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Bible Thought: A good name is to be chosen rather than great riches, and favor is better than silver or gold

Proverbs 22: 1, 2

EDITORIAL

Responsible Journalism: Integral Part Of Ownership

We suppose it is only natural that there should be speculation about the operation of the ANGUS JOURNAL after the Association assumes ownership in June. We hear questions such as . . . will the format be completely new? How will sale reports be handled? Will sale ring service be provided? Breeders are asking these questions, or similar ones—but really, are they questions that should be of real concern to Angus breeders?

To us, they are trivial and should be completely overshadowed by a much larger concern which is—Will the Association owned magazine be unbiased in its editorial content, serving all Angus breeders as the official mouthpiece of the breed? Will the JOURNAL provide a forum for exchange of ALL ideas and opinions? Having published both Association owned and privately owned magazines, we feel it is much more difficult for an Association owned publication to remain unbiased. Without the strictest discipline, it can be very easy to slant editorial material, stifling those opinions that run contrary to Association thought.

By the very nature of the business, a magazine depending on advertising sales as the main source of revenue cannot be operated like other Association business. There is a monopoly on the issuing of registration certificates, transfers, etc. and a

breeder must comply if he wants his cattle registered. Such is not the case with the sale of advertising. There is no monopoly on advertising outlets, so in this case the customer must usually be right—especially if a magazine wants his continued business. This factor, more than any other, tends to keep a publication on the straight and narrow, heeding the dictates of all segments of the industry.

We think the American Angus Association has an unprecedented opportunity to take the JOURNAL to new heights of influence and respectability. They have at their disposal the assets and a staff not available to the average privately owned publication. The present owners of the JOURNAL are proud of their record in serving the Angus breed these past fifty-nine years. Few, if any, breed publications can lay claim to a better record.

As we turn over the reins of ownership next month, we issue a challenge to the American Angus Association. The JOURNAL under your management can be the greatest force for advancement within the breed that you have ever had at your disposal. The power of the press is mighty. Used properly it will propel the breed to heights never before thought attainable. Self serving use of the power will eventually be destructive. We trust that the Association board of directors and JOURNAL staff will use this power wisely.