



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



Photo by Erin Worrell, 2021 LPC Photographer of the Year

LPC AWARDS CONTEST: ENTRIES OPEN MARCH 15

The 2022 Livestock Publications Council Awards Contest will open for entries on March 15 and close on May 2. In an effort to meet industry progression, and address membership requests for contest changes, the LPC Awards and Contests Committee has evaluated the LPC Awards Contest. After the evaluation, it was determined that that additional categories were needed for the contest and the entry scoring process needed an update. Please note the changes to this year's contest categories and judging process below.

If you have questions, please contact committee co-chairs Anne Kimmey (anne@cultivateagency.com) and Shelia Grobosky (sgrobosky@biozymeinc.com) and/or LPC Executive Director, Lindsay Runft, at lindsay@livestockpublications.com.

New for 2022!

- Addition of a **PR Campaign category** to the General Excellence Division
- Addition of a **Video category** to the Digital Division
- Addition of **Public Relations and Media Relations Divisions**
- All **categories will be scored with a rubric** and scores provided to entrant
- Skill Excellence: **In-person portfolio critique removed**

CONTEST INFORMATION

CONTEST CATEGORIES

From the President



SPRING BRINGS OPPORTUNITY

Spring is just around the corner! As with most people this year has been a crazy one so far. Everyone is back traveling and going to industry events. It's exciting to catch up with people in person, not just Zoom.

Speaking of in-person events, we are so excited to gather in Raleigh, NC for Ag Media Summit, July 16-20. Registration is now open, so get your plans made and hotels booked. Remember as you make your travel plans, get there in time for the world-famous AMS Welcome Par-tee on Sunday evening. For those who have been to this event in the past you know it's a "can't miss" and for those who haven't – don't miss out! This year we're going to get our golf on and meet on the green for this year's event sponsored by John Deere.

The AMS Welcome Party, and the entire conference, is made possible with the support of our terrific sponsors. Sponsorship opportunities are still available, and you can find out more about it [here](#). Please share these opportunities with anyone in your network. The more sponsorships we receive the lower we can keep costs for our attendees.

Make sure to take look at the program schedule. With more space at the convention center, this year we have the opportunity to offer additional educational tracts. Design, writing, photography, PR, social media, freelance, and professional development, just to name a few. And NEW this year...InfoGather sessions in InfoExpo. These are 20-minute sessions where you'll get insight on product launches, new technology, innovations and more!

While you're taking care of the logistics for AMS, don't forget to renew your LPC dues! Dues renewal is available starting April 1st. There are many professional and personal benefits of being an LPC member. For me, it's been a journey of not only gaining new skills and expanding my professional network, but also developing lifelong bonds and friendships. When I attended my first AMS in Oregon, I never thought my LPC journey would result in becoming president of this great organization! It's been an honor to serve in this role and I'm grateful to LPC and all of you for the opportunity.

My sincere thanks and gratitude to the AMS planning committee. They tackle everything from hotels to schedules to speaker logistics. It's always challenging with so many details and moving parts to plan a conference like this, but now especially coming off COVID and the unknown. My hats off to this fantastic group for putting together an educational and fun experience.

I look forward to seeing everyone in Raleigh, NC this summer!
— Molly



WWW.AGNEWSWIRE.COM

Renewals begin April 1!
MEMBERSHIP

2022 MEMBERSHIP RENEWAL PERIOD
APRIL 1 – JUNE 1
RENEW AT LIVESTOCKPUBLICATIONS.COM!



AMS REGISTRATION NOW OPEN!

Join us for the 24th annual Ag Media Summit in Raleigh, North Carolina, July 16-20! This event is like no other in our industry — where like minds come together to learn, network, tour and connect.

5 REASONS TO ATTEND #AGMEDIASUMMIT2022

- Sharpen skills through break-out sessions
- Network with industry peers
- Learn about North Carolina's agriculture industry during pre-conference tours
- Connect with companies and listen in on the new InfoGather sessions in the InfoExpo tradeshow
- Recognize ag media's best and brightest at the closing banquet

Don't miss your chance to get "on point" with your skillset and network of career peers. Register for Ag Media Summit today! Early bird rates end June 1.

ABBREVIATED SCHEDULE

With 6 tracks of concurrent sessions across 2 days of education, Ag Media Summit offers over 30 hours of instruction on all things ag media. You'll hear from industry experts, gain story ideas, and leave energized and equipped for excellence.

