



## 2023 ACN WINNERS PROGRAM

### OF THE YEAR AWARD WINNERS:

- Story of the Year – “Making hay was a part of his flight plan”, Amber Friedrichsen, Hay & Forage Grower
- Writer of the Year - Steve Werblow, The Furrow
- Photo of the Year – Joel Reichenberger, DTN/Progressive Farmer, “Farming on the edge”
- Photographer of the Year - Martha Mintz, Corral Creek Communications
- Designer of the Year - Rachael Davis, Noble Research Institute
- Communicator of the Year - Jamie Cole, Red Barn Media Group

### 2023 WRITING CONTEST WINNERS

#### W01: Breaking News

1st Place: "U.S. Average Corn Yield at 167.2 BPA, Soybeans at 48.9 BPA, Tour Finds", Katie Dehlinger, DTN/The Progressive Farmer

2nd Place: "Thousands of Cattle Reported Dead", Victoria G. Myers, DTN/Progressive Farmer

3rd Place: "N.M. ranchers receive impound notice, setting stage for gunning", Heidi Crnkovic, AGDAILY

#### W02: Economics and Management

1st Place: "Grounded in Grain", Cynthia Clanton, CHS Inc.

2nd Place: "Succession Strategies", Elizabeth Williams, Progressive Farmer, DTN/Progressive Farmer

3rd Place: "Flexing through volatility", Betty Haynes, Prairie Farmer

#### W03: Editorial Opinion

1st Place: "Editorial: Hungry enough for horse? Why horse slaughter makes sense", Heidi Crnkovic, AGDAILY

2nd Place: "Heroes, villains and all the folks in between", Holly Spangler, Prairie Farmer/Farm Progress

3rd Place: "Need Atrazine? Tell EPA Why", Jason Jenkins, DTN/Progressive Farmer

#### W04: Human Interest

1st Place: "Focused on Tomorrow", Des Keller, DTN/Progressive Farmer

2nd Place: "A Caretaker of History", Laurie Bedord, Dotdash Meredith

3rd Place: "The History Blues", Steve Werblow, The Furrow

**W05: Humorous Article**

1st Place: "A cultivated respect for vegetable production", Lacey Vilhauer, High Plains Journal

2nd Place: "Rural Rapp-ort: Pistols & Possums", Raney Rapp, Farm Talk

3rd Place: "Don't believe rumors about carrots", Jennifer Kiel, Farm Progress

**W06: Issues**

1st Place: "Why dicamba complaints dropped in Illinois", Betty Haynes, Prairie Farmer

2nd Place: "China Investment Controversy", Chris Clayton, DTN/Progressive Farmer

3rd Place: "Changing Landscapes", Jena McReil, The Cattleman, Grant Company

**W07: On-Farm Production**

1st Place: "Playing With Fire: When Manageable Risk Delivers Great Reward", Martha Mintz, Noble Rancher

2nd Place: "The Future of Dairy", Jessica Ekern, MFA Incorporated

3rd Place: "Hog Cabins", Steve Werblow, The Furrow

**W08: Personality Profile**

1st Place: "Ten Million Miles of Milk", Bill Spiegel, The Furrow

2nd Place: "Cultivating Engineers", Martha Mintz, John Deere's THE FURROW

3rd Place: "Remembering the joy in agriculture with Baxter Black, DVM", Heidi Crnkovic, AGDAILY

**W09: Regular Column**

1st Place: "When good intentions go horribly wrong", Mike Wilson, Farm Progress Co.

2nd Place: "Country Corner: No more eminent domain for private gain?", Allison Jenkins, MFA Incorporated

3rd Place: "What's in Store for the Cattle Market's Second Half of 2022?", ShayLe Stewart, DTN/Progressive Farmer

**W10: Technical Feature**

1st Place: "The Rise of Short Corn", Chelsea Dinterman, Successful Farming

2nd Place: "Risk Mitigation, Insurance or a Measure of Exactness?", Miranda Reiman, Angus Journal

3rd Place: "How to choose the right cattle barn", Betty Haynes, Prairie Farmer

**W11: Emerging Writer**

1st Place: "Making hay was a part of his flight plan", Amber Friedrichsen, Hay & Forage Grower, W.D. Hoard & Sons Company

2nd Place: "Over the Edge", Karen Jones, GROWMARK

3rd Place: "Restoring the Harmony", Jessica Ekern, MFA Incorporated

**W12: Team story:**

1st Place: "Do USDA Fertilizer Grants Bump Supply?", Todd Neeley and Russ Quinn, DTN/Progressive Farmer

2nd Place: "Mexican Perspective on GMO Corn Ban", Elaine Shein and Chris Clayton, DTN/Progressive Farmer

3rd Place: "Better beef biosecurity needed", Jennifer Carrico & Betty Haynes, Farm Progress

