

2018 Livestock Publications Council Contest Results

Category 2: Association Publication

An association depends on its official publication to educate, keep its members informed, report on past activities, provide interesting articles on about its members and affiliates. This year's category includes seven entries. While one is incredibly beautiful in style, design, and quality we felt that it doesn't fulfill those requirements of what an association publication should be. Would love to take the top three and use elements from each one to make an ideal publication. If you entered in this category (or should in the future) find the winning publications online and take a look. Then look at yours and compare.

1st Place:

Angus Journal

This fits the bill on what we see as a true association publication. Love the strong cover photos. Some might argue that it should have some copy on outside to draw you in but we decided the strength and quality of the cover photos did it in a simple way. Lots and lots of information for the members and that's why we chose it.

2nd Place:

Quarter Horse Journal

While it has some of the qualities we want in an association publication the first place winner has more content for its members to use.

Honorable Mention:

Chrome

This is the entry that stands out above the rest in design but lacks the member content needed. Truly a beautiful publication that I'm sure is very popular with your readers.

Category 3: Non-Association Publication

1st Place:

Top Stock

Overall just a nice product. Great photos for the cover, clean contents page, good combination of editorial stories. There are a LOT of show photos but that is apparently your audience. Keep up the good work and know you're a tough competitor!

Category 4: Newspaper

A tough category as these two newspapers are very similar in content, style and appearance. Both are well done and obviously have a lot of advertising support. The Western Ag Reporter catches my attention with a friendly face at the top who is the publisher and I bet his column is well-read. I question the size of the Tri-State Livestock News as it's larger in paper size than most newspapers and I would suggest looking into that as you might even save on postage.

1st Place:

Western Ag Reporter

2nd Place:

Tri-State Livestock News

Category 5: Newsletter

1st Place:

Bader Rutter; Range and Pasture Steward; Bader Rutter Newsletters carried a lot of diverse, yet applicable information. The layouts really pulled the reader into the material easily. Newsletters are a vital part of companies now and should have a good purpose for its targeted audience. Having a good plan for editorial in newsletters is as important as in any publication.

Category 6: Website

1st Place:

Angus GS Website; Tim Loretangeli and Clint Mefford I'm giving this the nod for first because of the photos of the CSR. It's really nice to be able to have that on the home page too. All of the links worked and it's a clean site with a plethora of information. The second place is obviously from the same company and it's a close second."

2nd Place:

Angus Link Website; Tim Loretangeli, Clint Mefford and Rachel Robinson

Other Comments:

lickcreekmeats.com; Jim Horner, KRose Company

Nice website that has all the elements and I like the range of information from ordering to recipes. Nice clean and like the photo of the owners as that makes it more personal. Nothing really wrong just competing in a tough category.

Dairy Agenda Today, LLC; David Jons, Melissa Hart, Ron Schaap, Chad Griffith, Mary Angelo, Maria Bise, Kristy Roose, Kate Smith REALLY busy website. While it does contain a lot of information there is just a little too much goin on. I would encourage you to look at the winning entries and compare so you can see the differences.

Filament; GenOvations Website - www.genoet.com; Filament

Another good website in a tough category. It didn't have quite as much depth of information as the wining entry but still something to be proud of.

Category 7: Special Issue 100 pages or less

Only two entries in this category and they are published by the same company so it's kind of a toss up. Am sure that both have a good following of readers. Both are nice "special" issues and the nod goes to the Horse Roundup.

1st Place:

Tri State Livestock News; Horse Roundup

Category 8: Special Issue more than 100 pages

All entries definitely fit the bill of "special" issue which is good. All are also REALLY busy and if there is a way to unclutter the editorial in all of them that would be good. Producing this many pages is not an easy feat and all definitely did a good job with putting together a lot of information that your readers will enjoy for a long time before they toss. IF they toss!

1st Place

Western Ag Reporter (Herd Reference Edition)

2nd Place:

Texas Cattle Feeders Assn. (Cattle Feeders Resource Guide)

Honorable mention:

Tri State Livestock News (The Cattle Journal)

Category 9: Event/Show Program

1st Place:

Top Stock Magazine; Canadian Beef Industry Conference Program; Katie Songer

Excellent job. Great colors used and incredible organizing of a lot of information. Cover is awesome and definitely makes me know what most of the topics are about! Like the graphic in the word "Conference" a lot. Tough category but a fun one to judge.

2nd Place:

Cultivate Agency; 2018 National Junior Red Angus Event Show Program; Cultivate Agency

Really nice job, comprehensive and well organized. A lot of information for your members and exhibitors. It's a tough category and gets edged out by the first place winner. Barely.

Category 10: National Show Coverage

1st Place:

Hereford World; 2018 National Junior Hereford Expo coverage; Hereford Publications staff

Wow, these entries all show an incredible amount of work both in what it took to put on the show but also the amount of work to compile that much information into a readable, pleasing article(s). Congratulations to all of the entries but this one just gave us all the elements to top the category.

2nd Place:

Angus Journal; National Junior Angus Show; *Angus Journal*

Category 11: Single Article Layout & Design

1st Place:

America's Horse; Craftsman at Work; Writer/photographer: Abigail Boatwright

Designer: David Brown

Category 12: Cover - Association (any color combination or BW)

1st Place:

Gelbvieh World; August 2018 Gelbvieh World; Photographer - Kelsi Christian

Designer - Lynn Valentine

This has it all. The hint of action, animal and a young boy. Small criticism, but I'd like to know why that cover line when you had opportunity to be direct. For example, maybe something like: Will He Become A Leader? Photographer caught the moment. Simple and effective. The blue shirt and the boy jump out of the cover. Well done."

