

ACTIONGRAM

September 2006

NEWS FROM THE LIVESTOCK PUBLICATIONS COUNCIL

THE VALUE OF HISTORY AND CONTINUED GROWTH

By Lisa Bryant, 2006-07 LPC President



Okay, I admit it. I've never used anything other than a computer for publishing. I've heard people talk, "These kids now days don't have a clue about how we had to do it."

In college, I learned Pagemaker, although I haven't used it since. I grew up thinking wax was used for hair removal. I've heard about paste-up but I can't imagine it. During my days at Hereford World, I remember finding magazine files in the basement from the 1950s. I pondered the enormous magazines upstairs that were probably bigger each month than anyone's largest issues now, and I couldn't fathom the job of typesetting them.

If I'm in the publishing business and I can't grasp how this was done, don't you think it's important that we teach others the importance of our heritage? With that in mind, LPC is set to work on Phase II of the Livestock Publication Heritage Center, a display featuring the importance and historical view of the livestock publishing industry at the American Royal Museum in Kansas City.

No doubt the fundraising for this is a long term project. This year's Royal Gala on October 20 will kick off funding for Phase II. If you haven't attended this event before, it's a fun evening for all and this year's Gala will have some exciting new changes discussed in this Actiongram. Your attendance and the auctions held during the Gala help fund Phase II. If you'd like to donate an auction item or place a bid, please contact me, **Jay Carlson** or **Diane Johnson**.

Gear Up for Boot Camp

Regional workshops are one of LPC's most popular projects, and there's no question why. These inexpensive treats provide a great opportunity for in-depth training for many who can't attend the Ag Media Summit. LPC Boot Camp 2006 will be the next workshop held in Louisville on Nov. 10. (See more details in this issue.) An excellent agenda is planned and it will be time well spent attending.

I'll leave you with a few tips I've picked up in regional workshops.

- The "File Info" feature in Photoshop allows you to store key information such as author, a description, keywords that you can use to search and copyright options.
- Stuck on a headline title? Watch "Wheel of Fortune." The interesting play on words will help unleash your creativity.

Lisa

LPC SEEKING HALL OF FAME AND HEADLINER NOMINATIONS



You've seen the 2006 winners and now we invite you to submit nominations of outstanding individuals from across the United States for the 2007 Hall of Fame and Headliner Awards.

The Hall of Fame recognizes the cream of the crop within the livestock publishing industry, while the Headliner award

honors those who have made significant contributions to the livestock industry.

The members of the LPC Board of Directors will select the recipients at their winter board meeting in Kansas City. The award will be presented as part of the LPC Awards Ceremony to be held in conjunction with the 2007 Ag Media Summit in Louisville, Kentucky.

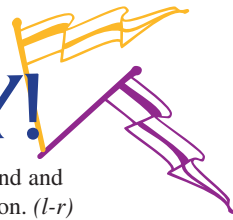
A portrait of each individual will be displayed in a the Livestock Publications Council Heritage Center on the grounds of the American Royal in Kansas City, Mo.

Nominations are due no later than October 1 and are available at www.livestockpublications.com.

Nominations may be sent to **Jim Bret Campbell**, The American Quarter Horse Journal, 1600 Quarter Horse Drive, Amarillo, Texas 79120; fax to 806/349-6400 or jbcampbell@aqha.org •



OFFICE BOMBARDMENT DAY!



The first-ever Office Bombardment Day (OBD) was held Thursday September 21st and is being considered a huge success! Five LPC member offices opened their doors today to Agricultural Communicators of Tomorrow (ACT) members and other interested students. This was a chance for these students to receive one-on-one attention from the professionals and, according to reports, there was active discussion and lots of questions from the students. This idea comes from the Student Development committee chaired by **Christy Lee**, *Seedstock EDGE*. Others who helped create this idea include: **Caryn Vaught** and **Teresa Oe**, *Hereford World*; **Shelly Sitton**, Oklahoma State University; **Megan Sheridan** and **Kati McQueen**, also of *Seedstock EDGE*.

