

Angus Stakes

by Shauna Rose Hermel, editor



It's a new lineup

Every June our circulation manager fields calls asking "Where's my June *Angus Journal*?" Next summer, if any such calls are made, LaVera Spire will have a new answer. Instead of explaining that we don't publish a June issue, she'll be able to say, "It's in the mail." Adding a June issue to our publication schedule was one of the outcomes of the September Board Meeting. Instead of a June/July Herd Reference Edition (HRE), we will publish two separate issues, one in June and one in July, each with its own theme.

Talk about tampering with Mother Nature and the natural order. At first, the thought of eliminating the summer HRE felt

like treason, but the more we discussed it, the more it made sense.

Readers have been telling us they want a June issue. With so many Angus events happening in the summer, we need a June issue to inform the membership of those events. Advertisers have been telling us they don't like the earlier advertising deadline of the HRE and that they would rather spend their "general advertising" dollars closer to the release of the spring and fall sire evaluations.

Ten years ago, if you wanted to know about someone's herd from another state, you'd go to your June/July issue and look them up in the advertisers' index. Today, the March and September issues are more likely to fill that role. All-in-all, a general herd reference theme in July just doesn't serve our readers or advertisers like it did in years past.

So, it's time to change.

In 2001 we'll place more emphasis on the March bull-marketing issue as a "Herd Sire" issue to coincide better with the release of the spring *Sire Evaluation Report*. In a June issue, themed as a marketing primer, we'll remind you why you need a year-round advertising presence and provide other tips for how to market your seedstock.

We'll move our feeding options theme to the July issue to provide information in time to make preweaning herd management decisions.

We've made other big changes in our editorial calendar to allow production-management themes that are more timely and more useful to readers.

We send two issues per year to youth whose households don't already receive an *Angus Journal*. The September issue, which carries coverage of the National Junior Angus Show (NJAS) and other summer junior events, will remain a junior issue. To capitalize on the size of the September issue and the larger audience, we'll give September a youth/recordkeeping dual theme.

May will replace February as the second youth issue. By switching from February to

May, we'll be able to send the NJAS preview and other announcements of summer junior events to the entire junior membership.

Moving the junior issue to May also will open the February issue to a production-oriented herd management theme. In 2001 we'll look at calving and calf management techniques.

We're moving our environmental issue from October to November, allowing us to announce our Land Stewardship winner with the North American International Livestock Exposition (NAILE) and Annual Meeting preview.

April will focus on the cow herd and reproductive technology. Along with the "Pathfinder Report," this issue will contain features on artificial insemination (AI), embryo transfer (ET) and improving reproductive efficiency.

We're moving the herd health issue to August to take advantage of one of our larger fall issues so we'll have enough editorial space to do the topic justice.

October, too, will take on a management focus with its emphasis on postweaning development. December will have an issues-oriented theme.

We've always had monthly themes for the *Angus Journal*, but as we go into our 2001 story assignments, we'll place more emphasis on them.

The Board considered several other big changes at its September meeting. Be sure to read the "Board Highlights" beginning on page 191 to stay informed of what is happening with your Association.

Also in this issue, note the new combined format for this summer's three Western Roll-of-Victory (ROV) shows. What do you think? Is this a more useful way to present multiple ROV shows?

A handwritten signature in black ink that reads "Shauna". The signature is fluid and cursive.

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Angus Journal 2001 editorial calendar

January — consumers and the end product

February — calving and calf management

March — bull marketing, the "Herd Sire Issue"

April — breeding strategies, including AI and ET, and the "Pathfinder Report"

May — youth

June — marketing seedstock

July — feeding options

August — herd health/fall processing

September — NJAS coverage/recordkeeping

October — postweaning development

November — land stewardship/resource management

December — industry issues