

2020 AAEA Writing Awards Winners

Breaking News

- 1st Emily Unglesbee, DTN/The Progressive Farmer, “Ag Research in Limbo”
- 2nd Chris Clayton, DTN/The Progressive Farmer, “Eyes on China and Tariff Hike”
- 3rd Katie Dehlinger, DTN/The Progressive Farmer, “China, US Announce Trade Deal”

Economics & Management

- 1st Holly Spangler, Prairie Farmer, “Why Aren’t Land Values in the Tank?”
- 2nd Lorne McClinton, The Furrow, “A Stitch in Time”
- 3rd Gil Gullickson, Successful Farming, “Yours, Mine and Ours”

Editorial Opinion

- 1st Holly Spangler, Prairie Farmer, “Farmers Need Science They Can Trust”
- 2nd Mike Wilson, Farm Progress, “No Easy Answers to Farm labor Crisis”
- 3rd Allison Jenkins, MFA Incorporated, “Will Hemp Live Up to the Hype?”

Human Interest

- 1st Steve Werblow, The Furrow, “The Old Mill”
- 2nd Dan Miller, DTN/The Progressive Farmer, “America’s Best Young Farmers and Ranchers”
- 3rd Pamela Smith, DTN/The Progressive Farmer, “Pay it Forward”

Humorous Article

- 1st Katie Knapp, The Furrow, “All Kidding Aside”
- 2nd Pamela Smith, DTN/The Progressive Farmer, “Homeward Bound”
- 3rd Gail Keck, Ohio Farmer, “What if the Candidates Were Farmers”

Issues

- 1st Betsy Freese, Successful Farming, “Call the Vet”
- 2nd Victoria Myers, DTN/The Progressive Farmer, “Lost Connections”
- 3rd Ben Potter, Farm Progress, “Is the Internet Killing Ag Retail?”

On-Farm Production

- 1st Gil Gullickson, Successful Farming, “Mother Nature Rules”
- 2nd Suzanne Downing, AgDaily, “From Brewery to Farm: Using Spent Grain for Livestock Feed and Lessons Learned from Farmer John”
- 3rd Emily Unglesbee, DTN/The Progressive Farmer, “Invasion of the Rootworm Snatchers”
- 3rd Holly Spangler, Prairie Farmer, “Dream Team Build Cattle Herd on Genetics”

Personality Profile

- 1st Adam Calaway, Noble Research Institute, “In the Wake of Leadership”
- 2nd Jeremy Simes, The Western Producer, “Photographer Captures Childhood on the Farm”
- 3rd Steve Werblow, The Furrow, “A New Life”

Regular Column

- 1st Gregg Hillyer, DTN/The Progressive Farmer, “We’d Like to Mention”
- 2nd Urban Lehner, DTN/The Progressive Farmer, “An Urban’s Rural View”
- 3rd Holly Spangler, Prairie Farmer, “The Longest First Week in June”

Technical Feature

- 1st Matt Wilde, DTN/The Progressive Farmer, “Smarter Imagery”

- 2nd Gil Gullickson, Successful Farming, “Weed Menace”
3rd Emily Unglesbee, DTN/The Progressive Farmer, “Seed Treatment Confusion”

Team Story

- 1st Mike Wilson and Willie Vogt, Farm Futures, “Ag’s West Coast Offense”
2nd Martha Mintz and Lorne McClinton, The Furrow, “In a Protein Panic”
3rd Bill Spiegel, Megan Vollstedt, and Gil Gullickson, Successful Farming, “20 Soil Health Questions and Answers”
HM Betsy Freese, Gil Gullickson, Jodi Henke, Natalina Sents, Successful Farming, “What’s Your Plan B?”

