

ACTIONGRAM

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

Happy Fall, Ya'll!



Carey Brown
2018-19
LPC President

I have just returned from our Ag Media Summit planning meeting in Minneapolis where we are working on a great 2019 AMS meeting. In addition to our normal

agenda and meetings, we are lucky to host the 2019 International Federation of Agricultural Journalists Congress. We put in a proposal to host this Congress several years ago, and it is hard to believe that we are less than a year out from the actual event. The Congress will actually start a few days before AMS and will integrate into our normal conference starting on Sunday.

Having over 150 ag journalists from around the world will make the meeting a little different than normal, but in a great way. You can still expect everything you have come to love from AMS, but with new people to meet and some extra sessions and tours geared towards an international audience. More information will be available in coming months, so stay tuned for the most up-to-date information. Feel free to visit the website at ifaj2019.org or follow us on Facebook at AMS IFAJ 2019.

Your LPC Board has also been working hard planning for our upcoming year and for the retirement of **Diane Johnson**. The Board has officially hired **Steve Drake** to help our organization hire a replacement over the next year. We will be meeting in November to discuss and put together

a job description. Steve will be working on a membership survey prior to that meeting, and we welcome your feedback as we begin our search for a new leader. I will keep you updated on our progress as we move forward. If you have specific input, please feel free to contact me or any of your Board members throughout the process. We value your thoughts and encourage your help throughout this process.

There are still many of you that I have not officially met yet, so I wanted to give you a brief update on myself. I was raised on a cow / calf and tobacco farm in Central Kentucky and attended the University of Kentucky (Go Wildcats!) where I attained an Agricultural Economics degree.

(continued on next page)

LPC Executive Committee

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Diane E. Johnson, executive director

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Upon graduation, I accepted a job with the Kentucky Cattlemen's Association and have been here for 17 years. My role in this organization has changed a lot over the years. To put it simply, I work on our monthly publication, *Cow Country News*, and manage our communications throughout the office. For the past 5 years I have also managed the Livestock Advertis-

ing Network, a national advertising sales representative company. We currently sell advertising for 16 agricultural publications. I also have three children who keep me very busy, **Nate** (13), **Reagan** (8), and **Bryson** (5).

I look forward to serving as your LPC President and encourage you to contact me if you would like to discuss anything about our industry on

my cell at 859-948-1256 or via email at cbrown@kycattle.org. I attended my first AMS in 2002 and have met and learned from the best in our industry through this organization. I look forward to giving back as much as I have received from the Livestock Publications Council!

Carey

Emily Horton Shares her LPC Internship Experience

I am supremely passionate about three things: God, people, and agriculture. More specifically, I am passionate about the beef industry as I come from a strong ranching heritage. My heritage goes back to the historic Bar A Ranch, a cow-calf operation in Hardeman County, Texas. My family has owned and operated the Bar A for more than 120 years and for more than 40 of those years we have raised Beefmaster cattle. In the Northwest Texas region, Beefmaster cattle's performance is unrivaled. I truly believe in the breed and its potential to continue to improve and succeed. During my first semester in the agricul-

tural communications program at Oklahoma State University, I resolved to someday impact the Beefmaster breed through communications. I assumed that opportunity would come after graduation, if at all, but two semesters later, I seized an internship opportunity with Beefmaster Breeders United through the Livestock Publications Council.

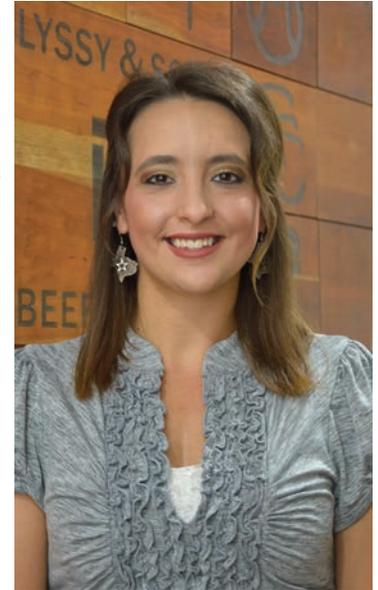
Through this internship I have gained a wealth of

knowledge and made connections with people I hope to stay in touch with the rest of my life. Not only was I able to sharpen the skills I have learned in my communications courses, but I was able to apply that knowledge in a real-world setting. One of my main duties was to interview staff and directors for profile articles. This project allowed me to better understand the innerworkings of the association. I also assisted with graphic design work creating a brochure for the Junior Beefmaster Breeders Associa-

tion as well as other graphics for various projects and platforms. While I would not consider design my strongest skill, I have now gained much more confidence in that area.

The highlight of my summer was assisting with and attending the 2018 JBBA Nationals Convention and Show. I was able to serve as the event photographer for The Beefmaster Cowman, while also assisting with event planning and coordination. A week spent meeting people, shooting photographs, and helping out with kids and cattle solidified my desire to pursue a career in this field. Before this internship, I thought I wanted to work for a breed association, but I did not know what the job truly entailed. Now, I know the ins and outs of handling communications for an association and I know I chose the right degree path.

