

# Angus Journal is Named Top Livestock Publication

*Angus entities recognized for excellence in publishing and communications.*

*by Julie Mais, editor*

The *Angus Journal* took home top honors in the 2020 Livestock Publications Council (LPC) contest and was recognized by the American Ag Editors' Association (AAEA) — The Ag Communicators Network.

The *Angus Journal* is the flagship publication of the American Angus Association and contains more pages of quality editorial and breeder advertising than any publication in the industry, and it serves Angus breeders as the primary source on the latest in beef cattle herd management, genetics, research and technology.

Between 2018 and 2019, the *Angus Journal* underwent a redesign, which led to the publication winning the James E. Flanagan Award for most improved publication at the 2020 LPC Annual Meeting hosted Nov. 9 virtually. Four issues were submitted — two

from the current year and one from the previous two years — to show improvement.

The *Angus Journal* was also named the top publication for the second year, winning first place in the General Excellence-Publication category.

## Angus wins

Collectively the *Angus Journal*, the *Angus Beef Bulletin*®, the American Angus Association and Certified Angus Beef LLC (CAB) were recognized with 39 honors in the LPC contest and 17 in the AAEA contest.

The *Angus Journal* also won best cover design with the September 2019 issue, and the August 2019 issue was named best special issue in the LPC

contest. In addition to winning numerous writing, design and photography awards across the

entire Angus team, the Business Breed swept three new LPC categories: Excellence in Writing, Miranda Reiman, CAB LLC; Excellence in Design, Jaime Albers, *Angus Journal*; and Excellence in Photography, Abbie Burnett, CAB LLC.

In the AAEA contest, Becky Mills, field editor, achieved Master Writer status and Kasey Brown, *Angus Beef Bulletin* associate editor, achieved level 4, of 5, in the Master Writer program. The American Angus Association brought home first-place Special Publication Design with the *2019 Annual Report*, and first-place Multimedia Story — Publication, with “Wildorado.”

A full list of awards and recognition include:



## LPC Contest

**Category 1: Flanagan Award for most-improved publication**

1st place — *Angus Journal*

**Category 2: Association Publication**

1st place — *Angus Journal*

**Category 7: General Excellence, Story Package**

1st place — American Angus Association, "I Am Angus: Wildorado"

2nd place — American Angus Association, "Work Hard, Dream Big"

3rd place — Certified Angus Beef LLC, based on the article "As Good as His Word"

**Category 8: Special Issue**

1st place — *Angus Journal*, "100th Anniversary," August 2019

**Category 10: National Show Coverage**

2nd place — *Angus Journal*, National Junior Angus Show, September 2019

**Category 11: Single Article Design**

1st place — *Angus Journal*, "Where There's Smoke, There's Family," by Jaime Albers

2nd place — *Angus Journal*, "I Am Angus: The Art of Greatness," by Jaime Albers

**Category 14: Editorial Photography**

2nd place — American Angus Association, "Work Hard, Dream Big: Angus Foundation Success Story"

**Category 15: Single Photo/Graphic**

2nd place — *Angus Journal*, "Breaking the IF Question," by Jaime Albers

**Category 16: Production/Management Article**

1st place — *Angus Journal*, "Watershed Winners," by Becky Mills

2nd place — *Angus Beef Bulletin*, "Dump the Hayburners," by Kasey Brown

**Category 17: Marketing Article**

3rd place — Certified Angus Beef LLC for *Angus Journal*, "Beyond the Logo," by Miranda Reiman

**Category 19: Feature/Human Interest Story**

3rd place — *Angus Journal*, "The Perfect Storm," by Lindsay King

**Category 20: Instructional Story**

1st place — *Angus Beef Bulletin*, "Troubleshoot Calving Issues," by Kasey Brown

**Category 21: Producer Profile**

2nd place — *Angus Journal*, "Most of the Best," by Lindsay King

**Category 22: News Story**

3rd place — *Angus Journal*, "Internet Woes," by Kindra Gordon

**Category 24: Regular Column**

3rd place — *Angus Beef Bulletin*, "From the Editor," by Shauna Hermel

**Category 25: In-depth Reporting (single article)**

3rd place — *Angus Journal*, "Cornhusker's Catastrophe," by Troy Smith

**Category 27: Commentary/Essay**

1st place — Certified Angus Beef LLC, "Sustaining Common Ground," by Abbie Burnett

