

2023 Critique & Contest Awards

536 Entries 19 Schools

AGRICULTURAL
COMMUNICATORS OF TOMORROW





Sponsor for Writing Award of Excellence

Kansas State University Department
of Agricultural Communications and
Education



Writing Division

107 Entries

News Story

- **4th – Sydney Vieira, Oklahoma State University**
“OSU Agricultural Economics Department Study Abroad”
- **3rd – Rylee Smith, Oklahoma State University**
“Oklahoma State University Set to Host the State FFA Career Development Event Contest”
- **2nd – Caroline Leach, Texas Tech University**
“Providing More Than Just an Education to Rural Texans”
- **1st – Ryan Hess, Texas Tech University**
“Softened Stigma - Combatting the Mental Health Stigma”

Short Feature Story

- **4th – Allie Herring, Texas Tech University**
“Student Concerns Rise Along With Their Debt”
- **3rd – Noralee Townsend, University of Arkansas**
“Determination of Young Ranchers”
- **2nd – Drew Vogt, Oklahoma State University**
“When Life is Ruff”
- **1st – Hannah Kay Kirby, Oklahoma State, University**
“The Hour that Will Change Your Life”

Long Feature Story

- **3rd – Carlye Winfrey, Texas Tech University**
“A Timeless Tradition”
- **2nd – Noralee Townsend, University of Arkansas**
“Protecting Agriculture with Policy”
- **1st – Krista Carroll, Oklahoma State University**
“Beyond the Classroom”

Short Personality Story

- **4th – Alyssa Hardaway, Oklahoma State University**
“Wings of Change”
- **3rd – Natalie Battaglia, Oklahoma State University**
“Loyal & Brew”
- **2nd – Adelaide Mathison, Oklahoma State University**
“The Man Behind the Plant”
- **1st – Maddy Rohr, Kansas State University**
“Running on Beef”

Long Personality Profile

- **3rd – Kensie Darst, Missouri State University**
“Hanging Up The Mic”
- **2nd – Camryn Bond, Oklahoma State University**
“On Foreign Soil”
- **1st – Allie Herring, Texas Tech University**
“Nevada Dietitian, Rancher Feeds Her Community”

Research Related Writing

- **3rd – Callie Keaton, Oklahoma State University**
“Bring Back the Beetles”
- **2nd – Heidi Hoffman, University of Minnesota Twin Cities**
“Effects of Rural Highway Bypasses on Small Agricultural Communities”
- **1st – Megan Fragasso, Oklahoma State University**
“Preserving the Pronghorn”

Editorial

- **1st – Shane White, University of Arkansas**
“Jennette McCurdy: Building a Life Worth Living”

Single Blog Entry

- **2nd – Kylie Farmer, Texas Tech University**
“How the Heck do I Write a Personal Statement?”
- **1st – Allie Herring, Texas Tech University**
“More than Meat: Surprising Beef Byproducts Found in your Daily Routine”



Writing Award of Excellence

Allie Herring, Texas Tech University

“Nevada Dietitian, Rancher Feeds Her Community”



Design and Layout Division

99 Entries

Page Layout

- **9th – Savannah Hopkins, Oklahoma State University**
“Family Traditions”
- **8th – Chance McGill, Oklahoma State University**
“Meet Pete”
- **7th – Bree Kisling, Oklahoma State University**
“Cattle & Corvettes”
- **6th – Megan Newlon, Oklahoma State University**
“A Splash of Orange”
- **5th – Savanna Souza, Oklahoma State University**
“Made for Medicine”

Page Layout

- **4th – Tatum Swink, Oklahoma State University**
“Brick by Brick”
- **3rd – Emma Welch, Oklahoma State University**
“Life After Retirement”
- **2nd – Oklahoma State University ACT Chapter**
“Hats Off to the Ferguson Family”

Page Layout

Clayton Howze serves 1890 Original at Iron Monk, his startup at the brewery as a color man and worked his way to production assistant. Photo by Natalie Battaglia.

loyal AND brew

TWO COWBOYS HELP CREATE THE OFFICIAL CRAFT BEER OF OSU



It's game day in Stillwater, Oklahoma. The Cowboys are winning 9-0 at the half and the smell of fresh stadium food is in the air. The Cowboy Marching Band is playing, and a sea of orange fills Boone Pickens Stadium. The only thing missing is a beer in your hand.