I will forever be thankful for this incredible opportunity to learn more about the Beefmaster breed, sharpen my communication skills, and hopefully in some small way impact the breed as a whole. I cannot say enough about the amazing people involved in this association. They truly strive to continue Beefmasters' success and treat each member like family. The BBU staff set the bar high; I do not think I will be able to find a better group of coworkers. Thank you to everyone who made my internship an outstanding experience. Keep in touch!



Student Internship Program

The Livestock Publications Council Student Internship Program is an initiative that provides opportunities for young communicators to explore agriculture communications and allows LPC members to teach and employ young talent.

Through the Student Internship Program, LPC offers funding to one selected member to provide a meaningful learning experience – where students gain knowledge and apply their skills while LPC members benefit from fresh youthful perspectives.

Host Guidelines:

LPC will provide **one** selected member (Publication or Service) with funds to employ an intern throughout the summer. Any member may apply to serve as a host in the internship program, with the following details:

- \$2,000 stipend from LPC for 8 weeks to be paid to the intern
- A three-judge panel consisting of representatives from LPC member organizations (not seeking an intern) will choose the winning applicant. Applications will be based on internship structure, student mentorship plans, breadth of experiences and publication/company need.

All LPC members are eligible to serve as hosts. Applications are due **October 1** of the year preceding the internship, and are available at www.livestockpublications.com. Submit applications to Crystal Albers at alberscrystal@gmail.com or call 816-273-3001 with additional questions. The selected host organizations will be announced at on the LPC website and Facebook page.

Student Guidelines:

Students may submit their applications to Crystal Albers, LPC Student Development Committee, at alberscrystal@gmail.com.

Students should be college junior or senior and members of Agricultural Communicators of Tomorrow (ACT). Applicants must submit the following:

- Resume
- Work examples (at least three samples of their choosing)
- Three listed references
- Statement of interest in agricultural communications

A three-judge panel, including one representative from the host publication/company, will interview student applicants. Once a winner is selected and the internship is complete, the student will be required to submit a report and internship work samples to the Student Development Committee.

Suggested Timeline:

The LPC Student Internship Program is designed for summer interns, with appropriate dates to be determined by the host organization and the student, and approved by the committee. The internship should last approximately two months.

Application Deadlines:

Host applications: October 1

Student applications: December 1



Student Internship Program LPC Intern Host Application

Organization name: _____

Contact person: _____ Phone: _____

Address: _____ E-mail: _____

Company description:

Proposed intern responsibilities/projects:

Skills and experience required from the intern:

The intern will receive experience in the following areas:

- | | |
|--|--|
| <input type="checkbox"/> Editorial writing | <input type="checkbox"/> Web content/development |
| <input type="checkbox"/> Public relations | <input type="checkbox"/> Videography/video editing |
| <input type="checkbox"/> Graphic design | <input type="checkbox"/> Event planning |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Other (Explain): _____ |
| <input type="checkbox"/> Marketing | _____ |

Why does your company wish to host an LPC-sponsored intern? How will it benefit from the internship?

How will the intern benefit from this opportunity?

What is your philosophy regarding the development of young ag communicators?

Applications should be emailed on or before **October 1**. Send applications to:
Crystal Albers, LPC Student Development Committee, at alberscrystal@gmail.com.



LPC Contest - General Excellence Results

All of the results can be found on the LPC website.

Following are the results and comments from the General Excellence Categories in the Contest presented at this year's Ag Media Summit. Congratulations to all of the winners!

The highlighted award is **Category 1** and is named after long time LPC member and supporter of the contest, the late Jim Flanagan. It awards a publication that has made significant changes in the design and quality of their publication. The judges said: "An award for a Most Improved publication should go to a magazine that really changed their look but didn't lose their identity. This year's winner definitely made some updates and as a result were a clear winner in this category. We compared the same pages from year to year as a guide and the changes made were significant enough to award the *Hereford World* the James Flanagan Most Improved Publication.

Category 2: Association Publication

1st Place: *Chrome*

Honorable Mention: *The Quarter Horse Journal*

A category with a winner....and then the rest. All of the entries are good quality magazines with good artwork, photos, and design. However, the winner in this category is just far and away the front runner. We even tried to punch holes in it and really couldn't. Would recommend that everyone picks up a copy and takes some tips from it. A few of the entries, while were good, just don't have the zest that is needed to win this category.

Category 3: Non-Association Publication

1st Place: *Ranch House Journal*

2nd Place: *Top Stock Magazine*

This took me 15 minutes just staring at the two entries and trying to make a decision. Both are extremely close in their qualities: design, modern flair, content, ease of reading, variety, photo quality. Both also had a little lifestyle thrown in the mix with the many sale

ads. Top Stock probably has more of a newsy feel with results from recent shows while Ranch House Journal felt a little more timeless and wouldn't be dated as much in a year. Both are published four times a year so that was another equitable quality. In the long run we made a decision but it was close!

