

## **AUTHORIZATION REQUEST FOR FY 2012**

**AR Title: CONSUMER PUBLIC RELATIONS**

**Name of Contractor: National Cattlemen’s Beef Association**

**CBB Budget Component: Consumer Information**

### **I. OVERVIEW**

**A. AR Description:** The Consumer Public Relations program reaches consumers where they receive their news and information – through broadcast, print and radio, social/online media and from third-party and industry spokespeople. This program is the “good news” engine for beef, delivering compelling, positive messages, mouthwatering photography, credible third-party experts and other checkoff-funded resources to consumers. Consumers need to hear something three to five times and from multiple sources before they will trust that information. This integrated, coordinated approach is equipped to efficiently reach Americans with credible, reassuring nutrition messages and tips on cooking with beef, simple and delicious beef recipes and more. Additionally, the traditional/social media and third-party relationships this program has cultivated throughout the years have yielded countless beef advocates with significant reach.

As the merging of online and traditional media continues, this program ensures that the checkoff voice is in the right place at the right time. According to the Pew Research Center’s “The State of the News Media 2011” report, television remains the primary destination for news, followed by the Internet and newspapers. Yet, Americans are beginning to rely on the Internet more and more with 41% of Americans relying on the Internet as the source for most of their news, up 17% from last year. Most (67%) leading online news sites are tied to traditional media outlets. In the advent of changing media and information resources, it is critical that the checkoff stay connected and provide sound, credible expertise where consumers are seeking information.

**B. Costs Requested from this AR\*: \$1,730,000**

<b>Source of Funding</b>	<b>Total Costs</b>	<b>Direct Costs</b>	<b>Implementation**</b>
Beef Board/BPOC	\$1,480,361	\$1,480,361	
Federation of SBCs (FSBCs)	\$249,639	\$249,639	
Other Sources ( <i>describe</i> )			
<b>Total Funds Requested</b>	<b>\$1,730,000</b>	<b>\$1,730,000</b>	

\* Only Direct Costs are being requested in this AR.

Total estimated Implementation for this AR is \$1,296,427; implementation by Tactic in Table IV.

\*\* Implementation for this and other CONSUMER INFORMATION ARs requested in AR CI-06-2012.

**C. Start date: 10/1/2011**

**Completion date: 9/30/2012**

## II. PLANNING INFORMATION FOR THIS AR

### A. Long Range Plan Core Strategies/Strategic Initiatives Addressed by This AR:

- **Improve domestic consumer preference for beef.**
  - Educate, enable and engage key influencers and opinion leaders (e.g., celebrity chefs, nutritionists, etc.) in communicating the positive health and nutrition benefits of beef.
  - Create stronger relationships and more consistent communication with meal-time decision makers.
  - Identify and capitalize on growth opportunities with targeted market segments (e.g., ethnic, generational, attitudinal, etc.).
- **Strengthen the image of beef and the beef industry**
  - Engage all industry segments to develop and consistently communicate our positive beef production story.
  - Capitalize on the history, heritage and brand equity of family-based production agriculture and the farming/ranching lifestyle.
- **NCBA Initiatives Addressed by This AR:**
  - Increase consumer confidence in selecting and preparing beef
  - Contemporize beef to capitalize on consumers' diverse needs
  - Provide consumer/operator guidance on economizing with beef
  - Establish beef as an everyday part of a healthy meal
  - Reshape the conversation about modern beef production
  - Demonstrate beef is socially responsible

### B. Committee That Reviewed This AR: Joint Information Committee

C. **Committee Recommendations for This AR:** The Joint Information Committee recommends this AR to the Operating Committee for funding in FY 2012.

## III. PROGRAM INFORMATION FOR THIS AR

A. **Strategy 1: Product** – Strengthen the value proposition of beef in the marketplace.

**Strategy 1 Proposed Direct Cost:** \$740,000

### **Specific Tactic Information:**

#### **Tactic 1A: Food Public Relations**

The Food Public Relations program creates strong beef advocates by serving as the good news engine for beef and is the driving force motivating consumers and food/culinary influencers to choose and recommend beef. This program helps shape attitudes and opinions about beef through a three-prong approach with national reach: food media outreach, online engagement and beef culinary education.

The Food Public Relations program uses a highly efficient proactive approach, offering credible expertise, coaching and resources that help

make it easy for consumers to choose and prepare beef, ultimately creating more demand for beef. In addition, this program creates press releases, fact sheets, media pitches, recipes, graphics and other resources for State Beef Council use.