**WRITER OF THE YEAR – HONORABLE MENTION**

Holly Spangler, Prairie Farmer/Farm Progress

**MASTER WRITER LEVELS:**

**Level One**

Bethany Baratta  
Karen Conley  
Phyllis Coulter  
Adrienne DeSutter  
Anthony Greder  
Lynn Grooms  
John Hart  
Olivia Hoots  
Joseph Hopper  
Courtney Love  
Cynthia Ryan  
ShayLe Stewart

**Level Two**

Meagan Gosch  
Elaine Kub  
Raney Rapp  
Jennifer Shike

**Level Three**

Marlee Jackson  
Karen Jones  
Mary Kennedy  
Peyton Schmitt  
Kevin Schulz  
Cassidy Walter

**Level Four**

Cynthia Clanton  
Heidi Crnkovic  
Chelsea Dinterman  
Jessica Ekern  
Amber Friedrichsen  
Sarah McNaughton  
Briley Richard

**Master Writer ( level five)**

Curt Arens

Abby Bauer

Joy Crosby

Betty Haynes

Jason Jenkins

Katie Knapp

Jena McRell

Joel Reichenberger

Miranda Reiman

Megan Silveira

Ryan Tipps

Lacey Vilhauer

**Writer of Merit**

Dan Miller

## 2023 PHOTOGRAPHY CONTEST WINNERS

### **P1: Portrait/Personality**

1st Place: Martha Mintz, John Deere's THE FURROW, "This Little Piggy"

2nd Place: Joel Reichenberger, DTN/Progressive Farmer, "Cotton Skies"

3rd Place: Joel Reichenberger, DTN/Progressive Farmer, "Up with the sun"

HM: Lorne McClinton, LMCC Holdings INC for The Furrow, "John Cote checks whisky sample"

### **P2: Pictorial**

1st Place: Betty Haynes, Prairie Farmer, "Livingston County Sunrise"

2nd Place: Joel Reichenberger, DTN/Progressive Farmer, "Sand Hills Sunset"

3rd Place: Joel Reichenberger, DTN/Progressive Farmer, "Young Helper"

HM: Katie Knapp, The Ag Photographer, "Loading Corn"

### **P3: Feature**

1st Place: Joel Reichenberger, DTN/Progressive Farmer, "Unloading"

2nd Place: Joel Reichenberger, DTN/Progressive Farmer, "Combine climb"

3rd Place: Katie Knapp, The Ag Photographer, "Bee Keeping"

HM: Betty Haynes, Prairie Farmer, "Glint of Hope"

### **P4A: Nuts and Bolts Livestock**

1st Place: Mike Rankin, Hay & Forage Grower, W.D. Hoard & Sons Company, "Big Mama"

2nd Place: Joel Reichenberger, DTN/Progressive Farmer, "Sand Hills Herd"

3rd Place: Heidi Crnkovic, AGDAILY, "GirlWithHerHorses"

HM: Devin Bollman, Illinois Beef Association, "Small Details"

### **P4B: Nuts and Bolts: Crops**

1st Place: Gregg Hillyer, DTN/Progressive Farmer, "Sprouting"

2nd Place: Bill Spiegel, Successful Farming, "Harvest from Up High"

3rd Place: Mike Rankin, Hay & Forage Grower, W.D. Hoard & Sons Company, "Almost done"

HM: Betty Haynes, Prairie Farmer, "Bean Dust"

### **P5: Picture Story, Photo Sequence or Photo Essay**

1st Place: Joel Reichenberger, DTN/Progressive Farmer, "Farming on the edge"

2nd Place: Adam Hester, CHS Inc., "Wild Rice Range"

3rd Place: Martha Mintz, John Deere's THE FURROW, "Team Gardeners"

HM: Lorne McClinton, LMCC Holdings for The Furrow, "P5 - Tragedy to triumph"

### **P7: Emerging Photographer**

1st Place: Karen Conley, National Bison Association, "Sunrise Bull"

2nd Place: Jessica Ekern, MFA Incorporated, "Best of Show"

3rd Place: Karen Conley, National Bison Association, "Snowy Bull"

HM: Devin Bollman, Illinois Beef Association, "Luminal Chute"

**P8: Photo Illustration**

1st Place: Katie Knapp, The Ag Photographer, "Dog Sundae"

2nd Place: Megan Silveira, Angus Journal, "Montana Skyline"

**P9: Unpublished Photos**

1st Place: Joel Reichenberger, DTN/Progressive Farmer, "Planter Maintenance"

2nd Place: Joel Reichenberger, DTN/Progressive Farmer, "Lighting up"

3rd Place: Katie Knapp, The Ag Photographer, "Loading At Night"

HM: Joel Reichenberger, DTN/Progressive Farmer, "Cotton harvest"

**P10: Advertorial Photos**

1st Place: Jamie Cole, Red Barn Media Group, "Fendt IDEAL Combine in Canola"

