

# 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 Palm Springs, Calif.

## ANGUS ANGLE

by Julie Mais



### What makes a great story?

As a farm kid in the '80s, I was privileged to lots of storytelling. A good conversation was the backbone of my small community, and since it was before texting and email were commonplace, I often got to listen.

We always took time to chat with grandparents about helping with chores. My parents talking with the feedstore owner gave me a chance to listen. I remember with parents from the feed store to the center. Others talked to my dad's 1985 brown Chevy truck, so we would meet a neighbor on the road and stop to catch up through the coffee store windows.

At family gatherings we will share the same old stories of childhood. The weather, markets and rising costs—and how they are going to affect profits—are a common thread.

In the cattle business, where your good word and handshake are well worth something and word of mouth is still the most important to share, it's no surprise that America continues to be an oral culture. And, it's good news for those.

The world's best leaders and communicators earn trust by presenting more than data. They tell great stories, according to leadership development professional Kegan.

### Angus stories

Get more content created for you by participating in leadership survey and help set the tone for future Angus Journal issues.

The information a participant in the survey was included with the April Angus Journal. The survey is also available online at [www.angusjournal.com/2022/04/01/survey](http://www.angusjournal.com/2022/04/01/survey).

To thank you for your time and participation, respondents completing the survey by May 15 will be randomly drawing to win one of three prizes including the great prize of a \$5,000 Angus Journal membership package. We hope your participation will get a little gift you've earned for months of 2022 for the rest of the year.

Angus Journal 10/23

LPC: Regular Column, 1st, "Angus Angle," Julie Mais, *Angus Journal*



ACN: Photo Illustration, 2nd, "Montana Skyline," Megan Silveira, *Angus Journal*

## Livestock Publications Council

**2023 Photographer of the Year:** Morgan Boecker, Certified Angus Beef (CAB)

**General Excellence: Publication:** 2nd, *Angus Journal*

**General Excellence: Story Package:** 2nd (tie), "President's Perspective," Julie Mais, *Angus Journal*

**National Show Coverage:** 2nd, *Angus Journal*

**Single Article Layout and Design:** Honorable Mention (HM), "Going Full Circle," Jaime Albers, *Angus Journal*

**Cover:** HM, *Angus Journal*

**Production Management Article:** 2nd, "Have What You Need When You Need It," Miranda Reiman, *Angus Beef Bulletin*

**Marketing Article:** 2nd, "Quality Pays for Market Cows," Becky Mills, *Angus Journal*

**Technical Article:** 2nd, "Breeding for a Better Future" Miranda Reiman, *Angus Beef Bulletin*

**Technical Article:** 1st, "Healthy Hearts Start With Knowing More," Miranda Reiman, *Angus Journal*

**Instructional Story:** 2nd, "Better Than We Found It," Megan Silveira, *Angus Journal*

**Instructional Story:** 1st, "Tough Conversations," Sara Gugelmeyer, *Angus Journal*

**Producer Profile:** 2nd (tie), "Going Full Circle," Megan Silveira, *Angus Journal*

**Regular Column:** 1st, "Angus Angle," Julie Mais, *Angus Journal*

**4-Color Full-Page Ad:** HM, "Honor the Legacy, Celebrate the Future," *Angus Journal*

**Logo Design:** 1st, "The Angus Conversation," Jaime Albers, *Angus Journal*

**Annual Report:** HM, "2022 Annual Report," American Angus Association

**Publication Website:** 1st, "[www.AngusJournal.net](http://www.AngusJournal.net)," *Angus Journal*

**Association Website:** HM, "Arkansas Angus Association," Angus Media

**Breeder Website:** HM (tie), "Mill Brae Ranch," Angus Media

**Breeder Website:** 2nd, "Southern Synergy Angus," Angus Media

**Campaign or Landing Page:** 1st, "[www.TheAngusConversation.com](http://www.TheAngusConversation.com)," *Angus Journal*