3rd place — Certified Angus Beef LLC, "The Art of the Fix," by Miranda Reiman

**Category 28: Miscellaneous Writing**

1st place — Certified Angus Beef LLC, "Sheltering Generations: The American Barn," by Miranda Reiman and Nicole Erceg

2nd place — *Angus Journal*, "One Size Doesn't Fit All," by Julie Mais

3rd place — *Angus Beef Bulletin*, "Tagging Systems 1.0, Custom ID Systems," by Shauna Hermel

**Category 29: 4-color, full-page ad**

1st place — American Angus Association, "We're the future. What are you?" National Junior Angus Association ad

3rd place — American Angus Association, "Director of Herd Improvement"

**Category 39: Annual Report**

2nd place — American Angus Association, "2019 Annual Report"

**Category 43: Breeder website**

1st place — Angus Media, "[www.markdavisfamily.com](http://www.markdavisfamily.com)"

2nd place — Angus Media, "[www.silvercreekfeeders.com](http://www.silvercreekfeeders.com)"

**Category 46: e-Newsletter**

2nd place — American Angus Association, "Inside Angus" e-Newsletter

**Category 49: Excellence in Writing**

1st place — Miranda Reiman, Certified Angus Beef LLC

**Category 50: Excellence in Design**

1st place — Jaime Albers, *Angus Journal*

**Category 51: Excellence in Photography**

1st place — Abbie Burnett, Certified Angus Beef LLC

## LPC Best of the Bunch Contest

**Scenic Photo Category**

2nd place — Morgan Boecker, Certified Angus Beef LLC

**People Photo Category**

1st place — Miranda Reiman, Certified Angus Beef LLC

3rd place — Katy Holdener, American Angus Association

**Livestock Photo Category**

1st place — Katy Holdener, American Angus Association

2nd place — Abbie Burnett, Certified Angus Beef LLC

3rd place — Katy Holdener

## Ag Communicators Network Contest AAEA Writing Awards

**Achieved Master Writer:** Becky Mills

**Achieved Level 1 in Master Writer Program:** Julie Mais

**Achieved Level 4 in Master Writer Program:** Kasey Brown

## AAEA Design Awards

**Two-Plus Page Design — Commercial**

2nd place — *Angus Journal*, "I Am Angus: The Art of Greatness," by Jaime Albers

**Special Publication Design**

1st place. — American Angus Association, "2019 Annual Report," by Jaime Albers and Rachel Robinson

**Web Design — Electronic Newsletter/Magazine**

2nd place — American Angus Association, "Inside Angus" e-Newsletter, by Katy Holdener

## AAEA Photography Awards

**Emerging Photographer**

3rd place — Abbie Burnett, Certified Angus Beef LLC, with "Legacy"

**Achieved Level 1 in Master Photographer Program:** Karen Hiltbrand

**Achieved Level 2 in Master Photographer Program:** Abbie Burnett

## AAEA MarComm Awards

**Feature Article**

3rd place — Certified Angus Beef LLC, "Avoiding the Storm," by Miranda Reiman

**Technical Writing**

3rd place — Certified Angus Beef LLC, "Reimagining Liver Health in Beef Cattle," by Miranda Reiman

**Achieved Level 1 in Master of**

**Communications Program:** Miranda Reiman

## AAEA Digital and Social Media

**Multimedia Story — Publication**

1st place — American Angus Association, "Wildorado"

2nd place. — American Angus Association, "Work Hard, Dream Big — Angus Foundation Success Stories"

**Webinars — Marketing Communications**

1st place — American Angus Association, "American Angus Association, Diving into the Data"

**Social Media — Marketing Communications**

2nd place — American Angus Association, "We are the Angus Family"

**Video Production — Marketing**

**Communications**

3rd place — American Angus Association, "Losing Ground"