Thank you to all who helped make this first OBD work. Plan on another one which is set for the spring. This is not only a great opportunity for students, but it also introduces LPC members to potential future staff members. •



Texas A&M students visited Land and Livestock Post in College Station. (l-r) *Jessica Dubois, Sarah Parker, Tracy Rutherford (professor), Dale Sandlin, Kate Bradley, Donnis Baggett, publisher and editor of the Eagle and Land & Livestock Post and Beverly Moseley, Land & Livestock Post.*



Oklahoma State University students stopped in to the Limousin World offices in Guthrie. (l-r) *Jessica Stewart, Becca Lasich, Callie Hadley and the ladies of Limousin World: Mary Quigley, Misti Sloan and Ricky Rookstool.*



Gayla Fuston, API, gave a tour of the American Angus Assn. office.



Annie Jensen, API, shares the procedure for handling advertising for the Angus Journal and the Angus Beef Bulletin.



Kansas State University bombarded the Angus Productions Inc. (API) office. (l-r) Linda Robbins, API; K-Staters: Chelsea Good, Crystal Young, Melinda Tebow, Leah Bond; and API staff members: Cheryl Oxley; Stacy Mayo, Abby White, and Shauna Hermel.



Shelia Stannard, American Angus Association, shared her expertise in what her responsibilities are as director of Communications and Events. This team was also from K-State.



Purdue University listened to Megan Sheridan (far right) from Seedstock EDGE. (l-r) Abby Miller, Chelsea Dvorchak, Abby Lillpop and Purdue's ag comm. adviser Natalie Federer. Not pictured is Mark Tucker, ag comm faculty member.



Colette Wiepert of API's photo department described her role in the publication system.



Livestock Publications Council
welcomes you to

A Royal Gala

October 20, 2006 ~ 6-10 p.m.

American Royal Headquarters
1701 American Royal Court
Kansas City, MO

Dress up for a High Class Casino Evening
with your friends while raising funds for
the development of the new

*Livestock Publications
Heritage Center*

- Cocktails and Hors d'oeuvres Buffet featuring Baron of Beef & Smoked Pork Tenderloin
- Unveiling of the 2006 Hall of Honor Portraits
- Announcement of the 2007 Hall of Honor Inductees
- Authentic Casino Action – Blackjack, Roulette, Craps, Texas Hold 'em
- Live Auction • Silent Auction
- Music all evening
- Limited seating available
- Please RSVP by October 9, 2006
- Black Tie optional

For more information:
Amber Spafford, 816/410-5166
spafforda@osborn-barr.com

LPC ROYAL GALA SUPPORTS THE LIVESTOCK PUBLICATIONS HERITAGE CENTER

The invitations are in the mail, but go ahead and mark your calendar for the Royal Gala and Casino Party in Kansas City on October 20. This is the continuation of fundraising efforts to create the new Livestock Publications Heritage Center.

The new plaques in the Hall of Honor will be unveiled at during the Gala which are the formal photos of the winners of LPC's Hall of Fame and Headliner winners. The announcement of the 2007 winners will also be a part of the evening.

With continued fundraising, the Hall of History will be developed as Phase 2. This will become a part of the museum located in the main building. This museum and visitor's center already focuses on the significance of agriculture including items from livestock shows including saddles, clothing and many interactive exhibits. The addition of the evolution of livestock

publishing will fit perfectly into the museum with future exhibits to include the history of printing and items from the past like wax machines, burnishers, amberlyth, paste up boards - all items that were once used prior to automation and computers.

Volunteers Needed!

The LPC Club will be open October 18-23 during this year's American Royal. This is a "home" for LPC members to come and relax during the show, bring customers or to bring prospective members to enjoy a cup of coffee and a quiet place to visit.