Honorable Mention:

Angus Journal; October 2018 Angus Journal Cover; Jaime Albers, graphic artist

As much as I like the photo, I kept wanting to see some cover lines that would help tie it all together for a reader. Needs something to tease a reader into finding out why this bull on the cover. B & W image makes it an arresting photo for the cover. Detail and sharpness in the head and hair is outstanding. Plus, the focus on just the face makes the image pop."

Other Comments:

Arkansas Cattle Business; ACB November 2018 Cover; Autumn Fuhrman, designer

Final Drive Photography, photographer

Nice moment. However, stick covering the man's face is too distracting.

Angus Beef Bulletin; November 2018 Cover; Mary Black, designer; Miranda Reiman, photographer

Nice photo. Sharp and good focus, but rather commonplace. Still, good execution.

Angus Journal; March 2018 Angus Journal Cover; Tim Loretangeli, designer

Beautiful photo and like the simplicity. Would like to give it a better rating, but it seems to be missing cover lines to help a reader understand why this image.

Texas Cattle Feeders Association; 2018 Cattle Feeders Resource Guide; Carmen Fenton, editor

Paul Ortega, designer

Creative way of getting the message across. All type vs. actual animals makes it stand out from others in the category.

Category 13: Cover, Non-Association

1st Place:

Bader-Rutter; Range & Pasture Steward

This is an attractive, relevant cover. The photo has a good hero subject as well as good depth in the background, balances well with the masthead and copy and it does make me want to open and read more about land stewardship.

Top Stock; Katie Songer

Nice cover. The photo is compelling - you know this exhibitor is focused on the business at hand. This piece is also well balanced.

Dairy Herd Management

I do like the lighting and the front angle view of this photo but it doesn't capture my curiosity a great deal past that. It's hard to think clean air with her nostrils covered in sand. Side note - the photo lays in nicely with the masthead.

Category 14: Cover - Newspaper (any color combination or BW)

1st Place:

High Plains Journal; 2018 Stocker; Heather Noll

This cover really stood out to me. So balanced, relevant with a simple subject (non cluttered and easy to appreciate) with the copy built around it.

2nd Place:

High Plains Journal; Lessons from the Fumonisin Storm; Heather Noll
Good job with incorporating more than one photo to tell a story. It almost gets a little too busy, but yet I do like its message.

Honorable Mention:

High Plains Journal; Exit; Diana Derstein

Good idea for a cover photo - but I almost wish you could see a little more of the trailer to make the "statement" stronger. Nice job though.

Other Comments:

Tri-State Livestock News; Publisher: Bree Poppe Designer: Casey Hutchins Editors: Carrie Stadheim, Maria Tibbetts

The photo does draw me in and want to read the article. The photo is compelling between the horses gathered, the charred land with new green growth emerging. I also like the added effect of the font in "Lightning Strike" as well.

High Plains Journal; Animal Health; Diana Derstein

Good photo selection for the article, however it just didn't come across as strong to me as some of the other entries. Animal Health issue is a little hard to make out with the masthead and photo - although I do realize it's not supposed stand out strong....(and 2018 at the top does get lost behind the masthead. I also appreciate the play on the red between the eartag and title.

High Plains Journal; Seedstock; Diana Derstein

Strong image that does grab attention. I like what they are trying to do here, although not as strong of a contender as other entries.

Western Ag Reporter; June 7; Cover Designer: Kayla Sargent

Colors and copy balance well. I like the depth of field on the top photo and agree that the article topics were all relevant.

Western Ag Reporter; November 8; Cover Designer: Kayla Sargent
Photographer: Ziemba Photographic Arts

God bless our veterans and their families! Good message (and one that's appreciated in our livestock community!) but I just didn't think this cover would place over some of the others.

Western Ag Reporter; October 11; Cover Designer: Kayla Sargent
Photographer: Todd Klassy
Nice touch with pulling the colors together and the three articles seem balanced.

Western Ag Reporter; Sept. 20th; Cover Designer: Kayla Sargent
Top Photo: Christopher Wilson
Bottom Photo: Kayla Sargent
The six-column image at the bottom is a nice touch, but unfortunately the image of the brothers doesn't grab my attention. Although probably hard to get - a photo of them in action with the horses, or something besides a blank canvas type background would have made it more attractive for the reader. Not a bad cover, just doesn't come across as competitive enough in this category.

Category 15: Published Editorial Photography

1st Place:

Western Ag Reporter; One Year After the Lodgepole Infernos; Writer and photographer: Kayla Sargent
Good photos to describe the tragedy. Really like the photo of the maps. A good angle used and the hands in it make it have some action as if he was explaining what you were seeing.

Category 16: Single Photo or Graphic Illustration

A varied set of entries in this category. The winner ran away with it (no pun intended here). The purpose of this element in your publications is to draw attention to the article and have the illustration make sense for what the reader is about to read.

1st Place:

Performance Horse Journal; Light Speed; Covy Moore, photographer; Clint Swearingen, designer
Wow and wow! I just had to stare at this a couple of times to enjoy it. Absolutely perfect photo for the topic and I wouldn't even need to have words to know that it's about lightning speed! Give this photographer a big kudos.

2nd Place:

Western Ag Reporter; The Cowboy Rides Again; Graphic Designer & Writer: Bailey McKay
At first I wasn't sure about this but looking at it and the elements in the photos and the way it is put together gives it a second to a tough first place winner. I like it!