2nd Place: Marlee Jackson, Alabama Farmers Federation, "Graining Ground"

**P11: Rotating Theme: Indoor Ag**

1st Place: Katie Knapp, The Ag Photographer, "Crunching numbers"

2nd Place: Betty Haynes, Prairie Farmer, "Tragedy Strikes"

3rd Place: Jessica Ekern, MFA, Incorporated, "Tomato Art"

HM: Adam Hester, CHS Inc, "Cenex Ruby Fieldmaster Ad"

**P12: Digitally Enhanced Photos**

1st Place: Hailey Gilbreath, United Sorghum Checkoff Program, "West Texas Sorghum & Sunsets"

**Honorable Mention Photographer of the Year 2023:**

Katie Knapp

**Honorable Mention Photo of the Year 2023:**

Gregg Hillyer, "Sprouting"

**MASTER PHOTOGRAPHER PROGRAM:**

**Level One**

Heidi Crnkovic

Sara McNaughton

Briley Richard

Peyton Schmitt

**Level Two**

Jessica Ekern

Megan Silveira

**Level Three**

Hailey Gilbreath

**Level Four**

Betty Haynes

**Level Five**

Gregg Hillyer

Katie Knapp

**Master Photographer**

none in 2023

## **2023 MARCOMM CONTEST WINNERS**

### **MC1: Advertorial One-Page**

1st Place: Ryan Tipps, AGDAILY, "Soybean herbicide Tendovo elevates yield-minded growers"

2nd Place: Dyna-Gro Seed & DTN/Progressive Farmer Custom Publishing, "Consistent Performance Gains Farmer Trust"

3rd Place: United Sorghum Checkoff Program, "Sorghum. The Resource Conserving Ingredient for Pet Food"

### **MC2: Advertorial, Multi-Page or Special Section**

1st Place: broadhead and Boehringer Ingelheim, "Success Through Sustainability: A Proactive Approach to Deworming"

2nd Place: Justin Davey, Successful Farming, "The Biggest Job on Earth Advertorials"

### **MC3A: Best Media or Special Event – For-Profit**

1st Place: Mod Op, "John Deere Cotton LEAD Media Event"

2nd Place: Filament, "Nedap Dairy: Milk Meter Media Event"

3rd Place: Mod Op, "John Deere Ag Media Summit Media Event"

### **MC3B: Media/Special Event: Not-For-Profit**

1st Place: Jessie Bland, Georgia Peanut Commission, "Peanuts for the Win"

### **MC4: Feature Article**

1st Place: Catherine Merlo for ACRES magazine, Freelance, "Weathering Tough Times"

2nd Place: Bayer & DTN/Progressive Farmer Custom Content, "High-Tech Tools Accelerate Advances In Corn Hybrids"

3rd Place: Jamie Cole, Red Barn Media Group, "Making Hay in the Music City"

### **MC5: News Article**

1st Place: Allison Jenkins, MFA Incorporated, Today's Farmer, "All over for OTC"

2nd Place: broadhead and Boehringer Ingelheim, "Survey Shows Dairy Producers Are Making Good Decisions in Animal Health"

3rd Place: Martha Mintz, Thrive Magazine, "Plan Ahead To Weather the Supply Chains Storm"

### **MC6: Print News Releases**

1st Place: Filament, "UDIM: Pistons News Release"

2nd Place: United Sorghum Checkoff Program, "United Sorghum Checkoff Program Focuses on Heart Health this Valentine's Day by Announcing National Sponsorship of American Heart Association's® Healthy for Good™ Initiative"

3rd Place: Mod Op, "Global Unmanned Spray System John Deere News Release"

### **MC7: Technical Writing**

1st Place: Martha Mintz, Thrive Magazine, "Effective Defense Strategies Help Protect Crops Against Corn Rootworm"



2nd Place: G&S Business Communications - Syngenta, "Scouting Lessons From Cotton"  
3rd Place: broadhead and Boehringer Ingelheim, "Explaining Vaccine Immunogenicity Using An Analogy Any Producer Can Understand: Horsepower"

**MC8A: Publication – Print or Electronic – For Profit**

1st Place: Farm Futures, "Cultivating mental health: Inside rural America's silent struggle"  
2nd Place: MFA Communications, MFA Incorporated, "Today's Farmer"  
3rd Place: Jamie Cole, AGCO FarmLife / Red Barn Media Group, "AGCO FarmLife"

**MC8B: Publication – Print or Electronic – Not for Profit**

1st Place: Joy Crosby, Jessie Bland, Southeastern Peanut Farmer, "Southeastern Peanut Farmer"  
2nd Place: Noble Research Institute, "Legacy"  
3rd Place: Justin Davey, Successful Farming, "FFA New Horizons"