Category 4: Newspaper

Overall the newspapers in the livestock industry have gotten better as shown in this category. Lots of color use that didn't use to occur and it is very refreshing with newspapers today.

1st Place: *Tri-State Livestock News*

First and second were extremely close. So close that we had to consider that the winning entry was a "true newspaper" style and is appropriately designed graphically and with content that goes across all interests in the livestock industry. Some of the articles even reached further than, what is assumed is, their geographical readership area. With today's newspaper readership, it is obvious that this one has a big following. Graphically try breaking up some of the copy in the long articles. Better yet, do they have to be that long? Maybe there is some editing that could tighten up a rambling story.

2nd Place: *Ozarks Farm and Neighbor*

Again a very close second. Very! Decided that it could almost be considered a magazine if it moved to a different kind of paper. Love the center spread with the markets. Excellent use of color and I bet that's one of the first things some of your readers turn to. Smart to keep it in the same place each time. Probably the downfall was the calendar. Would like to see some bold and/or italic fonts used to break it up. Also do you highlight those who advertise with you? Maybe worth consideration.

Additional Comments-

Beefmaster Pay Weight

main thing to consider changing is the font size. It's really one or two points too large. I would assume that it's for those of us who have to put on readers with fonts too small?! But suggest tightening it up a little. Would also consider changing your font on the headlines to a sans serif to give it a little more style. The overall style is just a little "loose" and using pull quotes could help add interest too.

Western Ag Reporter

Nice newspaper but just gets beat by some that have a little more modern style. Copy on many pages is really heavy and could use some more photos or breaks in the copy. Knowing that producing a weekly newspaper is tough to tackle with limited time in adding extra style each week, I would still recommend breaking up these very copy heavy pages. When you see that much "gray" on a page then it's time to edit and lighten it up.

Category 5: Newsletter

1st Place: *Range & Pasture Steward;*

Clean, concise, easy to read, great use of white space and big, bold and appropriate photos that make you want to read the material. Material is presented in an easy to read format and charts and sidebars are bonuses--not distractions. Very well done.

2nd Place: *Dairy MAX Quarterly*

Newsletter; Cultivate Agency Staff Love the use of color and photos. Informative, easy to read and is presented in an entertaining way, which draws the reader right into the material.

Category 6: Website

1st Place: *AGDAILY.com*

Very clean, easy to follow, very readable format for a site that has a lot of information and changing information. Well done.

2nd Place: *I Am Angus*

The layout really brings you into the information quickly and in a big, bold fashion. (continued on next page)

Category 7: Special Issue (100 pages or less)

1st Place: *Tri-State Livestock News; Horse Roundup*

2nd Place: *Tri-State Livestock News; Ag Pride*

Both first and second entries were produced by the same company as evidenced in the design. Choosing between the top two pretty much came down to the cover. I just like the simplicity of the winning one a little better. Overall there are many similarities but enough small things such as the folios, contents page, and a little more design in the first place over the second.

Category 8: Special Issue (more than 100 pages)

Tough category with some really good entries. In general, I was looking for variety in the articles, consistency in the design throughout the editorial pieces, and not just trying new design just because you can. With all of them being over 100 pages, it definitely doesn't mean that the more pages you have the better the book. In fact, sometimes it can be a hindrance in quality of a publi-

cation. Keep the editorial content relevant and more words don't make a better book.

1st Place: *Tri-State Livestock News; The Fence Post Breeder's Connection*

This one had a better feel for the editorial pages with nice clean design, consistency in headlines, good photos that were appropriately sized for the article. Really liked the "Leather and Silver" article starting on page 80. It's daring to use reverse type but it worked. Great contrast with the leather.

2nd Place: *Texas Cattle Feeders Association – Cattle Feeders Resource Guide*

Good job and definitely a great source of information for your members. I'm sure this is kept around until the next one comes out. Congratulations on the 50-year achievement and it is appropriately celebrated with the cover. I like the whole publication because of the relevance of the content. Nice work.

LPC CALENDAR OF EVENTS & DEADLINES

OCTOBER 1

Nominations for Headliner and Hall of Fame awards

Applications available on the
LPC website

OCTOBER 1

Deadline for HOST Internship Applications

DECEMBER 1

Deadline for Student Internship Applications

DECEMBER 15

Deadline for Stipend Applications

"Absorb the Scene to Deliver an Immersive Story"



*Wednesday, September 26
10-10:45 a.m.*

MARTHA MINTZ
Corral Creek Communications

Join at: <https://ksu.zoom.us/j/561846625>



livestockpublications.com

Coffee and Collaboration

Wednesday
September 26
10 am Central

Join at the Zoom site
(shown at left) or call:

669/900-6833

or 646/876-9923

Meeting ID: 561 846 625