



Angus Stakes

► by **Terry Cotton**, general manager

API offers new service

It is with great pleasure that we introduce to you this fall a new service through Angus Productions Inc. (API) called Creative Media. The service was approved as an expansion of the editorial team by the API Board of Directors at its June meeting. Maybe the easiest way to describe it is we are providing you access to a writing/communications team for hire.

Growing need

In the last year or two, we have been asked more and more to write articles for members for various needs — a news release to announce the receiving of an award, a profile to create awareness of a program, a news release to announce a field day, a profile to celebrate a milestone anniversary of a farm or ranch, articles to fill newsletters, content for a web site, etc. I could go on and on.

Producers are recognizing the need to communicate to create awareness of their programs and to provide added services that make their seedstock programs more valuable to customers. While recognizing the need for these types of communication, many producers don't feel comfortable writing about themselves or writing at all, let alone taking photos for the backdrop of an advertisement or a web site. That's what we're trained to do.

We also realize that for many producers, the best way to start marketing a program may not be an advertisement in the *Angus Journal* or *Angus Beef Bulletin*. Your first market is your local area. We may better serve

you by providing the writing assistance to place an article about your herd in your local or regional newspaper.

Bridge to media

Coinciding with this growing need for public relations (PR) assistance among our members, we are getting more and more requests from media, especially print media, and agencies for articles or photos to fill their specific needs. Creative Media can bridge the gap and help meet the needs of both.

In addition to helping you try to place articles in local and regional media, we will make the profiles available to publications requesting features on Angus producers. For example, when a state cattlemen's magazine features Angus in a particular month, they often ask us for stories to publish in the issue. We will make Creative Media articles available to them via an online pressroom.

Staffed

Help us welcome Eric Grant to the API team as manager of the Creative Media service. Eric will be able to put his 20-plus

years of magazine and promotional experience to work for you. Through Creative Media, Eric will provide a wide array of communications services, including writing, photography, video, and marketing communications.

Read "Grant joins API" on page 78 for a little more about Eric. And, I'll let him present a broader overview of the types of services available through this new service (see "Let's Get Creative," also on page 78, and www.api-creativemedia.com).

Eric is in the process of moving his family to Saint Joseph, Mo., but he is available now to discuss your communications needs and budget.

Unique from magazine content

And, no, this doesn't mean you have to pay to have your farm or ranch covered in the *Angus Journal*. In fact, the writing done for Creative Media will not be targeted for publication in the *Angus Journal*.

The *Angus Journal* editorial team will continue to write articles and features as it has in the past. While we do occasionally profile a farm or ranch for its use of an Association program or service or notable achievement, most *Angus Journal* articles focus around a topic, using multiple Angus breeders and/or other experts as sources.

As we are sure members will want to read the profiles documented by Creative Media, we will make them available to members via a web site later this winter. Look for updates in upcoming issues.

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ANGUS PRODUCTIONS INC.

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Network systems coordinator — Bruce Buntin

Office assistant — Lauralee West

Board of Directors — Paul Hill, chairman; John Crouch, vice chairman; Terry Cotton, president; Richard Wilson, secretary/treasurer; Gregg Blythe; Jarold Callahan; Norman Garton; Gordon Stucky; Rob Thomas & Richard Tokach