Overall comments about writing:

My team judged several categories and we compared notes on several rather than giving many of the same comments. So basically we wanted good clean leads – the kind that draw a reader in right away. Boring is not what a lead should be and while we saw few of that, the dynamic leads rose the entry to the top. Obviously proper spelling, grammar, punctuation was expected and found in every article. It was nearly impossible to find an error. That's what makes these categories so difficult to judge. So if you won a category, congratulations because the competition was extremely tough in these writing categories.

Category 17: Production/Management Article, Association

1st Place:

Kansas Stockman; Secure Beef Supply Critical to Continuity; Writer: Sara Gugelmeyer

Category 18: Marketing Article, Association

1st Place:

Angus Beef Bulletin; Built on Trust and Profits; Becky Mills

Category 19: Technical Article, Association

1st Place:

Angus Beef Bulletin; Southern Battle; Kasey Brown
What a gross topic but the author accomplished what was set out to do and that was to get a story written on what I would assume isn't an everyday topic. And certainly not in every part of the country. Good research with enough figures to validate the information. Very educational piece.

Category 20: Feature/ Human Interest, Association

1st Place:

Katie Navarra for *Instride Edition*;

Category 21: Instructional Story - Association

1st Place:

Performance Horse Journal; Paid Warm-Ups; Annie Lambert
Good article and I like the "Meet Mike Boyle" pull out. It's always nice to get a look into the personal side of someone. Good work. A small category though!

Category 22: Production/Farm/Ranch Profile, Association

1st Place:

Ranch Horse Journal; Ready for the Rocking Chair; By Andrea Caudill
First I enjoyed reading this and almost felt like I was ready a combination of a mini-novel and a historical piece. Loved the headline that really piqued my interest and made me dig into the story.

Category 23: Production/Management Article, Non-Association

1st Place:

Show Me AgriComm for *Angus Journal*; Insurance for Your Cowherd; Joann Pipkin

Well-written with good use of quotes from the sources. Definitely an educational piece that would be a great part of any magazine.

Category 24: Marketing Article, Non-Association

1st Place:

Show Me AgriComm for *Angus Journal*; Local Flavor; Joann Pipkin

Category 25: Non-Association - Technical article

1st Place:

Performance Horse Journal; Crossing the Line: Hybrid Vigor Explained; Julie J. Bryant
Fantastic lead, beautiful writing style and nice mix of direct quotes and straight copy. Plus the writer took a complex topic and turned it into an article readers could understand.

2nd Place:

Western Livestock Journal; Commercial Cattle Issue Beef in the Blockchain World; Kerry Halladay
This judge liked the writer's lead and writing style. The story flowed well and kept this judge reading. The writer did a nice job of explaining the concept without lecturing or overdoing. Tip: Every direct quote should have a source.

Other Comments:

BioZyme Inc.; While calving management perspectives vary, cow reproductive readiness should not; Writer: Shelia Grobosky
I would not categorize this article as a technical article. It read more like a feature story than a technical article.

Missouri Ruralist; Pack Barn Spurs Sustainable Dairy; Joann Pipkin
While this is an interesting story that dairy farmers would find valuable, the first para grabbed my interest but para 2 failed to keep my interest. I also wish the writer would make all direct quotes stand out more by putting them in their own para. .

The Progressive Farmer; Bull to Rail; Victoria G. Myers

This judge finds the article to border the line of feature article vs. technical article. That said, excellent information for cattle raisers.

The Progressive Farmer; Probiotic Promises; Victoria G. Myers

This judge thought she was really going to like the article. But she couldn't understand why the writer started out having a beef specialist say that probiotics/DFMs are not worth the cost then have probiotics/DFM companies try to defend their sale of such. The writer then cited another university person who was not a fan of them. This seemed very awkward.

Western Ag Reporter; 'Weather' You See It Or Not...; Writer: Bailey McKay

While the article was interesting to read, this judge would categorize the article as a feature article rather than a technical article. A technical article takes a complex topic and breaks it down into reader-friendly information. This article was more about how climate impacts ag.

Category 26: Non-Association - Feature/Human Interest

1st Place:

Farm Journal's PORK; Never Surrender: Scott Dee Goes To Battle To Protect U.S. Swine Herd; Writer: Jennifer Shike, Editor, Farm Journal's PORK Designer: Alison Fulton

The writer caught my attention with her lead and kept it. This judge was thrown off, however, with the quote about "Scott was never Dr. Dee to his students" as no explanation followed that remark. I would also recommend avoid getting into the rhythm of writing a direct quote para, followed by straight copy para, direct quote para, followed by straight copy para, etc. I liked how this article wrapped up. All in all, an interesting article from start to finish.

2nd Place:

Drovers; Securing Border Ranches; Wyatt Bechtel

Kudos to this writer for knowing when to use a direct quote and having a writing style that isn't a predictable rhythm. Far too many writers get into the habit of writing a direct quote para followed by an indirect quote para or straight copy para and repeat that again and again. Extremely interesting feature article.

TIE for 3rd:

Tri-State Livestock News; Making it home for Christmas; Writer: Savannah Simmons

The lead grabbed my interest and the article kept my interest until the end. This writer touched on the emotions while not going overboard. As a reader, I felt like I got to know Carroll a bit. The writer has a nice style. Keep taking these stories to your readers.

