

CCA Virtual Seminar:

CCA Communications Contest: Photography & Writing



Wednesday, February 17, 2010

11 a.m. to noon EST

Space is limited! Register Today.

Presenters:

Allison Morgan, Communications Department Manager and Editor, Tennessee Farmers Cooperative
David Lundquist, Supervisor, Photography and AV, CHS-Land O'Lakes

Allison Morgan has been writing about cooperatives, farmers, and rural life for nearly 14 years as part of Tennessee Farmers Cooperative's Communications Department. Every cooperative communicator who must write as part of his or her job has the opportunity and responsibility to make sure that each piece is well-written, no matter the subject, length, or place of publication. Whether it is annual report copy, coverage of a co-op event, a hard-hitting news story, an employee profile, or a lengthy feature story, there are some basic elements that can help make the writing compelling, structurally sound, and potentially award-winning. For this seminar topic, Morgan will pull from her experiences in both winning and losing in the CCA Contest, in chairing the Writing Contest for several years, and from helping oversee other aspects of the contest since becoming a member of CCA in 1996.

David Lundquist's 30 years of photographing in the agricultural cooperative world has provided plenty of interesting photo assignments and the opportunity to see many changes in farming and agribusiness. Through his experiences he has seen photography and communications evolve – from film and slides to Photoshop and social media. Still, Lundquist recognizes that the skills for communicating through good photography have not changed. Good story-telling stills wins. He believes that planning assignments for maximizing opportunities in any situation is what sets successful photographers apart from others.

What you'll learn:

The seminar will focus on two areas: Lundquist will cover what makes good, effective photography that not only serves its purpose for the cooperative but also has a chance of winning in the CCA Contest. Morgan will discuss what makes good writing that will influence both the cooperative's audience and the CCA Contest judges. Both presenters will discuss how to create the best-quality pieces possible and then how to choose what to enter in the contest. Producing high-quality communications pieces should be the first goal; winning awards is just a nice bonus.

Registration:

The deadline to register is **Feb. 10**, but space is limited. To ensure your spot in this virtual seminar fill out the attached registration form and fax or mail with payment to:

Cooperative Communicators Association

174 Crestview Drive

Bellefonte, PA 16823-8516

877-326-5994

Fax to: 814-355-2452

Registration forms are also available by visiting CCA's website at www.communicators.coop

Confirmation:

Registrants will be notified on how to participate in a follow up email.

You have been included in this message because of your interest in Cooperative Communicators. If you wish to unsubscribe [click here](#). This email was sent by the Cooperative Communicators Association 174 Crestview Drive, Bellefonte, PA 16823

CCA Virtual Seminar Registration Form

REGISTER EARLY! Space is limited

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 Yes, I am registering for the Communications Contest Virtual Seminar

REGISTRATION DEADLINE February 10, 2010

Fees:

NO REFUNDS will be made for cancellations after the registration deadline.

CCA member at \$25 \$ _____

Non-member at \$50 \$ _____

Total amount of payment \$ _____

Please send me a receipt for my records

CCA's Federal ID #: 23-7248450

Details about CCA membership and an application available at www.communicators.coop

Credit Card information:

(We accept only): VISA MasterCard

Name on card (Please print)

Account number

Exp. date

Signature

Information for Registrant

Name

Title or Position

Business name

Mailing address

City

State

Zip

Daytime phone

Daytime Fax

Email

(confirmations will only be sent by email)

Web Address

To MAIL payment, send completed registration form with check or money order payable to CCA:

CCA Registration Office
174 Crestview Drive
Bellefonte, PA 16823

OR FAX TO: 814-355-2452

Phone: 877-326-5994

Email: CCA@communicators.coop