You make your way to the concession stand and notice the distinct orange and white cans with Black & Tan on on display in the refrigerator. "Ah, 1890 Original," you

think to yourself: the missing link to the perfect Oklahoma State University game day experience.

Iron Monk founders Drew Monks and Jared Milliron and Trenton Inselman, a 2016 agricultural economics alum, and they had Cowboy fans in mind when they created 1890 Original, the new official craft beer of OSU.

"We wanted everything to be intentional," said Inselman, head brewer at Iron Monk, "in everything from the

name on the can, the colors, the way we showcase Pistol Pete and the way we use OSU logos."

1890 Original was named for the year Oklahoma A&M College was established. The alcohol by volume level, or ABV, which is based on the amount of grain used, has a special meaning behind the number, Inselman said.

"The beer has an ABV of 6.5%, which is an acknowledgment to the 52 NCAA titles OSU has won," he said.

The Iron Monk team even went as far as to match the number of IBU, international bitterness units, to the 11 national championships the OSU Golf Team has won, said Clayton Howze, an agricultural leadership senior and production assistant at Iron Monk.

After Iron Monk was asked to be the official craft beer of OSU, Inselman

and Howze created two blonde ales at the same time, Inselman said.

"Iron Monk has a small batch or a pilot system here, and we can try and make different beers," Inselman said.

"I'd always wanted to make a blonde ale, and I knew Iron Monk could make a great one," he added.

The main difference was in the brew's grain bills, Inselman said.

"I had a little more of two base malts," Inselman said. "Howze had a little bit more variety of grains that were malted different."

In his version of the 1890 Original, Inselman "dry hopped" his ale. In this technique, the brewer adds the hops after the beer is finished fermenting to help enhance the aroma, he said.

Howze and Inselman tried their 1890 Original versions side by side,

and took what they liked from each brew and combined them using the traits they liked from each, Howze said.

"The brewers knew they were close, he said, and with minor tweaks from Monks and Milliron, the beer was ready to scale up. "Think, the 1890 Original was born."

"You won't find two better game or two better workers," Milliron said. "Their work ethic is amazing and completely unmatched."

Inselman has brewed every batch of 1890 Original to date, Milliron said. Inselman took the reins, but they still collaborate on projects, he continued.

Milliron said he and Monks give advice when needed but Inselman deserves the credit.

Since the release of the 1890 Original on Aug. 25, 2022, Inselman

has brewed more than 1,000 barrels of the new brew.

"Stilly White" was No. 1 in beer sales and was responsible for more than half of our production," Inselman said. "The 1890 Original has surpassed Stilly White in barrels produced."

"We can go a lot of places with just this brew," Inselman said.

"The future is bright for Iron Monk, Inselman said.

"We don't think anybody would ever be able to fill our previous head brewer's shoes, but Inselman has filled his shoes and then some," Milliron said. "I don't know if we would have had the 1890 Original or the rights to even this if it wasn't for Inselman. He played a role in getting the partnership in place with OSU."

Unknown to most OSU fans, Iron Monk, along with six to eight other brewers, had the opportunity to become the official craft beer of OSU.

Iron Monk owners pitched themselves as a brewery and focused on how their team was comprised of alumni or current OSU students. They spoke to who they were and let the beer speak for itself, Inselman said.

Being chosen as the official craft beer of OSU gave Iron Monk a greater sense of pride because they were, according to OSU, the best brewery for the job, he added.

"It's quite crazy to think one beer changed the trajectory of this whole brewery," Inselman said, "but it did, and it's the 1890 Original." ■



Trenton Inselman (left) and Clayton Howze celebrate their combined success with Iron Monk and Oklahoma State University. Photo by Natalie Battaglia.



Each can is made specifically for different areas of sale. The black can (left) is sold in stores in a 6-pack, 12 oz. format only. The white can (center) is made and sold in 16 oz. cans and for events only, such as OSU athletics events. The largest can — a crowler — is a 32 oz. reusable can. Photo by Natalie Battaglia.

BREWERS DICTIONARY

Alcohol By Volume or ABV: A measurement of the alcohol content of a solution in terms of the percentage volume of alcohol per volume of beer.

