

CELEBRATING A CENTURY



1919

On Aug. 10, 1919, Webster City, Iowa, printer Fred Hahne, publishes the first issue of *The Aberdeen-Angus Journal*. The covers of the bimonthly publication are either red or green ink, or both. The subscription costs \$1 in the United States, \$1.50 in Canada and \$2 elsewhere.

F.H. Higgins serves as first editor in chief. He is also employed as assistant secretary of the Association, hired in 1918, to oversee advertising and publicity.

From turning pages to turning over leadership, the *Angus Journal*, formerly *The Aberdeen-Angus Journal*, has changed with the times to become an industry-leading publication for industry leaders. Though it has reflected Angus breed's ups and downs, it has remained the industry hub for Angus cattle sale listings and offerings as well as the primary source on the latest in beef cattle herd management, genetics, research and technology.

1942

The "New Bull" issue, printed in August, totals 143 pages, the largest issue to date. Fred includes several pages for Association news, and Colin Kennedy, Association publicity manager, writes these pages.

1945

Dick steps down as associate editor, and Sam Bartlet is hired as managing editor. Bartlet is only in this position for a few months before Colin Kennedy is hired as editor. Kennedy edits the publication for the next 30 years and authors the popular column "On Angus Trails."

1946

The publication advertising is growing and now includes 54 advertising pages in the front prior to the first page of editorial.

The Hahnes hire a staff artist, Henri Fjetland, who designs the magazine and sale books. Fjetland also does oil paintings, many of which are used as covers.

The two publications merge and circulation increases by 27%. 1959

1952

Fred Hahne dies March 19, and his son, Dick, runs the magazine for the next six years.

Dale Runnion is hired as advertising manager.

1958

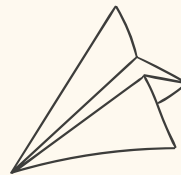


1956

The American Aberdeen-Angus Breeders' Association becomes the American Angus Association.

1957

Dick pens a letter to field staff detailing how profits are declining. The magazine under Dick's leadership had trouble dealing with dwarfism, a genetic defect threatening the Angus business. Dick initiates a western edition of the publication in effort to improve revenue — Western breeders saw the *Journal* as a Midwestern and Eastern magazine.



1919

The American Aberdeen-Angus Breeders' Association membership tops 5,000.

Angus registrations increase to 24,000 a year and the average price of Angus cattle sold at auction is \$705, an increase from \$134 in 1907.

1920

U.S. agriculture experiences a postwar recession and agriculture markets take a hit. The average price for Angus cattle is \$272. The Association eliminates field staff and the magazine field staff is cut in half. Higgins' department is eliminated, and Hahne becomes editor, publisher and the main salesman.

1921

1933

In the midst of the Great Depression, only 14 registered Angus cattle auctions are hosted nationwide. The average price is \$92.30. The *Aberdeen-Angus Journal* cuts back publishing to monthly issues.

1935

The *Aberdeen-Angus Journal* celebrates its 16th anniversary. The publication survived the Depression thanks in part to Hahne's good friend, Judge S.C. Fullerton, owner of Sunbeam Farms, Miami, Okla., who loaned him money to keep the publication going.



1936

The first fieldman following the Depression is hired for the publication. Two more are added in the following years.

1937

Richard "Dick" Hahne, Fred's only son, joins the magazine staff as associate editor.

1940S

The publication boasts full-color covers.



1965

Runnion is named general manager — the first nonfamily member to lead the publication.

1963

American Angus Association becomes the largest beef cattle registry organization in the world.

1960

Angus cattle registrations total 235,701.

1968

Angus cattle registrations total 406,310. Runnion goes to work for Ankony Angus and Murray Fretz is hired to replace him as general manager. Fretz heads a change in printing from the old-fashioned letterpress printing to a modern offset printing. This greatly improved production efficiency and printing quality.

1975

Dick turns the printing business over to his sons and sells controlling interest in the publication to Fretz.



1972

Kennedy retires as executive editor and becomes a contributing editor. Jim Orton is hired.

1978

At the June American Angus Association Board of Directors meeting, executive vice president C.K. Allen discusses the idea of an Association-owned magazine. He suggests either purchasing *The Aberdeen-Angus Journal* or converting the quarterly Association-owned *Angus Bulletin* into a monthly magazine. A few days later, Allen calls Fretz and the Hahne family. Not wanting to be in competition with the Association, Fretz agrees. At the next Board meeting the members approved the concept of an Association-owned publication and Association President Gilman Stewart appoints a Publication Committee and terms of sale are negotiated.



Stewart and Fretz sign the agreement in November with a purchase price of \$200,000. The Association sets up a for-profit entity, Angus Publications Inc. (API). The publication name was shortened to *Angus Journal* — a name readers called it for some years.

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1979

Michael Sweet is hired as the new *Angus Journal* general manager and editor. He had a mere three months to hire a team before his first issue was due. The inaugural edition of the *Angus Journal* was published in July and featured a new bull head painting by Frank Murphy.