TIE for 3rd:

Tri-State Livestock News; Veteran Salute: Sam Marty; Writer and Editor: Carrie Stadheim

The lead caught my interest, and the writing style kept it. I liked the lead being tied in later in the article. I would urge the writer to keep direct quotes in own para. Adding an indirect quote or other copy at the end of a direct quote takes away from the quote. Excellent job of telling the story of a veteran from agriculture who now serves in our government.

Other Comments:

Western Ag Reporter; Roping In a Meal For the Hungry; Writer: Katie Schrock

Great topic but the story reads more like a news story than a feature/human interest article.

Western Ag Reporter; 5,005 Issues Later, Bonnie Zieske Retires; Writer: Kayla Sargent

I wish the lead would have been "catchy" rather than ho-hum; perhaps

a lead something along the lines of "55 years. 5,005 issues. 54 Herd References. And now Bonnie Zieske, advertising coordinator and Pat Goggin's personal secretary, is retiring from Western Ag Reporter and what she calls 'quite a ride'." On a positive note, your readers probably enjoyed learning about this dedicated lady. And, your writing uses great transitions throughout, which helps your readers keep wanting to read it.

Western Ag Reporter; From Two Dot to West Point; Writer: Hannah Johlman

Interesting article that could have grabbed this judge's attention with more pizzazz and punch. For example, I would have liked a direct quote from Amanda rather than copy given as para 3. The article seemed more like news than a human interest/feature article.

Western Ag Reporter; Rancher, Husband, NINJA; Writer: Hannah Johlman

Nice feature story that became a bit complicated. This judge would have kept focus on Pekus, Ninja Warriors and his opportunity to educate the public about beef and agriculture. Including the info about gluten and dairy detracted from the focus.

Certified Angus Beef LLC; Minne Lou Making Headlines; Miranda Reiman

Excellent story about Minnie Lou and a beautiful tribute to her. This writer's choice of words and ability to use direct quotes correctly clearly show her talent for writing.

Certified Angus Beef LLC; Cooking Up Perspective; Laura Conaway
Good article. This judge likes the mix of longer and shorter paras. I would suggest only using a direct quote when it has punch. The writer got into a not-so-good rhythm of direct quote para followed by indirect quote or straight copy para, direct quote para, indirect quote or straight copy para, etc. The change in the article "Producing the best" broke the rhythm of the article. I would have skipped the first four paras after this subhead and gone with the direct quote "our independent success.." Overall, good information presented but the article lacked the emotion of other entries in this highly competitive human interest category.

BioZyme Inc.; Students Make 40-year Teacher Ag Proud; Writer: Shelia Grobosky; Graphic Design on Blog: Jamie Beatty
Kevin Frazier sounds like a guy who really cares about his students. That said, the article lacks emotion and pizzazz.

The Cattleman; Stepping up in a Time of Crisis; Maggie Malson
The lead grabbed my attention but the article failed to keep my attention as it got a bit too long. The writing style also became too predictable: direct quote, indirect quote or straight copy, direct quote, straight copy or indirect quote, etc.

Angus Journal; Just Work Harder; Joann Pipkin

This human interest feature simply lacked the emotion of a highly competitive category. I would urge the writer to avoid starting so many paras with introductory clauses.

Category 27: Instructional Story, Non-Association

1st Place:

BioZyme Inc.; Show Mom Perspective: How to Equip your Show Pig Project; Writer: Shelia Grobosky, Blog Graphic Artist: Jamie Beatty

Unique topic and good writing. Interesting perspective.

2nd Place:

The Progressive Farmer; Novel Approach; Victoria G. Myers

Category 28: Producer/Farm/Ranch Profile

1st Place:

Certified Angus Beef, LLC for *Angus Journal*; Building Better Beef; Nicole Lane Erceg

The writing is outstanding. Erceg creatively catches the readers attention with excellent use of vocabulary that tied in well with the cattleman's lifestyle. The article is well organized and the use of descriptive words is eloquently used to capture the personality of the Missouri Angus breeder. Additionally, it was obvious that Erceg was knowledgeable about the cattle business through her description of his operation and use of terms to describe his business. Excellent!!

2nd Place:

Certified Angus Beef, LLC for *Angus Journal*; Cornerstone Cattle; Nicole Lane Erceg

The author's creative writing style shone through here again. When judging the category, I didn't pay any attention to the author's names or publications. So when I picked the top three placings, I didn't know that Erceg had earned both first and second place in the category until I was done. Again, the writing is fluid and expressive allowing the reader to learn about the cattle producer as a person as well as learn about his business. The use of "cornerstone" pulled from the producer's quote was creatively and effectively used from the title to the introduction to the summary. Excellent writing!!

3rd Place:

Certified Angus Beef LLC; A Maternal Lineage; Laura Conaway
Excellent writing about a distinguished family with women at the helm. The author did a great job of capturing the essence of how generations of women in this family have been the stalwarts of their cattle business. Additionally, the author effectively informed the reader about the Angus operation. Great job!!

Honorable Mentions:

Western Ag Reporter; A Complementary Team Full of Compliments; Writer: Hannah Johlman

Johlman cleverly utilizes a play on words to catch the reader's attention! The writing is well done and shows the writer knows the business as well as effectively portrays the character and personality of the Ward family. Well done!!

The Cattleman ; Sculpting with Light; Maggie Malson
Malson does an excellent job of describing livestock photographers and their unique styles. Well organized article and easy to read. Good job!!

Category 29: News Story

1st Place:

Drovers; "Great News" And "Missed Opportunities" In U.S.-Mexico-Canada Agreement; Sara Brown

Excellent job with this topic. A news story should be just that and not show opinions from the author. Nice work on this one.

