

Blazing a Successful Trail

Angus Media recognized by LPC, AAEA for excellence in communications.

by Kasey Brown, associate editor

Angus Media, with contributions from the *Angus Journal*, *Angus Beef Bulletin EXTRA*, American Angus Association and Certified Angus Beef LLC (CAB), blazed its own trail by winning 17 awards from the Livestock Publications Council (LPC) and one award from the American Agricultural Editors Association (AAEA), for a total of 18 national awards. The organizations' joint meeting, themed

"Blaze Your New Trail," met in Scottsdale, Ariz., July 26-28.

Additionally, Field Editor Barb Baylor Anderson earned Master Writer (equivalent to Level Five) status and Level One Master Photographer. Achieving Level One Master Writer was Digital Editor Jena McRel and Freelancer Joann Pipkin.

Editorial Intern Nicole Lane won the 2015 LPC Forrest Bassford Award, the highest

award for an agricultural communications and journalism student.

Angus writers and designers took home the following awards.

First-place awards

LPC:

- ▶ Newsletter: *Directions*, Spring and Fall 2014 — Craig Simmons, designer; Jaclyn Clark, coordinator; Kasey Brown, editor
- ▶ National show coverage: NWSS coverage 2014 — Mary Black, designer
- ▶ Single article layout and design: "Sustainability: More than a Buzzword" — Mary Black
- ▶ Production/Management article: "Making Room for Future Generations" — Kasey Brown
- ▶ Feature/Human Interest article: "Big Skies, Big Heart" — Katrina Huffstutler
- ▶ Multiple-page livestock ad: "Confidence Comes Standard" — Mike Bush, designer; Crystal Albers, writer
- ▶ Best of the Bunch photography people category: Raney Lovorn
- ▶ Best of the Bunch photography livestock category: Miranda Reiman

AAEA:

- ▶ Social Media Marketing Communications: American Angus Association Facebook page — Jena McRel

Second-place awards

LPC:

- ▶ Marketing article: "Got to be Good for Both Parties" — Barb Baylor Anderson
- ▶ Marketing article, non-association: "Dressing for Success" — Miranda Reiman
- ▶ Producer/Farm/Ranch Profile article: "Risk and Reward" — Miranda Reiman
- ▶ Association website: www.angus.org — Derrick Collins, designer; Jason Kenyon, Information Services director; Crystal Albers, project manager

Third-place award

LPC:

- ▶ Annual Report: *American Angus Association 2014 Annual Report* — Carrie Heitman, Leann Schleicher, designers; Jena McRel, writer

Honorable mentions

- ▶ Newsletter: *Angus Beef Bulletin EXTRA*, May and November 2014 — *Angus Beef Bulletin* staff



▶ Multi-page livestock ad: "Confidence Comes Standard" — Mike Bush, designer; Crystal Albers, writer



▶ Single article layout and design: "Sustainability: More than a Buzzword" — Mary Black