#### FOOD MEDIA OUTREACH

Beef story ideas will be pitched to reporters at newspapers, magazines, television networks and online outlets in major metropolitan markets. Every month, at least three media pitches will be delivered to consumer media. The messages shared in the pitches will help position beef as a flavorful, contemporary meal solution, instill confidence in preparation and demonstrate beef's value. Examples of these media pitches, press releases and story ideas may include:

- *10 Fast & Simple Ideas for Beefy Weeknight Meals*
- *Flavor Trends to Spice Up Your Meal with Beef*
- *From the Freezer to the Plate – simple steps for quick meals with beef*

#### ONLINE ENGAGEMENT

BeefItsWhatsForDinner.com, the leading beef recipe resource for Americans, will be updated with fresh, new recipes and timely beef information to ensure frequent use.

The ever-popular and growing Beef. It's What's for Dinner Facebook page with more than 54,000 "likes" and @BeefForDinner Twitter handle will continue serving as the national beef social media "voice" for beef lovers, providing cooking tips and information about beef cuts. The well-known e-newsletter, *Beef So Simple*, will be re-designed to update and contemporize its look and feel. The checkoff will also establish partnerships with and build on the successful outreach efforts to food and parenting bloggers.

Together with the Culinary team, the program will create innovative tools to create confidence in consumers' ability to prepare beef. These tools may include an interactive online decision tree for quick weeknight beef meal solutions; a downloadable list of refrigerator, freezer and pantry essentials; and a unique cooking curriculum providing customizable beef information for consumers of all cooking skill levels.

#### BEEF CULINARY EDUCATION

In addition to reaching targeted culinary professionals and influencers (such as cookbook authors, recipe developers, culinary school educators), the program will help mobilize food influencers to engage in a conversation about America's most beloved protein and the great flavor profile beef offers in a quick and simple meal. This program will strengthen relationships with its top-tier culinary influencers and engage with them at key culinary conferences so that they recommend beef as the meal solution to consumers.

- Conduct outreach to 10 core food influencers extending invitations for in-person meetings to strengthen relationships and encourage sharing

beef recipes, content and educational information with their respective audience, followers, institution, etc.

- Educate at least 1,700 food influencers with cookery and beef production education through ongoing communication efforts including email outreach and attendance at leading food influencer conferences.
- **Measurable objectives:**
  - Secure at least two billion positive media impressions across all food public relations tactics to ensure that positive beef messages are included in relevant stories. 'Media impressions' is an industry standard measurement to report the number of times consumers see your message.
  - Maintain BeefItsWhatsForDinner.com as one of the top-ranked Google destinations for beef to ensure the site is on the first page of results when consumers search online for beef recipes or information. Google is considered the gold standard for Internet searches.
  - Establish a benchmark for conversation indexes to identify beef's share of protein voice online relative to competitors, such as chicken and pork. 'Conversation indexes' are an industry standard measurement to report online engagement of one brand/commodity relative to another. Assess current beef index for: volume of beef conversation, engagement with beef online content and neutral/positive messaging and tone of online conversation.
- **Proposed Direct Cost:** \$740,000

**B. Strategy 2: Nutrition** – Strengthen beef's position as a healthful food and as a premier nutritional protein so consumers and influencers feel good about the beef they love.

**Strategy 2 Proposed Direct Cost:** \$600,000

#### **Specific Tactic Information:**

##### **Tactic 2A: Nutrition Public Relations**

The goal of the Nutrition Public Relations program is to increase favorable, reassuring media coverage and online visibility to help consumers believe they need to eat beef and can eat beef every day. The program provides consumers with the reasons to believe beef belongs in their diet and contributes to their health.

In FY2012, the Nutrition Public Relations program will help consumers realize how enjoying beef everyday makes their life better and gives them the nutrition they need to live well. This will be accomplished by:

- Proving how beef promotes health
- Helping consumers experience beef in a healthy lifestyle
- Through third-party advocates, endorse beef's role in health

### NUTRITION MEDIA OUTREACH

The checkoff will work directly with the nation's leading health and nutrition media contacts and key members of nutrition-related online communities to elevate the nutritional benefits of choosing beef.

This includes ongoing media outreach at least once every 60 days to the top 250 print and top-tier broadcast media outlets. The program will provide the latest, relevant beef nutrition content, graphics and tools. Examples of these media pitches, releases and story ideas may include:

- Beef in an Optimal Lean Diet (BOLD) research findings: Heart health benefits of lean beef
- Personalizing BOLD through real-life testimonials
- "Lean on Your Label" promoting the nutrition benefits on the new mandatory nutrition labels

### ONLINE ENGAGEMENT

The program will establish partnerships with and build on the successful outreach efforts to nutrition, health and lifestyle bloggers. It will also use the existing BeefItsWhatsForDinner.com, *Beef So Simple*, Beef. It's What's For Dinner Facebook page and @BeefForDinner Twitter properties to educate and engage consumers about beef's importance in a healthy diet.

