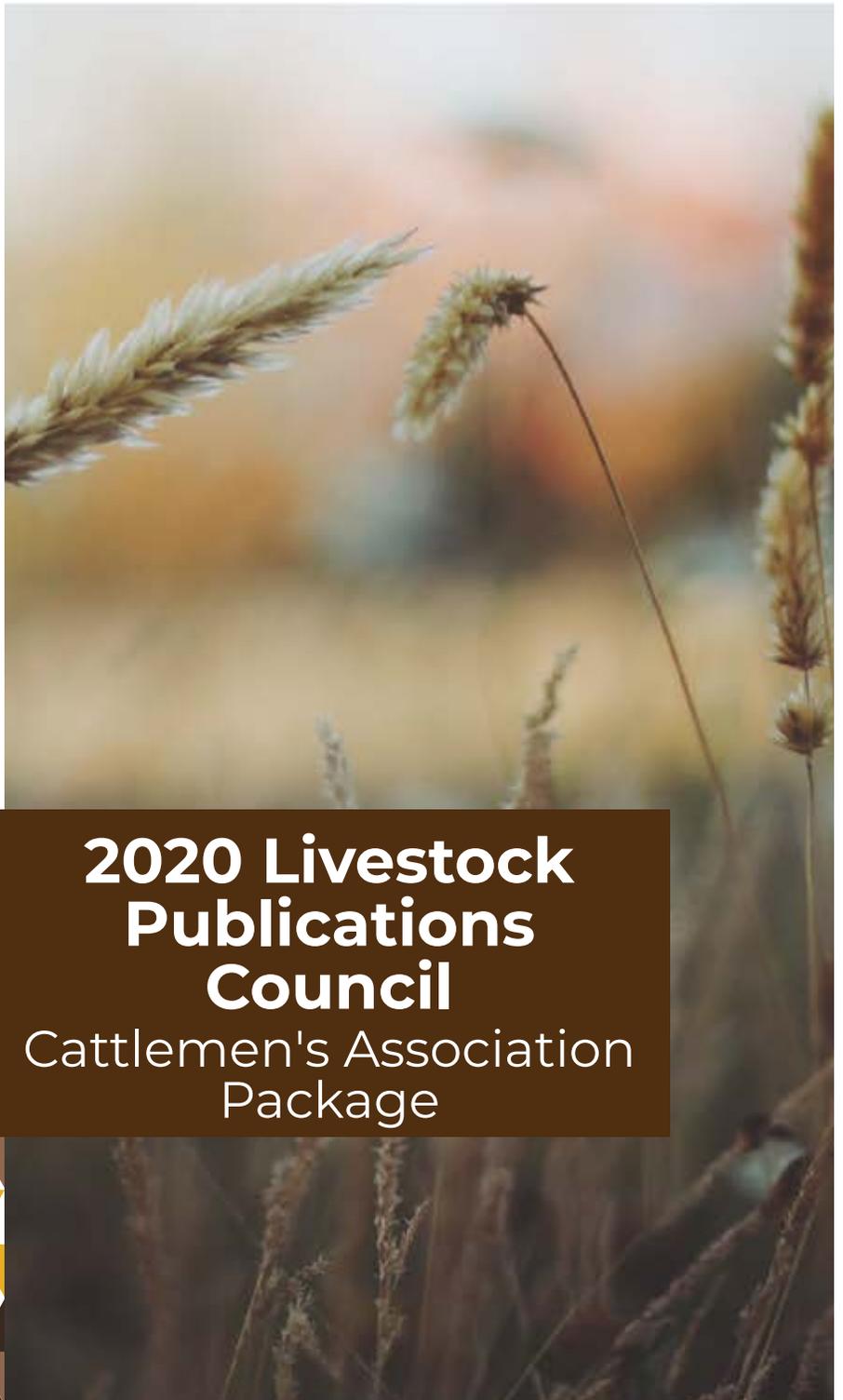
Don't Wait! This won't last long!
Reach a circulation of over
108,000 cattle producers!

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

This package consists of the following:

- 15 state cattlemen publications
- Full page 4-C ad in each publication
- Must be used by December 2020

All proceeds will go to benefit LPC Programs. ▲



15 Publications
\$19,531 Value

2020 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
Iowa Cattleman
Kansas Stockman
Missouri Beef Cattleman
Ohio Cattleman
Oklahoma Cowman
Tennessee Cattle Business
The Cattleman



This is a silent auction process that starts on November 4 & 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

