

Agricultural Media Summit

Angus publications and media were honored in Milwaukee, Wis.

by Brooke Byrd

Angus Productions Inc. (API) editorial, advertising and Web Services departments, as well as Certified Angus Beef LLC (CAB), received many honors at the annual Livestock Publications Council (LPC) Critique Contest, hosted in conjunction with the Agricultural Media Summit (AMS) July 31-Aug. 3 in Milwaukee, Wis.

In the general excellence division, API staff earned second-place with the *Angus*

Beef Bulletin in the Newspaper category.

The editorial team of the *Angus Journal* and the *Angus Beef Bulletin* received four firsts, one second and six honorable

mentions for efforts in writing, design and photography. The API advertising team received one second-place award.

The body condition scoring topic site, a cooperative effort of the Web Services Department and the editorial team, earned a first-place plaque for a special site. The

Web team also scored two second-place awards and one honorable mention.

See the accompanying table for a complete list of API and CAB winnings.

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

Suther wins Peerless, Diamond awards

Steve Suther, CAB director of industry information, won LPC's Peerless Award for writing among service members. To win this award, writers must first qualify by entering several types of stories for critique. The top writers in the service and publication divisions are presented Peerless awards, then compete for the writer-of-the-year award, the Diamond Award. Suther was presented both a Peerless and the Diamond Award at LPC's Awards Reception Aug. 2.

API editor named 'Master Writer'

The editor of the *Angus Journal* and the *Angus Beef Bulletin*, Shauna Rose Hermel, was named a "Master Writer" during the American Agricultural Editors' Association (AAEA) Writing Awards Program, hosted as a part of the AMS. Assistant Editor Brooke Byrd reached level two in the AAEA Master Writer Program and received a second-place award in the issues category.

The AAEA Writing Awards Program focuses on choosing the stories that represent the best writing in agricultural publications. The Master Writer Program allows those who enter the Writing Awards Program to build points toward becoming a Master Writer. The program also allows writers to gauge their professional development in ways other than winning categories. Writers receive "judge's merits" with any story placing first through third, or when a judge marks a nonplacing entry as worthy of recognition.

To reach the Master Writer level, the writer must have received five judge's merits in five different categories; win a place in three categories; or receive Writer of the Year Award and three judge's merits in three different categories.



Angus winnings from Livestock Publications Council Critique Contest

General Excellence

2nd Newspaper *Angus Beef Bulletin*

Editorial

1st Picture Story Crystal Albers
 1st News Story Corinne Patterson
 1st Marketing Article Corinne Patterson
 1st Annual Report Crystal Albers, Christy Benigno and API staff
 2nd Picture Story Shelby Axtell, 2004 public relations intern
 HM Cover Corinne Patterson and Mary Black
 HM Technical Article Corinne Patterson
 HM Marketing Article Brooke Byrd
 HM Personality Profile Corinne Patterson
 HM Personality Profile Becky Mills
 HM In-Depth Reporting, Single Article Shauna Rose Hermel

Advertising

2nd One-Color Full-Page Livestock Ad Dalebanks Angus, design by Mike Bush

Web Publishing

1st Special Site www.cowbcs.info, API Web Services and Editorial teams
 2nd Breeder Home Page www.monarchfarm.com, design by Ray Palermo
 2nd Ass'n Home Page www.angusjournal.com/tjaa, design by Ray Palermo
 HM Banner Advertisement Circle A Ranch Sale, design by Tim Blumer

Service

1st Personality Profile Steve Suther
 1st Technical Article Steve Suther
 1st One-Color Full Page or Less Livestock Ad Brooke Enders and Jason Clever
 2nd Personality Profile Lance Zimmerman
 2nd Marketing Feature Article Steve Suther
 2nd News Reporting Steve Suther
 2nd Regular Column Steve Suther
 2nd Commentary/Essay Lance Zimmerman
 HM Production/Management Feature Article Steve Suther
 HM Marketing Feature Article Lance Zimmerman
 HM Annual Report CAB public relations team and Mark Merryweather