

**Delivering Results  
for America's Beef Producers:  
Consumer Public Relations  
Authorization Request**

**Presented by the National Cattlemen's Beef Association  
July 17, 2009**



# Public Relations

## Recent Success and Impact: *Two Billion Impressions & Counting*



Protein Think Tank member reaches four million viewers on CBS Sunday Morning

*New York Times* front food page coverage on discovery of new beef cuts, preparation tips

Secured participation at Reuters Food & Ag Summit, resulting in 6 stories to-date



Launched MBA in March; now with more than 500 current students, 56 completed all six courses



## Nutrition Public Relations

- **The Permission Factor**
- **Power of Beef Protein in Healthy Lifestyle**
- **Setting the Record Straight**
- **Beef Immersion**



## Nutrition Public Relations

### Primary Efforts

- Conduct major nutrition media outreach effort
- Leverage expert voices in the media and online
- Conduct concentrated blogger outreach



## Nutrition Public Relations

### Results Expected

- Achieve 250 million favorable media impressions
- Significantly increase relationships with nutrition media through a major event
- Increased editorial coverage on beef's positive contribution to a healthy lifestyle
- Strengthen beef nutrition visibility online and in social media outlets
- Proactively share nutrition information with reporters
- Communications roadmap for marketing beef through nutritional labeling



## Nutrition Public Relations

### Strategy Objective

Strengthen beef's position as a healthful food and as the premier nutritional protein so consumers and influencers feel good about the beef they love.



# Food Communications

- **Good News Machine**
- **Bolster Beef Visibility Online**
- **Consumer Engagement**



## Food Communications

### Primary Efforts

- Proactively deliver targeted beef expertise, story ideas, recipes and photos
- Refresh BeefItsWhatsForDinner.com search capabilities, content and increase its membership.
- Direct communications toward top food influencers through a comprehensive engagement strategy
- Host online cooking demonstrations
- Secure bylined articles, a color page and mat releases
- Disseminate weekly Beef So Simple



## Food Communications

### Results Expected

- Achieve three billion positive media impressions
- Activate brand advocates for beef
- Strengthen dialogue with culinary influencers
- Enhance [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) visitor experience with recipes, “how-to” videos, as well as expanded interactive tools.
- Grow beef’s online presence to increase consumer engagement, interaction and endorsement



# Food Communications

## Strategy Objective

Enhance the value proposition of beef in the marketplace.



## Media Relations/Comm. Training

- **The Voice for Beef**
- **Immediate Action**
- **What's the Headline**
- **Communications Foundation**



## Media Relations/Comm. Training

### Primary Efforts

- Elevate visibility of industry and third-party experts, including beef producers, as valuable media resources
- Identify core team of spokespeople aligned to different areas of industry importance
- Create and update media resources about the industry



## Media Relations/Comm. Training

### Primary Efforts

- Work with reporters to showcase industry innovation and leadership
- Develop a proactive, news bureau campaign
- Explore an “opinion-editorial” placement program
- Coordinate with other ag/industry partners on media response



## Media Relations/Comm. Training

### Results Expected

- Conduct at least 20 communication training workshops for following audiences:
  - State Beef Council executives, staff and leadership
  - CBB, NCBA and ANCW producer leadership and staff
  - Third-party health professionals and scientific experts
  - MBA graduates



## Media Relations/Training

### Results Expected

- Conduct as-needed “batting practice” preparation for specific media interviews
- Conduct at least five deskside media briefings
- Facilitate at least two speaking appearances at media events
- Issue at least five media pitches through proactive news bureau campaign
- Provide media with timely, factual information



# Masters of Beef Advocacy

- **Virtual Classroom**
- **Final Exam/Graduation**
- **Alumni Association**
- **Real World**



## Masters of Beef Advocacy

### Primary Efforts

- Recruit, educate and train an army of beef industry advocates
- Mobilize the MBA Alumni network to proactively tell the beef production story and correct misinformation about modern beef production
- Update and maintain MBA Virtual Classroom and Alumni Association sites



# Masters of Beef Advocacy

## Results Expected

- Recruit 500 new students in 2010
- Conduct at least five MBA Commencement training sessions
- Mobilize MBA graduates on Earth Day to submit more than 100 letters-to-the-editor in state/local newspapers
- Generate more than 1,000 advocacy activities through monthly MBA Action Alerts



# Industry Resource

## Strategy Objectives

Provide knowledge resources and guidance to help strengthen the marketing and business climate for beef.



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