Category 30: Editorial

1st Place:

Missouri Beef Cattleman; Life Through Charley's Eyes; Mike Deering
Great writing. Great story and good use of a lead that drew me right in.

Category 31: Regular Column

1st Place:

High Plains Journal; Just what are our returns with youth activities; Pebbles and boulders; It's never really a vacation; Jennifer M. Latzke
These columns were very enjoyable to read and I really like the style of this writer. Am sure she has some regular followers and that's what you want in a regular column.

Category 32: In-depth Reporting (single article)

2nd Place:

Western Ag Reporter; Horse Populations Continue to Run Wild; Writer: Kayla Sargent
Good writing

Western Ag Reporter; Weighing the Benefits of REAL BEEF; Writer: Kayla Sargent
Good graphics - Difficult to follow

Drovers; Checkoff's Legal Journey; Greg Henderson
A bit dry, needed tighter writing perhaps

Category 33: In-depth Reporting (multiple articles series)

1st Place:

Western Ag Reporter; As the Smoke Clears, New Plans Rise One Year After the Lodgepole Infernos; Writer and photographer: Kayla Sargent
Good photos, Great narratives; Good information on surviving and preventing fire damage to rangelands

2nd Place:

High Plains/Midwest Ag Journal; Power of the Pill (2018 Opioid Package); Writers: Dave Bergmeier, Bill Spiegel, Larry Dreiling, Jennifer M. Latzke, Kylene Scott, Jennifer Carrico, Amy Bickel - Designers/Photographers: Heather Noll, Luke Waldron, Diana Derstein, Jennifer Theurer, Jennifer Carrico, Amy Bickel
An unusual topic for an ag magazine, but timely. Good to think outside the box in giving rural communities real news

Honorable Mention:

High Plains/Midwest Ag Journal; 2018 Wildfire Coverage; Writers: Jennifer M. Latzke, Amy Bickel, Kylene Scott; Photographers: Jennifer M. Latzke, Amy Bickel, Kylene Scott
Designers: Diana Derstein, Luke Waldron
Good information. Mostly a re-hash of coverage from multiple agencies

Western Ag Reporter; Oregon Wolf Week; Writer: Kayla Sargent
Too many dramatic quotes and narratives. But, good information

Category 34: Commentary or Essay Article (not an editorial)

1st Place:

Western Ag Reporter; Thank You, Veterans; Writer: Bailey McKay
Both of these entries are very well written. This one edges out the second place mainly due to the amount of historical information in it. It's a heavy article but well done.

2nd Place:

Western Ag Reporter; WAR's McKay Retires Her Maroon Jacket with Fond Memories; Writer: Bailey McKay
Another well-written article and you could feel the emotions. Obviously the author had a big summer event in her life! Good job.

Category 35: Miscellaneous Writing

1st Place:

American Quarter Horse Journal; Level Headed; By Pamela Britton-Baer
Good lead, tight writing and just a good piece of material in a very random category!

2nd Place:

Angus Journal; Developing for Longevity in the Southwest; Lindsay King

Category 36: 4-color, Full page Ad for Livestock Sale

1st Place:

Western Ag Reporter; Eaton Charolais; Designer: Kara Fairbank
Best Ad so far in this category. I really like this ad. Very masculine, not wordy. #1 for me. I want to buy a bunch of bulls from this outfit.

Other Comments:

Gelbvieh World; Cedar Top Ranch 41st Annual Maternal Empire Bull Sale; Lynn Valentine

Very effective especially for the back cover of a breed magazine. Professionally created that says to buyers this is a professional ranching operation.

Texas Longhorn Trails Magazine; Eddie Wood Cowtown Classic Sale Ad; Copy and Layout by Myra Basham

I'm giving this a thumbs down as it is basically two competing ads. Too busy.

Hereford World; Bonebrake Registered Herefords; Hereford Publications Inc. staff

Nothing special about this ad that would make it stand out from others that would be in this publication.

Western Ag Reporter; Bulls of the Bitterroot ; Designer: Kara Fairbank
Photographer: Kayla Sargent

Love the photography. Way to busy and hard to read. Don't need the word "Selling" of course that is what happens at a bull sale. The red copy takes the eye off the message which is overdone in my opinion.

Category 37: 4-color, Full page Ad for Ranch or Farm

Arkansas Cattle Business; CV Ledbetter & Son Ad; Autumn Fuhrman, designer; Aush Rae, photographer

I can't see the entire ad. Big white strip missing in the top portion of the ad. No opinion.

Gelbvieh World; Bar Arrow Cattle Company Putting the Whole Package Together; Lynn Valentine

This ad does effectively market graphs. Good use of colors and design. My biggest problem is the over use of the word INCREASING. The graphs show all these traits are increasing. Maybe it might be more effective by insinuating, by using this breeding you will INCREASE MARBLING, have INCREASED RIBEYE MEASUREMENTS, all the while INCREASING FPI.

Texas Longhorn Trails Magazine; Trails_Hubbell_Longhorns_Ranch AD; Copy and Design Myra Basham

Way too busy. Over done. I think the message gets lost in all that is going on with all the different type styles and fonts used and too many photos below.

Texas Longhorn Trails Magazine; Trails_WB_Longhorns_Ranch_Ad; Trace Neal

The fire in my opinion was used well up at the top of this ad but a little over done in the middle of it. Takes away from the copy that is fire toned also. The quality of the bull photo doesn't bother me.

