

Angus Publications Win Top Honors

Angus Media recognized at 2019 Ag Media Summit.

by Katy Holdener, American Angus Association, and Julie Mais, editor

Pride in the past. Passion for the future. Those words emulate the drive behind the recent redesign of the acclaimed *Angus Beef Bulletin*. Since its inception in 1985, the publication has served as an advertising resource for Angus seedstock producers to reach their commercial customers, and just as importantly, it serves as an educational vehicle for cattlemen across the industry.



In 2018, the publication underwent a total overhaul in look, design and literary content, which led to winning the James E. Flanagan Award for most improved publication at the 2019 Ag Media Summit, hosted July 27-31 in Minneapolis, Minn.

“From the business plan to the size of the pages to the four-color glossy cover, our team worked together to totally remake what we knew — with a little TLC — could be a stronger voice and advertising platform in the commercial cattle business,” Editor Shauna Hermel says. “We asked a lot. For those responsible — from the artists who tweaked the page layouts to the regional managers who shared the vision with our advertisers — this award is recognition from our peers that we hit a home run. The positive response we’ve gotten from our readers and our advertisers makes it a win.”

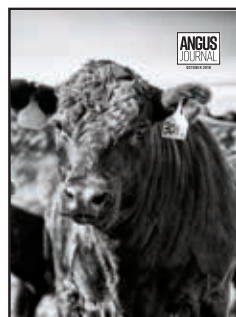
Presented by the Livestock Publications Council (LPC), the Flanagan award is given to the top publication. Four issues were submitted — two from the current year and one from the previous two years — to truly show the depth of improvement during that time frame.

The *Angus Beef Bulletin* is largely considered one of the industry’s strongest advertising platforms as it is mailed five times per year to 65,000 commercial cattlemen actively purchasing registered Angus genetics. The 2018 redesign allowed the team to produce full-color page spreads and advertisements, which generated a more eye-catching and legible layout.

Angus Journal honored

The Angus breed has set the pace for the entire beef industry, and the *Angus Journal* continues to reflect the progressive mind-set of Angus breeders by providing industry-leading information in management, genetics, research and technology.

The *Angus Journal* was named the top association publication by the LPC. Judges described the *Angus Journal* as an ideal magazine for an association.



“An association depends on its official publication to educate, keep its members informed, report on past activities and provide interesting articles about its members and affiliates,” judges wrote. “This fits the bill on what we see as a true association publication. Love the strong cover photos. Lots and lots of information for the members and that’s why we chose it.”

The *Angus Journal* unveiled its recent redesign in January 2018 boasting a new, modern look to accompany its already well-respected content. In August 2019, the publication celebrated 100 years of keeping the Angus membership informed and providing an avenue for Angus breeders to buy and sell cattle.

Between the *Angus Beef Bulletin*, *Angus Journal*, Certified Angus Beef LLC (CAB) and Angus communications teams, the Business

Breed left Minneapolis with 24 honors in LPC and 12 in the American Agricultural Editors’ Association (AAEA) contests. In addition, Kasey Brown, *Angus Beef Bulletin* associate editor, received the 2019 International Federation of Agricultural Journalists/Alltech Young Leaders in Agricultural Journalism Award. She was one of 10 recipients from around the globe.

LPC Contest

Category 1: Flanagan Award for most-improved publication

1st place — Angus Beef Bulletin

Category 2: Association Publication

1st place — Angus Journal

Category 6: Website

1st place — Angus GSSM website, Clint Mefford, Tim Lortangeli

2nd place — Angus LinkSM website, Clint Mefford, Tim Lortangeli, Rachel Robinson

Category 10: National Show Coverage

2nd place — Angus Journal, National Junior Angus Show

Category 12: Cover – Association

Honorable mention — Angus Journal, October 2018 cover

Category 18: Marketing Article – Association

1st place — Angus Beef Bulletin, "Built on Trust and Profits," by Becky Mills

Category 19: Technical Article – Association

1st place – Angus Beef Bulletin, "Southern Battle," by Kasey Brown

Category 23: Production/Management Article, Non-Association

1st place — Show Me AgriComm for Angus Journal, "Insurance for Your Cow Herd," by JoAnn Pipkin

