

# Tradition Continued



Angus communications efforts were critiqued and honored at an industry conference.

Angus communicators received many honors at the recent Agricultural Publications Summit (APS) in Grand Rapids, Mich. The summit is a joint meeting of the American Agricultural Editors' Association (AAEA), the Livestock Publications Council (LPC) and the Agricultural Publishers Association (APA).

Corinne Blender, the *Angus Journal* summer intern, won the LPC's prestigious Forrest Bassford Student Award. She and three other finalists, selected prior to the summit from a pool of applicants, were awarded travel scholarships to attend the summit. An interview at the meeting finalized the competition. The award itself included a \$1,500 scholarship.



**Corinne Blender**

Blender follows a tradition at Angus Productions Inc. (API). Jennifer (Hotchkiss) Shike, summer intern in 1999, won the award that year; Brad Parker, associate editor, received the award in 1997; and Angie Stump Denton, Web marketing director, was the 1995 winner.

In addition to professional workshops geared toward improving communications, the summit featured critique contests that provide professional reviews of previously published material.

The AAEA writing competition is open to all agricultural publications. Sheryl Smith-Rodgers won the personality profile category with her profile of Dean Hurlbut that was published in the July 2000 *Angus Journal*. Sheryl also won another category with an article written for another publication.

Livestock publications and service members entered 804 entries in LPC's annual writing critique and contest. API, the American Angus Association and Certified Angus Beef LLC (CAB) claimed nine firsts, 10 seconds and 12 honorable mentions (HM) in the 24th Annual LPC Newspaper and Magazine Contest. A breakdown of those winnings is in the accompanying table.

## Angus articles, advertising honored in LPC 24th Annual Newspaper and Magazine Contest

Placing	Category	Entry	Writer/artist
<b>General excellence division:</b>			
HM	Newspaper (not weekly)	<i>Angus Beef Bulletin</i>	Staff
1st	Newsletter	<i>Directions</i>	James Fisher, Lance Ziesch
<b>Special issues division:</b>			
HM	Special issue >200 pages	"Herd Reference Edition"	Staff
HM	Special issue <100 pages	"Feeding Options"	Staff
<b>Writing division:</b>			
2nd	Commentary or essay articles	"Homestead"	Eric Grant
HM	In-depth reporting, multiple-article series	"Feeding Options"	Staff
1st	SBP >5,000*, news story	"Wildfire!"	Eric Grant
2nd	SBP >5,000, news story	"Farm Crisis"	Janet Mayer
HM	SBP >5,000, news story	"Anaplasmosis"	Andra Campbell
2nd	SBP >5,000, technical feature	"Beat the Heat"	Brad Parker
1st	SBP >5,000, marketing feature	"Show Me the Value"	Steve Suther
2nd	SBP >5,000, marketing feature	"Getting It Together"	Brad Parker
2nd	SBP >5,000, production feature	"Make 'Em Forage"	Troy Smith
HM	SBP >5,000, production feature	"Prescribed Burning"	Jennifer Shike
HM	Personality profile	"Family First"	Becky Mills
<b>Visuals division:</b>			
HM	Single article layout and design	"Farm Crisis"	Mary Black
2nd	Picture story	"Juniors Reach New Altitudes"	Shelia Stannard, Mary Black
HM	Picture story	"2000 National Angus Tour"	Staff
<b>Advertising division:</b>			
2nd	Multiple-page livestock ad	"Dominating the Field"	Chuck Grove, Debbie Alexander
2nd	Two-color full-page ad for a livestock supplier, service or ass'n	"Nothing Prints Bull Sales Like <i>Angus Beef Bulletin</i> "	Monica Ford
1st	Four-color full-page ad for a supplier, P >5,000**	"She's Got a Web Site ..."	Angie Stump Denton
<b>Service Member Divisions***:</b>			
1st	Annual reports	"2001 Annual Report"	Susan Waters, Mary Black
HM	Livestock newsletter	<i>Value Link</i>	CAB Staff
1st	Published editorial photography	"Carl Herold"	Eric Grant
2nd	Regular column	Essay series	Eric Grant
HM	Regular column	"Black Ink"	Steve Suther
2nd	News feature	"Crystal Ball Technology"	Steve Suther
HM	Production feature	"Aiming for Perfection"	Deanna Scrimger
1st	Technical feature	"Utilization Revelations"	Steve Suther
1st	B&W less-than-full-page ad	"Don't Gamble on Marketing ..."	Christy Johnson, Mark Merryweather
1st	B&W full-page ad	"Maximize Their Potential!"	Christy Johnson

\*SBP >5,000 = single-breed publication with a circulation of more than 5,000.

\*\*P >5,000 = publication with a circulation of more than 5,000.

\*\*\*These entries include those of the American Angus Association and Certified Angus Beef LLC (CAB), as well as articles freelancers entered in the service member divisions that were submitted to the *Angus Journal* for publication.