

Public Relations Subcommittee

Consumer Public Relations (NCBA)

Tactic 1A: Food Public Relations

From recipe ideas to simplifying cuts, the checkoff continues to serve as a resource and educational tool for magazine editors and bloggers as they plan and create informative stories for their readers. In FY11, the Food Public Relations program generated media coverage of more than 2.2 billion media impressions, which is the number of times a consumer saw or heard a positive beef culinary message.

In addition to ongoing, proactive media outreach, coverage resulting from the checkoff's annual visits with top-tier consumer media was evident in leading magazines, including a nine-page feature that ran in the September edition of *Real Simple*. Entitled, "[Sizzling and Simple, the definitive guide to all things steak from the right cut to the right sauce and all the juicy details in between. Dig In.](#)" the article addresses everything from demystifying cuts of beef to cooking tips and techniques.



Looking back on the summer months, the versatility and simplicity of beef was highlighted in top outlets including [Rachael Ray](#) and [Family Circle](#) with colorful, ethnic cuisine and zesty barbecue. Broadcast also showed its love for beef including the [Today Show](#), which aired a detailed segment about the best ways to cut, cook and prepare beef.

In October, the checkoff contributed to an article for *Cooking Light* called, "Start with A Pound of Ground Beef," which featured a detailed explanation of ground beef labels, lean options and versatile recipes. Additionally, Chef Dave Zino was also quoted in an article called "Beef, King of the Tailgate," which ran on the popular website, [eHow.com](#).

Cooking Light



This holiday season, editors nationwide showcased beef, bringing delicious recipe ideas and inspirations to Americans. Perfect for chilly weather and holiday dinner celebrations, pot roasting and oven roasting recipes showed up in magazines, newspapers and blogs across the country. Checkoff-developed recipes graced the pages of [Victorville Daily Press](#), [DailyMeal.com](#) and [Foodily](#). [Better Homes & Gardens](#) and [Real Simple](#), publications the checkoff met with during annual deskside visits, got in on the roasting action as well, featuring beef pot roasts as part of their collection of seasonal recipes.

As consumers increasingly go online for food inspiration and

education, [BeefItsWhatsForDinner.com](#) serves as a 24/7 resource for beef cooking tips along with beef resources on [Facebook](#) and [Twitter](#). By building and maintaining a more dynamic relationship with beef consumers, the checkoff provides education on how to choose and prepare delicious, nutrient-rich beef dishes. As a result, the "Beef. It's What's For Dinner." Facebook page now has more than 97,000 fans and



the Beef For Dinner Twitter handle has grown to more than 3,300 followers.

Influential culinarians received the latest beef information through three installments of the checkoff's e-newsletter, *Beef Insights*. More than 1,700 foodies were given an inside look at beef with articles featuring topics such as the checkoff's muscle profiling project and the very best grilling tips. Readers were also inspired by interviews with cattle farmers and ranchers who provided a farm to fork perspective.

Consumer Public Relations (NCBA) Tactic 2A: Nutrition Public Relations

The FY11 Nutrition Public Relations program set out to secure 250 million media impressions related to beef's nutritional profile. In total, positive beef nutrition stories and coverage resulted in nearly 419 million media impressions across the country in FY11.

The national nutrition spotlight has been shining brightly on beef. After USDA debuted [MyPlate](#), the checkoff created educational materials for consumers and media alike and coordinated interviews with Shalene McNeill, PhD, RD, executive director of Human Nutrition Research for NCBA, with media including [The Wall Street Journal](#). This adds to the growing number of positive beef nutrition articles in national media which includes a [Good Morning America Health](#) segment secured in June that positioned the importance of beef and its nutrients for brides-to-be.

A recently published study called Beef in an Optimal Lean Diet (BOLD) showed that a diet including lean beef every day is as effective as the gold-standard heart-healthy diet. The checkoff used the publication of this study to present a new way of thinking about beef as part of a solution to one of America's greatest health challenges. Media outlets such as [Reuters](#), [WebMD](#), [Men's Health](#), and [Shape Magazine](#) are just a few that have highlighted the positive study

far.

In order to reach influential bloggers and social media users with beef nutrition information, the checkoff formed relationships and shared information through a variety of outlets. Through outreach to health, fitness and nutrition bloggers, lean beef was the topic of conversation online including the nutritional benefits it brings to the plate. In addition to sharing this news with their readers, bloggers [AskGeorgie](#), [Nutritionella](#) and [The Mrs. The Mommy. The M.D.](#) shared lean beef information and engaged readers with giveaways including prize packs of *I Heart Beef* merchandise and *The Healthy Beef Cookbook*. Also online, Chef Dave Zino provided information for an article on creating the healthiest sandwich on [LiveStrong.com](#), stating the lean Top Sirloin is his pick for a nutritious steak sandwich.



findings so



Additionally, five new nutrition-focused videos were created in order to teach consumers about beef's role in health in a fun and entertaining way. The videos highlighted topics such as beef and heart health, the power of protein and healthy aging with beef. Plans to promote the videos include outreach on social media and more.