This room is being offered to LPC by the Saddle and Sirloin Club who have furnished it and maintain it through the year.

Volunteers are needed to help throughout the weekend.

***Contact Diane at the LPC office if you are interested!
dianej@flash.net***

LIVE & SILENT AUCTION!

We already have many wonderful items donated, but need more! Watch for more information and the complete list in next month's *Actiongram*. Please contact **Jay Carlson**, JCarlson@primedia-business.com if you have something to donate.

You need not be present to bid!

HELP WANTED

ASSOCIATE EDITOR Western Livestock Journal, Denver

The ideal candidate will have a strong—and diversified background in the livestock industry with a particular emphasis on beef cattle. Must be versed with AP style, possess strong computer skills and be familiar with Web-publishing software. Candidate should be a self-starter, who is

deadline oriented with an eye for quality writing.

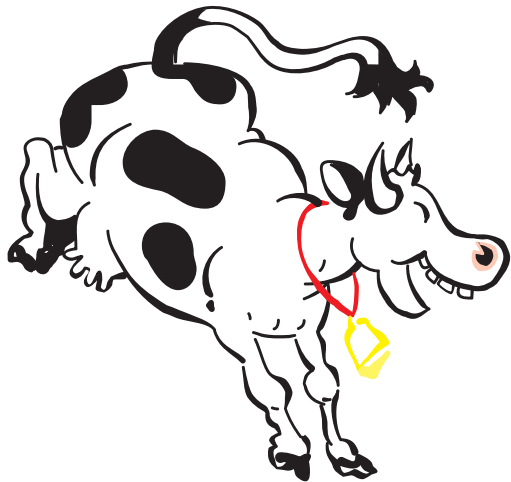
Utilize research contacts to develop and produce a volume of relevant and quality stories each week. Story writing includes developing unique interview sources to gain adequate facts for credible stories. Seek out new and innovative topics for news articles and feature stories. Edit materials written by other editorial staff and press release materials. Work with editorial

staff and production artists to effectively estimate the required copy to complete the paper each week. In addition, editorial staff will work with production to lay out pages and correct as needed prior to press.

Travel on an as needed basis to sales and industry events. Story material or sale reports as appropriate are an important part of travel responsibilities.

Contact Pete Crow, 303/722-7600 or pete@wlj.net

WORLD DAIRY EXPO ATTENDEES!



*Please join us for the
LPC Breakfast*

**October 5, 2006 • 7:30 - 9:30 am
during the World Dairy Expo, Madison, WI
Wingra Room, Exhibition Hall**

This is a wonderful opportunity for us to continue the mission of LPC and extend a hand to those wishing to learn more about our organization. This will be the first time we have had an organized function at a dairy event, so please mark your calendars and plan to attend!

The cost is \$20 per person for the buffet style breakfast.

YOU MUST RSVP! Please e-mail dianej@flash.net or call 817-336-1130 by September 27, 2006.

Just a reminder: No shows will be billed.



**Courtyard Marriott
Louisville, KY
800/321-2244**

Book immediately as all hotels close to the fairgrounds will fill up fast!

Other options:

Executive Inn, 800/626-2706
Howard Johnson, 502/363-9952
Hampton Inn, 502/366-8100
Comfort Inn 502/361-5008

TENTATIVE SCHEDULE

Top quality speakers are being confirmed and will be listed in the next *Actiongram*

Friday, November 10

- | | |
|-----------|---------------------------|
| 8-8:30 am | Registration |
| 8-8:30 am | Welcome and Introductions |
| 9-12 noon | Design Clinic |
| Noon-1 pm | Lunch |
| 1-1:50 pm | AP Style Book Review |
| 2-2:50 pm | Photography Workshop |
| 3-3:50 pm | LPC Critique Review |

Registration fees: LPC members, \$60

Non-members, \$75

Students, \$35

Send name with check to:

LPC office, 910 Currie St., Fort Worth, TX 76107

or contact Diane by e-mail, dianej@flash.net

DEADLINE IS NOVEMBER 4

2006-07 LPC COMMITTEES

This list has just been confirmed from President **Lisa Bryant**. If you have been listed incorrectly or would like to be added to a committee, please contact **Diane**. Thank you all for your continued committee work!