**MC9: Media Materials/Kit**

1st Place: Wilbur-Ellis Agribusiness & broadhead, broadhead, "Get Your Stories Growing"  
2nd Place: Joseph Hopper, Iowa Soybean Association, "'Just Soy You Know' :60 Spots"

**MC10: Speeches and White Paper**

1st Place: Joseph Hopper, Iowa Soybean Association, "2023 Innovation to Profit Conference Script"  
2nd Place: Filament, "Simplot Animal Sciences: Find added value for your dairy through beef IVF programs"  
3rd Place: Cynthia Clanton, CHS Inc., "Connect. Grow. Thrive.: Board Chair Speech, 2022 CHS Annual Meeting"

**MC11: Writing for Special Projects**

1st Place: Katrina Huffstutler, Noble Research Institute, "Noble Rancher"  
2nd Place: Jessie Bland, Georgia Peanut Commission, "2023 Georgia Peanut Calendar"  
3rd Place: Filament, "GEA: Dairy Illustrated Magazine"

**MC12: Audio News Release**

no submissions in 2023

**MC13: Marketing Video**

1st Place: United Sorghum Checkoff Program, "Sorghum Update Voiced by Tim Lust for the 2023 Commodity Classic."  
2nd Place: broadhead and Boehringer Ingelheim, "The Making of Masterpieces: Raising Equine Health to an Art Form"  
3rd Place: Shaun Smith, Noble Research Institute, "Regenerating the Ranch - Trailer"

**MC14: Collateral Piece**

1st Place: Filament, "HELM: Plant Advantage Crop Cards"  
2nd Place: United Sorghum Checkoff Program, "Sorghum Secret Collateral"

**MASTER COMMUNICATOR LEVELS:**

**Level One**

Kasey Brown  
Leigh Ann Cleaver  
Heidi Crnkovic  
Jessica Ekern  
Steve Fairchild  
Jenna McRell  
Tara Lynn Thompson  
Dee Weeda  
Craig Weiland  
Clint White

**Level Two**

Wyatt Bechtel  
Catherine Merlo  
Ryan Tipps  
Mike Wilson

**Level Three**

Cynthia Clanton  
Justin Davey  
Joseph Hopper  
Jason Jenkins  
Martha Mintz

**Level Four**

Jessie Bland  
Hailey Gilbreath  
Katrina Huffstutler  
Kenna Rathai

**Level Five (Master of Communications)**

Adam Calaway  
Shannon Linderoth  
Allison Jenkins  
Ed Peck

**Level Six (Communicator of Merit)**

None in 2023

## **2023 DESIGN CONTEST WINNERS:**

### **D01 Cover Page Design – Commercial**

1st Place: Crystal Albers, Heather Heater, Grant Company, "The Cattleman | May 2022"

2nd Place: Brent Warren, Joel Reichenberger, Barry Faulkner, DTN/Progressive Farmer, "Progressive Farmer, May 2022"

3rd Place: Lisa Lynd, Farm Futures, January 2023, Farm Progress, "Running down a dream"

### **D02 Cover Page Design - Custom**

1st Place: Nate Werner, Mod Op, "The Furrow Cover, Spring 2023"

2nd Place: Nate Werner, Mod Op, "The Furrow Cover, February 2022"

3rd Place: Amy Gohman, Colle McVoy, "Summer 2022 C magazine"

### **D03 Single-Paged Editorial Design Commercial category**

1st Place: Brent Warren, Barry Faulkner, DTN/Progressive Farmer, "Carry The Seed Bag"

2nd Place: Matt Strelecki, Successful Farming, "SF They Said It April 23"

3rd Place: Matt Strelecki, Successful Farming, "SF ICYMI opener Nov 22"

### **D04 Single-Paged Editorial Design Custom category**

1st Place: Mod Op, Nate Werner, "Green & Growing, Furrow, March 2023"

2nd Place: Mod Op, Nate Werner, "Green & Growing, Furrow, Sum 2022"

3rd Place: Amy Gohman, Colle McVoy, "Connected"

### **D05 Opening Page or Spread Design – Commercial**

1st Place: Sean Burris, Irrigation Today, "Your best practice"

2nd Place: Brent Warren, Barry Faulkner, DTN/Progressive Farmer, "Gauge Your Bottom Line"

3rd Place: Matt Strelecki, Successful Farming, "Measuring Carbon Oct 22 opener"

### **D06 Opening Page or Spread Design – Custom**

1st Place: Nate Werner, Mod Op, "What Food Does Your Dog Need?, The Furrow Homestead Edition, March, 2023"

2nd Place: Nate Werner, Mod Op, "911 Grandma, The Furrow, Jan, 2023"

3rd Place: Amy Gohman, Colle McVoy, "Nitrogen Protector"

### **D07 Two-Page Plus Design Commercial**

1st Place: Heather Heater, Grant Company, "Border Life"

2nd Place: Matt Strelecki, Successful Farming, "SF Power Struggle spreads feb 22"