Filament; Purina Animal Nutrition-Cattle Breeding Ad; Filament

This is very clean. But if numbers are so essential why did they take the ear tags out of the ears of this female. Creative but misses the mark. People might stop to read it and I get that but it doesn't make you want to play the numbers game in my opinion.

General Divisions - Design - Category 38: 4-color, Full page Ad for Livestock Supplier, Service, Association

1st Place:

Gelbvieh World; 2019 AGJA Donation Heifer Raffle; Lynn Valentine
I really like this ad. Great use of depth of field in the photography that zeros in on the junior that this ad is all about. Very effective and professional. The only fault is that the scrip font at the top or hard to read and need to not just use the acronym AGJA. #1 so far in this category. If all that I am judging are in the same pen, then this one takes 2nd place. 1st if it is in a different group from Eaton Charolais ad.

Other Comments:

American Angus Association; Most Valuable Player ad; Rachel Robinson & Tim Loretangeli

Great looking mama and calf. I would like to see this same situation not in such a lush environment if that is one of your selling points in the ad copy. Layout very professional. Simple graphics, clean and great use of the rule of thirds. The message in my mind just doesn't fit the image.

American Angus Association; Angus Link National Ad; Tim Loretangeli and Clint Mefford

Good photography, but this ad misses the stated purpose to really appeal to the commercial cattleman. Looks like a crossbred cow wandered into a straight angus herd. If the other cattle in the photo looked more commercial it might work better for me.

Angus Beef Bulletin; Target Bull Buyers; Designer, Gail Lombardino; writer, Shauna Hermel

This ad gets your attention right away. Looks professional especially if you are marketing to breeders that want a professional ad they are about to buy.

Western Ag Reporter; Western Ag Reporter - All the Cool Kids Are Reading It; Designer: Bailey McKay

Not sure I would refer to these young cattlemen and ladies as kids. Professionally clean and says visually what the stated purpose of the ad was. Looks very staged though. Maybe shorts are the new working clothes now. I might have dressed them to look like they actually work on a ranch.

Western Ag Reporter; Western Ag Reporter Sales Reps; Designer: Kayla Sargent

Great looking bunkhouse of guys. Each one of them most likely are very professional in what they do. But the layout of this ad is very ho hum, plain, all centered and doesn't have the white space other than the white background. Sorry but this looks like it was laid out in about 20 minutes not withstanding the drop in layers and photo. White hats get lost in the background and looks like they got a deal on them at the local western shop before having this photo taken. Over use of the red color and what stands out the most are the black vest these guys are wearing. The eye always goes to the greatest area of contrast. Not sure that is what this advertisement was trying to portray according to the what the entry said. Just not professional in my opinion coming from the publication that it is trying to sell business for.

AgTown Technologies; American Aberdeen Association - Cashing Bigger Checks; AgTown Technologies - Greeley, CO

Great message idea as a whole but this ad is very wordy, difficult to read, and tries to do too much in one page.

Cultivate Agency; Texas Agriculture Texas Beef Council May 2018 Print Ad; Cultivate Agency

For an expensive ad like this it lacks in several areas for my eye. First the meat looks dry, not juicy on the cutting board and there should have been a lot. Second the knife is a table steak knife, not the large knife that it took to slice this brisket. Leaves a dry taste in my mouth.

Filament; Milk Products-Love in a Bottle Ad; Filament
This is a very professionally designed advertisement. All cattlemen love their calves. That is what keeps them staying up all night. Having bottle fed many calves and the way they go after that bottle this shadow tells it. Clean with a straight forward message. One of my very favorite ads.

Category 39: 4-color, Less than full page Livestock Ad

This category had me a little confused as some entries had multiple ads and I think that the category was for just one ad. While those campaigns were good it might have been better to have entered in a different category for campaigns. The winner had all of the elements needed in an ad and since these require less information and copy than a full page ad the message needs to be clear and concise with the most important information of a "call to action".

1st Place:

AgTown Technologies; Anipro Four Seasons Ad; AgTown Technologies- Greeley, CO

Nice clean ad with a simple message. Definitely would stand out in a publication with its pleasing colors and graphics. All of the elements are included for the reader to contact with a phone number and website which are critical."

Category 41: 1-color, Livestock Ad, any size

1st Place:

AgTown Technologies; Sitz Angus Engineered for Profitability Ad; Ag-Town Technologies

Very pleasing to the eye and good work with the limit of color. The ad had all the necessary elements and makes it a winner.

Category 42: Livestock Advertiser Campaign

1st Place:

Filament; GenOvations "Hands on your genes" Multi-Breed Campaign; Filament

Great campaign that I'm sure the client was very pleased with. Everything was good from the text to the photos and messaging was clear.

Category 43: Livestock Ad Headline

There are some great creatives out there! Truly there were some great entries in this category and all could be considered winners. Most of the time a good headline uses a play on words and it was evident in these entries. Both of the top entries used simple words that sent a message that caught my eye and made me think. Good job to all in this category.

1st Place:

Filament; GenOvations- Who's Touching Your Genes; Filament

2nd Place:

American Angus Association; Most Valuable Player ad; Tim Loretangeli

Category 44: Multiple Page Livestock Ad

Honorable Mention:

Angus Beef Bulletin; Angus Sale Books Ad; Sara Reardon, creator; Monica Ford, designer

This ad is so simple that I had to study it to figure out what it was for. Realizing that it is in your magazine and your readers probably know you might want to consider the new people looking at it. Good unique colors and nice design. Worthy of a mention but it's just missing a little more information. What if I have a question and want to pick up the phone and call?