#### ▪ **Measurable objectives:**

- Secure at least 300 million favorable media impressions across all nutrition public relations tactics to ensure positive, reassuring beef nutrition messages are included in relevant stories. 'Media impressions' is an industry standard measurement to report the number of times a consumer sees your message.
- Engage new and continue to build relationships with at least 50 influential bloggers to place positive beef nutrition information online to consumers.
- After each significant beef nutrition outreach effort such as Beef in an Optimal Lean Diet (BOLD) or nutrition labeling, measure site traffic (visits/page views) on BeefItsWhatsForDinner.com to establish a measurement benchmark for nutrition announcements.

▪ **Proposed Direct Cost:** \$600,000

**C. Strategy 3: Industry Resource** – Provide knowledge resources and guidance to help strengthen the marketing and business climate for beef.

**Strategy 3 Proposed Direct Cost:** \$390,000

**Specific Tactic Information:****Tactic 3A: Cattlemen's Stewardship Review (CSR) Outreach**

This program will build on the "social responsibility" platform defined in the Cattlemen's Stewardship Review (CSR) published in FY2011 <http://www.explorebeef.org/CMDocs/ExploreBeef/IMCattlemensStewardshipReview.pdf> and take this modern beef story to consumers via mainstream media. CSR Outreach (formerly media relations and spokesperson development) is proactive communications with a purpose: to elicit support for the efforts of the beef industry to address social responsibility concerns in the areas of good food/food safety, healthy environment, healthy animals and strong communities. Outreach efforts will focus in two main areas:

- Utilizing trained producer, checkoff staff experts and third-party spokespeople we will pitch and place positive stories about the beef community's commitment to healthy environment, healthy animals, healthy people and strong communities.
  - Conducting spokesperson training sessions for state staff and/or producer leaders to equip state beef councils to tell the CSR story in state and local media.
- **Measurable objectives:**
    - Conduct at least 10 media training sessions with key producer, third-party and checkoff staff experts to ensure a "go-to" stable of national spokespeople and provide as-needed "batting practice" in preparation for specific media interviews.
    - Develop, pitch and place at least four feature stories highlighting the beef community's social responsibility efforts in the areas of good food/food safety, healthy environment, healthy animals and strong communities targeting media outlets that reach the Top 25 media markets (DMAs).
    - Increase share of voice of industry spokespeople on prominent industry issues in national consumer and business publications (over benchmark to be established in 4Q FY11).

- **Proposed Direct Cost:** \$300,000

**Tactic 3B: Masters of Beef Advocacy**

Since its launch in FY2009 the MBA program has enrolled more than 3,000 students and produced more than 3,500 advocate graduates in 47 states and the District of Columbia. In FY2012, the MBA program will continue recruiting and graduating more students, building the nationwide network of advocates trained and willing to tell the beef production story and respond to negative news and misinformation about beef.

In addition, the FY2012 MBA program will put the 3,500-plus graduates to work in a new, strategic way by creating and coordinating grassroots engagement campaigns throughout the year. For example, story-telling at farmers markets, rancher days at retail outlets, installation of cattle cams, school presentations or Safe and Savory cooking demonstrations. We

recommend dedicating staff time to coordinating this MBA outreach (e.g., identifying opportunities, providing tools and training). Note: Currently exploring opportunities to partner with the ANCW National Beef Speakers Bureau and National Beef Ambassador programs to execute these engagement campaigns.

- **Measurable objectives:**
  - Recruit more than 1,000 new MBA students and add at least 500 graduates to the nation-wide beef advocacy network.
  - Conduct at least 10 MBA Commencement advocacy training sessions hosted by State Beef Council and universities.
  - Increase graduate participation in the MBA Alumni Association and coordinated advocacy activities (baseline established by MBA alumni survey conducted in FY10 and updated in FY11).
  
- **Proposed Direct Cost:** \$90,000

**IV. DETAILED BUDGET SUMMARY**

Strategy and Tactic	Program Manager	Completion Date	Total Est. FY 2012 Budget	Total Direct Cost	Direct Cost by Funding Source			Est. Impl.
					CBB/BPOC	FSBCs	Other	
Food Public Relations	J. Sodano	9/30/2012	\$1,323,392	\$ 740,000	\$ 633,218	\$ 106,782		\$ 583,392
<b>Product Total</b>			<b>\$1,323,392</b>	<b>\$ 740,000</b>	<b>\$ 633,218</b>	<b>\$ 106,782</b>		<b>\$ 583,392</b>
Nutrition Public Relations	J. Sodano	9/30/2012	\$ 898,178	\$ 600,000	\$ 513,420	\$ 86,580		\$ 298,178
<b>Nutrition Total</b>			<b>\$ 898,178</b>	<b>\$ 600,000</b>	<b>\$ 513,420</b>	<b>\$ 86,580</b>		<b>\$ 298,178</b>
Cattlemen's Stewardship Review Outreach	D. Williams	9/30/2012	\$ 533,357	\$ 300,000	\$ 256,710	\$ 43,290		\$ 233,357
Master's of Beef Advocacy	D. Williams	9/30/2012	\$ 271,500	\$ 90,000	\$ 77,013	\$ 12,987		\$ 181,500
<b>Industry Resource Total</b>			<b>\$ 804,857</b>	<b>\$ 390,000</b>	<b>\$ 333,723</b>	<b>\$ 56,277</b>		<b>\$ 414,857</b>
<b>AR Totals</b>			<b>\$3,026,427</b>	<b>\$1,730,000</b>	<b>\$1,480,361</b>	<b>\$ 249,639</b>		<b>\$1,296,427</b>

