



# Livestock Publications Council

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

**2019 BEST OF THE BUNCH OVERALL WINNER**  
*PHOTO BY ERIN WORRELL*



*We've Moved!*

**LIVESTOCK PUBLICATIONS COUNCIL**  
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# From the President



## NEW BEGINNINGS

2019 has been a year of new beginnings in many ways. Throughout my career in agricultural communications, I have seen many new beginnings for our industry, with publications and with associations. The Livestock Publications Council will be enjoying new beginnings this year as well.

I will start by introducing myself. I am an agricultural communicator and own a freelance business — JC Communications — concentrating on telling the story of the farmer and rancher for agricultural publications and working with agricultural clients of all kinds. I am raising the sixth generation on our family farm in central Iowa where we have a small cowherd, hay and row crops. My daughter, Kassidy, is a college freshman and son, Klayton, is an eighth grader. They both show cattle across the nation and are a big help with the cowherd. Kassidy is a member of the Illinois Central

College livestock judging team and Klayton is very active in sports. Just as many of you who are reading this, I wear many hats.

In July, I added the hat of President of the Livestock Publications Council. I've been involved with LPC for many years through committee work, the Ag Media Summit and on the board of directors. It's a great group to be a part of and to network with on a professional and personal level. Little did I know when I became part of a regional workshop committee several years ago, that I would someday be President.

With this new hat, I'm sure there will be some challenges, but with new beginnings comes excitement for what is possible. In July, we welcomed Lindsay Runft as the new LPC Executive Director. We are excited to have her on board and know this will be a year of learning and expanding opportunities for our members.

One program we offer for members is the Don Norton Professional Development Scholarship, which is sponsored by Boelte-Hall and named to honor long-time LPC member and past president Don Norton. This gives members a chance to apply to attend a professional development class, workshop, seminar, or Ag Media Summit. It's important to include a budget with your application and do a report after the event to share with all of us what was learned. These applications are due December 15.

If you have any ideas for the upcoming year or questions about LPC programs and events, feel free to contact me at 641-680-1480 or [j2kcattle@gmail.com](mailto:j2kcattle@gmail.com). I'm looking forward to a great year of new beginnings.

— Jennifer

## See you in Kansas City!

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





**2019-2020 Leadership (left to right)**  
**Back Row:** Shelia Grobosky, Casey Hinnant, Tim Steinbeck, Autumn Fuhrman  
**Middle Row:** Katie Miller, Nicole Erceg, Katrina Huffstutler, Jennifer Shike, Codi Mills, Lindsay Graber Runft  
**Front Row:** Jennifer Carrico, LeAnne Peters, Molly Schoen, Ben Richey, Carey Brown

## **2019-2020 LPC LEADERSHIP**

### **OFFICERS**

#### **President**

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## 2019 LPC AWARD HONOREES



*Cindy Cunningham and Lyle Orwig*

livestock industry has helped his clients and friends in agriculture.

Commenting on Orwig deserving the award, Cunningham said, “Lyle’s support of LPC and AMS over the years has bolstered the careers of numerous ag communicators. Whether it was being a quiet mentor, supporter of his staff engaging in our meetings, or a strong champion for agriculture, Lyle helped to better LPC and its members.”

### HEADLINER AWARD

The Headliner award is presented each year to a deserving individual for their service to the livestock industry.

This year, LPC recognized Lyle Orwig, and Cindy Cunningham, past LPC president, presented Orwig with the award during the 2019 Ag Media Summit.

Orwig has been involved in agriculture since an early age growing up on his family farm in east-central Illinois. In 1992 Orwig co-founded Charleston|Orwig. In their own words, an agency that is “dedicated to those who grow, harvest, process, package, distribute, market, eat and dispose of food.”

Orwig’s commitment of time and effort to LPC and its membership as well as the

### HALL OF FAME AWARD

LPC annually inducts one of its distinguished leaders into the Hall of Fame. At the 2019 Ag Media Summit, LPC honored Todd Domer, and Scarlett Hagins, past LPC president and colleague of Domer’s presented the award.

Domer has been in the ag communications industry for more than 35 years, starting his career in farm broadcasting, then transitioning to vice president of communications for the Kansas Livestock Association, where he has served for 34 years. His responsibilities are numerous, ranging from editor of the Kansas Stockman magazine and KLA News & Market Report to lead spokesperson for the organization and its members.