Story of the Year

“Mother Nature Rules”
Successful Farming
Gil Gullickson

Writer of the Year, Honorable Mention

Holly Spangler

Writer of the Year

Steve Werblow

Master Writer Levels

2020 Master Writer Program

New Master Writers (Level Five) in 2019

Jamie Cole
William DeKay
Becky Mills
Jim Ruen

Level One

Laura Bardot
Suzanne Downing
Jodi Henke
Austin Keating
Gene Lucht
Julie Mais
Natalina Sents
Rosei Thoni
Edward Ussett

Level Two

Robin Booker
Jeremy Simes
Jennifer Whittaker

Level Three

Cynthia Clanton
Katie Knapp

Megan Schilling

Level Four

Kasey Brown

Lacey Newlin

2020 AAEA Design Winners

1. Cover Page Design -- Commercial

- 1st Matt Strolecki, Successful Farming, Successful Farming July 2019 Cover
- 2nd Matt Strolecki, Successful Farming, Successful Farming December 2019 cover
- 3rd Lisa Lynd, Farm Futures, "Is Hemp the New Gold Rush?"

2. Cover Page Design -- Custom

- 1st Rachael Davis, Noble Research Institute, Legacy Magazine 2019 Winter Cover
- 2nd Nate Werner, The Furrow, September/October 2019 Cover
- 3rd Nate Werner, The Furrow, November 2019 Cover

3. Single-Page Editorial Design -- Commercial

- 1st Matt Strolecki, Successful Farming, World Bee Day
- 2nd Brent Warren, Jennifer Richburg, and Barry Falkner, DTN/The Progressive Farmer, Table of Contents
- 3rd Matt Strolecki, Successful Farming, Successful Farming Q&A

4. Single-Page Editorial Design -- Custom

- 1st Josh Meo, Noble Research Institute, "Unsung Heroes"
- 2nd Matt Strolecki, Successful Farming, "They Said It"

5. Opening Page or Spread Design -- Commercial

- 1st Matt Strolecki, Successful Farming, "Flood Storry"
- 2nd Matt Strolecki, Successful Farming, "Startups to Watch"
- 3rd Matt Strolecki, Successful Farming, "Rebuilding"

6. Opening Page or Spread Design -- Custom

- 1st Rachael Davis, Noble Research Institute, Legacy Magazine, "Blueprint for Progress"
- 2nd Amy Gohman, C Magazine, "Capturing Crude"
- 3rd Amy Gohman, C Magazine, "Building Velocity"

7. Two-Plus Page Design -- Commercial

- 1st Michelle Houlden, The Western Producer, "CASH COWS: The Well-Funded World of Dairy Promotion"
- 2nd Jamie Albers, American Angus Association, "I am Angus"
- 3rd Matt Strolecki, Successful Farming, "Startups to Watch"

8. Two-Plus Page Design -- Custom

- 1st Amy Gohman, C Magazine, "Thinking Inside the Box"
- 2nd Nate Werner, The Furrow, "A Higher Purpose"
- 3rd Nate Werner, Homestead, "Homestead Remnants"

9. Special Editorial Section Design

- 1st Rachael Davis, Noble Research Institute, Legacy Magazine, "2019 Spring DIY"
- 2nd Jennifer Richburg, DTN/The Progressive Farmer, "America's Best Young Farmers and Ranchers"
- 3rd Jennifer Richburg, DTN/The Progressive Farmer, "Stand Strong"

10. Overall Magazine Design -- Commercial

- 1st Michelle Houlden, The Western Producer, “GrowPro”
- 2nd Michelle Houlden, The Western Producer, “See Scenic Saskatchewan”
- 3rd Michelle Houlden, The Western Producer, “Yield Saskatchewan 2020”

11. Overall Magazine Design -- Custom

- 1st Amy Gohman, C Magazine, Winter 2020
- 2nd Rachael Davis, Legacy Magazine, Spring 2019
- 3rd Amy Gohman, C Magazine, Summer 2019

12. Overall Magazine Design -- Special Issues

- 1st Brent Warren, Jennifer Richburg, and Barry Falkner, DTN/The Progressive Farmer, “Mid-February 2020”
- 2nd Lindsay Pound, Farm Journal, “America's Conservation Ag Movement”
- 3rd Barry Falkner, Jennifer Richburg and Brent Warren, DTN/The Progressive Farmer, “Mid-November 2019”

