

# Actiongrapher

News from the Livestock Publications Council

## Calendar of Events

October 22

DTP Survival Desktop Design Workshop  
St. Joseph, Missouri

July 26-30, 2003

Agricultural Publications Summit  
Cleveland, Ohio

## DTP Survival- A Desktop User's One-Day Course

This is one of the most exciting new events that LPC has ever sponsored! It's just one more addition to the activities of LPC and a must for anyone who is involved in the design or production department in your publication or company. You don't have to be a designer, in fact, this would be good for a lot of you who are editors and don't understand why your graphics department can't just "push a button" to make something work! Right?

Check out the schedule and see if you can make it. It's the start of something big!

### Round Table Discussions

#### ■ Photo Scanning and Color Correcting

**Charlene North**, Production Mgr. / Art Director, McCormick Co.

#### ■ Enhancing Your Editorial Layouts

**Amy Cowan**, Editor & **Jennifer Jansonius**, Editorial Artist, *Hereford World*

#### ■ Making Electronic & Postscript Files Stand Up and Sing

**Gail Lombardino**, Homestead Graphics

#### ■ Keeping Your Computer Tuned Up

**Bruce Buntin**, API Systems Coordinator

#### ■ Digital Photo Management

**Kathrin Gresham**, API Digital Imaging Specialist

#### ■ Desktop Color Techniques

**Amie Dennis**, Harmony Printing

#### ■ Digital Photography

**Diane Johnson**, Executive Director, LPC

#### ■ What to do with a PDF file

Reps from Boelte-Hall Litho Graphic Arts. Dept.



### Presentations

#### ■ Photoshop Tips and Techniques

**Jeff Smith**, KSSU Marketing and Promotions Coordinator

#### ■ Take Advantage of Your Printers' Expertise

**Don Norton** and **Paul Shanks**, Agri-Marketing Sales, Boelte-Hall Litho

#### ■ Quark Tips and Techniques

**Julie Seitz-Aud**, API Desktop Advertising Artist

#### ■ Website Construction

**Angie Denton**, API Web Marketing Director

### When:

Tuesday, October 22, 9:00 am-4:00 pm

### Where:

Stoney Creek Inn & Convention Center,  
1201 Woodbine Rd., St. Joseph, MO

### Directions:

Take Frederick/Hwy. 6 exit off I-19 and turn west onto Frederick. Turn right off Frederick onto Woodbine at third light after the exit. Look for the Stoney Creek Inn moose on the right.

Coming a long way?

Stay overnight with reservation  
800/659-2220 or  
innkeeper@stoneycreekinn.com

### Cost:

\$15 per person for lunch

**DEADLINE FOR RESERVATIONS IS IMMEDIATELY**

Contact **Connie Barbour**

[cbarbour@hereford.org](mailto:cbarbour@hereford.org) 816-842-8878

Questions? Contact any committee member:  
**Cheryl Oxley**, [coxley@angusjournal.com](mailto:coxley@angusjournal.com)  
**Marilyn Brink**, [kanwaka@earthlink.net](mailto:kanwaka@earthlink.net)  
**Caryn Vaught**, [caryn@naelk.org](mailto:caryn@naelk.org)

# Welcome New Members

Through the past year many new members have joined LPC. Here is the comprehensive list of the 30 new members from July 2001-July 2002.

