

# Actiongram

Spring 2012



## LPC EXECUTIVE COMMITTEE

Scott Vernon, President  
Brock Center for Ag Communication  
Cal Poly State University  
svernon@calpoly.edu

Kathy LaScala, First Vice President  
Lee Media  
katelascala@gmail.com

Christy Lee, Second Vice President  
Cee Lee Communications  
christy@ceeleecommunications.com

Don Norton, Secretary-Treasurer  
Boelte-Hall  
donn@boelte.com

Andy Atzenweiler, Immediate Past President  
Missouri Beef Cattleman  
mobeef@sbcglobal.net

## BOARD OF DIRECTORS

Amy Bader ('13)  
Cattle Guard  
amy@coloradocattle.org

Carey Brown ('12)  
Cow Country  
cbrown@kycattle.com

Jay Carlson ('14)  
BEEF  
jcarlson@beef-mag.com

Jennifer Carrico ('14)  
High Plains Journal  
jcarrico@hpj.com

Cindy Cunningham ('14)  
National Pork Board  
ccunningham@pork.org

Mike Deering ('12)  
National Cattleman  
mdeering@beef.org

Scarlett Hagins ('13)  
Kansas Stockman  
scarlett@kka.org

Stephanie Hault ('12)  
Broadhead + Co.  
shault@broadheadco.com

Beverly Moseley ('12)  
USDA - Natural Resources Conservation Svc.  
beverly.moseley@tx.usda.gov

Leanne Peters ('14)  
Cattlebusiness in Mississippi  
cbmag@att.net

Shelly Sitton ('13)  
Oklahoma State University  
shelly.sitton@okstate.edu

Diane E. Johnson, executive director  
910 Currie St. Fort Worth TX 76107  
dianej@flash.net • www.livestockpublications.com  
office: 817/336-1130 fax: 817/232-4820

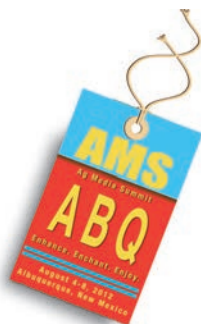
## Review of LPC Events & Programs

*We have had many new members join LPC through the past few years and we thought it would be good to put in a quick review of the major events and programs that LPC is involved in. There is more information on the LPC website: [www.livestockpublications.com](http://www.livestockpublications.com)*

### Agricultural Media Summit (AMS)

The Agricultural Media Summit is headed into its 14th year and is a joint convention of LPC, AAEA (American Agricultural Editors' Assn.) and American Business Media Agri-Council. The student group, Ag Communicators of Tomorrow (ACT) also hold their annual meeting and events at the AMS. More than 600 professionals attend whose job titles range from publishers to graphic artists, sales people to production managers, editors to ad agency folks. It is a professional development event and includes educational workshops, a trade show (referred to as InfoExpo) with more than 80 booths of companies involved in agriculture and the ag publishing industry. These companies include seed companies, commodity groups, divisions of the USDA, printers who focus on the ag industry, plus a wide variety of other companies. A full list of the 2011 exhibitors is available at [www.agmediasummit.com](http://www.agmediasummit.com).

The Summit also includes the annual meetings of LPC and AAEA including the election of officers and ends with a big closing dinner and awards presentation on the final evening. This year's event will be August 4-8 at the Hyatt Albuquerque located in downtown Albuquerque. Part of the event will also be held at the Albuquerque Convention center which is directly across the street. **Registration is now open and you can find the direct link at: [www.agmediasummitregistration.com](http://www.agmediasummitregistration.com).**



### Honored Professional Awards

The Hall of Fame and Headliner awards are prestigious awards that have been given since 1981 and recognize outstanding individuals in the industry. Formal presentations occur at the Ag Media Summit and the Royal Gala in Kansas City (see more about the Gala below). Any LPC member may nominate a candidate for these awards.

The **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 or a service member. Nominees may be persons who are currently active or those who have moved on to other endeavors and is open to persons in sales, circulation, production and editorial. The **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.

This year's winners are Glen Klippenstein and Dr. Jon Beaver and they will be honored in Albuquerque and then in Kansas City this fall.