Domer has been a major supporter of LPC



*Scarlett Hagins and Todd Domer*

over the years, offering his time and talents by serving on various committees, the board of directors and as president in 1997.

“It was truly an honor to present Todd with the Hall of Fame Award on behalf of the Livestock Publications Council. I have learned so much from him over the years we have worked together, including what it means to be a great writer and communicator in the ag industry. He is one of the best in the business and so deserving of this award,” Hagins said.

*Committee Members Wanted!*

Want to serve on an LPC committee and missed sign up at Ag Media Summit? Please send Lindsay Graber Runft, LPC Executive Director, an email at [lindsay@livestockpublications.com](mailto:lindsay@livestockpublications.com). The LPC committees work throughout the year to serve LPC and its membership — the livestock communications industry.

## 2019 FORREST BASSFORD STUDENT AWARD



(left to right) Jenn Norrie, Jessica Wesson, Sadie Lackey, Natalie Ayers, and Grace Vehige

Jessica Wesson, University of Arkansas, was awarded the 2019 Forrest Bassford Student Award at Ag Media Summit (AMS). Three students received travel scholarships to attend AMS; those students are Natalie Ayers, University of Missouri-Columbia; Sadie Lackey, University of Georgia; and Grace Vehige, University of Arkansas.

Wesson wrote an essay as part of the application process. The following is an excerpt from her essay.

“Agricultural communications is not solely about educating consumers, but it is also about informing ourselves. There are many internal conflicts that agriculturalists must address in order to provide a united front. I hope to change the industry of agriculture to be more accepting. I want agriculture to be united for

the betterment of the whole industry. If agriculture is divided internally, then consumers won’t know who to trust. My goal is to help producers realize that all kinds of agriculture have a place at the table.”

The Forrest Bassford Student Award program recognizes and rewards excellence and leadership, while encouraging professionalism among students. In 1992, the program was named after LPC founding member Forrest Bassford in honor of his dedication to the Student Program and his interest in providing a rewarding student experience at this meeting. The overall winner receives a \$2,000 scholarship, and up to three additional students each receive \$750 travel scholarships to attend Ag Media Summit.

This year, 10 students from 8 colleges applied. Following a competitive application process, the aforementioned students were selected and invited to Ag Media Summit for an interview and portfolio review.

Thank you to Alltech for sponsoring this student program and to Jenn Norrie, Alltech Communications Manager, North America, for helping to present awards at AMS.

## 2019 ED BIBLE DISTINGUISHED SERVICE AWARD



J. Scott Vernon and Jennifer Carrico

### J. SCOTT VERNON

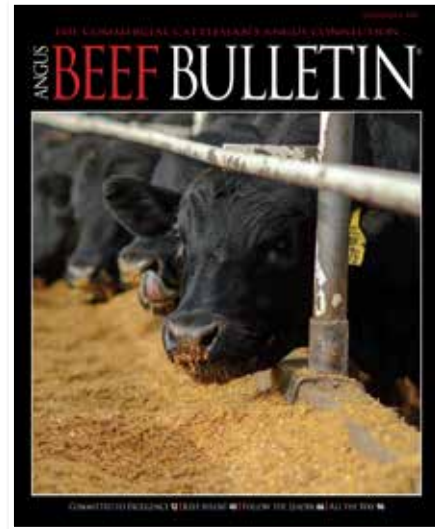
The Ed Bible Distinguished Service Award (DSA) recognizes an individual who has provided special service to LPC over a period of time. The 2019 award winner was announced at Ag Media Summit and presented by LPC president, Jennifer Carrico.

The Ed Bible DSA is named after long-time LPC supporter and past president, Ed Bible. The winner is chosen by the LPC executive committee and is given to someone who exhibits dedication and support to LPC and service considered above and beyond routine participation.

Jennifer Carrico, LPC president, said about Vernon, “This year’s recipient has served this industry well, as a leader in LPC and a mentor

to so many in agriculture communications. It’s great to see so many people who are touched by his guidance.”

## 2019 JAMES FLANAGAN "MOST IMPROVED" AWARD



*Diane Johnson and Angus Media staff*

### ANGUS BEEF BULLETIN

The highlighted award from the annual LPC Contest is Category 1, Most Improved publication, 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. This year's award was presented to Angus Media with the Angus Beef Bulletin.