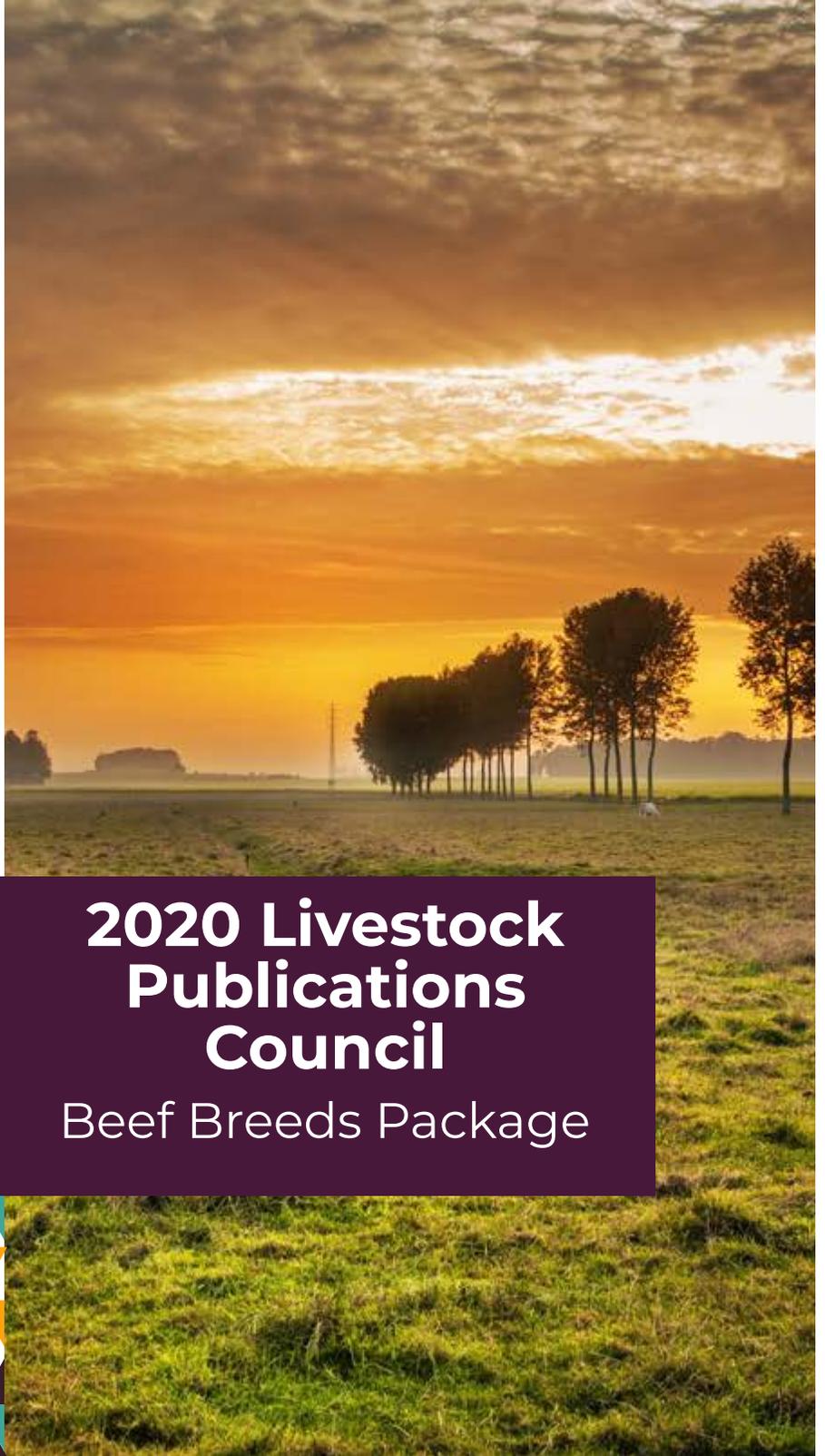
www.livestockpublications.com

Don't Wait! This won't last long!
Reach a circulation of over
68,000 cattle producers!

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

- 9 breed associations
- Full page 4-C ad in each publication
- Must be used by December 2020

All proceeds will go to benefit LPC Programs.



2020 Livestock Publications Council Beef Breeds Package

9 Publications
\$10,494 Value

Publications Involved:

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



This is a silent auction process that starts on November 4 & 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



Livestock
Publications
Council

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

- Applicant must be a member of Livestock Publications Council.
- A complete application must be submitted by the deadline.
- Submit information on the conference you wish to attend. Also list a second option for a conference, in case it is needed. Information must include conference name, dates, and location.
- Provide an estimated budget for expenses to attend 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.

DEADLINE TO APPLY

All parts of the application must be postmarked or received electronically by **Monday, December 16**. The stipend recipients will be selected by a group of three judges. Stipend recipients will be contacted in January 2020.

SUBMIT APPLICATION TO LPC

Lindsay Graber Runft
Livestock Publications Council
P.O. Box 323
Courtland, KS 66939
lindsay@livestockpublications.com