

Livestock Publications Council Awards

Angus entities win multiple journalism awards.

by *Kasey Brown*, associate editor

The Livestock Publications Council (LPC) awarded many honors to Angus entities and members during the Agricultural Media Summit (AMS) in Buffalo, N.Y., Aug. 3-7. Within the LPC Critique Contest, Angus entries won 22 awards, 11 of which were for first-place honors. Additionally, a member of the American Angus Association was awarded one of the LPC's most prestigious awards. Here is the breakdown of awards.

Angus Journal

First-place awards:

- ▶ Newsletter: *Angus Beef Bulletin EXTRA* — Angus Journal editorial staff and Craig Simmons, designer
- ▶ National show coverage: National Western Stock Show & Rodeo — Mary Black, Kasey Brown and others
- ▶ Producer/Farm/Ranch Profile: "Forging Trails" — Shauna Rose Hermel
- ▶ Editorial: "Don't lose zest for marketing" — Shauna Rose Hermel
- ▶ Four-color, full-page ad for livestock supplier, service or association: "Need a new marketing strategy" — Sara Reardon
- ▶ Four-color, less-than-full-page livestock ad: "Sneaky sale season" — Sara Reardon
- ▶ Livestock-affiliated website, association: www.bifconference.com — Angus Journal

editorial staff and Craig Simmons, designer

Second-place awards:

- ▶ Feature/human interest, association: "Creating Opportunity in Rural America" — Troy Smith
- ▶ Four-color, full-page ad for livestock supplier, service or association: "Add some depth" — Sara Reardon
- ▶ Breeder website: Peterson Angus website — Web development staff

Honorable mentions:

- ▶ Production/management article, association: "Best of Both Worlds" (*Angus Beef Bulletin*) — Becky Mills
- ▶ Technical article, association: "Feeding Flavor" — Kasey Brown
- ▶ In-depth reporting, multiple article: "Herd Health" — Kim Holt, Troy Smith, Barb Baylor Anderson, Kasey Brown and Kelli Fulkerson
- ▶ Breeder website: KM Cattle website — Web development staff

Certified Angus Beef LLC (CAB)

First-place awards:

- ▶ Website: www.cabpartners.com
- ▶ Production/management article, non-association: "Reduce cow costs, increase revenue" — Miranda Reiman

Second-place awards:

- ▶ Annual reports: Certified Angus Beef LLC Annual Report
- ▶ Producer/farm/ranch profile: "Designed to Succeed" — Miranda Reiman

American Angus Association

First-place awards:

- ▶ Annual reports: American Angus Association Annual Report
- ▶ Multiple-page livestock ad: "The Straightbred Surprise" — Eric Grant, Crystal Albers, Jena Thompson and Derrick Collins

Second-place award:

- ▶ Livestock headline: "With a steak like this, who needs a free meal" — Eric Grant, Crystal Albers, Jena Thompson and Derrick Collins

Honorable mention:

- ▶ Multiple-page livestock ad: "With a steak like this, who needs a free meal" — Eric Grant, Crystal Albers, Jena Thompson and Derrick Collins



Livestock Publications Council

Special awards

The **LPC Headliner Award** honors a person from outside the livestock-publishing field for actions that produce a positive change in livestock production and marketing. The 2012 Headliner award winner is Tom Burke, American Angus Hall of Fame, Smithville, Mo. Tom started as a fieldman for LPC charter member *Drovers Journal* and then moved into Angus sale management in the 1960s, developing what is now known as the American Angus Hall of Fame. He has been a prolific livestock marketer, judge, show manager, show announcer and speaker. While most well-known for his efforts in the Angus breed, he has also been active in the Suffolk sheep industry.

Tom has co-authored three books and is working on four others about Angus history. He has accumulated the largest collection of Angus history in the world. He conducts more than 175 Angus sales per year and makes many speaking appearances at field days and animal science classes across the country.

Tom is a fourth-generation cattleman and owner of the original Burke Farm, homesteaded 125 years ago in southeastern Minnesota. He has held leadership roles in FFA and 4-H, as well as in the Angus cattle industry and the Suffolk sheep industry.

The **LPC Hall of Fame** award is an honor reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors and have been involved in the livestock publishing

industry. This year's winner is Sherman Berg, who has been involved in the Shorthorn cattle industry his entire life.

The Osage, Iowa, native worked for the American Shorthorn Association (ASA) for 18 years, serving as the junior activities director and editor of *Shorthorn Country*. During his time with ASA, he helped form the American Junior Shorthorn Association and helped develop the National Shorthorn Youth Conference and the National Junior Shorthorn Show.

He served on the LPC board of directors from 1978 to 1981, serving as president in 1980-81.

After leaving ASA, he served 22 years with Ak-Sar-Ben in Omaha, Neb. He joined the Knights of Ak-Sar-Ben Foundation in 1982 as director of agricultural programs and was appointed president in 1998. He retired in 2005. During his time with Ak-Sar-Ben, he established the River City Roundup Fair and Festival and the "Catch-a-Calf" program.

During his roles with ASA and Ak-Sar-Ben, it is estimated that he impacted more than 30,000 youth involved in agriculture.

On Nov. 2, LPC will host its 10th annual LPC Royal Gala in Kansas City during the American Royal, where portraits of Berg and Burke will be unveiled and hung permanently in the Hall of Honor, which is located in the headquarters of the American Royal.

— Adapted from a release by the Livestock Publications Council