3rd Place: Sean Burris, Irrigation Today, "Know your numbers"

### **D08 Two-Page Plus Design - Custom**

1st Place: Amy Gohman, Colle McVoy, "Next-Generation Diesel Fuel Formula"

2nd Place: Nate Werner, Mod Op, "What it's Actually Like to Keep Bees, Homestead Edition, Summer, 2022"

3rd Place: Nate Werner, Mod Op, "The History Blues, The Furrow, November, 2022"

**D09 Special Editorial Section Design (Commercial or Custom)**

1st Place: Brent Warren, DTN/Progressive Farmer, "Climate Smart Farming"

2nd Place: Matt Strelecki, Successful Farming, "SF Mid November special section"

**D10 Overall Magazine Design - Commercial**

1st Place: Brent Warren, DTN/Progressive Farmer, "America's Best Young Farmers and Ranchers"

2nd Place: The Cattleman, Texas & Southwestern Cattle Raisers Association, Grant Company, "The Cattleman | March 2023"

**D11 Overall Magazine Design – Custom**

1st Place: Amy Gohman, Colle McVoy, "Spring 2022 C magazine"

2nd Place: Rachael Davis, Noble Research Institute, "Legacy"

3rd Place: Nate Werner, Mod Op, "The Furrow, March, 2023"

**D12 Overall Magazine Design – Special Issues (Commercial or Custom)**

1st Place: Nate Werner, Mod Op, "The Furrow, February, 2023"

2nd Place: Grant Company, "Western Livestock Journal | Commercial Cattle Issue"

3rd Place: Matt Strelecki, Successful Farming, "SF Mid Nov 22, entire issue"

**D13 Special Publication Design – Annual Reports, etc (Commercial or Custom)**

1st Place: Clint White, United Sorghum Checkoff Program, "USCP 2022 Annual Report"

2nd Place: Rachael Davis, Noble Research Institute, "Annual Report"

3rd Place: American Angus Association Communications Team, American Angus Association, "American Angus Association's 2022 Annual Report"

**D14 Web Design – Electronic Newsletter/Magazine (Commercial or Custom)**

1st Place: Jamie Cole, Red Barn Media Group, "AGCO FarmLife"

**D15 Best Use of Typography (Commercial or Custom)**

1st Place: Clint White, United Sorghum Checkoff Program, "USCP 2022 Annual Report"

2nd Place: Matt Strelecki, Successful Farming/FFA, "FFA 70th anniversary cover"

3rd Place: Matt Strelecki, Successful Farming, "SF Successful Farming Apr 2023"

**D16 Best Use of Chart and Graph Material (Commercial or Custom)**

1st Place: Lisa Lynd, Farm Futures Special Issue, Mid-October 2022, Farm Progress, "Need help?"

2nd Place: Shelly Jarka, Nebraska Farmer, March 2023, Farm Progress, "What makes popcorn pop?"

3rd Place: Melissa Landgraf, Prairie Farmer, December 2022, Farm Progress, "Comparing cattle barns"

**D17 Best Use of Photography in a Print Periodical (Commercial or Custom)**

1st Place: Matt Strelecki, Successful Farming, "SF Sandhill Stewards Nov 22"

2nd Place: Matt Strelecki, Successful Farming, "SF Ancient grains Dec 22"

3rd Place: Nate Werner, Mod Op, "The Furrow, Nov, Dec 2022, Jan 2023"

**Honorable Mention Designer of the Year:**

Amy Gohman

## 2023 DIGITAL & SOCIAL MEDIA AWARD WINNERS

### **PUBLISHING:**

#### **DP1 Podcasts**

1st Place: Miranda Reiman, Angus Journal, Angus Media, "Gene Editing and Angus: A New Way to Solve Old Problems?"

2nd Place: Miranda Reiman and Kasey Brown, Angus Beef Bulletin, Angus Media, "How Bull Selection Affects Your Feeder-Calf Prices"

3rd Place: Elaine Shein, ShayLe Stewart and Nick Scalise, DTN/Progressive Farmer, "Cattle Market Insight With ShayLe Stewart"

#### **DP2 Blogs**

1st Place: Mindy Ward, Farm Progress/Missouri Ruralist, "Missouri Mile"

2nd Place: Jason Jenkins, DTN/Progressive Farmer, "Production Blog"

3rd Place: Holly Spangler, Prairie Farmer, "My Generation"

#### **DP3 Websites**

1st Place: Julie Mais, Jaime Albers, Miranda Reiman, Megan Silveira, Heather Lassen, Angus Journal, "Angus Journal website"

2nd Place: DTN/Progressive Farmer Staff, DTN/Progressive Farmer, "DTNPF.com"

3rd Place: Jamie Cole, Red Barn Media Group, "AGCO FarmLife"