One judge commented on the publication, saying, "An award for a most Improved publication should go to a magazine that made significant changes therefore fulfilling the purpose of a 'most improved' category. Comparing the old to the new was striking and definitely made a difference in every aspect for this year's winner. Every part of this magazine was improved, and I'm sure your readers were excited to see this arrive in their mailbox."

*Livestock Publications Council*  
**COFFEE & COLLABORATION**  
Wednesday, Sept. 25 • 10 a.m.



**Magazine Makeover:**

Tips from this year's James Flanagan Award Winners — Angus Media



Shauna Hermel  
Julie Mais

Thank you Rockin' K Productions for sponsoring Coffee & Collaboration



*Tune In!*

The September Coffee and Collaboration webinar will kick off the 2019-2020 sessions of Coffee and Collaboration. This session will feature Magazine Makeover, a re-cap of a popular session from Ag Media Summit. Angus Media staff will share advice and information that propelled them to winning the James Flanagan award for the publication featured above.

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

## **LPC MINI INTERNSHIP ANNOUNCED**

Attention, college students! There is a new LPC mini internship now available. It's unpaid, but will be a portfolio-builder while providing experience in creating content for social. The selected intern will design holiday graphics (8-10 total) for LPC's social media and write copy for each holiday post.

This internship is open to college students of all years. If interested, students should email resume, cover letter and 3 relevant work samples to Student Development Committee Chair, Miranda Reiman at [mreiman@certifiedangusbeef.com](mailto:mreiman@certifiedangusbeef.com). One sample should be the Halloween graphic and copy. Applications are due Wednesday, October 16.

Questions? Contact LPC Executive Director, Lindsay Graber Runft, at (785) 614-5371 or [lindsay@livestockpublications.com](mailto:lindsay@livestockpublications.com).

## **LOOKING FOR 2019 IFAJ AND AMS PICTURES?**

Thanks to ZimmComm for covering the event! Photos can be found by clicking [here](#).



[WWW.AGNEWSWIRE.COM](http://WWW.AGNEWSWIRE.COM)

# Closing Note



## NEW BEGINNINGS (FOR ME, TOO)

Hello! In July I officially began my role of Executive Director with the Livestock Publications Council. Before starting my new role with LPC, I had been an LPC member — both publication and service, depending on employment at the time — and have attended AMS numerous times. For those LPC members I have yet to meet or chat with since becoming Executive Director, I have included some background information along with my thoughts on the future of LPC.

In summer 2018, my family relocated to north-central Kansas, returning to the family farm and ranch. My husband, Cody, and I reside on our seedstock Charolais ranch, Cody Cattle Company, with our two children, Whitley (22 months) and Rance (4 months). In addition to the cattle, we also have a haying operation.

Before the move home, I served as director of marketing and communications of the Livestock Marketing Association (LMA) from 2013 to 2018. And since the move, I've been principal of a freelance public relations business.

A proud third generation K-Stater, I graduated with a Bachelor of Science degree in agriculture (dual majors in agricultural communications and journalism and animal sciences and industry.) Following, I attended Texas Tech University to attain a Master of Science degree in agricultural communications. As part of my graduate program, I completed media market and risk/crisis communications research. I'm a proud Red Raider, too!

As Executive Director, I'm looking forward to working with leadership and membership to advance the organization. First, a big "thank you" to my predecessor, Diane Johnson, and LPC leadership for the warm welcome. I've looked up to Diane and those who have served in LPC leadership positions for many years and feel honored to be trusted with helping to further LPC's mission and purpose. Having worked in the trade association space for the majority of my career, I really enjoy the work and all that it encompasses — governance, membership service and cultivation of relationships. A large portion of my work as Executive Director will focus on membership recruitment and retention in this ever-evolving livestock communications industry. The Board of Directors will be completing strategic planning in January 2020, setting the stage for the future of LPC.

I am echoing Jennifer Carrico: If you have any ideas regarding LPC membership services/ events or questions about the organization, please don't hesitate to reach out to me. Please note the new LPC contact information located on page 1 of this newsletter, including the new office address in Courtland, Kansas. If you are ever traveling 36 Highway across Kansas, stop in and say hello!

Wishing you the best this fall.

— Lindsay

*The LPC office is located in the Courtland Coworking building, a renovated warehouse on Courtland's Main Street. Other businesses in the building work in the agriculture and rural vitality sectors.*