SATURDAY - JULY 16, 2022

Two pre-conference tours

North Carolina: From Farm to Fork

Where City Meets Country - Agriculture in Food, Drink, and Tourism

SUNDAY - JULY 17, 2022

LPC, ACN, PIF Leadership and Board Meetings

Exhibitor Move In

AMS Famous Welcome Par-tee, *sponsored by John Deere*

MONDAY - JULY 18, 2022

Exhibitor Set Up

Breakfast and Opening General Session with a Keynote

Education Block 1: Sessions on design, freelance, photography, PR, social media and writing

Education Block 2: Sessions on design, podcasts, photography, PR, social media and writing

Student Success Luncheon

Education Block 3: Sessions in design, podcast, photography, PR, social media and writing

Education Block 4: Sessions in design, podcast, photography, PR, social media and writing

InfoExpo Grand Opening & Reception

TUESDAY - JULY 19, 2022

Breakfast with Exhibitors in InfoExpo

Newsmaker Panel - Climate Change & The New Reality

Education Block 5: Sessions in Design, Freelance, and Professional Development

NEW! InfoGather Sessions in the InfoExpo (20-minute super sessions)

Lunch in the InfoExpo

Cocktail Reception and AMS Closing Banquet with Awards Ceremony

**MAKE CONNECTIONS THAT REACH
EVERY CORNER OF THE AGRICULTURAL
COMMUNICATIONS INDUSTRY**

SPONSORSHIP OPPORTUNITIES AVAILABLE AT AGMEDIASUMMIT.COM

GOVERNING ORGANIZATIONS





LPC LUNCHEON AT THE CATTLE INDUSTRY CONVENTION



THANK YOU, NATIONAL CATTLEMEN'S BEEF ASSOCIATION (2022 LUNCHEON SPONSOR)
Don Schiefelbein, 2022 NCBA President, welcomed attendees and addressed the sold-out crowd. In part, he thanked media for attending the Cattle Industry Convention and covering issues in the beef industry. Our thanks to NCBA for continuing this partnership with LPC! The luncheon serves as an excellent networking event and opportunity to recognize some of LPC's largest award winners for the year.



SHAUNA HERMEL, 2022 HALL OF FAME
Shauna Hermel, *Angus Beef Bulletin*, was named the 2022 LPC Hall of Fame Inductee.

At the American Angus Association, Hermel has served as editor of the *Angus Journal* and *Angus Beef Bulletin*. She has won multiple awards for writing, photography, and service to the beef industry. Additionally, Hermel has served on the LPC Board of Directors and in leadership for Ag Media Summit. Also notable, Hermel has diligently mentored many in the agricultural communications field.

Hermel will be formally honored at the 2022 Ag Media Summit in Raleigh, NC.



DR. DAVE NICHOLS, 2022 HEADLINER
Dr. Nichols, K-State Department of Animal Sciences & Industry, will receive the 2022 LPC Headliner Award.

In his 40-plus years at K-State, he has instructed more than 15,000 students. In addition to his award-winning work in the classroom, Nichols has served as academic advisor to thousands of ASI students, averaging around 70 students annually. He has excelled in this role making it a priority to really know and understand each student.

Nichols will be formally honored at the 2022 Ag Media Summit in Raleigh, NC.

Photos by Morgan Boecker, Certified Angus Beef. Facebook live stream facilitated by Miranda Hoag, Charolais Journal.

PREPARING TO PREVENT BURNOUT

TIPS FROM MICHELLE BUFKIN HORTON, ARKANSAS CATTLEMEN'S ASSOCIATION

In the agriculture industry, especially in the communications sector, it is incredibly easy to get busy because of our profound love of the work. However, do not confuse busyness and burnout.

"We define burnout as the experience of being overwhelmed and exhausted by everything you have to do, and yet somehow still worrying that you're not doing enough," explained Emily and Amelia Nagoski in their book, *Burnout: The Secret to Unlocking the Stress Cycle*.

I know as I enter my busiest season for work, I will feel some level of burnout. The best way to prevent burnout is to anticipate and prepare for it.

As a writer that commonly pitches topics, I know when I am busy and on the verge of burning out, I am not in the right head-space to be creative. In the notes app on my phone is a list of possible evergreen topics for my various publication ties that I feel comfortable writing about. There is a similar list of social media posts. This is me preparing to be creative – whenever I have a promising idea it goes onto the list in as detailed as possible for when it is needed.

"Utilize the times you are creative to prepare for those times you may feel less creative."

and walk away. This one is counter-intuitive and obvious all at the same time. If we refer to the definition of burnout, it is when we feel exhausted and overwhelmed by all we must do. It can be hard to walk away when the to-do list is pages long. But I have found taking a break completely – closing my computer, putting my phone down and going for a walk, playing with my dogs, talking to my spouse – all put me in a better space to pick it back up. You may even have a fresh idea or perspective when you give your brain the chance to think about other things.

The Nagoski sisters explain that using grit or self-control to stay focused and productive every minute of every day is ineffective and can be potentially dangerous. Remember to take breaks and utilize the times you are creative to prepare for those times you may feel less creative.

I will leave you with this gem from Tyla Tharp in her book, *The Creative Habit: Learn it and Use it for Life*. "When you're in a rut, you have to question everything except your ability to get out of it."

MARCH 23 COFFEE AND COLLAB

JOIN ZOOM MEETING
MEETING ID: 921 0923 6527
PASSCODE: LPCCOFFEE

Join us for the March Coffee and Collaboration on TikTok. We'll hear from Tracy Goretska, Goretska Livestock, and JD Rosman, Oklahoma Youth Expo and Cattlemen's Congress, on the social platform and utilizing it in social strategy.

