

Winners in Reno

Angus communications efforts were critiqued and honored at industry conference.

Slot machines were clanging for gamblers in the Silver Legacy Resort and Casino in Reno, Nev., during the recent Agricultural Publications Summit (APS) July 22-25. But the slot players weren't the only winners to hit the jackpot.

The summit is a joint meeting of the American Agricultural Editors' Association (AAEA), the Livestock Publications Council (LPC) and the Agricultural Publishers' Association (APA). These associations offer critiques and contests and recognize the winners at the summit.

Many Angus communicators were among the top winners. Brad Parker, former *Angus Journal* associate editor, won one of the most prestigious awards given. His *Angus Journal* series on John's disease claimed top honors in the Junior Division-Print category of the Oscars in Agriculture competition, which is administered by the University of Illinois. Parker also won second place in the AAEA writing contest, open to all ag publications, with "Gaining Yardage" as a technical feature.

Stephanie Veldman, assistant editor of the *Angus Journal*, received a merit point in the AAEA contest for her article "Are U.S. Cattle at Risk for BSE?" which was entered in the issues category. The article covered a Harvard University report on bovine spongiform encephalopathy (BSE) and was published in the February 2002 issue.

Livestock publications and service members entered 726 entries in LPC's annual writing critique and contest. Angus Productions Inc. (API), the American Angus

Association and Certified Angus Beef LLC (CAB) claimed six firsts, nine seconds and 13 honorable mentions in the 25th annual LPC contest. A breakdown of those winnings is shown in the accompanying table.

In addition to the writing contests and critiques, the summit featured professional workshops geared toward improving communications. The

Agricultural Communicators of Tomorrow (ACT) joined the summit to share in these workshops. ACT is a college-level professional organization that focuses on all aspects of agricultural communications.

ACT also offered a writing and critique contest. Kendra Kelton, public relations summer intern for the American Angus Association, received second place in the news category. She

was also elected 2002-2003 national ACT president. Courtney Wimmer, the *Angus Journal* summer intern, received fifth in the color photo category, fourth in single public relations item and first in the job interview contest. Corinne Blender, assistant editor of the *Angus Journal*, won third place in both the opinion piece and page layout categories. 

Angus articles, advertising honored at the 25th Annual LPC Awards and Critique Program

| Placing | Category | Entry | Writer/artist |
|--|---|---|--|
| Publication — special issues: | | | |
| 1st | Special issue >200 pages | "Feeding Options" | Staff |
| Publication — visuals: | | | |
| 2nd | National Show Coverage | 2001 NWSS | Staff |
| 1st | National Youth Show Coverage | 2001 NJAS | Mary Black, Corinne Blender, Lance Ziesch |
| Publication — writing: | | | |
| HM | Editorial | "The Biggest Decision of Our Day" | Shauna Hermel |
| HM | In-depth reporting, multiple-article series | "John's Disease" | Brad Parker |
| 2nd | SBP >5,000 ^a , news story | "Sweeping the Show" | Corinne Blender |
| HM | SBP >5,000, news story | "The Klamath Catastrophe" | Eric Grant |
| HM | SBP >5,000, technical feature | "Mastitis" | Janet Mayer |
| HM | SBP >5,000, technical feature | "The Value of Flavor" | Steve Suther |
| 1st | SBP >5,000, marketing feature | "Your Web Site: A Personalized Tool" | Troy Smith |
| 2nd | SBP >5,000, marketing feature | "Straight Forward" | Brad Parker |
| HM | SBP >5,000, marketing feature | "Banking on Angus" | Becky Mills |
| Publication — advertising: | | | |
| 1st | Double-page livestock ad | "Bovagene" | Monica Ford |
| 1st | Two-color full-page ad for a farm or ranch | "Woodhill Farms" | Monica Ford |
| HM | Four-color full-page ad for a supplier, P >5,000 ^b | "Using Angus E-classifieds" | Angie Stump Denton, Monica Ford |
| HM | Livestock ad headline | "Genetics for the Grill," Claybrook Angus | Doneta Brown, Monica Ford |
| HM | Sale books | Vintage Angus Ranch | Staff |
| Service Member^c — miscellaneous: | | | |
| HM | Flyers, brochures and direct mail | "Black Hide Insert" | Association staff |
| 1st | News release | "Got Value?" | Steve Suther |
| HM | Published editorial photography | "Dave Thomas" | Steve Suther |
| 2nd | Annual reports | "2002 Annual Report" | Susan Rhode, Shelia Stannard, Lance Ziesch |
| Service Member — features/newswriting: | | | |
| 2nd | Commentary/Essay | "Being Angus Is Not Enough" | John Stika |
| HM | Commentary/Essay | "Aim High" | Steve Suther |
| 2nd | Regular column | "Black Ink" | Steve Suther |
| HM | News feature | "Here's the Premium" | Steve Suther |
| 2nd | Production feature | "The Road to Quality" | Steve Suther |
| 2nd | Technical feature | "Marbling Myths Debunked" | Steve Suther |
| 2nd | Marketing feature | "Partners, Neighbors and Friends" | Steve Suther |

^aSBP >5,000 = single-breed publication with a circulation of more than 5,000.

^bP >5,000 = publication with a circulation of more than 5,000.

^cThese 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.