



National ACTion

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Critique & Contest entries due

Entries for the National Critique and Contest are due on March 18. The first entry is free while additional and group entries are \$5 each. The critique is one of the greatest benefits ACT offers its members. Keep in mind that your membership dues must be paid in order for entries to be eligible.

- [Critique and Contest details](#)

Register for National ACT Convention

Mark your calendars for the National ACT Convention May 31-June 4 in San Antonio. The convention will be hosted by the Association for Communication Excellence, better known as ACE and this year's theme is "Ideas and Missions". Online registration will begin very soon, we're waiting on ACE to make it available on the Web. A schedule for our time in San Antonio is now available on the convention page.



The registration fee for dues-paying student members is \$185. The hotel is \$134/night/room. If you need help finding a roommate(s) to split a room with please contact [Shelly Sitton](#).

- [ACT Convention 2005 information](#)

Receive \$50-\$100 for Chapter of the Year:

Application deadline extended

Every year outstanding chapters are recognized for their efforts at the national convention. Awards are given to the outstanding chapter in each category and one chapter receives the Chapter of the Year award. Applications for the ACT chapter of the year awards will be accepted through April 15.

-  [Download the application](#)

Five chapters attend Texas Tech conference

ACT members hit the highway Feb. 25-26 for Road Trip 2005 at Texas Tech University in Lubbock . The annual regional conference attracted chapters from Texas Tech, Texas A&M, Kansas State , Oklahoma State and the University of Arkansas.

On Saturday, members heard from a variety of speakers on numerous topics related to agricultural communications and journalism.

Conference presentations included:

Welcome to Texas Tech , Marvin Cepica, Dean, College of Agricultural Sciences and Natural Resources, Texas Tech University

Agricultural Journalism , Jim Bret Campbell, Editor, American Quarter Horse Journal, and Jennifer Ritz, Assistant Editor, Texas Techsan

Photography Tips , Wyman Meinzer, Official Wildlife Photographer of Texas

Broadcast Journalism , Erica Irlbeck, Director of Sales, KLBK and former AgDay Reporter, and Scott Irlbeck, Agricultural Reporter, KLBK and Senior Broadcast Producer for Texas Tech Office of Communications and Marketing

Agricultural Marketing , Matt Williams, Regional Director of Marketing, Texas Department of Agriculture

Keynote – “Character TV,” Eric Schilling, Collegiate Specialist for the National FFA Organization

Public Relations , Angela Beesley, Executive Director, American Museum of Agriculture, John Johnson, Communications Director, Plains Cotton Cooperative Association, and Norma Ritz Johnson, Vice President of Public Affairs, Lubbock Chamber of Commerce

Leadership , Jeff Cockrell, Training Consultant, Carnegie Foundation

The conference concluded with a banquet at the Texas Tech football stadium and a presentation from Matt Lohr, Founder of “New Directions” Communications and Motivational Speaker.

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