

Achieving Excellence in Publication

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

by **Andrea Paulson**, South Dakota State University

Collectively the *Angus Journal*, Certified Angus Beef LLC (CAB), and the American Angus Association earned 15 awards in the 2014 Livestock Publications Council (LPC) contest and four awards through the American Agricultural Editors Association (AAEA) Writing and Photography contests for a total of 19 national awards this year. Winners were announced during the Agricultural Media Summit in Indianapolis, Ind., July 26-30.

In the AAEA Writing Contest, Editor Shauna Hermel received first-place honors for her personality profile entitled "Family Matters," featuring 2013 American Angus Association President Phil Trowbridge and his family. The article ran in the November 2013 issue of the *Angus Journal*.

Associate Editor Kasey Brown achieved Level Two Master Writer and Level One Master Photographer, while Field Editor Barb Baylor Anderson reached Level Three Master Writer status.

Angus writers and designers took home 15 LPC awards as follows:



Safety Awareness: Part 1
Recognizing signs of fatigue, frustration, fatigue and/or competency in the first step to avoiding critical errors that can result in injuries.



Merry Christmas & Happy New Year
Your friends at the Angus Journal



Protecting Your Pond
Tips to manage this important resource.

Tips to manage this important resource.
As the sun sets in the west, the pond is a beautiful sight. It's a place where you can relax and enjoy the view. But it's also a place where you can get into trouble. Ponds are a valuable resource, and they need to be protected. Here are some tips to help you do that.



First-place awards:

- ▶ Newsletter: *Angus Beef Bulletin EXTRA*: September and December 2013 — *Angus Beef Bulletin* staff
- ▶ National show coverage: NWSS coverage 2013 — Mary Black, designer
- ▶ Commentary or essay: “Fostering a Vision of Success” — Shauna Rose Hermel
- ▶ Annual reports: Fiscal Year 2013 Annual report — Carrie Heitman, designer; Jena McReil, writer

Second-place awards:

- ▶ Cover, Association: August 2013 — Craig Simmons
- ▶ Single photo or graphic illustrating an article: *Angus Beef Bulletin*; Pen Rider — Troy Smith
- ▶ Marketing article, Association: “A Helping Hand Adds Value” — Kasey Brown
- ▶ Instructional story, Association: “Protecting Your Pond” — Linda Robbins
- ▶ Miscellaneous writing: “Day in the Life” series — Bryan Schaaf and Miranda Reiman
- ▶ Livestock headline: “The Quality Revolution Begins with You” — Eric Grant, Crystal Albers and Derrick Collins
- ▶ Best of the bunch photo contest, Scenic Division: Carrie Heitman

Honorable mention:

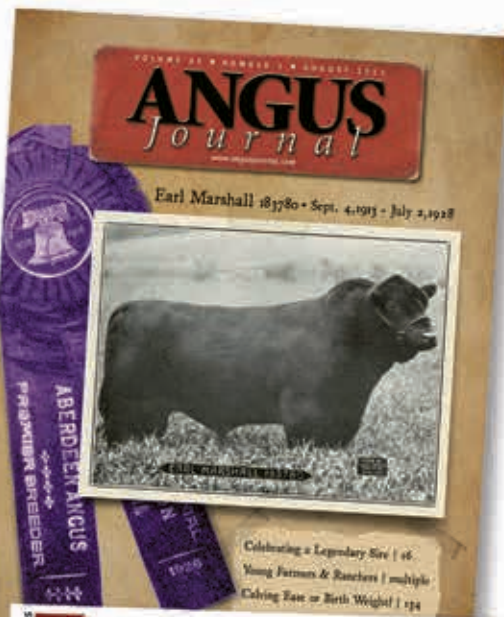
- ▶ News story: “Schmallenberg Virus” — Kasey Brown
- ▶ Production/management article: “Swing for the Fences” — Kasey Brown
- ▶ Newsletter: *Directions* — Craig Simmons, designer

- ▶ Single article layout and design, “More Climate Change Coming” — Craig Simmons, designer

The LPC serves to foster a cooperative relationship between the various different livestock publications, as well as preserve the long-standing traditions within the livestock industry. LPC’s membership is composed of magazines, newspapers and agencies that have a livestock focus.

AAEA facilitates the open communication of agricultural editors, and promotes professional excellence within its members while offering opportunities for professionals to improve. As its name implies, AAEA is a broader-scope organization. Members include individual journalists with a crops, machinery or general farm orientation, as well as those in the livestock sector.

Editor’s Note:
Andrea Paulsen is an undergraduate student at South Dakota State University majoring in animal science and agricultural communications. She visited the Angus Journal to do a job shadow mid-August.



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2013 ANNUAL REPORT