

Actiongram

October 2017

What You Do Matters



Cindy Cunningham
2017-18
LPC President

As I write this column, we are celebrating October as National Pork Month. This week we have the state pork association staff from nearly 40 state associations all gathered in Des Moines for an annual update meeting. On Facebook this morning I saw several of the usual memes about thanking farmers, and so many harvest photos. As I scrolled down, another one jumped out at me. That meme said something along the lines that when you thank the farmer you also should be thanking their spouse, hired hand, kids, banker, seed dealer -- well, you get the idea. I would certainly add a thank you to all of you in agriculture communications as well.

Not long ago, being an agriculture communicator meant providing some farm news, markets and an occasional feel-good story about neighbors helping neighbors. Today as an agriculture communicator, you must be well versed in the latest technology, agriculture policy, trade issues, science and so much more. You are also likely working on several platforms, not just

print. As you create content, you need to consider that farmers and ranchers will be reading your information. But my assumption is you are also thinking about other audiences who may be reading your articles -- consumers who have questions about how we raise their food.

I did a quick Google search to see what comes up when you type "questions about how food is raised." Any ideas on the response? Shockingly, in 0.61 seconds Google produced 328,000,000 results. As I scrolled through the first several pages of results I could feel my blood pressure start to rise. At the top of the list were all negative pages -- some of which I'm guessing were filled with outright misinformation. As I scrolled further there starts to be more balance, and the suggested

searches provide options for species- and crop-specific discoveries. My point here is that you wield a powerful pen -- or in today's world, a powerful keyboard. You know your primary audience better than anyone else. These are the people you picture as you are writing your articles to and about them. I just ask you also to picture the other faces who may be reading your work, either legitimately in search of the facts, or in search of fodder to use against agriculture. So here is the challenge for this month: As you write your next article, picture the farmer audience and also someone else listening in the background.

continued on next page

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Photo credit: Erin Worrell



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

President's column continued

Now on to some approaching deadlines and LPC reminders. Details for all of these can be found at <https://livestockpublications.com>.

I know it seems like school just started, but if you are a college student it is time to start planning for summer 2018. LPC provides an amazing internship experience, selecting a host company and providing the funding for the internship. Beefmaster Cowman will host the 10-week, \$4,500 LPC intern in 2018. What better way to prepare for your future in agriculture communications than to take advantage of this opportunity. Applications are due December 1, 2017.

An annual highlight for LPC is the selection of leaders with the Hall of Fame Award and the Headliner Award. The Hall of Fame honor is for someone within the livestock publishing industry while the Headliner award honors those who are involved in the livestock industry and produced a positive change in livestock production and marketing. Nomination forms for these prestigious awards are available on the LPC website. Help us to identify and to recognize those who have done so much for our industry. Nominations are due December 1, 2017.

As an LPC member, you are eligible for the Don Norton Professional Development Scholarship (formerly

stipend program). Apply before December 15, 2017, for one of three stipends of up to \$1,000 each to help defray professional development expenses.

While you are taking your gorgeous fall photos, keep in mind the LPC Photo Contest next summer during AMS. The photo contest continues to grow in size, and in the amazing photos you enter. And finally, the soon-to-be-unveiled LPC Photo Pen also needs more photos as we populate it prior to launch. Let Diane know if you have some photos to share now.

As I close, I'll leave you with this thought -- it's not what you do, it's why you do it. *Cindy*

LPC CALENDAR OF EVENTS & DEADLINES	DECEMBER 1 Nominations for Headliner and Hall of Fame awards	DECEMBER 15 Deadline for Professional Development Scholarship Applications
	DECEMBER 1 Deadline for Student Internship Applications	FEBRUARY 1 Annual LPC Luncheon during NCBA Convention, Phoenix
	<i>All applications available on the LPC website</i>	

"Cutlines, Headlines & Deadlines"

Wed., October 18 from 10-10:45 a.m. CT



KASEY BROWN
Angus Journal
Special Projects Editor



LINDSAY KELLER
Lindsay Keller Equine Freelancing
Owner



Join the chat at <https://meet.illinois.edu/jshike/L41D9L7J>.
Or call 888-983-3631, Conference ID: 54168033.

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.

*AMS Community
Project
Honoring
our friend
Don Norton*



As a reminder that you can still make a donation to the Down Syndrome Guild of Greater Kansas City. This group was chosen by the AMS Steering Committee as the benefactor of this year's community project. This also reflects on Don's passion for volunteering every fall with the Annual Step Up Walk and Family Festival. In addition he and his beautiful wife, Connie, their son Seth and his wife, Whitney, chaired the Tiny Tim Holiday Fantasy fundraiser in 2015 which raised \$700,000 for support of the NICU at Shawnee Mission Health Center. To donate follow the link below.

https://www.kcdsg.org/give_to_dsg.php