13. Special Publication Design

- 1st Jamie Albers and Rachel Robinson, American Angus Association, 2019 American Angus Association Annual Report
- 2nd Rachael Davis, Noble Research Institute, 2018 Annual Report: To the Core
- 3rd Faith Smith, Kansas Grain Sorghum Commission, “2019 Kansas Grain Sorghum Annual Report”

14. Web Design – Electronic Newsletter/Magazine

- 1st Jamie Cole, AGCO/FarmLife and Red Barn Media Group, “MyFarmLife.com”
- 2nd Katy Holdener, American Angus Association, Inside Angus eNewsletter

15. Best Use of Typography

- 1st Amy Gohman, C Magazine, “Thinking Inside the Box”
- 2nd Amy Gohman, C Magazine, “Emu Love”
- 3rd Rachael Davis, Noble Research Institute, “Fixing Hairy Vetch’s Bad Reputation”

16. Best Use of Chart and Graph Material

- 1st Michelle Houlden, The Western Producer, “The Phosphorus Paradox”
- 2nd Rachael Davis, Noble Research Institute, “Going Nuts for Pecans”
- 3rd Amy Gohman, C Magazine, “Capturing Crude Refinery Infographic”

17. Best Use of Photography in a Print Periodical

- 1st Nate Werner, The Furrow
- 2nd Adam Hester, C Magazine
- 3rd Allison Jenkins, Today’s Farmer

AAEA Designer of the Year, Honorable Mention

Rachael Davis

AAEA Designer of the Year

Amy Gohman

2020 AAEA Photo Winners

Category 1: Portrait/Personality

- 1st Lorne McClinton, The Furrow, “Mathieu Pare”
- 2nd Rob Mattson, Noble Research Institute, “Adcock”
- 3rd Adam Hester, CHS, “Refinery Worker”
- HM Rob Mattson, Noble Research Institute, “Chuck Coffey”
- HM Joel Reichenberger, DTN/The Progressive Farmer, “Reaching Deep”

Category 2: Pictorial

- 1st Adam Hester, CHS, “Coker Tractor”
- 2nd Kerri Lotven, Today’s Farmer, “Clothespins”
- 3rd Holly Spangler, Prairie Farmer, “End of Harvest”
- HM Dean Houghton, The Furrow, “Farm Scene”
- HM Ryan Ebert, AGCO/FarmLife and Red Barn Media Group, “Dusk at Schraufnagel Dairy”

Category 3: Feature

- 1st Rob Mattson, Noble Research Institute, “Sunrise”
- 2st Dean Houghton, The Furrow, “Combine Dance”
- 3rd Rob Mattson, Noble Research Institute, “The Athletics”
- HM Lorne McClinton, The Furrow, “Spencer Ale”
- HM Rob Mattson, Noble Research Institute, “Pushing Cattle”

Category 4A: Nuts & Bolts-Livestock:

- 1st Lorne McClinton, The Furrow, “Scouting the Herd”
- 2nd Joel Reichenberger, DTN/The Progressive Farmer, “Spotlight on Beef”
- 3rd Steve Werblow, The Furrow, “Gir”
- HM Mike Rankin, Hay and Forage Grower, “Hitting the Hay”
- HM Lorne McClinton, The Furrow, “Chicken Closeup”

Category 4B: Nuts & Bolts-Crops

- 1st Rob Mattson, Noble Research Institute, “Pecan Shaker”
- 2nd Joel Reichenberger, DTN/The Progressive Farmer, “Sunset Hay”
- 3rd Dean Houghton, The Furrow, “Wild Plums”
- HM Joel Reichenberger, DTN/The Progressive Farmer, “Sky-High Wheat Harvest”
- HM Harlen Persinger, Wisconsin Agriculturist, “Pure Gold”