Livestock Publications Council
COFFEE & COLLABORATION
Wednesday, March 23 • 10 a.m. CT

TikTok
**IS IT TIME TO INCLUDE IT IN
YOUR SOCIAL STRATEGY?**

Troy Goretska
Owner
Goretska Livestock

JD Rosman
VP Communications
OK Youth Expo &
Cattlemen's Congress

Sponsored by Novel Designs

#LPCcoffee

ATTEND THE IFAJ CONGRESS IN DENMARK AND STAY FOR A UNIQUE FOURTH OF JULY CELEBRATION



LPC members are invited to the World Congress of the International Federation of Agricultural Journalists (IFAJ) in Vingsted, Denmark, June 27 to July 3. The Congress brings together agricultural journalists and PR professionals from IFAJ's 55 member countries for five days of farm tours, presentations by experts and officials, networking and professional development. There's no better way to explore a country than being guided through its farms and food scene by local agricultural journalists, and no better way to make new friends and professional contacts.

LPC is a member of IFAJ, so you're welcome to attend the Congress. And travel to Denmark is easy for Americans—no visa is required, so all you need is a passport. At press time, Denmark had lifted all COVID-19 restrictions, though you'll want to stay current on requirements for international travelers. Click [here](#) for details.

BIG PLAYER

Little Denmark is a big player in livestock. It is the headquarters of the massive Arla dairy co-op, a powerhouse in the pork industry, and a leader in feed technology. In addition,

strong consumer and legislative demands have placed the Danish livestock industry at the cutting edge of sustainable and climate-smart production, providing the global industry with a look at the future.

Participants at the IFAJ Congress will see it all up close. Four days of farm tours provide choices ranging from pork to potatoes, cheese plants to feed mills (including feed from starfish and black soldier fly larvae!), and plenty of dairy. An add-on pre-Congress tour of Copenhagen and area agribusinesses, and an optional post-Congress tour of the Faroe Islands round out the adventures.

FOURTH OF JULY

After the Congress, Denmark has a few more treats in store. This year, the Tour de France bicycle race will pass right by the Vingsted meeting center. Just a few hours after the end of Congress on July 3, competitors will blaze through town. Hot tip from Congress organizers: stay for lunch and experience the race!

The next day, American visitors can also enjoy a very special Fourth of July celebration in the hills of Rebild National Park, two hours from Vingsted, which hosts the largest celebration of American Independence Day outside the U.S. It's a tradition dating back to 1912, and it's followed by more celebrations in the city of Aalborg near Denmark's inland fjord.

Congress registration and accommodations cost \$1,200 for a single room. For more information and prices, visit <https://ifaj2020.dk/>. For details on the Fourth of July celebration in Rebild, visit <https://rebildfesten.dk/en/rebildfesten-2022/>.

NEW MEMBER SPOTLIGHT OPPORTUNITY "TELL US ABOUT YOURSELF" TUESDAY

We're kicking off the new year with a fun way to spotlight Livestock Publications Council members! Take five minutes and submit your responses to a questionnaire for your chance to be featured on LPC social media.

[SUBMIT YOUR INFORMATION HERE.](#)

STORYTELLING: FINDING THE CONNECTION

BY KATIE (MAUPIN) MILLER, KATE COMMUNICATES

Before our ancestors chiseled symbols into stone, they shared stories. Storytelling is woven into the human experience. Anecdotes have long been the most effective way to convey information, pass along life lessons and learn from one another. Today's modern world is far from the Stone Ages, yet narratives are still pivotal to society so that we can learn and grow together.

One of my favorite writing courses in college was not a journalism class but creative non-fiction writing. When my advisor suggested I take the course I scoffed. What place does creative writing have in good journalism? Shouldn't we be more concerned with conciseness, credible sources, transparency and truth? I soon learned that good stories and good journalism aren't opposing ideas. The most moving articles I've ever read artfully combine the two.

"No matter the genre of communication, it's still about connection."

Great stories move humanity forward. Regardless if you're pitching ad copy for a new product, quickly typing a breaking news article, wordsmithing a long-form human interest piece or even "advocating" on behalf of the industry, your storytelling skills should be put to work.

Frequently, we associate the word "story" with fantasy or fiction, but I think a story is simply the most human way to convey a message. When I'm stuck on a deadline and staring at a blinking cursor yet can't find the words, I let my mind wander to the story side. If I were to sit down with a reader, how would I explain this topic over coffee? What would be the opening scene if this story was a movie or documentary? Is there a single pivotal moment in this story that could serve as the story's climax?

Don't get me wrong, the principles of good journalism still apply. As professional communicators, we are nothing without truth and transparency. But, sometimes, I need a reminder that no matter the genre of communication, it's still about connection. There is no more profound form of human connection than a good story.

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