

MINUTES

Joint Information Committee Update Webinar July 26, 2011

Daniel Smith – Chair
Sally Angell – Vice Chair

Joint Public Relations Subcommittee
Joyce Bupp – Chair
Jim Freeman – Vice Chair

Joint Issues Management Subcommittee
Mike Stahly – Chair
Richard Gebhart – Vice Chair

The webinar for the Joint Information Committee was called to order by Chairman Smith on July 26, 2011 at 11:00 a.m.

Attendance

Joint Information Committee members (19): Daniel Smith, Sally Angell, Joyce Bupp, Jim Freeman, Mike Stahly, Richard Gebhart, Brenda Black, Nancy Degner, Lori Fink, Linda Gilbert, Joe Guthrie, Coleman Locke, Vaughn Meyer, Daryl Owen, Kent Pruisman, Jim Steinbeisser, Glenn Taylor, Will Wise, Bill Zimmerman

National Cattlemen’s Beef Association (NCBA) staff: Kristina Butts, Jacque Matsen, Karli Millsbaugh, Julie Sodano, Season Solorio, Dan Sullivan, Meredith Stevens, Daren Williams

Northeast Beef Promotion Initiative (NBPI) staff: Paul Slayton, Kristin Wilkins

American National CattleWomen (ANCW) staff: Sarah Bohnenkamp, Sherry Hill

Welcome and Introductions

Chair Smith welcomed co-chairs and meeting attendees and led self-introductions. Smith thanked attendees and reminded them that the purpose of the meeting was to hear FY2011 program updates.

Consumer Public Relations 2011 Program Highlights

Food Public Relations - National Cattlemen’s Beef Association: NCBA staff members Julie Sodano, Karli Millsbaugh and Meredith Stevens shared highlights from the Food Public Relations program. Recent successes included the annual grilling program (which garnered more than 430 million media impressions) and updates to the *Confident Cooking with Beef* brochure. Media pitches continue to position Chef Dave Zino and beef cookery information with top-tier media targets (more than 2 billion media impressions to-date). Outreach to consumers through BeefItsWhatsForDinner.com, the Beef So Simple newsletter and the “Beef. It’s What’s for Dinner” Facebook page is ongoing, and in its second year, the *I Heart Beef* program encouraged consumers to use Twitter to share their beef inspired love poem, or Twiku, with their followers.

Nutrition Public Relations - National Cattlemen’s Beef Association: NCBA staff members Julie Sodano, Karli Millsbaugh and Meredith Stevens also shared highlights from the Nutrition

Public Relations program. Notably, the team recently promoted beef's role in MyPlate, the new Dietary Guidelines consumer icon replacing the food pyramid. In support of this effort, the team developed a variety of materials. The team also worked with extreme runner, Dane Rauschenberg, to provide training tips and beef nutrition recommendations for athletes, and with Robyn Flipse, R.D., author of *The Wedding Dress Diet*. Blogger outreach is ongoing in an effort to share the nutrition benefits of lean beef. In total the program has generated 305 million impressions to-date, surpassing the FY2011 AR goal.

Media Relations and Spokesperson Development - National Cattlemen's Beef Association:

NCBA staff member Daren Williams updated the committee on the work in the media relations and spokesperson development programs in FY2011. The media relations program has publicized a variety of positive beef news this year, including the release of the "Cattlemen's Stewardship Review" (CSR Report) and the importance of the Masters of Beef Advocacy program with top-tier media including *Reuters*, *Associated Press*, *Los Angeles Times* and *Dow Jones*. In FY2011, the spokesperson development program worked with third-party experts, "Beef's Top 10" as well as state and national staff to prepare for spokesperson opportunities.

Master's of Beef Advocacy - National Cattlemen's Beef Association:

NCBA staff member Daren Williams updated the committee on the ongoing success of the MBA program. To-date the program boasts more than 2,300 grads in 47 states. Many colleges and universities are now including MBA as part of their curriculum and beef companies are sending employees through the program. The recent *Wall Street Journal* article about the MBA program brought in restaurant owners, chefs, teachers and MDs as students. Graduates from the program are responsible for numerous letters-to-editors in response to beef issues. Grads have organized several campus events and speaking engagements. There are more than 40 new blogs that have been established by MBA program grads.

Policy Communications Program Update - National Cattlemen's Beef Association:

NCBA staff member Kristina Butts updated the committee on the ongoing activities of the Policy Communications Program. Kristina noted that producers have indicated they prefer audio communication, so the new Beltway Beef audio was created as part of the program this year. The program continues to leverage relationships with trade media. Efforts include new media activation on Twitter and sharing info with Hill staffers through social media using video. The program also spearheaded a redesign of the Beef USA website. The site, which launched at the 2011 Summer Conference, is now a resource for members and non-members alike, and much more user-friendly.

National Beef Ambassador Program - American National Cattlewomen:

ANCW staff member Sarah Bohnenkamp updated the committee about the National Beef Ambassador Program, noting that three of the five scheduled consumer education events have been completed with nearly 1 million consumer impressions. She shared highlights from the Ambassadors' youth education/outreach in schools and universities. Sarah also updated the committee on the Ambassadors' social media engagement. To-date they have more than 2,700 Facebook friends and more than 1,100 Twitter followers. In addition, an official NBAP YouTube channel was created and has reached 66 percent of the FY2011 goal for 500 views. The Ambassadors receive

more than 600 views per month on their blog and will be featured in an upcoming article in *Progressive Farmer*.