## PUBLICATION

**BRAHMAN JOURNAL**  
*Joe Ed Brockett, Eddy, Texas*

**LIVESTOCK MARKET DIGEST**  
*Chuck Stocks, Albuquerque, New Mexico*

**MINNESOTA-WISCONSIN BEEF PRODUCER**  
*James Sample, St. Paul, Minnesota*

**NEW MEXICO STOCKMAN**  
*Chuck Stocks, Albuquerque, New Mexico*

**SANTA GERTRUDIS USA**  
*Ervin Kaatz, Kingsville, Texas*

**TEXAS LIMOUSIN NEWS**  
*David Schrock, Fort Worth, Texas*

**WESTERN LIVESTOCK REPORTER**  
*Jamie Lane, Billings, MT*

## SERVICE

**@GRICULTURE ONLINE**  
*John Walter, Des Moines, Iowa*

**AMERICAN SOUTHDOWN BREEDERS JOURNAL**  
*Dale Smith, Bowling Green, Ohio*

**BRIGHTON**  
*Julie Long, St. Louis, Missouri*

**BROWARNY**  
*Walt Browarny, Calgary, Alberta, Canada*

**CHARLESTON | ORWIG**  
*Lyle Orwig, Hartland, Wisconsin*

**CORNERPOST PUBLICATIONS**  
*Kelli Toledo and Matt Macfarlane, Visalia, California*

**THE AG AGENCY- FARM CREDIT OF TEXAS**  
*Penny Banks, Austin, Texas*

**FEDERATION OF ANIMAL SCIENCE SOCIETIES**  
*Lisa Cobb, Savoy, Illinois*

**KIM KANZLER HOLT**  
*Boise, Idaho*

**HOMESTEAD MAGAZINE**  
*Christy Couch, Lenexa, Kansas*

**STEVE MCGILL**  
*Shawnee, Kansas*

**NOVARTIS ANIMAL VACCINES**  
*Larchwood, Iowa*

**OKLAHOMA PORK COUNCIL**  
*Melissa Dick, Oklahoma City, Oklahoma*

**RIDLEY INC.**  
*Mankato, Minnesota*

**SIMPLY SAID**  
*Kristen Tribe, Decatur, Texas*

**TRAILHEAD DESIGNS**  
*Kelli Toledo, Visalia, California*

## STUDENTS

**Katie Larkin**  
*Texas A&M University*

**Laura McGraw**  
*Ohio State University*

**Misti Sloan**  
*Oklahoma State University*

**Leslie Smith**  
*Colorado State University*

**Sharlene Swaim**  
*Cal Poly State University*

**Alisa Tarter**  
*Texas Tech University*

**Katrina Waters**  
*Texas Tech University*

While we're on the subject of design (see first page), let's have a review of one of the mysteries of design... **IMAGE FORMATS**  
Huh? Read on...

### TIFF

Most popular format and industry standard  
Good for sharing images from Mac to PC  
Usually smaller than EPS files  
Supported by color management systems  
Can be slow to import into page layout applications

### EPS

Imports quickly into page layout applications  
DCS varieties can print faster than TIFF  
Cross platform compatible  
Not supported by most color management systems  
Must be used for duotones, transfer functions and halftone-screening  
Legacy page-layout applications require clipping paths saved as EPS  
May not print correctly on non-postscript output devices

### Photoshop Native

Most flexible format  
Best to use when working on an image  
Supports multiple layers, multiple channels and layer effects  
Not good for importing into page layout applications for printing  
Good for creating artwork from different sources

### JPEG

Excellent for archiving or storing images  
Can greatly compress image data  
"Lossy" compression can cause image degradation  
Not good for importing into page layout applications for printing

And while we're on the subject of mysteries:

In Shakespeare's time, mattresses were secured on bed frames by ropes. When you pulled on the ropes, the mattress tightened, making the bed firmer to sleep on. That's where the phrase, "Goodnight - sleep tight" came from.

# Headliner & Hall of Fame Nominations Due **Nov 22**



2002  
winners



Of course you know someone who deserves to be honored by LPC, so get your nominations together and submit your application! Want to honor your boss? a past professor? your mentor?

**The date for nominations on the Headliner & Hall of Fame awards is November 22.** The honorees will be selected by the board of directors at their mid-year meeting scheduled for Dec. 6-7 in Oklahoma City. Contact the LPC office for more information, 817/336-1130 or [diane@flash.net](mailto:diane@flash.net). The forms are also available at: [www.livestockpublications.com](http://www.livestockpublications.com)

This **Hall of Fame** 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. 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.

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.

by Lucas Shivers, Kansas State University

## Freelance Journalists Offer their Perspective

Perceptions of freelance journalists range from spending hours at a portable workstation beside a serene beach to a remote mountain forest.

Disputing these lofty ideals, two Livestock Publications Council members outlined the role of freelancers at an afternoon breakout session entitled the Business of Freelance at the Agricultural Publications Summit in Reno, Nev., July 24.

"It is simply not that easy," Susan Davis, Ohio-based freelancer, said.

"Freelancers have to get people to take them seriously. I take my work seriously and want to be treated that way."

After working as editor of The Ohio Farmer magazine, Davis decided to try her hand in her entrepreneurial freelance business. In 1988, she founded Susan Davis Communications.

Wes Ishmael, based in Benbrook, Texas, started Clear Point Communications in 1996 to provide editorial, communications and consultant services to the beef industry. Before freelancing, Ishmael edited the *Limousin World*.

"It sounds like neither of us can keep a job," Davis said. "Freelancing is a good life, you just have to know how to manage it."

Ishmael said freelancing allowed him to pursue his passions in agriculture with direct control of editorial content.

"The cattle business has always been my big deal," Ishmael said. "I also happen to like writing. It's a calling and something I have to do, even if there are days I wish I didn't have to."

Working from story to story creates an environment demanding perfection, Davis said. The slightest slip in quality often results in missed opportunities in the

future.

"I strive for perfect copy," she said. "I don't want an editor to have to do a thing to my story."

Davis suggested finding an honest coach or peer to review work rather than submitting less-than-best examples.

"We are not in an office to run down the hall and ask others if they like things," she said. "I need someone to tell me to pull the trigger and go through on projects."

Maintaining a positive relationship with employers ensures open communication on challenges. Davis recommended forthright, candid conversations from the start.

"Get the story proposal in writing," she said. "Be specific and clear with the editor as to what you're doing. Stay in touch with editors to keep them updated with progress or setbacks."

Always on the lookout for a potential story, Davis said she pitches story ideas to a number of publications. If certain subjects pertain to an industry, she finds leads to make practical sense of the complex issues. With a national perspective, she reports on the developments from local angles.