Category 5: Picture Story/ Photo Sequence/ Photo Essay

- 1st Jim Patrico, DTN/The Progressive Farmer, “Highway to Husker Heaven”
- 2nd Jim Patrico, DTN/The Progressive Farmer, “Clydesdale Heaven”
- 3rd Joel Reichenberger, DTN/The Progressive Farmer, “Kansas Hay Convoy”
- HM Martha Mintz, The Furrow, “Driving On”
- HM Dean Houghton, The Furrow, “A Matter of Milkweed”

Category 7: Emerging Photographer

- 1st Abby Bauer, Hoard’s Dairyman, “Walk the Line”
- 2nd Austin Keating, Prairie Farmer, “Horsch Unveils Tillage Equipment”
- 3rd Abbie Burnett, Certified Angus Beef, “Legacy”
- HM Mindy Ward, Missouri Ruralist, “Makin’ a Splash”
- HM Abby Bauer, Hoard’s Dairyman, “More Than a Mouthful”

Category 8: Photo Illustration

- 1st Lorne McClinton, The Furrow, “Pea Burger”
- 2nd Martha Mintz, The Furrow, “Micro View”

Category 9: Unpublished

- 1st Jim Patrico, “Sunset Spray”
- 2nd Steve Werblow, “Pheasant Chick”
- 3rd Martha Mintz, “Rider”
- HM Harlen Persinger, “Paraguay Cowboy”
- HM Harlen Persinger, “Mother Hens”

Category 10: Advertorial

- 1st Jamie Cole, AGCO/FarmLife and Red Barn Media Group, “Farming on Demand”
- 2nd Adam Hester, CHS, “Hedging”
- 3rd Brent Warren, DTN/The Progressive Farmer, “Field Tryout”

Category 11: Rotating Theme: Weather

- 1st Harlen Persinger, “Iowa in the Cloud”
- 2nd Jim Patrico, DTN/The Progressive Farmer, “Missouri Flooding”
- 3rd Martha Mintz, The Furrow, “Front Coming”
- HM Kerri Lotven, Today’s Farmer, “Out of Depths”
- HM Harlen Persinger, “Mother Hens”

Category 12: Digitally Enhanced Photos

- 1st Martha Mintz, The Furrow, “Vista”

Photographer of the Year:

Rob Mattson

Honorable Mention Photographer of the Year:

Gil Gullickson

Photo of the Year:

“Highway to Husker Heaven”, Jim Patrico, DTN/The Progressive Farmer

Level 4

Adam Hester
Mike Rankin

Level 3

Abby Bauer

Level 2

Abbie Burnett
Austin Keating

Level 1

Pam Caraway
Suzanne Downing
Maggie Gilles
Karen Hiltbrand
Shelley Huguley
Gene Lucht
Lacey Roberts
Ryan Tipps

2020 AAEA MarComm Awards Program Winners

MC1 Advertorial -- One-page

- 1st Bader Rutter and Corteva Agriscience, “DuraCor Advertorial”
- 2nd DTN/The Progressive Farmer and Nutrien, “Ask the Agronomist”

MC2 Advertorial -- Multi-page or Special Section

- 1st broadhead and Boehringer Ingelheim Animal Health, “Cattle Fist Flip Books”
- 2nd NCGA and DTN/The Progressive Farmer, “Climate Calamities”
- 3rd Precision Planting and DTN/The Progressive Farmer, “Smarter Every Season”

MC3 Media/Special Event – Not-for-Profit

- 1st Georgia Peanut Commission, “Peanut Butter Lovers Month Promotions”
- 2nd Georgia Peanut Commission, “March – National Peanut Month”

MC3 Media/Special Event – For-Profit

- 1st John Deere and Sage Communications, “John Deere KC 150 Media Event”
- 2nd John Deere and Sage Communications, “John Deere ISG Media Event”

