



American Agricultural Editors' Association

# Professional Improvement Foundation

## July 2014 Report

### 2015 Grant Requests:

The trustees prefer that you provide grant requests to PIF at least two weeks prior to one of their twice-annual meetings: April 14, 2015 and July 26, 2015. Use the online link at [ageditors.com](http://ageditors.com), [aaea.foundation](http://aaea.foundation) tab. Or contact [aaea@gandgcomm.com](mailto:aaea@gandgcomm.com).

### PIF Grants Increase Significantly

PIF has placed a high priority in recent years to increase the number of grants and stipends it awards to members and students. It is succeeding — from \$25,200 in grants in 2010 to an expected nearly \$55,000 grants by the end of 2014, expenditures have more than doubled.

### Major PIF Fund Recipients:

- \$2,500: Agricultural Communicators of Tomorrow (ACT) mid-winter meeting
- \$7,000: ACT scholarships for Courtney Leeper and Breanne Brammer, University of Missouri; Stacie Seger, The Ohio State University; Logan Britton, Kansas State University
- \$11,000: Stipends for two summer interns (see right)
- Travel for International Chair Steve Werblow to attend IFAJ meeting in Berlin
- \$10,500: Seven stipends for Steve Werblow, Sarah Mikesell, Jim Patrico, Barb Anderson, Kasey Brown, Catherine Merlo and Jessie Scott to attend the 2014 IFAJ Congress in Scotland
- \$3,000: Legacy interview videos
- \$3,500: IFAJ Master Class sponsorship (see right)
- \$2,500: Grant to fund the Andy Markwart Horizon Award co-sponsored by John Deere (see right)
- \$2,800: Fourteen, \$200 stipends for first-time attendees to attend one day of Ag Media Summit
- \$2,100: Speaker fees and expenses for the AAEA/LPC Regional Workshop in Iowa
- \$2,500: Fund free desk calendars for renewing members
- Fund member discount for 2014 Poynter Institute Webinars



### AAEA PIF Trustees (2013-2014):

*Bottom row:* Sally Behringer, Corey Geiger (vice chair), Kelly Schwalbe (secretary-treasurer), Holly Martin, Gil Gullickson (chair); *Top row:* Harlen Persinger, Van Holmes, Kurt Lawton, Steve Fairchild, Jennifer Kiel, Jim Patrico, Steve Goldsmith (has been replaced with Pam Molitor, not pictured); *Not pictured:* Steve Mercer, Des Keller, Steve Werblow

### 2013 Andy Markwart Horizon

**Award recipient:** Christy Couch Lee, Cee Lee Communications



### New Desk Calendars Feature Award-Winning Photos:

PIF has created a 2015 desk calendar that fits in a clear acrylic case (size is similar to a CD package). Each month is a separate card and features an AAEA award-winning photo with a description by the photographer about the situation and technique used to capture the image. The calendar is a fundraiser for the foundation to enhance its grants and stipends for members and others in the years ahead. The cost is just \$15 and includes shipping. Bulk sales of 100 or more can include a corporate logo and sell for just \$12 per calendar. Put in your order today.

The foundation is also providing one calendar for every AAEA member who renews his/her membership for 2015 by Dec. 31, 2014. This project is a collaboration between PIF and Boelte-Hall. For more information contact AAEA at [aaea@gandgcomm.com](mailto:aaea@gandgcomm.com) or 952/758-6502.

### Master Class:

Our grant to sponsor a participant from a developing country to travel to the International Federation of Agricultural Journalists (IFAJ) Congress for its Master Class went to John Ininahazwe from Burundi. John is fluent in French, English and other languages, and has helped IFAJ with translation. He is writer and editor for the newsletter of CAPAD, Burundi's farmers' association, and editor of a farm magazine whose title translates to The Poor. He is also a correspondent for Canada's Farm Weekly Radio program.

### AAEA Summer Interns:

Breanne Brammer, University of Missouri, spent the summer with Agri-Pulse as the editorial intern. Logan Britton, Kansas State University, spent the summer with the National FFA Organization as the marcomm intern. Both will help with Ag Media Summit.



### THANK YOU FOR YOUR CONTRIBUTIONS TO PIF:

- \$35,000: AAEA through Ag Media Summit net revenue (largest gift in 14 years)
- \$5,600: Donations through member renewals
- \$3,000: Past presidents contributions