

# Turning the Page

*The Angus Journal is putting a new twist on an old favorite. Charting new territory is something this publication has seen a lot of in two short years and there are no signs of stopping on the horizon.*

by Lindsay King, assistant editor

*Angus Journal Plus* is the latest element in a string of new communication avenues for Angus Media. Journalists often cannot include all of the information they collect from an interview into the written story. Adding a video element is the *Angus Journal* team's attempt at capturing those extra details.

"*Angus Journal Plus* is an exciting new feature we have to offer," says Angus Media President Brett Spader. "It's a digital story extension that allows viewers to get more information about the great feature content we offer in print."



Backed by a president with extensive knowledge and firsthand experience in the video industry, the *Angus Journal* team is jumping into this endeavor with both feet.

"These videos will be featured on our social media platforms and will help tell the backstory that only our editors get to see as they develop the content that comes alive in print," Spader says. "If you're like me then you enjoy reading the content in the magazine but also wonder what that second chapter may look like; these videos help tell that story."

platform revivals.

Angus Media has undergone various changes in social media efforts this fall. There are now three Facebook pages coming from Angus Media to provide information for different Angus audiences — one of those is for the *Angus Journal*.

"The new *Angus Journal* Facebook page is a great way to reach our target audience of registered Angus breeders," says Julie Mais, *Angus Journal* editor. "We have overhauled our content plans to get more eyes on the unique stories of our members. As an industry-leading news source, we are

making strides to distribute the information our members need and want more easily through our social media platforms." 

## Always progressing

The American Angus Association is a member-driven entity and this holds true for its flagship publication in the *Angus Journal*. During the 2019 Angus Convention, readership surveys were distributed. You also received one with this magazine. Your input is the propeller of our content, which puts you in the driver's seat of this publication. If you prefer to fill out the survey online, visit this link: [www.surveymonkey.com/r/AngusJournal](http://www.surveymonkey.com/r/AngusJournal).

## Social media

In addition to developing video content, the *Angus Journal* editorial team is branching out on social media. Stepping out on Instagram was the first in a series of online