"About half the time I am assigned ideas, while the other half I find my own ideas," Davis said. "I'm always reading things and find some great things to pitch to editors."

Freelancers also have a responsibility to capture fresh, interesting angles for the readers. Ishmael said the reader should have the highest focus for all writers.

"Keep the reader in mind as a priority," Ishmael said. "Ask yourself, who are you trying to serve? Paychecks come from whoever hired you, but the readers are the

bottom line."

Even with opportunity inside the arena of agriculture, Davis said many agricultural journalists have diversified story assignments by venturing outside of the single industry.

"I write different things, since I don't like to be pegged down to a certain area," she said. "I have stuck with agriculture, yet many are going outside the industry to get more for their portfolio."

For Ishmael, additional variety comes only in widening his subjects within agriculture.

"Diversity makes sense, yet it's not for me at this point," he said. "I have specialized rather than diversified."

Ishmael said he encouraged freelancers to get established and make connections before venturing out on their own.

"It is important to have enough experience under your belt," he said. "Freelancers need to get a solid start in the industry before starting out on your own."

Freelancers must be ambitious with high turnout of work, Ishmael said. Volume remains the highest priority.

"My goal is to be as timely as the Wall Street Journal with the quality of National Geographic," Ishmael said. "Volume is king, and not just copy because you have to do a good job."

*Lucas Shivers is a student at Kansas State University and was a travel award winner for the Forrest Bassford Student Award. He will also serve the student organization, Agricultural Communicators of Tomorrow (ACT) as its national secretary/treasurer.*



**ADVERTISING SALES MANAGER-** Have it all! The *Ag Journal* is offering the right person an opportunity for growth, income and the benefits of living in a small town -- low cost of living, great schools, low crime and NO traffic or fires.

Our expanding weekly agriculture newspaper is looking for disciplined leader who seeks challenge and recognizes opportunity. Must be an experienced, outgoing and self-motivated person with ability to sell national accounts, plan, direct and manage a 3 person sales staff in multi-state region.

We are looking for someone with previous management and sales experience, preferably in advertising. Must have computer knowledge, strong organizational skill and some knowledge of the agriculture industry.

In return, we offer a great, family-centered work environment, competitive salary, bonus and benefits. Mail cover letter, resume, and list of 5 references to *Ag Journal Publisher*, P.O. Box 500, La Junta CO 81050 or email to: [ag-publish@centurytel.net](mailto:ag-publish@centurytel.net)

#### SENIOR EDITOR

The *Paint Horse Journal*, an award winning monthly magazine serving the equine industry, seeks a Senior Editor to lead its staff of creative writers and graphic artists. Responsibilities include directing magazine content, formulating advertising and subscription campaigns, and acting as liaison to the association's ruling board.

The successful candidate will have a broad knowledge of the horse industry, particularly relating to the Western stock horse. Individuals must have experience in magazine production, as well as strong writing, copy-editing and photography skills.

If interested in this position, please send cover letter with resume and salary requirements to APHA (see address below)

#### SENIOR COMMUNICATIONS SPECIALIST

The American Paint Horse Association, a rapidly growing equine registry, is looking for a senior communications specialist to develop communication pieces to support APHA programs and services. This individual will be responsible for the planning, editing and production of periodicals and collateral materials for the promotion of the association and the American Paint Horse breed. The specialist will partner with department and program reps to provide knowledge and direction to effectively communicate information.

The successful candidate will possess excellent writing and editing skills, an ability to handle multiple projects and be deadline driven. Other requirements include a BA in journalism, communications, or public relations and a minimum of 4 yrs writing (news and features) and 2 yrs editing experience. The person holding this position should be familiar with and have a strong interest in the equine industry. Photography skills are a plus and a limited amount of travel may be required.

If interested, please submit your resume, salary requirement and writing samples to: (EOE)

#### AMERICAN PAINT HORSE ASSOCIATION

Attn: Human Resources  
2800 Meacham Blvd  
Ft. Worth, TX 76137 Fax: 817/222-6419

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## LPC Family Celebrates Two Weddings



LPC Student Member, **Maggie Martin** married **Josh Malson** on July 20. Maggie is a 2002 graduate of Kansas State University and had internships at the American Angus Assn. and *Hereford World*. She was also a finalist for the Forrest Bassford Student Award and travel award winner in 2001. She is now available for freelance writing and can be contacted at [jmmalson@fmtc.com](mailto:jmmalson@fmtc.com).



Two more familiar faces were married in Orcutt, California on August 10. **Jason Gerke**, assistant editor at *Drovers* married **Colleen Walsh** who works at Fleishman Hillard in Kansas City. Colleen is a past Forrest Bassford Student award winner in 1998.

*Congratulations to all of you!*

## LPC Member Named AHP President

**Frank Lessiter** is the 2002-2003 President of American Horse Publications, an organization representing 150 publications serving the \$25 billion U.S. equine industry. Lessiter Publications Inc., publishes *American Farriers Journal*, that circulates to 7,500 horseshoers around the country. The *Journal* is also a member of LPC.

Congratulations Frank!