

Angus Talk Podcast Available on iTunes

Audiences have grown accustomed to information, literally, at their fingertips. One tap of a smartphone can instantly access stock reports, breaking news headlines and weather forecasts. That's just the beginning.

To help cattlemen stay up-to-date on the latest industry news and information, the American Angus Association in mid-September launched the *Angus Talk* podcast. The program is hosted by Doug Medlock, the voice of *I Am Angus*, and features timely discussion surrounding topics in the cattle business.

"Talk radio programs are still a valuable source of information for many in agriculture," says Eric Grant, Association director of communications and public relations. "Ten years ago it was on the radio in the tractor cab, now it's on a smartphone."

A new *Angus Talk* show is released twice a month and can be accessed through iTunes on a computer, smartphone or tablet. The premiere episode features Larry Corah, vice president of supply development with Certified Angus Beef LLC. Corah shared with Medlock the economic advantages of

reliable, predictable Angus cattle, and what that means for the cattlemen moving forward in the next 5-10 years.

"Our goal with *Angus Talk* is to provide both informative and entertaining discussion as it relates to our industry," Grant says.

"Programs that people can take with them wherever they are — in the pasture, in the truck or at a computer."

To subscribe to the free podcast, search *Angus Talk* in the iTunes Store. Episodes are also available on www.angus.org.