#### **DP4 Webinars**

1st Place: Abby Bauer, Hoard's Dairyman, W.D. Hoard & Sons Company, "Dairy's path to climate neutrality"

2nd Place: Katie Dehlinger and Nick Scalise, DTN/Progressive Farmer, "Conquer the Chaos: Strategies to Build Endurance for Your Business"

3rd Place: Katie Dehlinger and Nick Scalise, DTN/Progressive Farmer, "Ag Summit Series: Get Set for Spring"

#### **DP5 Social Media**

1st Place: Katie McGuire, Noble Research Institute, "Legacy & Annual Report"

2nd Place: Alabama Farmers Federation, "Alabama Farmers Federation"

3rd Place: Ryan Tipps, Heidi Crnkovic, AGDAILY, "AGDAILY"

#### **DP6 Mobile/Tablet Technology Applications**

no submissions for 2023

#### **DP7 Multimedia Story**

1st Place: Dan Miller, Joel Reichenberger, Rob Lagerstrom, DTN/Progressive Farmer, "America's Best Young Farmers and Ranchers"

2nd Place: Jaime Albers, Heather Lassen, Julie Mais, Miranda Reiman, Megan Silveira, Angus Journal, "When Someday Becomes Today"

3rd Place: Jennifer M. Latzke, Kansas Farmer/ Farm Progress, "'Sold! Buyers bid on bison' and 'A new home on a new range'"

**DP8 Video Production**

1st Place: Justin Davey, David Ekstrom, Successful Farming, "Growing Up on the Sea"

2nd Place: Justin Davey and David Ekstrom, FFA New Horizons, "Growing People and Produce"

3rd Place: Kasey Riebel, David Ekstrom, and Justin Davey, FFA New Horizons, "Investing in a Diversified SAE"

## **2023 DIGITAL & SOCIAL MEDIA AWARD WINNERS**

### **MARKETING COMMUNICATIONS**

#### **DM1 Podcasts**

- 1st Place: Sarah Mock, DTN/Progressive Farmer, "Soybeans Are Crushing It, Literally"  
2nd Place: Filament, "Pharmgate Animal Health: 2022 Podcast Series"  
3rd Place: Sarah Mock, DTN/Progressive Farmer, "New Year, New WASDE"

#### **DM2 Blogs**

no submissions for 2023

#### **DM3 Websites**

- 1st Place: Mod Op, "Adams Land & Cattle Website Design"  
2nd Place: United Sorghum Checkoff Program, "Sorghum Secret Website"

#### **DM4 Webinars**

- 1st Place: Ed Peck, Filament, "HELM: No-Till Webinar"

#### **DM5 Social Media**

- 1st Place: Wyatt Bechtel, Filament, "ESTROTECT: Instagram Channel Strategy & Launch Approach"  
2nd Place: United Sorghum Checkoff Program, "Sorghum Secret Youtube Ads"  
3rd Place: American Angus Association Communications Department, American Angus Association, "2023 National Junior Angus Show Coverage"

#### **DM6 Mobile/Tablet Technology Applications**

no submissions for 2023

#### **DM7 Online Media Rooms/Media Kits/Media Events**

no submissions for 2023

#### **DM8 Video Production**

- 1st Place: United Sorghum Checkoff Program, "Sorghum Sustains - What is Sustainability?"  
2nd Place: Shaun Smith, Noble Research Institute, "Regenerating the Ranch - Episode 3"  
3rd Place: Shaun Smith, Noble Research Institute, "Regenerating the Ranch - Episode 5"

## **2023 ACN Lifetime Achievement Award**

*The Ag Communicator's Network (ACN) Lifetime Achievement Award (LAA) is designed to honor current and former members of the organization, including those who may be deceased, for their outstanding professional and personal achievements. Recipients of the award are recognized for leadership, with specific emphasis on their contributions toward improving the viability and value of ACN. This award is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors.*

Two former presidents of the Ag Communicators Network (ACN), have been named ACN's Lifetime Achievement Award recipients for 2023.

Greg Lamp and Karen McMahon were selected based on their outstanding leadership and professional and personal achievements, emphasizing contributions made toward improving the viability and value of the Ag Communicators Network.



Lamp, a recent retiree and 40-year media industry veteran, has served ACN through the years in various capacities. Throughout his years as an ACN member, Lamp always has dedicated his time selflessly to the organization and led with integrity. During his career, Lamp was editor-in-chief of *C Magazine* at CHS, Inc., following an 18-year stint as the editor of *Corn & Soybean Digest* at Penton Agriculture. Before these roles, Lamp was the features and photo editor at *Farm Journal* for nine years.

Lamp is an ACN Master Writer and Master Photographer, with two first-place writing awards, four first-place photo awards, and several design awards. In addition to his numerous writing and photo awards from ACN, he has received awards from the following organization: Livestock Publications Council, Minnesota Magazine and Publishing Association, Cooperative Communications Associations, and National Agri-Marketing Association.

