

# Susan Waters Aces Angus PR 101 Course

I came home from class one afternoon, threw down my backpack, went into the kitchen to grab a coke and check the telephone answering machine. I expected to find the regular messages college students get every day... classmates wanting to study for tests, your parents wanting to know where you are, telemarketers wanting to sell you magazine subscriptions or aluminum siding.

Instead I heard the voice of Keith Evans asking me to interview for the intern position in the public relations department at the American Angus Association.

After a trip to St. Joseph, I accepted the offer and started to prepare for my four-month career in the Angus business.

My primary responsibilities in the public relations department were to write cutlines and news releases that were distributed with show photos to magazines, newspapers and other media across the United States to promote Angus cattle. If you appeared in your local newspaper or a national or state Angus or cattleman's magazine this summer with your winning Angus entry, I am the person that made that publicity possible.

I also had the opportunity to travel to several state preview shows, state fairs and other Angus events to take show photographs. Thanks to all of the regional managers and state Angus breeders who made my visits to your states most enjoyable.

And if I ever had a spare moment, Jerilyn Johnson and the other folks at the *Angus Journal* kept me busy doing feature writing for the monthly and World Angus Forum supplement issues.

I have had a chance to meet Angus



*Susan Waters, public relations intern, shared her journalism skills and enthusiasm for the beef industry with Angus breeders this past summer.*

breeders from coast to coast, be a part of the world's largest junior cattle event—the 1993 National Junior Angus Show — and help plan the 1993 World Angus Forum and Angus Across America Tour. Needless to say, it's been exciting as well as fun.

I consider myself fortunate to have had the privilege to work for a first-class organization like the American Angus Association. I have had the opportunity to really get to know your breed. Pedigrees, activities, people, events and programs that were once foreign to me are now familiar ground. The spirit and enthusiasm of the staff and the support this

Association receives from both its junior and adult members has been more than impressive.

I would like to personally thank the employees and staff of the Association and *Angus Journal* for all their help and friendship. And a special thanks to Keith Evans, Susan Shoup Mary Sheets, Lea Ann Maudlin and Kris Cole — the public relations staff — who truly made me feel like part of the Angus family.