Aroma: Smells present at levels greater than twice their threshold level. These include fruit, floral, sulfur-based compounds, esterase, hop aromatics and fusel alcohols.

Blonde Ale: Usually has honey, spices and fruit added and may be fermented with lager or ale yeast. It has no particularly dominating malt or hop characteristics.

Cellar Man: Responsible for cleaning and sanitizing fermentation and conditioning tanks as well as transferring beer from tank to tank, ensuring the beer is transferred slowly and in an aseptic manner.

Dry Hopping: The addition of hops late in the brewing process to increase the hop aroma of a finished beer without significantly affecting its bitterness.

Fermenting: The chemical conversion of fermentable sugars into approximately equal parts of ethyl alcohol and carbon dioxide gas through the action of yeast.

Grain Bill: A list of all the grain malts and adjuncts used in a specific beer recipe.

International Bitterness Units or IBU: The measure of the bittering potential in beer. Analytically assessed as milligrams of ionized alpha acid per liter of beer in parts.

Malt: Grain specially prepared for brewing beer.

Source: craftbeer.com



NATALIE BATTAGLIA
OSU ALUMNA, OKLAHOMA

1st – Natalie Battaglia, Oklahoma State University
“Loyal and Brew”

Poster or Flyer Design

- **4th – Taylor Lee, University of Minnesota - Twin Cities**
“Wanted! MinnProv Pirates”
- **3rd – Elizabeth Rosson, Oklahoma State University**
“Quaker Hill Farm Moment of Clarity Sale”
- **2nd – Molly Biggs, Kansas State University**
“K-State College of Agriculture Advertisement”

Poster or Flyer Design

1st Poster or Flyer – Kady Figge “Ag-HER-culture”



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2023**

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Logo Design

- **4th – Brooke Bradford, University of Arkansas**
“Concierge Concepts Logo”
- **3rd – Austin Reim, Ryle Broadbent, & Kallie Coakley, Oklahoma State University**
“Knight Pecan Farms”
- **2nd – Keona Mason, Oklahoma State University**
“2S Showpigs Logo”

Logo Design

1st – Molly Biggs, Kansas State University
“Allen Cattle Company Logo”