In his volunteer time, Lamp has been a devoted leader in the association through activities of the International Federation of Agricultural Journalists. He has dedicated hours of time to the local community through Big Brothers/Big Sisters of St. Paul.





McMahon leaped into service within ACN after attending her first photography seminar in 1979. Her support and leadership have raised thousands of dollars in sponsorship for the association's annual conferences.

Within ACN and the ag communications industry, McMahon's work has been recognized by ACN and prestigious organizations such as Minnesota Magazine & Publication Association, the Livestock Publications Council, IFAJ Council, American Society of Business Publications, and Oscar in Agriculture.

Now retired, McMahon spent most of her career at *Farm Industry News* with two years as a contract writer and the next 13 years as editor. McMahon says she's prouder of the work and awards her staff and freelance writers earned than any award she won.

***The 2023 Lifetime Achievement Award was sponsored by CHS, Inc.***

## **2023 ACN Distinguished Service Award**

*Each year the Ag Communicators Network honors an individual outside of the organization with the Distinguished Service Award (DSA). The recipient is a leader who gives something back to the agricultural community through outstanding efforts in education, science, or public affairs. The person selected should be currently active in their field. The 2023 Distinguished Service Award was sponsored by American Ag Credit.*

Don Wirth, an innovative Oregon farmer and promoter of cover crops and forage in the United States and internationally, has been named the Agricultural Communicators Network (ACN) Distinguished Service Award recipient for 2023.



Wirth's agricultural contributions include his 55 years of innovation in cropping systems, testing and evaluating forage and cover crops in Oregon and the CornBelt, and founding and co-founding five agricultural companies. He frequently and enthusiastically partners with land-grant universities and USDA scientists nationwide.

"He lives his life with passion and enjoys helping others," said Skip Gray, Gray Farms, Albany, Oregon, one of many Oregonians who supported Wirth's nomination. "Don particularly enjoys seeing young and beginning farmers that exhibit industriousness and common sense get the help they need to become the best agriculturalist possible."

Katy Coba, who served as Director of the Oregon Department of Agriculture from 2003 to 2016, says Wirth "stands tall" among the hundreds of people she worked with during 37 years of service in Oregon state government.

"Since graduating from Oregon State University in 1968, Don has been tireless in collaborating with state and federal scientists, in finding practical and profitable solutions to agronomic problems, and in his wide-ranging thirst for knowledge," says Coba, a Port of Portland Commissioner.

Wirth has been part of many agricultural organizations. In 23 years, he served 15 years on the Oregon Tall Fescue Growers Seed Commission. Then he spent six years on the Oregon Ryegrass Growers Seed Commission (ORC). His work at these organizations led him and his wife, Maryanne, to launch Oregon's first cover crop seed business. Today the family company, Saddle Butte Ag, continues to educate, support, and promote cover crops and forage nationally and internationally.

Wirth embodies life-long learning as he's traveled nationally and internationally to listen, learn, and lead. His work has been recognized with awards, including the 2022 Oregon State University College of Agricultural Sciences' Diamond Pioneer Agricultural Achievement Registry; the 2010 Northwest Farm Credit Services award for Distinguished Service as a Director; the 2007 Voice of the Grass Seed

Industry, the 2000 Oregon Seed Council Seedsman of the Year and the Linn County Farm Bureau Family Farmers of the Year.

Outside of agriculture, Wirth has served as Chairman of the Central Linn School Board, volunteer firefighter, and an elder at Oakville Evangelical Presbyterian Church.

*AgWest Farm Credit is sponsoring the ACN DSA this year.*

## **2023 Andy Markwart Horizon Award**

*The Andy Markwart Horizon Award is an annual award given to an ACN member who embodies the youthful vigor, energy, passion, dedication, and creativity shown by Andy in his volunteer work with the organization for many years. Andy, editor of The Furrow, died in 2006 from heart problems. However, his legacy lives on through this prestigious honor. The award is sponsored by the AAEEA Professional Improvement Foundation (PIF) and John Deere in a matching grant partnership.*

### **Betty Haynes**

#### **Prairie Farmer/Farm Progress**



**Betty Haynes was born and raised on a corn and soybean farm in central Illinois. After graduating from University of Illinois with a M.A. in Communication, she joined the team at the Illinois Beef Association. In 2022, she became an associate editor with Prairie Farmer.**

“I can say without qualification that Betty is the finest young agricultural journalist I’ve worked with in my 25 years of agricultural journalism. Betty is an eager learner and careful observer, who loves agriculture and whose roots run deep in the industry,” said executive editor Holly Spangler.

