

# Summit on the Summit

Team Angus earns accolades at 2017 Ag Media Summit.

by Kasey Brown, special projects editor

Members of the Angus Media team conquered any fear of heights while reaching new professional heights at this year's Agricultural Media Summit (AMS), hosted July 22-26 in Snowbird, Utah. While in the Wasatch range of the Rocky Mountains, Team Angus, with help from the *Angus Journal*, *Angus Beef Bulletin*, *Angus Beef Bulletin EXTRA*, *I Am Angus*, *The Angus Report*, American Angus Association and Certified Angus Beef LLC (CAB), earned 40 awards or recognitions from the 19th annual event, themed "Summit at the Summit."

The groups brought in 25 awards from the Livestock Publications Council (LPC), and 11 awards from the American Agricultural Editors Association (AAEA). Communications specialist JD Rosman earned four awards from the Agricultural Communicators of Tomorrow (ACT) for work during his senior year of college and his Angus internship last summer.

Jim Odle, founder of Superior Livestock Auction in Brush, Colo., and Fort Worth, Texas, and Maynard Hogberg, professor emeritus and most recent Animal Science Department Chair at Iowa State University, received the LPC Headliner award. LPC's Headliner Award Program, introduced in 1980, pays tribute to individuals for meritorious service to the livestock industry.

Kathy LaScala won the LPC Ed Bible



Distinguished Service Award. Topanga McBride, Kansas State University, won the LPC Forrest Bassford Student Award.

AAEA's Lifetime achievement was awarded to Paul Queck. Jessie Scott with *Successful Farming* won the

Andy Markwart Horizon Award.

A complete list of awards earned by Angus writers and designers follows.

## First-place awards

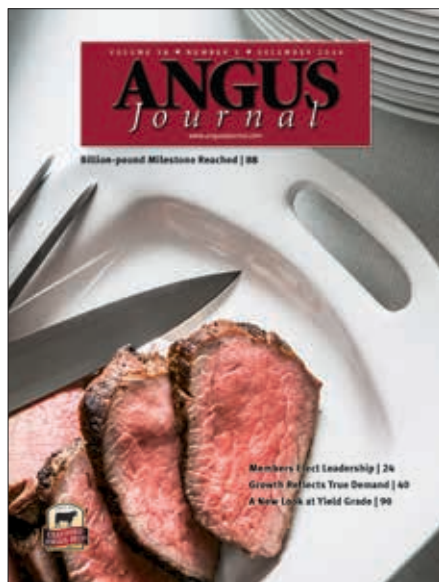
### LPC:

- ▶ eNewsletter: *Angus Beef Bulletin EXTRA*, by Mary Black, Craig Simmons, Kasey Brown,

Linda Evans, Shelby Mettlen and Shauna Hermel

- ▶ Publication website: [www.angus.media](http://www.angus.media) by Ethan Tierney, Jena McRell, Leann Schleicher and Andy Blumer
- ▶ Best overall blog: CAB by Steve Suther, Miranda Reiman, Laura Conaway, Katrina Huffstutler and Laura Nelson for CAB
- ▶ Blog series: CAB, "Trading Places" by Laura Conaway
- ▶ Miscellaneous writing: CAB for *Angus Journal*; "Trading Places" by Laura Conaway
- ▶ Commentary or essay: *Angus Journal*; "Snippets on Sustainability" by Kindra Gordon

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- ▶ Non-Association — Feature/Human interest: CAB for *Angus Journal*; “Setting Precedent” by Laura Conaway
- ▶ Association — Technical feature: *Angus Journal*; “Searching for Hill Climbers” by Paige Nelson
- ▶ Association — Marketing feature: *Angus Journal*; “Breeding Beyond Borders” by Bridget Beran
- ▶ Association — Production management feature: *Angus Beef Bulletin*; “Grazing Management Improves Profitability” by Troy Smith
- ▶ Best of the Bunch Photo Contest — Livestock scenic: Miranda Reiman

**AAEA:**

- ▶ Marcom awards — Feature article: CAB for *Angus Journal*; “Riverbend: The Name the Cows Built” by Miranda Reiman
- ▶ Digital & social media — Multi-media



Story, publishing division; “Rural America Rises” by Jena McRell, Dale Heikes, Shelby Mettlen and Shauna Hermel

**ACT:**

- ▶ Overall Electronic Media Award of Excellence: JD Rosman
- ▶ Video advertisement: JD Rosman
- ▶ Long video: “NJAS 2016 Showmanship Package” by JD Rosman

**Second-place awards**

**LPC:**

- ▶ Blog series: CAB; “Following the Calves” by Steve Suther, Miranda Reiman, Laura Conaway, Katrina Huffstutler and Laura Nelson
- ▶ Annual Report: American Angus Association; by Jena McRell and Leann Schleicher
- ▶ In-depth reporting, single article: *Angus Journal*; “If Not in the Food Bank” by Paige Nelson
- ▶ Non-association — Technical feature: CAB for *Angus Beef Bulletin EXTRA*; “Smaller Isn’t Always Better” by Miranda Reiman
- ▶ Association — Producer/Farm/Ranch profile: *Angus Journal*; “A Century Overcoming Adversity” by Kasey Brown
- ▶ Cover: *Angus Journal*; December cover by Mary Black
- ▶ National show coverage: National Junior Angus Show coverage by Mary Black
- ▶ Event/Show program: 2016 Angus Convention brochure by Angus Media

**AAEA:**

- ▶ Writing awards — On-farm production: *Angus Journal*; “Fingertip Marketing” by JoAnn Pipkin



**ACT:**

- ▶ Short video: “OYE Gameday” by JD Rosman

**Third-place awards**

**AAEA:**

- ▶ Digital & social media — Video production: *I Am Angus* by Josh Comminellis, Crystal Albers and Jena McRell
- ▶ Writing awards — Personality profile: *Angus Journal*; “A Century Overcoming Adversity” by Kasey Brown

**Honorable mentions**

**LPC:**

- ▶ Blog series: CAB; “Footsteps” by Miranda Reiman, Laura Conaway and Katrina Huffstutler
- ▶ Single blog post: Cactus Flower Communications for CAB; “Stories and love are everywhere” by Katrina Huffstutler
- ▶ Social media campaign: American Angus Association; by Jena McRell
- ▶ Brochures, flyers and direct-mail pieces: American Angus Association; “Long-Range Strategic Plan” by Crystal Albers and Leann Schleicher
- ▶ Editorial: *Angus Journal*; “Angus Stakes” by Shauna Hermel
- ▶ General Excellence — Newsletter: Angus Foundation newsletter by Sarah Hill, Chris Stephens & Leann Schleicher

**Other awards:**

**AAEA:**

- ▶ 2017 Master Writer Program — Level Three: Kasey Brown
- ▶ 2017 Master Writer Program — Level Two: Shelby Mettlen
- ▶ 2017 Master Writer Program — Level Two: Laura Conaway
- ▶ 2017 Master Writer Program — Level Two: Joann Pipkin
- ▶ 2017 Alltech Cultivating Young Ag Journalists Award: Shelby Mettlen
- ▶ 2017 Alltech Cultivating Young Ag Journalists Award: Kasey Brown

