

# Angus Team Recognized in LPC, ACN Contests

*Angus organizations receive top honors for publishing and communications.*

*Compiled by Julie Mais, editor*

The Angus communications team brought numerous honors home from the Livestock

Publications Council (LPC) and Agricultural Communicators Network (ACN) contest and

awards ceremonies hosted at the Ag Media Summit in Raleigh, N.C., mid-July.

## Livestock Publications Council

**Hall of Fame Award Winner:** Shauna Hermel, *Angus Beef Bulletin*<sup>®</sup>

**2022 Writer of the Year:** Miranda Reiman, Angus Media

**2022 Photographer of the Year:** Abbie Lankitus, Certified Angus Beef (CAB)

**General Excellence, Newsletter:** 2nd (tie), *Angus Beef Bulletin EXTRA*

**General Excellence, Story Package:** 1st, "Fire: An Ally to Flint Hills Ranchers," *Angus Journal*; 2nd "San Rafael Cattle Company," CAB

**Special Issue:** Honorable Mention (HM), "Feeder-Calf Marketing Guide," *Angus Beef Bulletin*

**National Show Coverage:** 1st, *Angus Journal*

**Cover Design:** HM, *Angus Journal*, October 2021

**Production/Management Article:** HM, "Udder Perfection," *Angus Beef Bulletin*, Kasey Brown

**Marketing Article:** 1st, "The Market or the Management — Which Comes First?" CAB, Miranda Reiman

**Technical Article:** 2nd, "Above the Bottom Line," *Angus Beef Bulletin*, Troy Smith

**Instructional Story:** 2nd, "Beat the 3 Ms," *Angus Journal*, Becky Mills

**Producer Profile:** 1st, "The Idea That Worked," CAB, Miranda Reiman; HM, "More with Less," CAB, Abbie Lankitus



General Excellence, Story Package: 1st, "Fire: An Ally to Flint Hills Ranchers," *Angus Journal*

**News Story:** HM, "Thinking Hard About Conservation," *Angus Beef Bulletin EXTRA*, Troy Smith

**Regular Column:** HM, "Black Ink," CAB, Miranda Reiman

**Livestock Catalog:** 1st, Wilks 6th Annual Bull & Female Sale, *Angus Journal*

**Annual Report:** 1st (tie), American Angus Association

**Miscellaneous Design:** 2nd, Brand Update 2021, CAB

**Publication Website:** 1st, *AngusJournal.net*, *Angus Journal*

**Association Website:** 2nd, <https://www.georgiaangus.org>, *Angus Journal*

**Breeder Website:** 1st, <https://www.tkattle.com>, *Angus Journal*; 2nd <https://www.30cattle.com>, *Angus Journal*

**E-newsletter:** 2nd, Connections, CAB

**Digital Content Series:** 1st, A Rare Breed — Committed to Excellence, CAB

**Marketing Communications for Non-Ag:** 2nd, 2021 Roasting Season, CAB

**Media Relations — Non-Agricultural Audiences:** 1st, From A Great Place to Work Certification to A *Wall Street Journal* Feature, CAB

## LPC Best of the Bunch

### Livestock category

2nd place — "Tall and Proud" by Megan Silveira, *Angus Journal*

### Livestock scenic category

2nd place — "Sunrise in Wyoming" by Abbie Lankitus, CAB

3rd place — "Sunset in Wyoming" by Abbie Lankitus, CAB

### General category

1st place category — "Howdy" by Megan Silveira, *Angus Journal*

## Agricultural Communications Network

**Communicator of the Year:** Abbie Lankitus, CAB

**Master Writer earnings:** Level 1 — Abbie Lankitus, CAB; Level 2 — Peyton Schmitt, American Angus Association, and Megan Silveira, *Angus Journal*; Level 4 — Miranda Reiman, CAB and Angus Media

**Emerging Photographer:** HM, "Standing Solo," Megan Silveira, Angus Media

**Marketing Communications (MarComm), Feature:** 2nd, "Prime of His Life," CAB, Morgan Boecker


**MarComm, Writing for Special Projects:** 3rd, Brand Update 2021, CAB

**Special Publications Design, Annual Reports:** 2nd, American Angus Association

**Podcast:** 2nd, "Cattle Nutrition — Vital to the Immune System," *Angus at Work*, *Angus Beef Bulletin*

**Website:** 3rd, *Angus Beef Bulletin EXTRA*, *Angus Beef Bulletin*

**Social Media:** 2nd, *Angus Journal*

**Multi-media Story:** 1st, "The Idea That Worked," CAB, Miranda Reiman 



1st place publication website, *Angusjournal.net*