MC4 Feature Article

- 1st John Wallace Communications and Corteva Agriscience, “The Cattleman Feature Article”
- 2nd AGCO/Farm Life and Red Barn Media Group, “Building to the Big Leagues”
- 3rd Miranda Reiman, Certified Angus Beef, “Avoiding the Storm”

MC5 News Article

- 1st Allison Jenkins, MFA Incorporated, “Out of Depths”
- 2nd AGCO/Farm Life and Red Barn Media Group, “The Road to Recovery for 2019 Cropland”
- 3rd Christine Beckett, G&S Business Communications, “Fighting for Citrus”

MC6 News Release

- 1st Filament and International Beef Cattle Academy, “International Beef Cattle Academy Call for Applicants Press Release”
- 2nd Filament and Purina Animal Nutrition, “Purina Animal Nutrition EcoCare Media Relations”
- 3rd Wendy Brannen, American Soybean Association, “Biodiesel on the Ropes after EPA Punches, but Support Leaves Soy Hopeful”

MC7 Technical Writing

- 1st broadhead and The Mosaic Company, “The Mosaic Company – Why K is the Key for High Quality Crop Nutrition”
- 2nd Miriam Paulson, G&S Business Communications, “The Wide World of Data”
- 3rd Miranda Reiman, Certified Angus Beef, “Mindful Management: Reimagining Liver Health in Beef Cattle”

MC8 Publication -- Print or Electronic -- Not for Profit

- 1st Adam Calaway, Rachael Davis, Courtney Leeper, Robyn Peterson, Rob Mattson, Jessica Willingham and Tim Woodruff, Noble Research Institute, “Legacy”
- 2nd Justin Davey, Matt Strelecki, Janis Gandy, and Paula Barbour, Successful Farming, “FA New Horizons, Summer 2019-Spring 2020”
- 3rd Adam Calaway, Rachael Davis, Courtney Leeper, Robyn Peterson, Rob Mattson, Tim Woodruff, Noble Research Institute, “2018 Annual Report: To the Core”

MC8 Publication -- Print or Electronic – For Profit

- 1st Syngenta and G&S Business Communications, “Thrive”
- 2nd AGCO Farm Life and Red Barn Media, “FarmLife”
- 3rd Corteva Agriscience Range & Pasture, “Range and Pasture Steward Newsletter”

MC10 Speech/White Paper

- 1st Purina Animal Nutrition and Filament, “Purina Animal Nutrition Visual White Paper and Tale of Two Calves One-Pagers”
- 2nd Wendy Brannen, American Soybean Association, “ASA Trade-Related Media Blitz – Are You Ready?”
- 3rd John Deere and Sage Communications, “John Deere Biodiesel Board Speech”

MC11 Writing for Special Projects

- 1st Pam Caraway, Faith Peppers and the University of Georgia, “A Century of Impact”
- 2nd Jill Wagenblast, American Soybean Association , “American Soybean Association: Our First Soy Century”
- 3rd AGCO Farm Life and Red Barn Media Group, “FarmLife Projects eBook

Master of Communications

Level 1

Barb Baylor Anderson
Paula Barbour
Wendy Brannen
Jamie Cole
Marilyn Cummins
Justin Davey
Chris Hill
Sarah Haugen
Dean Houghton
Kurt Lawton
Miranda Reiman
Matt Strelecki
Jennifer Whittaker

Level 2

Jessie Bland
Adam Calaway
Pam Caraway
Joy Crosby
Rachael Davis
Eric Hodson
Allison Jenkins
Courtney Leeper
Rob Mattson
Faith Peppers
Robyn Peterson

2020 AAEA Digital and Social Media Awards Winners

1. DP1 Podcasts/Webcasts (Publishing)

- 1st Tyler Harris, Nebraska Farmer, “The Latest on Soybean Gall Midge”
- 2nd Jennifer Anderson, David Jones, Chrissy Taylor, Chad Wagner, Nate Werner, John Deere’s “Food Fight”
- 3rd Jodi Henke, Successful Farming, “Failing Fast Forward”

