



# The Web Page

► by **Angie Stump Denton**, director of Web marketing

## Keeping you informed

*Providing information to Angus breeders that will help them become more successful is one of the fundamental goals of Angus Productions Inc. (API). The Web Marketing team strives to meet that goal with its online services by providing coverage of key industry meetings and by developing topic sites. Our hope is to produce easy-to-use sites packed with information producers want to read and listen to.*

### So, what is it?

Many ask, "What is real-time coverage?" or, "What is the difference between live and real time?" We do our best to get the information online as soon as we can, thus real time. We do not provide streaming video or audio, so there is editing and uploading time to get the files online. In many instances, we will post information less than one hour after it happens, but in some cases, it may be a couple hours before all the information is available online. We see value in an archive system vs. a live feed. With this format, a producer can download the file at his or her convenience vs. having to be at a computer at a specified time.

With the real-time coverage of industry meetings, depending on speaker permission and availability, we try to provide audio files of each presentation, PowerPoint® presentations, proceedings papers, synopses and photos. Audio files are posted as mp3 files. Browsers have to download the file to their computers. To listen to the file, they must have Windows Media® Player or a similar program. These files can be 2 to 3 MB in size, so they take several minutes to load.

The PowerPoint presentations are posted as .pps files — self-playing shows. These, too, can be big in size, depending on graphic usage, so be prepared for a long download time. Once you have downloaded the PowerPoint show and audio file, you can play the audio and follow along in the presentation.

Most proceedings papers are posted as portable document format (pdf) files or as rich text format (rtf) files. You'll need Adobe Acrobat® Reader™ to view the pdf files. It is a free program available online at [www.adobe.com](http://www.adobe.com). You can use a word processing program like Microsoft® Word to view the rtf files.

With the help of the API editorial staff, synopses and photos of presentations are posted to the sites for quick, easy viewing. Browsers can read the synopses and decide if they want to take the time to download the entire presentation, PowerPoint or proceedings paper.

### The real-time lineup

Our original real-time coverage sites included the Super-Point Roll of Victory (ROV) Angus shows and the National Junior Angus Show (NJAS). You can find an archive of all real-time sites at [www.angusjournal.com/realtime](http://www.angusjournal.com/realtime). To expand our services, in 2001 we added industry event coverage to our real-time services. 2004 will be the third year we've provided real-time coverage of the Beef Improvement Federation (BIF) annual meeting. On the BIF coverage site — [www.bifconference.com](http://www.bifconference.com) — you can find a schedule of events, access registration information, view proceedings papers and synopses, and learn about award winners. Each year we archive the information so you can return to see what happened in years past.

This was the second year we provided real-time coverage of the Cattle Industry Annual Convention and Trade Show. Online at [www.4cattlemen.com](http://www.4cattlemen.com), this site highlights the annual meetings of the National Cattlemen's Beef Association (NCBA), Cattlemen's Beef Promotion & Research Board, American National CattleWomen (ANCW), Cattle-Fax and National Cattlemen's Foundation. Posted to the site are

highlights of Cattlemen's College® opening and closing general sessions, committee meetings and council meetings, including audio files, proceedings papers and synopses. Posted to the "Newsroom" page are news releases and other items of special interest. On the "Award Winners" page, you can meet winners of the various awards given during the week. We also highlight new products featured in the trade show on the "Trade Show" page.

The Range Beef Cow Symposium, in December every other year, is new to our real-time coverage lineup. Producers can log on to [www.rangebeefcow.com](http://www.rangebeefcow.com) for highlights of the three-day event, including audio archives, PowerPoint presentations, proceedings papers, photos and synopses.

### Topic sites

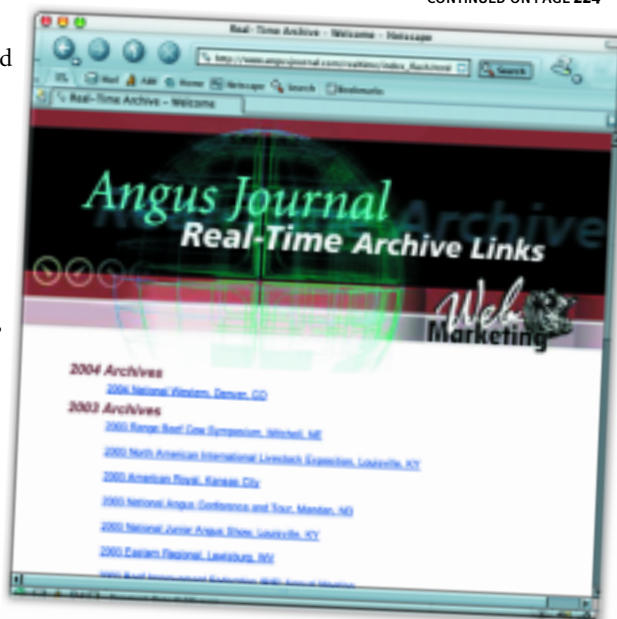
To complement our real-time coverage, as well as the *Angus Journal* and *Angus Beef Bulletin* online, we've developed several sites related to beef industry "hot topics." These sites serve as information portals.

Site topics include dealing with drought ([www.angusjournal.com/drought](http://www.angusjournal.com/drought)), beef cow efficiency ([www.beefcowefficiency.com](http://www.beefcowefficiency.com)), country-of-origin labeling ([www.countryoforiginlabeling.info](http://www.countryoforiginlabeling.info)) and Angus on an international level ([www.angusinternational.info](http://www.angusinternational.info)).

The drought Web site serves as a one-stop source for producers dealing with drought conditions. The site has a newsroom with releases dealing with drought. There's a section with past *Angus Journal* articles and links to numerous sources of information regarding management practices to help deal with a drought.

Beef Cow Efficiency was developed to complement the 2002 BIF Conference that

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focused on cow herd efficiency. We continue to update the site, posting *Angus Journal* stories, news releases and links to other industry sites with information about improving cow efficiency.

The goal of the country-of-origin labeling site is to be a place where producers can read about both sides of this issue. The comments and views listed on the site are not necessarily the views of the American Angus Association or API. The site includes news releases and articles relating to the legislation and its

implementation as well as links to other online resources.

Angus International was built to foster communication between U.S. Angus breeders and foreign Angus producers and associations. The site lists upcoming events, news releases and links to associations.

If you have any suggestions for new topic sites or how to improve our current sites, e-mail me at [adenton@angusjournal.com](mailto:adenton@angusjournal.com) or give me a call at (816) 383-5211.



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**Editor's Note:** *We want to recognize Boehringer Ingelheim Vetmedica, Inc., as the sponsor of several of the real-time coverage sites, including the Cattle Industry Annual Convention and Trade Show, the BIF Conference, the Range Beef Cow Symposium, and the National Angus Conference.*