**V. SUPPLEMENTAL INFORMATION**

**A. Will all of the work detailed in this AR be completed by the end of the fiscal year? If not, please provide an explanation.**

All work will be complete by the end of the fiscal year, with one exception. The 2012 American Dietetic Association Food and Nutrition Conference and Expo is scheduled for Oct. 6-9, 2012, which falls within FY13. We plan to ask for an extension to cover all costs related to this convention that fall within FY13.

**B. Changes from FY 2011 Approved AR:**

- FY2011 Tactics 3A (Media Relations) and 3B (Spokesperson Development) have been combined into a single tactic (3A Cattlemen's Stewardship Review).

- This AR may also pursue opportunities to leverage checkoff funding with third party investments. The cost, both direct and implementation, related to pursuing these opportunities will be allocated between this AR and any other NCBA funding sources which receive the benefit of these opportunities.

**C. Subcontractor information:**

- **Name of proposed subcontractors:**
  - Ketchum Public Relations
  - Porter Novelli Public Services
  - Nutritionists and consultants/contractors based on expertise
- **Will all work with subcontractors be competitively bid? If not, why not?**
  - Ketchum Public Relations was selected in February 2009 as the principal agency to work on the food public relations program. The contract was competitively bid and Ketchum was selected because they possess unique expertise & experience about food communications, media relations, branding and the online environment, making them a unique service provider. The agency is reviewed annually and must meet or exceed expectations to continue work.
  - In November 2010, Ketchum Public Relations was selected to support the checkoff media relations, spokesperson development and issues management programs as the result of a competitive bidding process among 10 different top PR firms.
  - Porter Novelli Public Services was chosen in February 2011 as the principal agency to work on the beef nutrition program in the areas of public relations and nutrition/health communications. The contract was competitively bid with four agencies and Porter Novelli was chosen based on their strong nutrition relationships and expertise. The agency will be reviewed annually and must meet or exceed expectations to continue work.
  - Nutrition scientists and consultants/contractors are selected based on their unique authority on a given subject, beef relevant research and ability to communicate.

**D. Identify any relationships between this AR and projects previously funded by the Operating Committee:**

**Nutrition strategy:** Executed collaboratively with the Joint Nutrition & Health Committee.

**Product strategy:** Executed collaboratively with the new products and culinary initiatives of the Culinary Center.

**Industry Resource strategy:** Continues communication skills building with staff and producer leadership.

Public Relations tactics included in this Authorization Request build upon and complement projects funded by the Operating Committee since 1986.

**E. Summary of Prior Year AR Budgets and Expenses:**

Strategy	FY 2011 Approved Budgets			FY 2011 Actual Expenses (NCBA's as of 5/31/11)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
<b>Product</b>	\$ 644,800	\$ 95,200	\$ 740,000	\$ 272,124	\$ 40,160	\$ 312,284
<b>Nutrition</b>	\$ 522,800	\$ 77,200	\$ 600,000	\$ 213,248	\$ 31,676	\$ 244,924
<b>Industry Resource</b>	\$ 357,300	\$ 52,700	\$ 410,000	\$ 82,211	\$ 12,568	\$ 94,779
<b>AR Totals</b>	<b>\$ 1,524,900</b>	<b>\$ 225,100</b>	<b>\$ 1,750,000</b>	<b>\$ 567,583</b>	<b>\$ 84,404</b>	<b>\$ 651,987</b>

**F. Historical Summary of Budgets and Expenses:**

	Total Approved Budgets			Total Actual Expenses		
	FY 2010	FY 2009	FY 2008	FY 2010	FY 2009	FY 2008
<b>Consumer Public Relations</b>	\$1,850,010	\$ 2,332,037	\$ 2,991,500	\$1,845,512	\$2,336,721	\$ 2,946,372
<b>AR Totals</b>	<b>\$1,850,010</b>	<b>\$2,332,037</b>	<b>\$ 2,989,500</b>	<b>\$1,845,512</b>	<b>\$2,336,721</b>	<b>\$ 2,946,372</b>