Glen Klippenstein,  
Hall of Fame



Dr. Jon Beaver  
Headliner

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## Critique Contest

A long standing contest for LPC is the popular LPC Contest (entries were submitted in April and are being judged now). This Contest recognizes outstanding work from its members and the presentation of awards will be on Tuesday, August 7 during the AMS. For many years the Contest included a judge's critique of each entry. However three years ago a separate program was established so there is now a "Contest" and a "Critique Review". The Critique Review allows for members to enter their work, it is reviewed by an experienced judge and then during the AMS the judge reviews the entries in a face-to-face session with the entrant. This allows for a more extensive learning experience and questions to be asked directly.

## Flanagan Award

Each year there is the opportunity to enter for the coveted award referred to as the Flanagan Award for the Most Improved Publication (named after long-time supporter of LPC and developer of the contest, James Flanagan). The award is reserved for the publication which has shown significant improvement in overall design and content and judged by comparing issues over a three year period. It's a great honor to receive and shows the dedication that our members have to improvement.

## Student Programs

LPC is a big supporter of student programs and the major award presented each year is the **Forrest Bassford** Student Award presented to a deserving college student majoring in agriculture communications or journalism. The winner will receive a \$2,000 scholarship while the

other three travel award winners will receive \$750 travel awards to attend the Summit. Many past winners of this award continue to work in the livestock communications field. This award also honors **Forrest Bassford**, a founding father of LPC who served the organization for many years as secretary-treasurer and then executive director. As the executive director emeritus he passed away in 2006 at the age of 100.

## Best of the Bunch Photo Contest

Here's another popular contest held during the Summit which brings out the photography buffs. It is named after **Paul Andre**, retired editor of *BEEF* magazine and long time coordinator of the contest. Cash prizes are awarded with the top photo printed on the cover of the LPC Directory. Categories include: livestock; livestock industry people; livestock scenic/landscape and a general category. This is a great contest for staff members who can't attend the Summit, but still want to participate as you don't have to be present to win! The entry fee is \$5.00 per photo and all entries are available to view on the LPC website.

## Royal Gala

An event that is held each fall during the American Royal in Kansas City, Missouri, is the Royal Gala and is now in its ninth year. The funds raised during the annual "Royal Galas" are used for the ongoing improvement of the LPC Heritage Center and other LPC programs.

In 2005, the LPC Heritage Center Hall of Honors was unveiled. The Center receives many visitors each year who enjoy viewing more than 50 portraits of

distinguished Hall of Honor and Headliner honorees.

The second phase of the LPC Heritage Center is the Hall of History. Displays with historical significance showing the evolution of livestock publishing are available to view and located across from the Hall of Honor Portraits. Each year LPC hosts a hospitality suite during the American Royal's livestock show designed especially for LPC members and friends.

## Communications and networking

Your annual dues also include the *Actiongram* newsletter distributed via e-mail, which updates you on current news along with details of upcoming events. All past electronic newsletters are also archived on our website. Your membership includes a listing in the annual directory which is a key piece of information for those involved in livestock communications. This is published in the fall of each year.

LPC offers an incredible network of people who know people. If you are looking for a position within the industry or need a freelance writer, artist or a new sales person for your publication or organization, we offer direct links to the people you need to know. Members may post positions available too via the job postings on the website as well.

And, of course, LPC has a presence on Facebook so join up! Lots of information is updated often for LPC and the Ag Media Summit. •



## Congratulations to these Forrest Bassford Student award travel winners!

The following students were selected from a powerful set of applicants and will attend the 2012 Ag Media Summit (AMS) in Albuquerque, New Mexico this summer. The finalists are: **Faith Jurek**, Texas Tech University; **Robin Kleine**, Kansas State University; **Mollie Lastovica**, Texas A&M University; and **Ellen Reeder**, University of Illinois. The winner will receive a \$2,000 scholarship while the other three travel award winners will get a \$750 travel award.

This award is named for **Forrest Bassford**, a founding father of LPC who served the organization for many years as secretary-treasurer and then executive director. This year's award includes LPC's new co-sponsor, Alltech who is a global leader in the animal health and nutrition industry and among the top 10 animal health companies in the world headquartered in Nicholasville, Kentucky.

## CALENDAR



No t E: NEw d At E  
2012 Royal Gala  
November 2, 2012, Kansas City, Mo

**Agricultural  
Media Summit**

Albuquerque, NM • Aug. 4-8, 2012  
Buffalo, NY • Aug. 3-7, 2013  
Indianapolis • July 26-30, 2014

Make sure you are using  
the correct LPC logo!

You can download the correct LPC logo from the LPC website [www.livestockpublications.com](http://www.livestockpublications.com). You can use the color as it is or change it to fit your publication.

