

Angus Beats the Heat

Angus communication efforts were honored and critiqued at industry conference.

Angus Productions Inc. (API) received many awards at the annual Livestock Publications Council (LPC) Critique Contest hosted in conjunction with the Agricultural Publications Summit (APS) July 25-28 in Tampa, Fla. In the general excellence division, API staff earned two first-place awards and one honorable mention. The editorial team of the *Angus*

Journal and *Angus Beef Bulletin* received a first-place award, three second-places and two honorable mentions for efforts in writing, design and photography. The Web Marketing Department earned three first-place plaques and three second-place awards. A sale book put together by the Special Services Department was recognized with an honorable mention. See the

accompanying table for a complete list of API winnings.

Barb Baylor Anderson, a freelance journalist from Illinois, received three honorable mentions for articles published in the *Angus Journal*.

CAB writer tops competition

Steve Suther, director of industry information for Certified Angus Beef LLC (CAB), won the Diamond Award, which recognizes the year's top overall writer. To win this award, he first won the Peerless Award, given to the top writer in the service member category. He competed against the Peerless winner from the publications member category for the title.

Among his individual achievements, he garnered multiple first-place, second-place and honorable-mention honors. Raylene Nickel, a CAB freelance writer, also received an honorable mention for her efforts in the technical article division.

Association winnings

Garret Wilkerson, 2003 American Angus Association public relations intern, received an honorable mention for his news release, "Speaking Up," published in the September 2003 *Angus Journal*.

Go to www.livestockpublications.com to read the critiques from these top entries and more, and click on "Critique Contest Results" at the top of the Web page.



API winnings from Livestock Publications Council Critique Contest

General Excellence

1st	Newsletter	<i>Directions</i> , by Junior Activities Department, design by Christy Benigno
1st	Annual Report	Association staff, Mike Bush and Mary Black
HM	Single-breed Publication	<i>Angus Journal</i>

Editorial

1st	Marketing Article	Cara Bieroth, 2003 summer intern
2nd	National Youth Show Coverage	<i>Angus Journal</i> staff
2nd	Production/Management Article	Corinne Patterson
2nd	Marketing Article	Corinne Patterson
HM	Picture Story	Corinne Patterson and Mary Black
HM	Production/Management Article	Stephanie Veldman

Web Publishing

1st	Ass'n Home Page	www.nationalswine.com
1st	Special Site	www.rangebeefcow.com
1st	Banner Advertisement	National Angus Conference on Angus e-list
2nd	Publication Home Page	www.angusjournal.com
2nd	Breeder Home Page	www.bjangus.com
2nd	Home Page	www.gardinerangus.com

Special Services

HM	Sale Books	Whitestone, design by Janet Herkelman
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