

## MINUTES

**Joint Public Relations Subcommittee  
2010 Cattle Industry Summer Conference  
Sheraton Denver Hotel, Governor's Square Room 14  
July 31, 2010**

Dave Fugate – Chair  
Joyce Bupp – Vice Chair

The meeting of the Joint Public Relations Subcommittee was called to order by Chairman Fugate on July 31, 2010 at 7:32 a.m.

### **Attendance**

**Joint Public Relations Subcommittee members (11):** Evelyn Brown, Ann Bruntz, Jeff Dahl, Nancy Degner, Jim Freeman, Dave Fugate, Paul Kent Jr., Genevieve D Lyons, Bob McKnight, Judy Reece, Judy Woodie

**National Cattlemen's Beef Association (NCBA) staff:** Michele Peterson Murray, Julie Sodano, Meredith Stevens, Karli Freeman, Daren Williams, Meghan Pusey, Jen Stolp, Dave Zino

**Northeast Beef Promotion Initiative (NBPI) staff:** Lisa Jones, Laurie Bryant

**American National CattleWomen (ANCW) staff:** Carol Abrahamzon, Sherry Hill

**National Beef Ambassadors:** Becky Vraspir, Ellen Hoffschneider, Jackson Alexander, Malone Bankhead

**Guests:** Laurie Lickley – Idaho, Peggy Braggs – Oregon, Pat Venable – Oregon, Wendy Pitts – Arkansas, Craig Shackelford – USDA, Brad Copenhaver - USDA AMS, Sue Krentz – Alabama, Linda Gilbert - South Dakota, Jamie Didest - Oklahoma, Desta Crawford – Texas, Whitney Wallace - Missouri Beef Council, Julie Moore - Colorado Beef Council, Jim Stent – Montana, Austin Brown III - Texas, Betsy Moreland - Louisiana, Dale Fundstand – Illinois, Barbara Jackson – ANCW Member Arizona, Bonnie Bargtstedt – ANCW Member New York, Marcia Callaway - Georgia, Michele Boyles - North Carolina, Brenda Brookshire – Georgia, Rebecca Carlson Andexler – Edelman Public Relations

### **Welcome and Introductions**

Chair Fugate welcomed meeting attendees and led self-introductions.

### **Overview of Meeting and Approval of Minutes**

Chair Fugate called for approval of the Joint Public Relations Subcommittee minutes from the 2010 Cattle Industry Annual Conference. Ann Bruntz moved/Bob McKnight seconded. The motion carried.

### **Approval of Agenda**

Chair Fugate called for review and approval of the agenda. Jim Freeman moved/Judy Reece seconded. The motion carried.

### **National Beef Cook-Off Program Audit**

Polly Ruhland provided background on the CBB audit process and presented the independent auditor's findings. In summary, the audit of the 2009 National Beef Cook-Off AR revealed program strengths such as participant satisfaction, an increased quality of recipe entries, category relevance, staff management, and prize value. The suggested recommendations included legal updates, promotional overlays, consumer engagement, and event evaluation.

### **Priorities**

Julie Sodano reviewed the FY11 Priorities with the committee.

### **Media and Health Professional Presentation**

The Joint Nutrition and Health Committee joined the meeting to hear a presentation from Michele Peterson Murray and Shelley Johnson about media and health professional outreach. The background provided committee members with a history of public relations and its functions and tools, and the importance of national media outlets and health professional outreach. A brief review of blogs and social media outlets provided the committee with an overview of social media tactics.

### **Presentation: FY2011 Authorization Requests**

#### **National Beef Cook-Off – American National CattleWomen (Total request: \$490,000)**

Sherry Hill reviewed the FY11 AR highlighting event marketing and sampling by sponsoring an existing event. The Metropolitan Cooking & Entertaining Show in Washington, D.C., was proposed as the event where beef would be showcased and sampled and the Cook-Off recipes would be demonstrated. Strategic shifts in the program would address the recommendations in the audit such as the extension of retail partnerships. A social media strategy is proposed with interaction on Facebook, Twitter and YouTube.