**Digital Marketing Campaign:** 1st, Merck "Ask the Vet campaign," Angus Media

**Digital Content Series:** 2nd, "Like Father, Like Daughter," CAB

**Podcast:** 1st, "The Angus Conversation," *Angus Journal*

**Feature Video — Over 3 Minutes:** 2nd, "Cattle and Ducks: A Surprising Symbiosis," CAB

**Portrait/Personality Photographs:** 2nd, Julie Mais, *Angus Journal*

**Picture Story, Photo Sequence or Photo Essay:** 1st, *Angus Journal*

**Unpublished Images:** HM, "A Calf's Curiosity," American Angus Association

**Unpublished Images:** 2nd, "A Family Affair," Megan Silveira, *Angus Journal*

**PR Campaigns — Brand Management:** 1st, "Cut the Bull," CAB

**PR Campaigns — Marketing Communications for Non-Ag:** 1st, "Certified Angus Beef Takes You There" CAB

## LPC People's Choice photography

**People category:** 2nd place, Morgan Boecker, CAB

### Scenic category:

2nd place, Megan Silveira, *Angus Journal*

3rd place, Morgan Boecker, CAB

**Livestock category:** 2nd place, Megan Silveira, *Angus Journal*

## Agricultural Communicators Network

**Master Writer earnings:** Master Writer (Level 5), Miranda Reiman, Angus Media, and Megan Silveira, *Angus Journal*; Level 4, Briley Richard, American Angus Association; and Level 3, Peyton Schmitt, American Angus Association

**Master Photographer earnings:** Level 2, Megan Silveira, *Angus Journal*

**Technical Feature:** 2nd, "Risk Mitigation, Insurance or a Measure of Exactness?," Miranda Reiman, *Angus Journal*

**Photo Illustration:** 2nd, "Montana Skyline," Megan Silveira, *Angus Journal*

**Special Publication Design — Annual Reports:** 3rd, "American Angus Association's 2022 Annual Report," American Angus Association Communications Team

**Podcasts:** 1st, "The Angus Conversation: Gene Editing and Angus — A New Way to Solve Old Problems?," *Angus Journal*

2nd, "Angus at Work: How Bull Selection Affects Your Feeder-Calf Prices," *Angus Beef Bulletin*

**Websites:** 1st, "www.AngusJournal.net," *Angus Journal*

**Multimedia Story:** 2nd, "When Someday Becomes Today," Miranda Reiman, *Angus Journal*

**Social Media:** 3rd, "2023 National Junior Angus Show Coverage," American Angus Association

ANADA 200-591, Approved by FDA

**Norfenicol®**  
**(florfenicol)**  
Injectable Solution  
300 mg/mL

**For intramuscular and subcutaneous use in beef and non-lactating dairy cattle only.**

**BRIEF SUMMARY (For full Prescribing Information, see package insert.)**

**INDICATIONS:** Norfenicol is indicated for treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni*, and for the treatment of foot rot. Also, it is indicated for control of respiratory disease in cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, and *H. somni*.

**CONTRAINDICATIONS:** Do not use in animals that have shown hypersensitivity to florfenicol.

### NOT FOR HUMAN USE.

#### KEEP OUT OF REACH OF CHILDREN.

Can be irritating to skin and eyes. Avoid direct contact with skin, eyes, and clothing. In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. Consult physician if irritation persists. Accidental injection of this product may cause local irritation. Consult physician immediately. The risk information provided here is not comprehensive. To learn more, talk about Norfenicol with your veterinarian. For customer service, adverse effects reporting, or to obtain a copy of the MSDS or FDA-approved package insert, call 1-866-591-5777.

**PRECAUTIONS:** Not for use in animals intended for breeding. Effects on bovine reproductive performance, pregnancy, and lactation have not been determined. Intramuscular injection may result in local tissue reaction which persists beyond 28 days. This may result in trim loss at slaughter. Tissue reaction at injection sites other than the neck is likely to be more severe.

**RESIDUE WARNINGS:** Animals intended for human consumption must not be slaughtered within 28 days of the last intramuscular treatment. Animals intended for human consumption must not be slaughtered within 33 days of subcutaneous treatment.

Not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows as such use may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

**ADVERSE REACTIONS:** Inappetence, decreased water consumption, or diarrhea may occur transiently.

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