Awards	Jim Bret Campbell, chair Kathy LaScala	<i>American Quarter Horse Journal</i> Vance Publishing	806-376-4888 913-438-8700	jbcampbell@aqha.org klascala@food360.com
Rules & By-Laws/Ethics	Kyle Haley, chair Brent Langman Terry Cotton Stephanie Veldman	<i>Limousin World</i> American Shorthorn Association <i>Angus Journal</i> Broadhead Co.	405-260-3775 402-393-7200 816-383-5200 612-617-7927	limousin@limousinworld.com langman@shorthorn.org tcotton@angusjournal.com sveldman@broadheadco.com
Long Range Planning	Lori Maude, chair Stan Coffman Janice Dahl Cheryl Oxley	<i>Gelbvieh World</i> <i>Ozarks Farm & Neighbor</i> Anchor Management Group Angus Productions Inc.	303-465-2333 417-532-1960 314-503-7580 816-383-5216	lorim@gelbvieh.org stan@ozarksfn.com jdahl@anchormanagement.net coxley@angusjournal.com
Photo Contest	Marilyn Brink Lisa Perrin Amy Bader	Kanwaka Communications Holstein Association USA, Inc. <i>Arkansas Cattle Business</i>	620-583-5226 802-451-4174 501-224-2114	kanwaka@earthlink.net lperrin@holstein.com amybader@arbeef.org
Marketing & Communication/Membership	Lisa Perrin Amber E. Spafford Wayne Bollum Patty Tiberg Stacy Pigott Don Norton	Holstein Association USA, Inc. Spafford & Associates Bock & Associates <i>Quarter Horse News/Cowboy Publishing</i> <i>Cutting Horse Chatter</i> Boelte-Hall Litho	802-451-4174 816-741-9372 507-664-9592 817-737-6397 817-244-6188 913-766-7726, x 278	lperrin@holstein.com spafforda@osborn-barr.com wbollum@aol.com patty.tiberg@cowboypublishing.com spigott@nchacutting.com donn@boelte.com
Ag Media Summit	Becky Newell Molly Mader Andy Atzenweiler Rebecca Terry-program Kyle Haley-sponsors Scott Vernon	<i>America's Horse</i> <i>Charolais Journal</i> <i>Missouri Beef Cattleman</i> Showboat Graphics <i>Limousin World</i> Cal Poly Brock Ctr. for Ag Comm.	806-378-4378 816-464-2474, x 104 816-471-0200 913-774-2628 405-260-3775 805-756-6138	bnewell@AQHA.org mmader@charolaisusa.com mobeeff@sbcglobal.net becky@showboatco.world limousin@limousinworld.com svernon@calpoly.edu
Student Award	Angie Denton, chair Scarlett Hagins Stephanie Veldman Beverly Moseley Jami Gillig Jennifer Shike Micky Wilson	<i>Hereford World</i> Kansas Livestock Association Broadhead Co. <i>Land & Livestock Post</i> McCormick Co. National Swine Registry <i>Angus Journal</i>	816-842-8878 785-273-5115 612-617-7927 979-324-7480 806-289-5533 765-463-3593 816-383-5213	adenton@hereford.org scarlett@kla.org sveldman@broadheadco.com beverly.moseley@theeagle.com jgillig@mids.net Jennifer@nationalswine.com mwilson@angusjournal.com
Critique Contest	Jim Bret Campbell, chair Kathy LaScala David Hobbs Jodi Cole	<i>American Quarter Horse Journal</i> Vance Publishing <i>Charolais Journal</i> Farm Credit Svc of East Central OK	806-376-4888 913-438-8700 816-464-5977 918-251-8596	jbcampbell@aqha.org klascala@food360.com dhobbs@charolaisusa.com jodi.cole@aglender.net