2. DP2 Blogs (Publishing)

- 1st Katie Dehlinger, DTN/The Progressive Farmer, “Minding Ag’s Business”
- 2nd Urban Lehner, DTN/The Progressive Farmer, “An Urban’s Rural View”
- 3rd Pamela Smith, DTN/The Progressive Farmer, “Production Blog”

3. DP3 Websites (Publishing)

- 1st AGDAILY, www.AGDAILY.com
- 2nd AGCO Farm Life and Red Barn Media Group, www.MyFarmLife.com

4. DP4 Webinars (Publishing)

- 1st Hoard’s Dairyman, “Feeding Cows to Reach Their Peak”
- 2nd Hoard’s Dairyman, “Focusing on Fresh Cow Strategies”
- 3rd Hoard’s Dairyman, “The World Record Milk Cow: She’s Just One of the Herd”

5. DP5 Social Media (Publishing)

- 1st AGCO Farm Life and Red Barn Media Group, “FarmLife Social Media”
- 2nd AGDAILY, “AGDAILY Social Media Channels”
- 3rd Western Ag Reporter, “Western Ag Reporter Facebook Page”

6. DP7 Multimedia Story (Publishing)

- 1st American Angus Association, “Wildorado Multimedia Story”
- 2nd American Angus Association, “Work Hard, Dream Big Angus Foundations Success Stories Multimedia Story”
- 3rd AdFarm and Nutrien ESN, “ESN Smart Nitrogen Spotify Playlist”

7. DP8 Video Production (Publishing)

- 1st Chad Etheridge and Growing America, “The Best Thing About Farming”
- 2nd AGDAILY, “A Farmer’s Journey – John Deere Cut”
- 3rd Missouri Ruralist, “3rd-Generation Farmer Finds Place in Pecan Groves”

8. DM1 Podcasts/Webcasts (Marketing Comms)

- 1st broadhead and The Mosaic Company, “The Mosaic Company – Aspire 2B Podcast”
- 2nd Bader Rutter and Corteva Agriscience, “The Growing Debate”

9. DM2 Blogs (Marketing Comms)

- 1st G&S Business Communications and Syngenta, “Tavium Know More, Grow More Blog Series”
- 2nd Illinois Soybean Association and Charleston|Orwig, ILSoyAdvisor Blog
- 3rd Faith Smith, Texas Corn Producers and Natural Resources Conservation Service Texas, “Water Grows”

10. DM3 Website (Marketing Comms)

- 1st broadhead and Boehringer Ingelheim Animal Health, “BVDTracker.com Arms the Cattle Industry’s Fight to Eradicate a Growing Threat”
- 2nd G&S Business Communications and Syngenta, “Resistance Fighter Interactive Weed Resistance Map”
- 3rd broadhead and Atticus, LLC, “Crop Protection is a Battle. Plan for Victory with Atticus”

11. DM4 Webinars (Marketing Comms)

- 1st American Angus Association, “American Angus Association, Driving into the Data”
- 2nd Illinois Soybean Association and Charleston|Orwig, ILSoyAdvisor Webinars
- 3rd Georgia Peanut Commission, “Peanut & Agribusiness COVID-19 Relief Act Update”

12. DM5 Social Media (Marketing Comms)

- 1st Faith Smith, Texas Corn Producers and Natural Resources Conservation Service Texas, “Water Grows”
- 2nd American Angus Association, “We are the Angus Family”
- 3rd broadhead and The Mosaic Company, “The Mosaic Company – Expert’s Table Social Videos”

13. DM8 Video Production (Marketing Comms)

- 1st Iowa State University Seed Science Center, “Seeds! Diversity of Water”
- 2nd broadhead and Boehringer Ingelheim Animal Science, “Cattle First Documentary”
- 3rd American Angus Association, “Losing Ground”

14. DM6 Media Room (Marketing Comms)

- 1st The Western Ag Reporter, “#FairCattleMarkets”