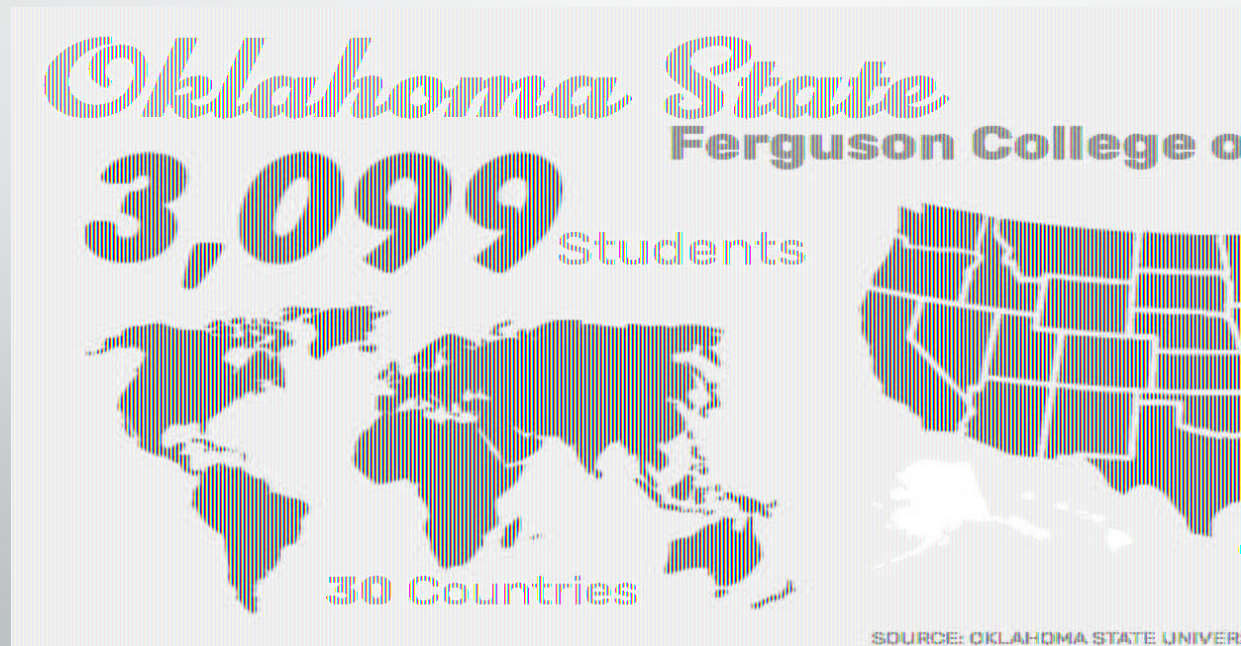


Infographic Design

- **2nd – Maegan Beatty, University of Florida**
“7 Reasons Why You Should Join CALS Infographic”

Infographic Design

- **1st – Abigail George, Oklahoma State University**
“OSU Ferguson College of Agriculture”



Advertisement Design

- **4th – Baleigh Peterson, University of Minnesota**
“Advancing Your Bottom Line With the VPA 1000”
- **3rd – Elizabeth Rosson, Oklahoma State University**
“TRNA Sergio”
- **2nd – Alina Rangel, Tarleton State University**
“TQHA Double R Hat House Ad”

Advertisement Design

1st – Brielle Prock, Oklahoma State University
“Aspen Coffee Advertisement”



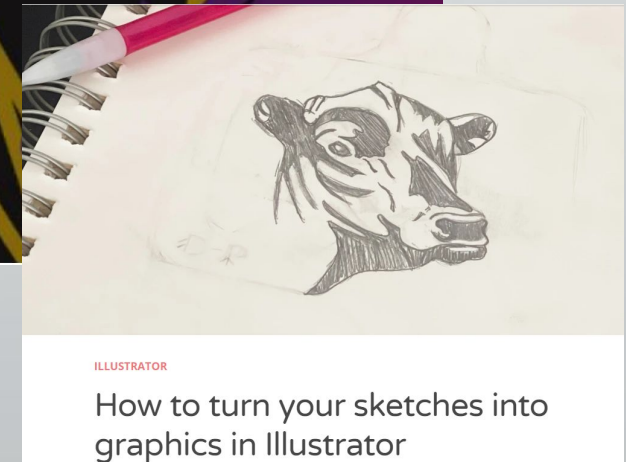
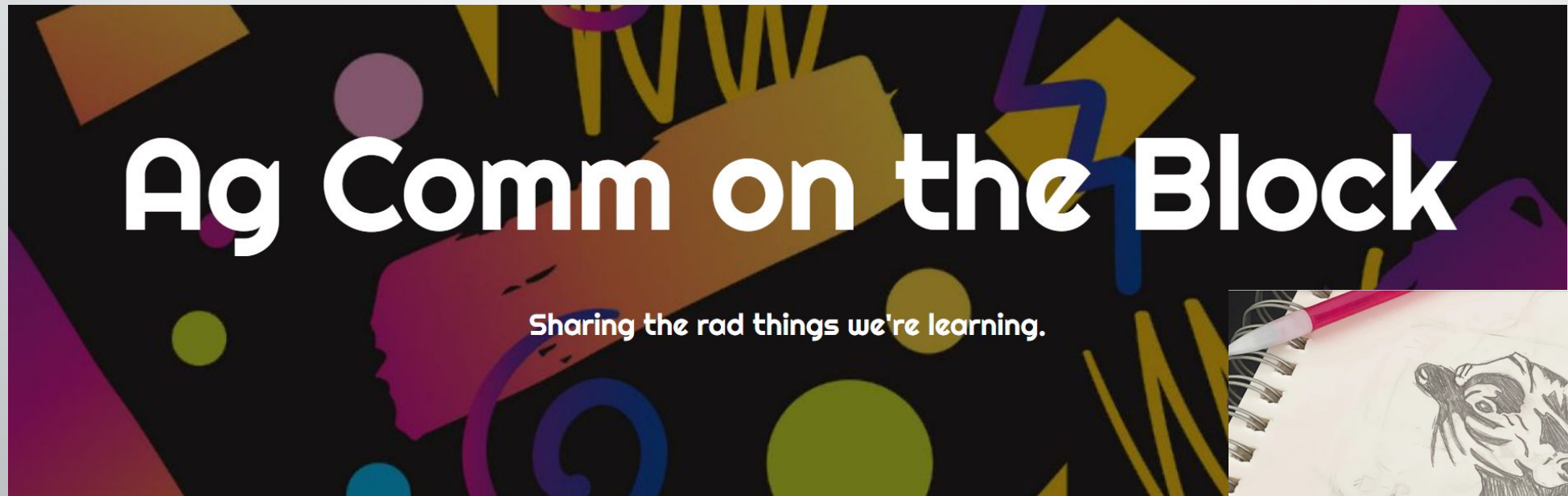
405-377-5282
111 W 7th, Stillwater, OK 74074
www.aspencoffeecompany.com