Category 45: Logo Design

1st Place:

American Angus Association; Angus Source Logo Redesign; Tim Loretangeli

The objective explains what the purpose for this and the tagline is needed to finalize the logo. Not all logos can stand alone with just the name of the program. Sometimes you must add in an element to further the design. Basic wording is all that was needed here to polish it up."

2nd Place:

Cultivate Agency; North American Junior Red Angus Event; 2018 NA-JRAE Logo; Cultivate Agency

Nice logo. Obviously this could only be used within the breed because it definitely doesn't tell me a whole lot if I didn't know what NAJRAE stood for. Logo designs for shows/events should always have consideration of the various ways it will be used. B&W, embroidered, 4C, etc. Sometimes if it's too intricate it doesn't work in all mediums. Nice job."

Honorable Mention:

Generation 6 Marketing; Ellingson Simmentals; Emily Brinkman

Other Comments:

KRose Company; KRose Meats; KRose team
Doesn't have strong enough design elements.

Anderson School; Anderson School logo; KRose Team
This isn't really a livestock logo so it doesn't really get to compete.

Hereford Publications Inc.; AHA Herefords On Demand; Hereford Publications Inc. staff

I looked at the logo first to see if it told me anything about what its purpose was. I had to go back to the objective to see what it meant and I'm still not sure if it tells me.

Category 46: Brochures, Flyers and Direct-mail Pieces

The entries in this category reflect a wide variety of pieces.

1st Place:

Cultivate Agency; Texas Beef Council- Top it Like a Texan Brochure; Cultivate Agency

Our greatest challenge as designers in the ag industry is the ability to bridge the gap between production and consumer. This is a "home run" piece chock full of delicious recipes that showcase beef, beautiful food photography and relatable content, enticing consumers to add beef to their shopping carts.

2nd Place:

Cultivate Agency; DemKota Ranch Beef Sales Folder Brochure; Cultivate Agency

Good design. Although the content presentation is good, the overall piece would have been more impressive by fine-tuning the copy. For instance, claims are made about humane treatment, sustainability, high standards, etc., yet few quantifying specifications are provided. Beautiful product shots and interesting use of photos and treatment to distinguish between the individual pieces. The copy is easy to read over dark treatment. This is a well-done presentation that should enable a regional processor to be competitive.

3rd Place:

Filament; Purina Animal Nutrition; Cattle Breeding Brochure; Filament
Very fact-based piece to help educate the end-user. Study results are presented in a clean, easy-to-follow design with good typography and simple graphics.

Category 47: Sale Catalogs, 4-color text pages

A wonderful group of catalogs was submitted to this category. All entrants are to be commended on producing beautiful, clean and functional catalogs. A sale catalog can directly affect the most important day for any rancher—payday. For this reason, design takes a backseat to functionality. Are pages easy to read? Will the eye movement left to right or top to bottom likely be fluid or confusing? Is the all-important data user-friendly? Most of the entries in this category achieved the above-stated goals.

1st Place:

Top Stock; Lazy MC Angus; Designer: Katie Songer

This entry checks almost all the boxes for good design and functionality. The presentation of data and photos of sale cattle are consistent and will make for a very functional piece on sale day.

2nd Place:

Generation 6 Marketing; Ehlke Herefords Bull Sale; Emily Brinkman
Use of an alternative pedigree format might present some challenges to customers accustomed to traditional pedigree formats. However, it is presented consistently, cleanly and sire/dam identifiers are good tools for the reader. Clean design with good use of supporting photos.

3rd Place:

Generation 6 Marketing; Hereford Fall Classic; Emily Brinkman
This is a beautiful catalog. It presents the customer a different flow with a horizontal format. Always a risk—but it allows for great real estate to display female photos. Watch headings aren't too close to trim for the printer to hold the position consistently.

Honorable Mention:

AgTown Technologies! Perez Cattle Company Championship Form & Ranch Function Catalog; Ag Town Technologies

Category 48: Sale Catalogs, less-than-4-color text pages

1st Place:

AgTown Technologies; Sitz Angus Fall Bull Sale; AgTown Technologies

Effective use of photos throughout the catalog to add interest in a black/white catalog interior. Page side tabs provide easy catalog navigation for buyers. Lot information (pedigree and data) is all easy to read and consistent.

Category 49: Annual Reports:

1st Place:

American Angus Association; 2018 Annual Report; Rachel Robinson & Tim Loretangeli

Wow. From start to finish this has a lot of information, great photos, good pleasing colors and graphics and just an example of a great product. Am sure your membership appreciated the efforts and quality of work. Good job and this was a tough category.

2nd Place:

Hereford Publications Inc.; Advancing the Breed, Strengthening the Industry; Hereford Publications Inc. staff

I really really liked this design. However when I had to compare the first place knocked it down and I think the graphics were just a little too much. An annual report is a very serious item in an association's business and the gears, etc. just became a little more than I liked. Excellent work but nudged out by the first place entry.

Honorable Mention:

AgTown Technologies; Agfinity Annual Report; AgTown Technologies
Very nice work and am sure you had a happy client. Just in a very tough category.”

Category 50: Miscellaneous Design

This miscellaneous design category definitely had quite a range of entries! Overall these were all great entries in their own right. You all are doing good work and this category could have gone a few different directions with the winners because of the quality.

