



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

## **AWARDS CONTEST DEADLINE EXTENDED TO MAY 9**

The 2022 Livestock Publications Council Awards Contest entry deadline has been extended by one week. Please note the changes to this year's contest categories and judging process below. And don't forget! **If you'd like to be considered for the Writer of the Year, Designer of the Year, or Photographer of the Year awards, you must submit portfolio pieces to the Skill Excellence division.** These awards will be given to one person (not a team.)

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

### **COMMON Q&A**

- Invoices will be emailed after the contest closes. If you have not renewed your LPC membership, a membership renewal fee will be included in the invoice.
- Hard-copy entries are due to the LPC office one week after the contest closes.
- **Entry fees are due June 22.**

## **CONTEST INFORMATION**

## **CONTEST CATEGORIES**

*Don Norton*  
PROFESSIONAL DEVELOPMENT SCHOLARSHIP



### **2022 SCHOLARSHIP APPLICATION DEADLINE IS MAY 16**

LPC is offering one additional stipend of up to \$1,000 each to a LPC member to help cover expenses to a professional development class, seminar or workshop, which includes Ag Media Summit or IFAJ Congress. The LPC Board of Directors believes that expanding knowledge and excitement in one's profession will keep dedication and commitment to that job. And the development of this stipend furthers that mission.

More information and the application can be found at [livestockpublications.com/awards/don-norton-scholarship/](http://livestockpublications.com/awards/don-norton-scholarship/)

### **FROM MICHELLE BUFKIN HORTON, 2021 RECIPIENT**

*As a first-time attendee, Ag Media Summit 2021 lived up to the hype I had heard for years and excited me, even more, to attend in 2022. I am grateful for the Don Norton Professional Development Stipend that helped me attend the Ag Media Summit and immerse myself in an atmosphere of learning and networking.*

# From the President



## STRENGTH IN NUMBERS

As we head toward Ag Media Summit I would like to talk about the importance of membership. Membership is the lifeblood and heartbeat of every association, and LPC is no different. Associations provide great value in terms of professional develop, educational resources, networking, and other benefits. Also, membership provides the resources for the association to offer these services. That's why it's critical to renew your membership, but to also recruit a friend or fellow colleague. Explain to them the benefits LPC provides and encourage them to join. There is always strength in numbers and the more members we have the better we can serve and represent livestock communicators. If someone is on the fence send them over to the LPC website. There they can find all the benefits we have to offer.

One of the services LPC offers is Coffee & Collaboration. It's a great way once a month to expand your knowledge, hear new information and maybe even find a new resource for your organization. The best part is they are archived; if you miss one you can listen at your convenience. The next Coffee & Collaboration is Design Dos and Don'ts with Jamie Albers, Angus and Lori Hays, Farm Journal. Make sure to tune in May 18.

While we are on the subject of strength in numbers, I know we all have a lot of working files. Whether it be stories, ads, sale catalogs, videos, blogs, podcasts, now is the time to sort through them and pick out your best work to enter it in the LPC Awards Contest. Since we are all so busy, we've decided to extended the deadline to May 9! So good news you still have time! Winners will be announced in Raleigh this summer.

If your files contain photos go ahead and make a separate folder and label it "Best of the Bunch". Since photography is my specialty, this is my favorite contest to enter. I love to look through all the photos, that talented LPC photographers have submitted. Don't worry about printing them, its all digital, even the voting!

It's been a pleasure all these years to be a member of LPC, and I can't wait to see everyone in July! Please renew your membership, we look forward to continuing to serve you. Don't hesitate to reach out with any concerns or suggestions, remember LPC is YOUR association!

AMS Early Bird DEADLINE is June 1!

— Molly



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

*Renew today!*  
**MEMBERSHIP**

**2022 MEMBERSHIP RENEWAL PERIOD**  
APRIL 1 – JUNE 1  
RENEW AT [LIVESTOCKPUBLICATIONS.COM](http://LIVESTOCKPUBLICATIONS.COM)!

**WHEN RENEWING: DON'T FORGET TO INCLUDE ALL NAMES AND EMAIL ADDRESSES OF TEAM MEMBERS WHO WISH TO RECEIVE LPC COMMUNICATIONS.**



## **REGISTER BY JUNE 1 FOR EARLY BIRD RATE!**

Join us for the 24<sup>th</sup> 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.

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.