In her application for the award, Betty wrote: “Just one year ago, I was working as Illinois Beef magazine editor when Holly Spangler encouraged me to become an ACN member, attend Ag Media Summit and submit some of my work in the ACN awards. To my surprise, I was awarded Emerging Photographer of the Year. Soon after, I was hired as Prairie Farmer, associate editor – a position that 5 years ago I could have only dreamt of...Each opportunity has undoubtedly stemmed from ACN involvement. But even more importantly, I’ve become connected with one the most incredible groups of people – all so incredibly talented, supportive of one another and passionate for ag journalism. Their enthusiasm has been contagious, and I’ve been eager to get involved.”

Congratulations, Betty!

## **2023 AAEA PIF Scholarship Recipients**

The Future Ag Communicators Committee is excited to announce this year's two finalists for the 2023 Ag Communicators Network scholarships: Lydia Johnson, Iowa State University, and Michelle Stangler, University of Wisconsin-River Falls.

Johnson and Stangler, both seniors, rose to the top of an exceptional group of 14 student applicants for this year's Ag Communicators Network scholarships. After interviewing at the Ag Media Summit for the scholarship named in honor of Dr. James Evans (\$3,000), Michelle Stangler was selected. Lydia Johnson will receive the Past Presidents' Scholarship (\$1,500).

### **Meet Lydia Johnson**



Lydia Johnson grew up on a farm in Iowa where she and her family raise sheep, goats and hogs and grow corn and soybeans. Through her upbringing, Johnson developed a strong passion to serve “as a reliable, factual source of information in the agricultural industry,” she said in her application.

“One of the largest issues in our world, and particularly within agriculture, is the excess of information available at all times,” Johnson explained. “What is correct? Who can I believe? How should I make the best production decisions? Being a native to the industry has allowed me a unique position to understand and serve the needs of farmers and industry leaders.”

Johnson has pursued an assortment of internships and educational opportunities focused on broadcasting, policy and marketing. This past spring, Johnson interned in Washington, D.C., as an Agri-Pulse Communications Immersive Learning Intern, through which she provided balanced coverage of agriculture policy news. You may have seen Johnson's work on Agri-Pulse's website or heard her audio segments for the daily Drive-Time podcast and the RFD-TV show, Agri-Pulse Newsmakers.

She has also worked as the Iowa Department of Agriculture and Land Stewardship Communications Intern, WHO Radio Farm Broadcasting Intern, National FFA Organization Broadcast Desk Intern, Nationwide Agribusiness Market Intern — and that's not all! Be sure to visit with Johnson at AMS to learn more about her well-rounded resume.

“I have profound respect for Lydia as an individual,” said NAFB Executive Director Tom Brand. “Her positive attitude, moral character, strong work ethic, and drive to do the job right are consistently evident every time I see her. In the last 30-plus years working with students at National FFA Convention and through NAFB, few students have impressed me as much as Lydia Johnson. She is a team player, genuinely cares for those around her, is compassionate, and a hard worker.”

Johnson is working as a policy intern at Torrey Advisory Group—an agriculture and food-focused lobbying and strategic communications firm—in Washington, D.C., this summer.

## Meet Michelle Stangler



In 2022, after seeing a campus-wide need for agricultural communications opportunities for students at University of Wisconsin-River Falls, Michelle Stangler co-founded the college's Agricultural and Natural Resources Communications Club, a chapter of the National Agricultural Communicators of Tomorrow (ACT) organization. Stangler also serves as the 2022-2023 National ACT President while growing her collegiate chapter's membership.

As National ACT president, Stangler leads monthly officer meetings to ensure national goals are met and students understand how the organization can enhance their professional development. She also gained national sponsorships to ensure future success and growth for the organization, to incentivize membership and to grow programming for students across the nation.

"Additionally, I am part of several other clubs including serving as reporter of the Collegiate Farm Bureau chapter," Stangler added. "I began an Instagram account and email newsletter to create consistent communication with having members be more informed and have increased involvement at events. Likewise, being part of many clubs and projects on campus to advance my learning and help grow other people is a core value of mine."

Growing up on a dairy farm in Wisconsin, Stangler has always had a strong desire to tell the story of agriculture across a variety of mediums. Her experiences include Farmer Communications Intern for Dairy Farmers of Wisconsin, Freelance Broadcaster and Writer for Positivity in Ag Communications, and Marketing and Events Intern for Sound Agriculture. Prior to college, Michelle served as Wisconsin FFA State Vice President.

"It's a rare occurrence that you come across a standout student like Michelle," said Daiton Donkers, Senior Field Marketing Associate at Sound Agriculture. "Her drive, knowledge, and passion for agricultural communications is unmatched. Michelle is an intelligent and motivated individual who demonstrated a great deal of maturity and work ethic during her time with us. She was able to quickly understand complex concepts and demonstrated strong analytical skills when approaching new problems."

Stangler is working with Progressive Dairy in Idaho this summer as an editorial intern

***Both scholarships are made possible through a grant from AAEE The Agricultural Communicators Network Professional Improvement Foundation.***