



Movin' Forward

► by **Bryce Schumann**, CEO, American Angus Association

Our story, our breed

Among the action points in the recently approved long-range strategic plan is the expansion of Angus television.

The Angus Report

Beginning in early September, the Association began broadcasting *The Angus Report* on RFD-TV. The program, which provides the industry with the latest news and headlines, as well as management tips, is broadcast every Monday morning at 8:30 a.m. ET. If you miss the Monday morning show, you can catch it again on Saturday afternoons at 2:30 p.m. ET.

To our knowledge, the program is the first time in history that a U.S. breed association has had an ongoing, regular television presence. We're excited about what this opportunity means for the Angus breed, because it represents not only another opportunity to promote the breed, but also a substantial increase in our ability to communicate with the industry on an ongoing basis.

We are also excited that industry organizations like Cattle-Fax, which is the leading source for market and economic information, as well as the National Beef

Quality Assurance (BQA) program, have agreed to provide the program with useful and informative segments that will benefit our members and expand the scope and relevance of the content.

Each episode contains the following individual segments:

- 1) Industry News: Top news stories and issues for the week
- 2) Cattle-Fax Market Update: Latest market news and insight
- 3) Supplying the Brand: Steps producers and feeders can take to improve the quality of beef
- 4) Practical Applications: Helpful tips on how to use American Angus Association genetic evaluation tools and other Association services and programs
- 5) Around the Angus World: Coverage of Angus events, shows and meetings
- 6) Horizons: A personal profile about someone involved in the Angus business

The Angus Report is the complementary


morning news piece to *I Am Angus*, the popular television series that debuted on national television a couple of years ago. *I Am Angus* also has an expanded schedule this year, with six episodes slated to air once a month from October through March.

Both television programs are a key component in the Association's initiative to share agriculture's story — a priority identified through member and non-member input received through the long-range planning process.

Along with a complementary print and web presence, these television programs help to promote not only the Angus breed but American ranching and our most virtuous purpose — feeding a nation.

If you miss any of these programs, all of them can be viewed after they air on www.angus.org.

We hope you make them part of your regular schedule, and that you tune in each week at the same time and the same place — RFD-TV — to hear the latest news and information in the Angus business.


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