### **LPC ANNUAL MEMBERSHIP MEETING + AWARDS**

The annual membership meeting for LPC members will take place on Tuesday, July 19 after the InfoExpo luncheon and closing speaker. Following the business meeting, 2022 LPC Awards Contest placings and winners will be announced with plaque presentations. *Please note: The Writer, Photographer and Designer of the Year will be announced at the closing banquet on Tuesday, July 19.*

### **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 - Sustainability, Climate Change and Regenerative Ag

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 + TRADESHOW OPPORTUNITIES AVAILABLE AT [AGMEDIASUMMIT.COM](http://AGMEDIASUMMIT.COM)

GOVERNING ORGANIZATIONS



## **GET YOUR PRESS RELEASE READ**

**TIPS FROM CODI VALLERY-MILLS, EDITOR AT THE CATTLE BUSINESS WEEKLY**

Each day agricultural editors are bombarded with press releases for events, new products, or organization happenings. But there are only so many inches of copy space in a print publication so how do you help your press release rise to the top and get picked?

When it comes to press releases, editors are still fans of the inverted pyramid, 5 Ws, and the 'H' method of writing. In today's fast-paced media world, being able to decipher if a story is worth printing in seconds vs minutes is a bonus. Give editors the facts – who, what, where, when, why, and how – always. And do it in the first two paragraphs of the press release and not at the bottom of the release.

**“When it comes to press releases, editors are still fans of the inverted pyramid, 5 Ws and the ‘H’ method of writing.”**

Keep email subject lines and press release headlines clean and concise and know that they do not have to match. Try to avoid vague language and industry lingo. In your email subject, it is preferred to note that the email is media-related and not some other piece of business.

**Example of an email subject line: “Press Release: Stockmen’s Convention to highlight hot topics”**

**Example of corresponding headline and deck:**

All invited to Stockmen’s convention where top policy will be set  
*Hot topics will include new brand regulations, beef labeling guidance, and ag tax laws*

Find a way to package your press release with graphics that don’t make the editor have to go hunting for them. Avoid stating, “For a high-resolution image please contact...”. That might help your organization track press release usage, but it also adds an extra step to the editor’s job. Be courteous and include the image as an attachment to the email or with an easy download button. The press release copy itself should be offered as a word document and pasted in the body of the email itself. Also include caption information for any graphics that were provided.

If time allows, give editors their own personal spin and possible sources on the topic with a short message at the top of the email. For example, in a press release regarding an upcoming cattle convention, you could write to the editor, “*Our organization will be celebrating our 45<sup>th</sup> year this February at our annual convention. In attendance will be Bob Smith who helped found the organization and is from your local area. Bob is a great resource to talk about the impact he and our organization have had on the ag industry and I could arrange for an interview with him for you.*”

Following up with ag editors about your press release is not a sin but do your homework first. Check their publications to see if the release has run and then send them a thank you for using it versus emailing them and asking if they ran the article. By doing the latter it reflects that you are not reading their publications.

## **NEW MEMBER SPOTLIGHT OPPORTUNITY “TELL US ABOUT YOURSELF” TUESDAY**

The greatest asset to Livestock Publications Council is its members. And we are proud to highlight them on our Facebook page. The first member spotlight was released this month. If you haven’t seen it yet, check it out today.

Interested in being in the spotlight? Take five minutes and submit your responses to a questionnaire for your chance to be featured on LPC social media.

**SUBMIT YOUR INFORMATION HERE.**



### **MARCH ACTIONGRAM ERROR**

The byline for the piece on attending the 2022 IFAJ Congress was omitted. This was written by Steve Werblow on behalf of IFAJ leadership.

Livestock Publications Council  
**COFFEE & COLLABORATION**  
Wednesday, May 18 • 10 a.m. CT

*Ask the Experts*  
**DESIGN DOS AND DON'TS**



**Jaime Albers**  
Angus Journal



**Lori Hays**  
Farm Journal

Sponsored by Novel Designs

**MAY 18  
COFFEE AND COLLAB**

JOIN ZOOM MEETING  
MEETING ID: 913 2453 8472  
PASSCODE: LPCCOFFEE

Join us for the May Coffee and Collaboration about how to improve design work. We'll hear from two award-winning designers in an "Ask the Experts" webinar on all the design "dos and don'ts."

No registration necessary.

#LPCcoffee

**LPC SWAG AVAILABLE FOR SHIPPING. ORDER ONLINE TODAY!**  
**CLICK TO SHOP**