At the October Board Meeting, ring service is instituted for advertisers placing a minimum of two advertising pages. The page rate is \$595.

1989

Jim Cotton edits his last *Angus Journal* issue, the June-July Herd Reference Edition, with a then-record 714 pages. Jerilyn Johnson was hired as editor and emphasizes the human side of Angus cattle production and features more useful information about genetics, management and sales.



Spader transitions field staff into dual role — regional managers and *Angus Journal* representatives. Terry Cotton, hired in 1979 as an advertising salesman, is now general manager following Garwoods resignation.

1997

Shauna Rose Hermel is hired as editor following the resignation of Johnson. Hermel focuses on economically relevant production and marketing themes.



1985

James "Jim" Cotton (no relation to the general manager) was hired as editor. He led the editorial team for nearly four years, providing stability.



1991

Spader promotes Cheryl Oxley as advertising/production manager. She joined the *Angus Journal* staff in 1979.



1998

Magazine and API staff outgrow their space in the Association basement and move to a new *Angus Journal* wing on the northeast corner of the headquarters.



2017

Terry Cotton retires after 38 years with the Association.

2014

Eric Grant, hired in 2007 as manager of Creative Media in API who was named the Association's director of public relations in 2009 oversees the unification of the public relations department and API to form Angus Media. He served as president and general manager for three years. Terry Cotton transitions to vice president of sales.



DIGITAL DIRECTION

When the American Angus Association purchased the *Angus Journal* in 1979, magazine production was labor-intensive. The publication used the paste-up method. Type was set by machine, pasted by hand onto paper page forms and then photographed to make printing plates. Today, *Angus Journal* staff enjoy the efficiencies of desktop publishing. Nearly every aspect of production is performed on computers before ink is set on pages at the printer.

Today's *Angus Journal* might be a few hundred printed pages, but the information Angus breeders are seeking spills out of them. In 2019, the *Angus*

Journal is hosted online at www.angus.org, providing readers with useful information at their fingertips.

In the past 10 years, social media has revolutionized how people across the world consume and share information. The *Angus Journal* has kept up with the times communicating with Angus breeders and enthusiasts via Facebook, Instagram and Twitter.

@ANGUSJOURNAL
 @ANGUS_JOURNAL
 @AJEDITOR

1980-1985 — the editors

Sweet leaves the publication and Anne Huffine Gooding is promoted from associate editor to editor. Allen becomes de facto general manager. Nancy Anne Sayre, an assistant editor, served as interim editor until Jeri Lynn Sloan (later Gilleland) was hired. Gilleland resigned in July 1984, and Sayre returned as editor for about a year. When she resigned, her assistant Lori Riffel served as interim editor for two months.



GOODING



SLOAN-GILLELAND

1981

The March Board of Directors meeting proves instrumental in developing the *Angus Journal* known today. Dale Runnion, former manager of *The Aberdeen-Angus Journal*, is set to interview to reorganize the magazine. Allen's contract was up and he and the Board could not agree on terms which results in his resignation. Runnion is then hired as consultant to the *Angus Journal*.



SPADER

1982

Runnion is named general manager and increases production efficiency. The Latest Compugraphic typesetting equipment is purchased.

1983

Runnion resigns, feeling that he completed what he promised the Board.

1984

An agreement is reached with *Angus Journal* competitor *Blacks Unlimited's* Greg Garwood. He ceases publication and becomes *Angus Journal* general manager.

2018

The *Angus Journal* undergoes a striking redesign, its first in nearly two decades. The January issue debuts the new design.



Reorganization of *Angus Journal* staff takes place. Hermel, who was at the editorial helm of both the *Angus Journal* and *Angus Beef Bulletin* for nearly 21 years, now leads a resurgence of the Association's commercial-focused publication. Two teams were formed with Hermel as editor of the *Angus Beef Bulletin*

2017

Rick Cozzitorto, a former Association regional manager, is hired as API president. Sara Reardon is hired as general manager. Association communications and API once again operate independently.



COZZITORTO



REARDON

2018

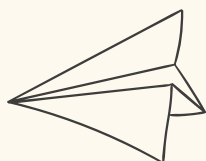
Julie Mais is hired as editor of the *Angus Journal*. The two teams are now able to focus on the two distinct audiences of each publication. The publications enjoy a revival of interest and advertising.



MAIS

2019

Cozzitorto and Reardon resign early in the year. At the February Board of Directors meeting members adopted a resolution to officially allow API to do business as "Angus Media." Staff in Angus Media are now working toward updating digital supplements to the print publication.



ANGUS MEDIASM

Editor's note: This history of the Angus Journal is an excerpt from Keith Evans' two-part series "Pages Out of History," published in the June and July 2004 Angus Journal issues. More on the Angus Journal 100-year history and Evans' detailed articles can be found online through the back issue search at www.angusjournal.org.