



Media Panel

Angus Media hosts expert panel to look toward media's future in ag, beef industry.

by Sarah Hill, projects editor

Farmers, ranchers, consumers and industry personnel have one common thread — they all receive their news and information from agricultural media. Although a fairly small industry, the ag media realm makes a big impact on the industry as a whole.

To celebrate that vital role and share insights on what the future of ag media will look like, Angus Media recently hosted an expert speaker panel as part of the Angus Productions Inc. (API) Board of Directors retreat at the Albrecht-Kemper Museum of Art in Saint Joseph, Mo.

“We felt it was important to share outside perspectives about agricultural media,” said Eric Grant, Angus Media president and general manager. “The information distributed through Angus Media channels directly affects seedstock and commercial Angus producers, and all levels of the quality beef production chain.”

The panel was composed of three experts from different ag media sectors:

- ▶ **Patrick Gottsch**, founder of Rural Media Group, which is the world's leading provider of multimedia content dedicated to the rural and Western lifestyle;
- ▶ **Jeanne Bernick**, former editor of *Top Producer* magazine now working as an

ag consultant with K-Coe Isom, assisting large commercial agricultural producers with resources in farm financial management, wealth management, sustainability, and food and ag policy; and

- ▶ **Mitch Rouda**, president, *Farm Journal* eMedia, who is responsible for managing *Farm Journal's* digital media businesses, including *AgWeb.com*, *Farm Journal* Mobile, commodity updates and other digital and data-driven products.

The trio fielded prepared questions and questions from the audience for more than an hour and a half.

“Agricultural media is a necessity; it's a fact of life,” Gottsch said.

Angus Media is a media leader in the beef industry, offering news and marketing services in print, digital, television and radio formats for more than 25,000 adult and junior American Angus Association members.

“Access to information and data is absolutely critical to the future of the beef business,” said Charlie Boyd, API Board chairman from May's Lick, Ky. “In the Angus breed, we are fortunate to have media programs available that meet our producers wherever they want to receive information

— whether that's in print, online, television or radio.”

The trusted *Angus Journal* magazine has been a staple of the Angus business for almost a century, and the *Angus Beef Bulletin* is a print publication targeted specifically toward commercial users of Angus genetics.

The Angus Media team also produces the weekly television program, *The Angus Report*, on RFD-TV and several episodes of the popular documentary series *I Am Angus* each year. The *Angus Talk* radio show airs each Saturday on Rural Radio, Channel 147.

“Angus Media has redefined media in the cattle business in a way that no one else has been able to do,” said panel moderator Tom Field, director of the Engler Agribusiness Entrepreneurship Program at the University of Nebraska and noted ag author.

In addition to award-winning editorial content, Angus Media serves as a marketing partner for cattle producers and industry professionals. Advertising design, video production, website development and print publications are a sampling of what the team offers its clients. To learn more, visit www.angus.media.