Blog Design

1st – Emmy Walley

“How to Turn Your Sketches into Infographics in Illustrator”



Web Design

- **4th – Kylie Farmer & McKenna Pavelock, Texas Tech University**
“Agriculturalist Texas Tech University”
- **3rd – Elizabeth Hokit, Oklahoma State University**
“Elizabeth Hokit Portfolio”
- **2nd – Molly Johnson, Texas Tech University**
“Online Portfolio”

Web Design

1st – Sydni Blevins, Oklahoma State University

“Sydni Blevins Photography”

S.Blevins Photography

Lets Create Something Beautiful Together



Design & Layout Award of Excellence


1st – Sydni Blevins, Oklahoma State University

“Sydni Blevins Photography”

S.Blevins Photography

Lets Create Something Beautiful Together





Photography Division

218 Entries

Scenic Photo

- **7th – Jacey Cathey, Texas Tech University**
“Beaver Creek - South Fork, Colorado”
- **6th – Hannah Hudgens, Texas Tech University**
“Devil’s River Blues”
- **5th – Kynzie Hardegree, Texas Tech University***
“John Deere runs 24/7”

Scenic Photo

- **4th – Abby George, Oklahoma State University**
“Sunset Reflections”
- **3rd – Molly Biggs, Kansas State University**
“An Afternoon in the Garden”
- **2nd – Allie Herring, Texas Tech University**
“Bright Night”



1st Scenic Photo – Emma Taber, Texas Tech University
“Heard”

People Photo

- **10th – McKenna Pavelock, Texas Tech University**
“A Special Bond”
- **9th – Austin Reim, Oklahoma State University**
“A Tribute to an Old Truck and its Owner”
- **8th – Alison Chaney, Tarleton State University**
“A Mother’s Love”
- **7th – Kourtney Gibson, Texas Tech University**
“Caprock Smiles”
- **6th – Shane White, University of Arkansas**
“Girl on Fire”

People Photo

- **5th – Riley Hoyle, Texas Tech University**
“Beyond the Horizon”
- **4th – Kylie Farmer, Texas Tech University**
“Running Samples”
- **3rd – Rebecca Faith Railey, Abraham Baldwin Agricultural College**
“Focused”
- **2nd People Photo – Kate Cooper, New Mexico State University**
“Sittin Pretty”



1st – Rachel Stormant, University of Florida
“Vintage Camera”

Animal Photo

- **10th – Taylor Lee, University of Minnesota - Twin Cities**
“Three Flamingos”
- **9th – Alyssa Hardaway, Oklahoma State University**
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- **8th – Chloe Murphy, University of Minnesota**
“Red”
- **7th – Reagan Glass, Oklahoma State University**
“Little Lamb”
- **6th – Kylie Farmer, Texas Tech University**
“Lazy day”

Animal Photo

- **5th – Anna Mathis, University of Arkansas**
“Ugandan Pig”
- **4th – Kate Cooper, New Mexico State University**
“Gazing and Grazing”
- **3rd – Adrienne Lipinski, South Dakota State University**
“Golden Hour”
- **2nd – McKenna Pavelock, Texas Tech University**
“An Evening in the Wheat Field”



1st – Mickinzi Ferguson, Oklahoma State University
“Frog on Theta Pond”

