



Angus Stakes

► by *Shauna Rose Hermel*, editor

Utilizing new media

Those who attended the American Angus Association's 125th Annual Meeting in Louisville, Ky., last year were treated to an "I Am Angus" video that celebrates the people — from seedstock producer to restaurateur — who make their livings and commit their lives to this great breed. Now producers can catch those story lines and more in a documentary series of the same name being featured on AgDay and U.S. Farm Report.

Sharing the Angus story

Directed and produced by the Association's Public Relations Department, the "I Am Angus" segments will highlight the lives of people who have dedicated themselves to the Angus breed and the beef industry, notes Eric Grant, director of public relations. *AgDay* and *U.S. Farm Report* are broadcast by more than 150 TV stations nationwide and on RFD-TV.

Each weekday morning *AgDay* reaches more than 200,000 households. More than 500,000 households receive *U.S. Farm Report* each weekend. For a list of stations airing the programs, visit www.agday.com and www.usfarmreport.com.

You can also view the current "I Am Angus" program airing on *AgDay* via YouTube on www.angus.org.

Advertising campaign

The Association will also take advantage



of a variety of media in the new advertising campaign being launched as we go to press. The campaign will include television and Internet advertising in addition to print.

"By spreading our message across a number of opportunities, we believe our message will reach a wider audience of producers who should be using Angus genetics to improve their bottom lines," said Bryce Schumann, Association CEO, in announcing the new campaign. The campaign focuses on the economic

advantages of Angus, using information developed by Certified Angus Beef LLC's (CAB's) Supply Development team.

Three ad spots were premiered at the September Board Meeting. You can view the first spot via YouTube on www.angus.org. The commercials will air on RFD-TV and other satellite networks this fall. The

Association encourages you to help spread the word by incorporating the YouTube video spot in your web site.

"This is a new approach for the Association, because we're inviting anyone who has a stake in the Angus business to help us spread the word about this great breed of cattle," Schumann said, encouraging those with a web

site to incorporate the video into their own site. (For assistance in doing so, contact Rich Masoner, Angus Productions Inc. (API) Web Services, at 816-383-5239 or rmasoner@angusjournal.com.)

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