Category 24: Marketing Article, Non-Association

1st place — Show Me AgriComm for Angus Journal, "Local Flavor," by JoAnn Pipkin

Category 28: Producer/Farm/Ranch Profile, Non-Association

1st place — Certified Angus Beef LLC for Angus Journal, "Building Better Beef," by Nicole Lane Erceg
2nd place — Certified Angus Beef LLC for Angus Journal, "Cornerstone Cattle," by Nicole Lane Erceg
3rd place — Certified Angus Beef LLC for Angus Journal, "A Maternal Lineage," by Laura Conaway

Category 35: Miscellaneous Writing

2nd place — Angus Journal, "Developing for Longevity in the Southwest," by Lindsay King

Category 43: Livestock Ad Headline

2nd place — American Angus Association, "Most Valuable Player," by Tim Loretangeli

Category 44: Multiple Page Livestock Ad

Honorable mention — Angus Beef Bulletin, "Angus Sale Books Ad," Sara Reardon, creator, and Monica Ford, designer

Brown selected for international ag journalism award

Kasey Brown, *Angus Beef Bulletin* associate editor, was recognized with the 2019 IFAJ/Alltech Young Leaders in Agricultural Journalism Award.

The program recognizes 10 young agricultural journalists and communicators who have demonstrated outstanding achievement in reporting and excellent potential as future leaders of the industry. The winners were chosen by an international jury among applicants from many of IFAJ's 50 member countries.

"I'm honored to have been chosen to represent the United States in this prestigious group," Brown says. "The global networking opportunities and leadership training sessions were spectacular. I'm invigorated to provide information to cattlemen in new ways and to contribute to my country's guild."



Pictured are Jenn Norrie, left, representing Alltech, and Kasey Brown, right.

Category 45: Logo Design

1st place — American Angus Association, AngusSource® logo redesign, by Tim Loretangeli

Category 49: Annual Reports

1st place — American Angus Association, 2018 Annual Report, by Rachel Robinson, Tim Loretangeli

Category 54: Livestock-affiliated Website, Association

1st place — Certified Angus Beef LLC, by Nicole Erceg, Miranda Reiman and CAB staff

Category 57: E-Newsletter – monthly

1st place — Angus Beef Bulletin EXTRA, October 2018

LPC Best of the Bunch Contest

General Photo Category

1st place — Abbie Burnett, Certified Angus Beef LLC

People Photo Category

2nd place — Morgan Marley, Certified Angus Beef LLC

Scenic Photo Category

3rd place — Miranda Reiman, Certified Angus Beef LLC

LPC Facebook Photo Contest

1st place — Morgan Marley

AAEA Digital & Social Media – Publication category

Video Production

2nd place — American Angus Association, "This is Our Home. Angus. America's Breed," Max Stewart

Social Media

1st place — American Angus Association, "NJAS video campaign," Max Stewart, Chloé Fowler
3rd place — American Angus Association, "I Am Angus subject reveal," Max Stewart, Josh Comminellis, Katy Holdener

AAEA Design Awards

Web Design — Electronic Newsletter/ Magazine

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

Special Publication Design

2nd place — American Angus Association, "Annual Report," by Rachel Robinson, Tim Loretangeli

AAEA Writing Awards

Personality Profile

3rd place — Angus Journal, "Just One of Those Things," by Katy Holdener

Achieved Level 1 in Master Writer Program

• Katy Holdener
• Lindsay King

AAEA Photography Awards

Unpublished Photography

2nd place — by Katy Holdener

Digitally Enhanced Photo

1st place — by Katy Holdener

Achieved Level 1 in Master Photographer Program

• Julie Mais

Achieved Level 3 in Master Photographer Program

• Katy Holdener