Plant Photo

- **5th – Taylor Lee, University of Minnesota - Twin Cities**
“Reach for the Sky”
- **4th – Abigail George, Oklahoma State University**
“Make A Wish”
- **3rd – Lacey Desserault, Oklahoma State University**
“Glow”
- **2nd – Molly Biggs, Kansas State University**
“A Bug’s Eye View”



1st Plant Photo – Alyssa Hardaway
“Photography_plantphoto_hardaway_alyssa”

Food Photo

- **3rd – Sarah Gillum, Iowa State University**
“Berries at Borough Market”
- **2nd – Anna Mathis, University of Arkansas**
“Orange Grove in Rainy Season”



**1st Food Photo – Adrienne Lipinski,
South Dakota State University**
“Sizzling Cheese”

Other Photo

- **8th – Marshal Gillit, Texas Tech University**
“The Hands of Agriculture”
- **7th – Shane White, University of Arkansas**
“Music Festival”
- **6th – Allie Herring, Texas Tech University**
“Moving Parts”

Other Photo

- **5th – Austin Reim, Oklahoma State University**
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- **4th – Jacey Cathey, Texas Tech University**
“Learning Light - South Plains Fairgrounds, Lubbock, TX”
- **3rd – Molly Biggs, Kansas State University**
“Drip, Drip, Drip”
- **2nd – Louisa Smith, University of Minnesota - Twin Cities**
“Short End of the Stick”



1st Other Photo – Kyler Hardegree, Texas Tech University
“Stars at Night are Big and Bright”

Black & White Photo

- **8th – Alina Rangel, Tarleton State University**
“Wagon Wrench Ranch Cowboy”
- **7th – Allie Herring, Texas Tech University**
“Sorghum in the Breeze”
- **6th – Reagan Glass, Oklahoma State University**
“Bison”
- **5th – Maddy Rohr, Kansas State University**
“Through the Lens”

Black & White Photo

- **4th – McKenna Pavelock, Texas Tech University**
“Warming Up”
- **3rd – Hannah Hudgens, Texas Tech University**
“Western Grit”
- **2nd – Molly Johnson, Texas Tech University**
“Cowboy’s Life”



1st Black & White Photo – Abigail George, Oklahoma State University
“Stunning Succulent”

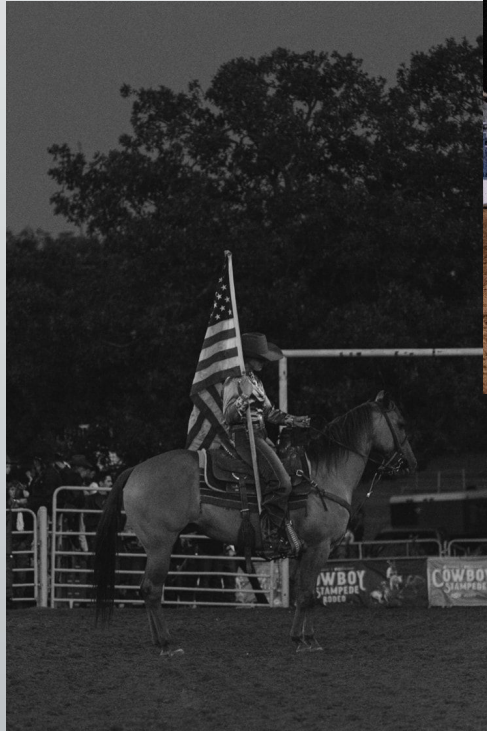
Photo Series

- **5th – Kyler Hardegree, Texas Tech University**
“Day in the Life of New Mexico Cowboys”
- **4th – Kourtney Gibson, Texas Tech University**
“The Brand.”
- **3rd – Anna Mathis, University of Arkansas**
“A Snapshot of Ugandan Agriculture”
- **2nd – Emma Taber, Texas Tech University**
“Family Affairs”



**1st Photo Series – Leah Kelly, Oklahoma State University
“Cowboy Stampede”**

Photography Award of Excellence



1st Photo Series – Leah Kelly, Oklahoma State University
“Cowboy Stampede”



Electronic Media Division

52 Entries



Sponsor for Electronic Media Award of Excellence

National Association of Farm
Broadcasting (NAFB)