# AMS ABQ - Enhance. Enchant. Enjoy.

## Schedule at-a-glance

### Saturday, August 4

NOTE: An orientation to this workshop will be held with the instructor on FRIDAY EVENING, AUGUST 3, beginning at 6 pm. A light meal will be included. Additional fee \$250/person

#### 7 a.m. - 7 p.m. Photo workshop offers Real-world Experience

An agricultural editor has to juggle an increasingly complex set of skills, but photography remains important no matter if the image shows up in print or in pixels on your screen. For the 2012 Ag Media Summit, editors of all experience levels can invest in their photo skill level at a unique photo workshop ahead of the big Albuquerque event. When you're finished your insight into great photography from a range of practical situations will make you better on your job when you get back to the office.

What can you expect? How about an opening Friday night discussion and presentation by instructor Michael Schwarz, who will offer his insight into what turns a picture into a photograph. Your next morning includes an actual product introduction where you will get experience in shooting equipment on the move in a unique setting. This is an added benefit to this year's clinic we've never been able to offer. And finally, you'll have a chance to enhance your observation skills with an afternoon of shooting in the Southwest, one of the most beautiful photography locations on earth. This intense, variety-packed event is worth the investment for any level photography so plan now to attend. Space is limited so reserve early. This event is sponsored by Yamaha Motor Corp., U.S.A.

7 p.m. ACT Student Pool Party – Hyatt Pool

### Sunday, August 5

8 a.m. - Noon LPC board meeting

10 a.m. - 5 p.m. LPC critique reviews

(by individual appointments to be assigned)

11:30 a.m. AAEA board meeting

Noon Lunch on your own

Noon - 5 p.m. Various association and committee meetings

2 - 4 p.m. ACT Welcome and Student Professionalism Sessions

2 - 5 p.m. InfoExpo exhibit set up at Convention Center

2 - 5 p.m. Ag Relations Council (ARC) silent auction open

5 p.m. First-timers reception

7 - 10 p.m. Famous Welcome Party

### Monday, August 6

7 a.m. Golf Outing at Paa-Ko Ridge Golf Club (golf fee)

8 a.m. - 3 p.m. InfoExpo set up at Albuquerque Convention Center

9 a.m. - 4 p.m. ARC silent auction open for bidding

8:30 - 10 a.m. Block 1 Sessions

- The Great Debate, Part II - Charlie Stenholm and Barry Flinchbaugh
- Student session – Tips on how to Dress for Professional Success - Jodie Beach

10:15 - 11:30 a.m. Block 2 Sessions

- Blast Away Procrastination: Get it Done Now - Rita Emmett
- What's New in Creative Suite for Print - Russell Viers
- Border and Immigration Issues Affecting the Ag Industry - Trent Loos
- New Kid on the Block - Jodie Beach
- Telling the Technical Story - William deBuys
- Fresh Perspectives on PR and Media Relations - Tracy Carlson

11:45 a.m. - 12:45 p.m. Student awards and recognition luncheon

1:15 - 2:15 p.m. Block 3 Sessions

- Got Clutter? - Rita Emmett
- What's New in Creative Suite for Electronic Publishing - Russell Viers
- All these tools: What next? - John Blue
- Making it Real: Evoking Place and Character - William deBuys
- Foot and Mouth Disease—could FMD mean devastation for the U.S. livestock industry? Panel: Patrick Webb, DVM, Jonathan Zack, DVM; Ed Curlett, Teresa Roof, Moderator: Cindy Cunningham

2:30 - 4 p.m. Block 4 Sessions

- Stress Management for the Overworked, Overscheduled and Overwhelmed - Rita Emmett
- Adobe Lightroom 101 - Russell Viers
- Digital Impacts on Agri-Marketing - John Blue
- Making your videos sing - Jim Radford
- How editors should participate in the sales process - Panel: Greg Henderson, Sarah Muirhead, John Walter, Karen Simon, Moderator: Owen Roberts.

### Activities move to the Albuquerque Convention Center

4 - 7 p.m. InfoExpo Grand Opening followed by a free evening.

4:30 p.m. ACT Critique and Contest Awards

### Tuesday, August 7

All events at the Convention Center

7:30 - 8:30 a.m. AAEA and LPC annual business meetings. LPC Contest awards will follow LPC meeting.