Telling the Beef Story - American National Cattlewomen: ANCW staff member Sarah Bohnenkamp updated the committee about the National Beef Speakers' Bureau program, which has reached 700 consumers to-date. A pre- and post-event survey has been implemented and demonstrates a shift in consumer attitudes. More than 340 cattlemen have been trained to share the beef story. In addition, efforts to share the beef story with youth are underway through an FFA beef speaker career development event which will be held in Arizona in December.

National Beef Cook-Off - American National Cattlewomen: ANCW staff member Sherry Hill updated the committee about National Beef Cook-Off activities in FY2011. The program has increased its consumer interaction activities through Facebook, Twitter, direct-mail postcards, website photos and submissions, media outreach and consumer voting at beefcookoff.org. Three news releases were distributed, and national publicity efforts were extended through state organizations. Online banner ads and e-newsletter ads reached consumers online. The program has 91 Twitter followers thus-far and boasts 40.1 million media impressions to-date.

Northeast Beef Promotion Initiative: Northeast Beef Promotion Initiative staff member Kristin Wilkins updated the committee about FY2011 activities to-date. At the Boston Marathon, activities including team beef members running in the marathon. The National Harbor Wine and Food Festival included a beef checkoff tent, a "Spice My Steak" cook-off and participation in the Viking cooking stage. Media efforts for this event included social media outreach, participation in the Foodie and the Beast radio show and online media placements. Similar outreach was conducted at the Philadelphia Rock 'n Roll Marathon with participation in a 2-day expo with beef sampling and team beef runners. Nutrition influencer outreach continues with speakers at state and regional dietitian meetings. In addition, an upcoming New York event, "Food, Farm and Science" will bring the nutrition perspective with a culinary tour of America, a farm tour and panel discussion and presentations to dietitians.

Issues Management 2011 Program Highlights

NCBA staff member Jacque Matsen began by reminding the committee about the goals of the Issues Management Program: to protect consumer confidence by leading consistent and effective industry responses to critical issues and to proactively build beef's reputation by telling the story of our people and our shared values.

Issues Response and MBA Activation - National Cattlemen's Beef Association: NCBA staff member Dan Sullivan updated the committee on the ongoing activities of the daily monitoring program, including the recently established issues monitoring dashboard, which works in concert with Beef Issues FYIs. The dashboard shares response resources including messages, fact sheets, and letter-to-the-editor templates with state partners through the Extranet resource. In addition, these resources are used to activate MBA grads to respond to beef issues in the media. Dan also highlighted the recent launch of FeedyardFoodie.com, a blog authored by Anne Burkholder, about daily happenings on her feedyard.

Crisis Preparedness - National Cattlemen’s Beef Association: NCBA staff member Season Solorio highlighted crisis preparedness efforts in FY2011, including the launch of the new website FootAndMouthDiseaseInfo.org (replacing FMDinfo.org) which was developed with the cross-species (pork and dairy) Foot and Mouth Disease Communicators. The website includes video, fact sheets, FAQs and other resources consumers and media can use in the event of an FMD outbreak. In addition, messages and other resources for crisis response have been pre-approved in the event an outbreak was to occur. Season also updated the committee about the vulnerabilities assessment currently underway, which is identifying additional issue areas for the team to keep an eye on.

Cattlemen’s Stewardship Review - National Cattlemen’s Beef Association: NCBA staff member Season Solorio shared details about the release of the first-of-its-kind “Cattlemen’s Stewardship Review” (CSR) with the committee. She explained the Review is a fact-based portrayal of the relationship between the U.S. beef industry and society – similar to a corporate social responsibility report. Season noted that the team shared the CSR with mainstream media, and multi-media tools (including videos, messages, a fact sheet and e-book hosted at ExploreBeef.org) were developed to support this outreach.

Workdays with Influencers - National Cattlemen’s Beef Association: NCBA staff member Jacque Matsen highlighted the On the Ranch “work days” that wrapped up in June. Through the program, which was a partnership between national and Nebraska Beef Council staff, top-tier consumer influencers were taken to the Nebraska ranches for personal experiences with the industry. The influencers were given tools to share their experience with their followers and audiences. Influencers were surveyed pre- and post-survey, and indicated a significant positive shift in their perceptions of the industry as a result of their participation. In many cases, the influencers’ feelings about producers (particularly feedyard operators) shifted from negative or neutral to positive.

U.S. Farmers and Ranchers Alliance - National Cattlemen’s Beef Association: Finally, NCBA staff member Jacque Matsen updated the committee about work with the U.S. Farmers and Ranchers Alliance. The beef industry has a strong voice in this multi-commodity effort to be a part of leading the discussion about food and how it’s produced. Strategic communication is underway with farmers and ranchers and the public launch is coming in August with a town-hall meeting following soon after.

Discussion

Committee chairman Daniel Smith asked once again for any additional questions or comments for any of these program areas. A committee member asked whether media placements are on-track from a budget perspective, and Julie clarified that the PR program works to get earned media not paid media. She indicated that food and nutrition PR is on-budget for FY2011. Hearing no additional questions, Daniel reminded the committee about meeting times and locations in Florida and thanked everyone for joining the webinar.

Adjournment

Chair Smith adjourned the webinar at approximately 12:40 p.m.