Radio Package

- **2nd – Kylie Farmer, Texas Tech University**
“Growing a Cotton Story”
- **1st – Michelle Stangler, University of Wisconsin - River Falls**
“Positivity in Ag Podcast EP20: Fleckvieh Dairy Farmer, It’s a Reason She Stayed”

Radio Advertisement

- **2nd – Michelle Stangler, University of Wisconsin - River Falls**
“Connecting Young Adults to the Positivity in Ag Podcast”
- **1st – Heidi Hoffman, University of Minnesota - Twin Cities**
“Lessons From the Farm Cross-Promotional Advertisement”

Short Video Package

- **4th – Austin Reim, Oklahoma State University**
“Portfolio Video”
- **3rd – Reagan Lockhart & Lacey Desserault, Oklahoma State University**
“Ferguson Career Services”
- **2nd – Brenna Connelly, Chloe Murphey, & Mikayla Peper, University of Minnesota - Twin Cities**
“Podcasting for Science Literacy Class Promo”
- **1st – Shane White, University of Arkansas**
“Keepers of the Horse Trailer”

Long Video Package

- **4th – Reagan Glass, Oklahoma State University**
“Reagan Glass Portfolio Video”
- **3rd – Shane White, University of Arkansas**
“Arkansas Flavours Trailer”
- **2nd – Brenna Connelly, University of Minnesota - Twin Cities**
“Minnesota Royal”
- **1st – Anna Mathis, University of Arkansas**
“Her Mighty Hands - Who We Are”

Video Advertisement Production

- **1st – Heidi Hoffman, University of Minnesota - Twin Cities**
“ATV Safety”



Electronic Media Award of Excellence

Anna Mathis, University of Arkansas

“Her Mighty Hands - Who We Are”



Public Relations Division

34 Entries

PR Campaign

- **4th – Colette Blackmon, University of Georgia**
“UGArden Presents: Black History Month Sustainable Agriculture Features”
- **3rd – Riley Greiten, Breely Huguley, Kamri Carper & James Bradley, Texas Tech University**
“Lubbock’s Hidden Histories Campaign Plan”
- **2nd – Sophia McMurray & Kassidy Bogle, Texas Tech University**
“The Agriculturist Campaign Plan”
- **1st – Cambry Cline, Brooklyn Tyson, Lauren Berry, & Bridget McGuffin, Texas Tech University**
“Public Relations Campaign”

Press/News Release

- **2nd – Cambry Cline, Texas Tech University**
“The Agriculturist Upcoming Feature Story “All the Above”
- **1st – Heidi Hoffman, University of Minnesota - Twin Cities**
“MN Pork News Release”

Social Media Campaign

- **1st – Kylie Farmer & McKenna Pavelock, Texas Tech University**
“The Agriculturist - Social Media Plan”

Single Social Media Post

- **1st – Riley Hoyle, Texas Tech University**
“A Night to Remember on the Green Carpet at NWSS”

Public Relations Single Item

- **1st – Sydney Vieira, Oklahoma State University**
“Aspen Holiday Cards”



Public Relations Award of Excellence

1st – Riley Hoyle, Texas Tech University

“A Night to Remember on the Green Carpet at NWSS”



Publications Division

29 Entries



Sponsor for Publication Award of Excellence

Agricultural Communicators Network
(ACN)

Brochure / Pamphlet

- **3rd – Kylie Farmer, Texas Tech University**
“Davis College Government Internship Program”
- **2nd – Keona Mason, Oklahoma State University**
“New Holland Agriculture: Your Partner for Every Season”
- **1st – Hailey Rose Viars, Oklahoma State University**
“Verdesian NUE University”

Newsletter / E-Newsletter

- **2nd – Olivia Larson, University of Arkansas**
“Walton Weekly Spring Career Fair Newsletter”
- **1st – Brooklyn Johnson, University of Arkansas**
“AECT April Newsletter”

Magazine



3rd – Oklahoma State University
“Cowboy Journal V25N2”

Magazine



1st – Oklahoma State University
“Cowboy Journal V25N1”



1st - Kansas State University
“Kansas State Agriculturist
Fall 2022 Issue”

Publications Award of Excellence

Kansas State Agriculturist - Fall 2022 Issue



Congrats to the Winners

AGRICULTURAL 
COMMUNICATORS OF TOMORROW