8:30 - 10 a.m. Breakfast in InfoExpo

9 a.m. - Noon ARC silent auction open for bidding

10:15 - 11:45 a.m. Block 1 Sessions

- Meet the Photography Experts

Four table stations will be manned by experts in the following areas:

1. What's this button do?

2. Portfolio Reviews.

3. Organizing and archiving digital photo files - Mike Raine

4. Video gear - Jim Radford

- What are Farmers and Ranchers Reading? - Jack Semler

- Consult, Collaborate, Cooperate, Cultivate - Panel: Ed Peck, Mike Oelhafen, Angie Skochdopole, Pat Rosner; Moderator: Cliff Becker

- Panel Discussion: Reporting the Story - Chris Clayton, Mike Wilson, and Steve Werblow

- From Reporter to Manager – Tips for a Smooth Transition - Janice Castro

11:45 a.m. - 1:15 p.m. Luncheon

3:15 - 4 p.m. Block 2 Sessions

- Enhancing Your Publication with New Technology - Billy Frey
- Think Like a Reader Before You Cover the Story - Janice Castro
- Find, Define and Refine your Brand Voice - Laura Lynch
- How we judged your winning photos
- Entrepreneurship for Young Professionals - Jaclyn Townsend Lackey
- Taking Ag to the Next Level – How Cooperation Will Elevate Our Industry - Panel: USFRA reps

3 - 6 p.m. InfoExpo teardown

4:30 - 5:30 p.m. ACT business meeting

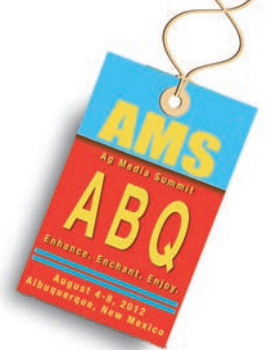
5 - 6:30 p.m. AAEA awards presentation

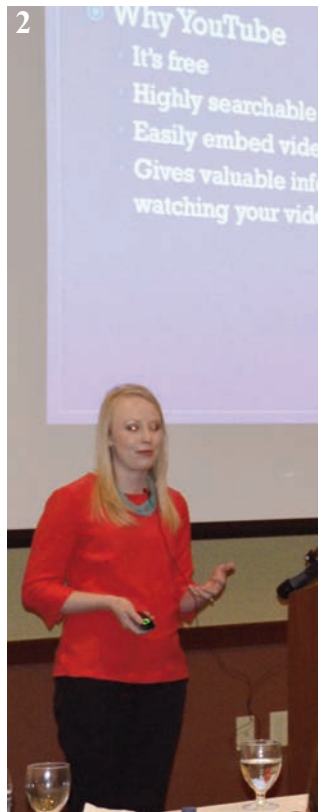
6:30 - 7:15 p.m. Cocktail Reception at the Hyatt Hotel

7:15 - 11:30 p.m. Joint Dinner and Awards Banquet

### Wednesday, August 8

8 a.m. Continental breakfast followed at 8:30 by 60 Ideas in 60 Minutes





It was a great day in Ankeny, Iowa for the Midwest Regional Workshop on May 10. Fifty were in attendance and the speakers (and door prizes!) were exceptional. Big thanks to Pioneer Hi-Bred International and Case IH for their generous sponsorships. And a huge thanks to the committee for all the work they put in to make it a success: co-chairs **Karen Simon** and **JoAnn Alumbaugh** and committee: **Jenn Carrico**, **Cindy Cunningham**, **Mindy Williamson**, **Teresa Roof**, **Laurie Bedord**, **Gene Johnston**, **Jeff Caldwell** and **Steve Fairchild**.

1. Speaker Barbara Mack, Iowa State University
2. Speaker Crystal Blin, Crystal Cattle
3. A packed house for lunch - thank you Pioneer for your sponsorship!
4. Holly Heibert, ACJ and Micky Burch, Micky Burch Communications
5. The Bader Rutter representation: Kori Conley, Nicole Starr, Claire Haupt, Marissa Riley, Cheryl O'Brien

6. Jamie Purfeerst, BEEF Magazine
7. Cindy Cunningham, National Pork Board
8. Jordan Williams, and JoAnn Alumbaugh, Alumbaugh Communications
9. Harlen Persinger Hlensphotos and Speaker Teresa Roof, National Pork Board
10. Speaker Mindy Williamson, Iowa Corn Promotion Board
11. Speaker Elaine Shein, DTN/The Progressive Farmer