1st Place:

Cultivate Agency; Texas Beef Council -Texas Family Favorites Cookbook; Cultivate Agency

Excellent work. Great colors, photos, fonts and all other elements.

Looks like it was a big project! Keep up the good work. (made me hungry reviewing it!)

2nd Place:

Filament; Purina Animal Nutrition-Local Co-op Feeds Your Coop Advertorial; Filament

Good messages and clever graphics. First place in this category is hard to get around but this worthy of a mention.

Honorable Mention:

Cultivate Agency; Cattle Tales at NCBA 2018; Cultivate Agency
Honorable Mention. Definitely miscellaneous design! Good work and I like the use of play on words. Kind of a hard entry to judge since it's more than just printed pieces and comparing all in this category is very subjective. Am sure the client likes the work though.

Hereford Publications Inc.; Genoa Livestock 2018 postcard; Hereford Publications Inc. staff

Too many exclamation marks!!!! And too many initial caps used.

“These Bull Sell! “ Would prefer for it to read “These bulls sell” and maybe use an adjective like: stout, rugged, etc. Date should not read “11th”. I happen to know this auctioneer and his name is Rick not Rich.

Angus Journal; The Robots are Coming; Tim Loretangeli, designer
Well I like the design but I assume this is part of an article since there is an author mentioned. Very catchy and I think you could have added the rest of the piece so I can see what this is leading to.

Category 51: Publication Website

st - Western Ag Reporter

Easy website to navigate through with an abundance of information provided. Having picture of John Goggins is excellent as this indicates ownership

Of website plus for those that see John at sales but may not know his name this will bring folks into the site with familiarity.

2nd - Dairy Agenda Today

Nice website with lots of information available. Having more information for articles will likely increase the reader to go click on the article.

Category 52: Association Website

1st Place:

Herford.org

Excellent job on front page of providing lots of information about topics before reader is asked to click and go deeper into the site.

2nd Place:

Missouri Cattleman

The Missouri Cattleman is a great publication and should more information be provided on front page, this would likely lead to stronger readership for site.

Category 53: Breeder Website

1st Place:

AgTown Technologies; Judd Ranch

This is well done website all the way through. Starting with a welcome to the ranch picture and highlighted by what customers are saying.

2nd Place:

AgTown Technologies; Sitz Angus

Since 1923 tells a powerful story as standing the test of time is priceless. Another tremendous website that share the story of a very successful breeding cattle operation.

Category 54: Livestock-affiliated Website, Association

1st Place:

Certified Angus Beef LLC.

Two heavyweights collided in this division. The front page starts with testimony and then reader has opportunity to see many aspects of CAB program.

2nd Place:

AgTown Technologies; Western Sire Service

This site share information in a concise- easy to read form. From staff , services and facilities - all were presented in a professionally designed form.

Category 55: Social Media Marketing Campaign

1st Place:

Broadhead; Bovine Boyd Video Cattle Call-in Show; broadhead
What a creative way to market via social media. Great job of messaging and making it an interesting piece.

Category 57: E-Newsletter – Monthly

1st Place:

Angus Beef Bulletin EXTRA; October
Excellent. Really liked the clean lines and the way the content flowed. Go home and look this one up as an example of something you could emulate. Easy to navigate, great photos and good information.

Category 58: Single Blog Post

1st Place:

High Plains Journal; A year later; Kylene Scott
Flow is an easy read. Content has emotion, which I believe a good blog should have. You have a few punctuation errors along the way. Otherwise, nice job.”

2nd Place:

KRose Company; Blog How to Crush the Obstacles of Running a Small Business in Rural America; KRose team
Good tips, but somewhat redundant as one reads the piece. Your use of punctuation, especially commas, needs review/corrections.

Other Comments:

Cactus Flower Communications; RealPigFarming.com- The Secret Lives of Pig Farmers: The Doctor Is In; Katrina Huffstutler
Nice piece. Only a couple of minor errors. Love the uniqueness of the topic, but it reads more like a news/feature story than a blog.

Dairy Agenda Today, LLC; The Elkhart Expo; Melissa Hart
Content was vivid. Dozens of punctuation errors, however, especially commas where you needed to end a sentence with a period before starting the next sentence/thought.

Certified Angus Beef LLC; Answers Out The Window ; Laura Conaway
Nice intro. The content was interesting. You spelled the plural of Willis two different ways. Review comma rules and use them.

Certified Angus Beef LLC; Beef Chain In The Backyard; Laura Conaway
I was left hanging for more at the end. I guess if the ultimate goal is readers for the AJ, then fine. But I need closure and don't feel it. Also, work on the commas.

Certified Angus Beef LLC. - CABcattle.com; Living their Story; Miranda Reiman
Interesting topic. A little choppy in places. I know it's a blog, but the comma placement (or lack thereof) needs a little work.

Category 59: Blog Series

1st Place:

High Plains Journal; Blog series from Kylene Scott; Kylene Scott
Nice job sharing what's going on at the Scott place. Relatable writing. A couple of punctuation errors, but overall, excellent.

2nd Place:

BioZyme Inc.; Thanksgiving Blog Series; Writer: Shelia Grobosky; Graphic Designer: Jamie Beatty
I enjoyed the personness of the stories.

Certified Angus Beef LLC; The Taste, Parts I and II; Laura Conaway
The writing is solid with only a few punctuation issues, but the pieces read like features more so than blogs.

Category 60: Best Overall Blog

1st Place:

High Plains Journal; Kylene Scott
Thoroughly enjoyed reading this blog. It is obvious that the author knows the blogging world. Keep up the great work!