Student Development	Christy Lee, chair Teresa Oe Julie Olson Crystal Albers Miranda Reiman Caryn Vaught Shelly Sittion Megan Sheridan Kati McQueen	<i>Seedstock Edge</i> <i>Hereford World</i> <i>Charolais Journal</i> <i>Angus Journal</i> Certified Angus Beef <i>Hereford World</i> Oklahoma State University <i>Seedstock Edge</i> <i>Seedstock Edge</i>	765-463-3593 701-290-5751 816-464-5977 816-383-5215 785-539-0123 816-842-8878 405-744-4081 765-463-3593 765-463-3593	christy@nationalswine.com toe@hereford.org jolson@charolaisusa.com calbers@angusjournal.com mreiman@dcertifiedangusbeef.com cvaught@hereford.org shelly.sittion@okstate.edu megan@nationalswine.com Kati@nationalswine.com
Oklahoma/Texas Regional Workshop	Beverly Moseley Becky Newell Jim Bret Campbell Lisa Bryant Kyle Haley Alan Gold	<i>Land & Livestock Post</i> <i>America's Horse</i> <i>American Quarter Horse Journal</i> The Cowboy Connection <i>Limousin World</i> <i>Cutting Horse Chatter</i>	979-324-7480 806-378-4378 806-376-4888 580-332-7480 405-260-3775 817-244-6188	beverly.moseley@theeagle.com bnewell@AQHA.org jbcampbell@aqha.org cowboyconnection@sbcglobal.net limousin@limousinworld.com adgold@nchacutting.com
Des Moines/Midwest Regional Workshop	Cindy Cunningham, chair Julie Olson Cheryl Oxley Deb Hoge	National Pork Board <i>Charolais Journal</i> Angus Productions <i>Shorthorn Country</i>	515-223-2600 816-464-5977 816-383-5216 402-393-7051	cindy.cunningham@porkboard.org jolson@charolaisusa.com coxley@angusjournal.com debbie@shorthorn.org
Denver Regional Workshop	Lori Maude, chair Jennifer Womalk Brad Parker Barb Wilkinson Kati Anderson Katie Danneman Kristen Torres Jill DeLucero	<i>Gelbvieh World</i> <i>Wyoming Livestock Round-up</i> North American Limousin Foundation Colorado Livestock Association National Western <i>Gelbvieh World</i> NCBA NCBA	303-465-2333 307-234-2700 303-220-1693 970-378-0500 303-297-1166 303-465-2333 303-694-0305 303-694-0305	lorim@gelbvieh.org jennifer@wylr.net brad@nalf.org bwilkinson@coloradolivestock.org kati@nationalwestern.com katie@gelbvieh.org ktorres@beef.org jdelucero@beef.org
Nominating Committee	Lori Maude, chair Joe Roybal Wayne Bollum	<i>Gelbvieh World</i> <i>Beef</i> Bock & Associates	303-465-2333 952-851-4669 507-664-9592	lorim@gelbvieh.org jroybal@prismb2b.com wbollum@aol.com
Louisville Regional Workshop	Carey Brown, chair Christie Gillespie LeAnne Peters Belinda Ary Cheryl Oxley Julie Sims	<i>Cow Country News</i> <i>Tennessee Cattle Business</i> <i>Cattle Business in Mississippi</i> <i>Cattle Today</i> Angus Productions <i>Georgia Cattleman</i>	852-278-0899 615-896-2333 601-354-8951 205-932-8000 816-383-5216 478-474-6560	cbrown@kycattle.org christie@tncattle.org cbmag@bellsouth.net editor@cattletoday.com coxley@angusjournal.com juliesims@gabeef.org