



Angus Stakes

► by *Shauna Rose Hermel*, editor

Your input valued

Every so often, we like to step back and take a good hard look at what we're doing from a magazine standpoint. Are we supplying you the right content? Are we making it readable? Is it material that makes an impact on you as a reader, either because it's information you need to know or because it's content you enjoy?

It's time

This fall we'll be doing just that — taking a good, hard look at our editorial contribution to the magazine — from the editorial mission statement to the magazine's content to its presentation. Are we giving you what you need and what you want? Are we presenting it to you in a way that makes it easy for you to find and easy to understand?

That brings up the key word: You. Just as a successful seedstock marketing program seeks to fulfill its customers' needs rather than produce a product and hope someone will buy it, we believe a publication's success hinges on fulfilling its readers' needs. You are whom we have a magazine in place to serve, so your opinions are most important.

I'm asking you to take a moment in the next month to give us some feedback. Mail your comments and suggestions to me at Shauna Hermel, AJ Redesign Ideas, 3201 Frederick Ave., Saint Joseph, MO 64506 or e-mail me at shermel@angusjournal.com (please put "Redesign ideas" in the subject line). It doesn't have to be fancy, just readable. You can even flag me down at the National Junior Angus Show (NJAS) in Tulsa, Okla.

Considerations

So what do we want input on? The sky's the limit. To get your thought processes going, try finishing these sentences:

- I wish the *Journal* would ...
- I hope you won't change ...
- It's hard to locate ...
- I'd like to see articles focusing on ...
- The most annoying thing about reading the *Journal* is ...
- The column I like best is ...
- I'd like to see more/less technical articles about ...
- An issue I'd like to see you cover more in-depth is ...
- Have you considered a column about ...
- Your feature article layouts could be improved by ...
- Your column layouts could be improved by ...
- This story (provide example) was hard to read because ...
- This story (provide example) was right on track because ...
- I want to see more/fewer photos ...

- The thing I like about the cover is ...
- The thing I'd like to change about the cover is ...
- Why does the *Angus Journal* ...
- Why doesn't the *Angus Journal* ...

Don't worry about whether you know the terminology; if you can describe it, we can figure it out or give you a follow-up call. I'm looking forward to hearing your responses and ideas.

www.bifconference.com

Angus Productions Inc. (API) will provide real-time coverage of the 2007 Beef Improvement Federation (BIF) Annual Research Symposium and Annual Meeting. The organization celebrates its 40th anniversary in Fort Collins, Colo., June 6-9. Leaders in academia and the pasture will gather to discuss the current status and relevance of genetic evaluations, to work in committee to discover solutions, and to honor those who are deserving of special recognition (see the schedule at www.bifconference.com).

Our sincere appreciation to Bob Norton and Biozyme for sponsoring this site through the Angus Foundation, allowing us to bring you cutting-edge information on performance and genetics issues. Our thanks also to those listed on the Angus Supporters page. When people think of beef improvement, we want our members to be the most visible and most accessible.

Visit the site to access proceedings papers, summaries, PowerPoint presentations and audio of the meeting, as well as announcements of the award winners and photos from the tours.

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