#### **National Beef Ambassador Program – American National CattleWomen (Total request: \$100,000)**

Carol Abrahamson presented an overview of the National Beef Ambassador Program focusing on 1) consumer education through personal interaction with youth presentations, 2) online social networks like Facebook, Twitter, YouTube and beef ambassador blogs, 3) promotions in conjunction with NEBPI and state beef councils, and 4) involvement with in-state consumer promotion events. The program would capitalize on existing checkoff resources such as the MBA program and other education materials.

**Telling the Beef Story—American National CattleWomen (Total request: \$50,000)** Bonnie Bargtstedt presented a program to enable CattleWomen to be pro-active in communicating positive and factual messages about animal welfare and stewardship practices. The program would focus on reaching consumers in urban city areas and telling the pasture to plate story through 25 presentations by each of the 20 members. The program would use existing information for training sessions such as the MBA program and BQA certification. This program would interact with youth organizations through partnerships with 4-H, FFA, Boy Scouts and Girls Scouts. A continuation of “College Aggies Online” is proposed.

**Northeast and Northern Virginia Public Relations – MICA (Total request: \$160,000)**

Lisa Jones presented outreach that would utilize events and nutrition influencer outreach to deliver the beef message to a variety of audiences. This would involve sponsoring/exhibiting at consumer events in the Northeast and promoting messaging through social media. In addition, this program would educate influencers at dietetic meetings, and through podcasts, a blog and listserv postings.

**Consumer Public Relations – National Cattlemen’s Beef Association (Total request: \$1,750,000)**

The NCBA team presented a cohesive plan of work to help build beef demand and strengthen beef’s positive brand image through Food Public Relations, Nutrition Public Relations, Media Relations, Masters of Beef Advocacy and Spokesperson Training.

Julie Sodano, Karli Freeman and Meredith Stevens reviewed components of the proposed Food Public Relations program: putting a face on beef production, helping Americans embrace their love for beef, and sharing tips on choosing and preparing lean beef. Food Public Relations request: \$740,000.

Julie, Karli and Meredith reviewed components of the proposed Nutrition Public Relations program: strengthening relationships with credentialed nutrition media to capitalize on the power of lean, continuing to emphasize the power of protein and beef’s positive contributions to a healthy lifestyle, and creating a Change the Plate Challenge. Nutrition Public Relations request: \$600,000.

Meghan Pusey shared the plan to maintain a credible and consistent voice for cattle farmers and ranchers in the editorial conversation about food production and establish a dialogue with national business media on the issue. Media Relations request: \$225,000.

Daren Williams outlined the Spokesperson Development efforts for FY2011 to prepare industry experts for high-profile media interviews and other communication opportunities. Spokesperson Development request: \$105,000

Daren presented the plan for Masters of Beef Advocacy efforts in FY2011: updated courses with latest issues and information, and additional MBA student recruitment. Masters of Beef Advocacy request: \$80,000.

**Discussion: FY2011 Authorization Requests**

Chair Fugate asked for discussion or questions about the presented AR’s. The subcommittee discussed budget history of the proposed AR’s and how each program would be evaluated by the Beef Promotion Operating Committee.

**Action: Approval of Authorization Requests**

Ann Bruntz moved/ Bob McKnight seconded recommendation to approve for funding all of the presented AR’s. The motion carried.

### **Attachment A: National Cattlemen’s Beef Association**

Michele Peterson Murray presented an Attachment A which would fund a mobile phone application, “Virtual Grill,” to help consumers get the best result from their beef grilling experience.

After some discussion, Chair Fugate asked for a motion to pass this along for approval. Judy Woodie moved/Jim Freeman seconded the recommendation that this Attachment A be passed along for approval. Motion carried.

### **Policy Communications Update**

Bethany Shively presented an update on policy efforts. These include environmental regulations, GIPSA, death tax and more. During International Trade Week, the team conducted a “trade fact of the day” tip. The team conducted Beef 101 training on Capitol Hill and with reporters. A Joint Agriculture Press Conference was held in May. An op-ed by Steve Foglesong was placed in the *Washington Times*.

### **Other Business**

There was no additional business presented to the subcommittee.

### **Adjournment**

Chair Fugate adjourned the meeting of the Joint Public Relations Subcommittee at approximately 10:58 a.m. Subcommittee members were asked to reconvene as the full Joint Information Committee.