



The Nuts and Bolts of

Ag Communication

A continuing series of workshops produced by AAEA and LPC

2015 Midwest Regional Workshop

co-hosted by American Agricultural Editors' Association & Livestock Publications Council
At the Embassy Suites Omaha - Downtown/Old Market, 555 S. 10th St. Omaha, Nebraska

Monday, May 4

1 - 5 pm Ag Business Tours

Join us in visiting some Omaha-based ag businesses, including The Scoular Company, a 120-year-old company with more than \$6 billion in sales with ties to grain, feed ingredients and food ingredients. Its more than 700 employees buy, sell, store and handle grain and ingredients as well as manage transportation and logistics worldwide.

(Details of other tour stops coming soon)

6 - 8 pm Informal reception at Embassy Suites

Tuesday, May 5

8 - 8:45 am Registration, coffee and pastries

8:45 - 9 am Welcome and introductions

9 - 10 am Rock That Assignment: Hear tips on how to get the interviews, photos and videos for a great overall package.

The *Progressive Farmer's* Senior Editor **Jim Patrico** is an award-winning photographer who has won the AAEA Photographer of the Year award several times, the Oscar in Agriculture writing award twice, and is an AAEA Master Writer. Jim has also won other major writing and photography awards.

10 - 10:15 am Break

10:15 - 11:30 am Breaking News Better: DTN Ag Policy Editor **Chris Clayton** and *Omaha World-Herald* Business Reporter Steve Jordan give some examples of breaking news they covered, explain how they did them and share advice for others.

11:15 am - 12:45 pm Lunch with Dr. J. Scott Vernon addressing the Generational Gap

He will provide his insight on how employees of all ages can work best together. Scott received his B.S. and M.S. degrees in Ag Education/Ag Business from Cal Poly, San Luis Obispo and his Ph.D. in Ag Leadership/Beef Cattle Management from Texas A&M University. In addition to being a professor of ag education and communication, Vernon is the owner of Vernon Communications. He is considered one of the nation's leading advocates for agriculture, youth and education.

1:15 - 2:30 pm From Producer to Port: Move That Ag Product! Hear from a panel of experts on the issues affecting the transportation industry, whether it's the economy, regulations or the weather. They'll break down what are the challenges, what is the impact on agriculture, and why transportation and agriculture are so interconnected and need each other.

2:30 - 2:45 pm Break

2:45 - 3:45 pm Storytelling in a Twitter World:

Ken Fuson, will share some examples of stories he has written and include tips on what worked, what didn't, how audiences reacted and how good storytelling is more important than ever in this fast-paced multimedia world. His tips will help writers learn how to use good story-telling to catch and retain those audiences with their shorter attention span. Ken has formerly worked for the *Des Moines Register*, *The Sun* in Baltimore, and freelanced before becoming the Marketing Writer and Media Strategist in the Office of Marketing and Public Relations at Simpson College.

3:45 - 4 pm Closing Remarks

Hotel Information:

Embassy Suites Omaha -
Downtown/Old Market
555 South 10th Street, Omaha, NE, 68102
402-346-9000
Ask for AAEA/LPC Midwest Regional
Workshop Rate: \$129.00
Hotel reservation deadline: April 10, 2015
<https://aws.passkey.com/event/13795490/owner/1557921/home>

Registration Fee:

\$80.00 (members)
\$100.00 (non-members)
\$135.00 (on site)
\$40.00 (students)
(Checks or credit cards)

Registration Deadline:

April 27, 2015

It's simple to register:

E-mail diane@livestockpublications.com (or dianej@flash.net)

In the subject line put: Register for Regional Workshop

List the names you wish to register with all contact information including e-mail and mailing addresses. You may pay with check or credit card. Please indicate if you wish to pay by credit card for further instructions.

Questions: 817-336-1130