

**JOINT PRODUCER COMMUNICATIONS COMMITTEE**

Reno–Sparks Convention Center

Reno, Nevada

**Convention Center Room A10**

**Friday, Feb. 8, 2008; 11:30 a.m. to 4:30 p.m.**

Richard Nielson, Chairman

Chuck Adami, Vice Chairman

**TENTATIVE AGENDA**

**Meeting Purpose:** To review current program status; review new producer attitude research; and evaluate strategy and set priorities for creating a Fiscal 2009 plan of work for checkoff–funded producer communications.

1. Call to Order, Introductions, Meeting Purpose, Approve Agenda – *Richard Nielson, Chair*

2. Approval of Minutes – July 12, 2007 meeting in Reno, Nev.

3. Program Updates

Producer Communications Program Transition – *Lynn Heinze, CBB*

State Communications Services – *Barb Wilkinson, Stephanie Darling, NCBA*

Beefmobile – *Tracey Orsburn, National Livestock Producers Association*

CBB Direct Communications – *Diane Henderson, CBB*

Dairy/Earned Media Relations – *Melissa Slagle, CBB*

Paid Media – *Lynn Heinze, CBB*

4. January 2008 Producer Attitude Survey Topline Results – *Lynn Heinze, CBB*

5. Planning and Prioritization a. FY2007 Program Evaluations – *Rich Otley, CBB Director of Evaluation*

b. Discuss FY2009 Industry Planning Factors

c. Establish FY2009 Producer Communications Priorities

6. Paid media request for proposal process

7. Adjourn

**Committee Objective:** The Joint Producer Communications Committee supports the objectives of the Joint Industry and Producer Services Group by working to communicate to cattle, dairy and veal producers about the efforts of the Beef Checkoff Program and, importantly, the results of those efforts.