

## AUTHORIZATION REQUEST FOR FY 2011

**AR Title: CONSUMER PUBLIC RELATIONS**

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

**CBB Budget Component: Consumer Information**

### **I. OVERVIEW**

**A. AR Description:** This plan of work provides consumers motivating and relevant information about beef through broadcast, print and radio media, online communications efforts and third-party and industry spokespeople.

According to Journalism.org, the overwhelming majority of Americans (92%) use multiple platforms to get news on a typical day, including national TV, local TV, the internet, local newspapers, radio, and national newspapers. Some 46 percent of Americans say they get news from four to six media platforms on a typical day. Just seven percent get their news from a single media platform on a typical day.

Traditional and social media are now one world, with each influencing the other. A study of the top 20 national magazines and newspapers found that over the last five years, the number of times blogs and bloggers are mentioned in articles has increased more than 16-fold. Forty percent of journalists use blogs to find topics for stories, 30 percent use them to find experts, and nearly 58 percent use them to measure sentiment. Conversely, Technorati's 2009 "State of the Blogosphere" study shows that nearly 50 percent of bloggers surveyed rely on mainstream news for coverage inspiration.

Traditional media outlets continue to be the most popular among Americans such as major network TV news (65 percent), local newspapers (63 percent) and local TV news (62 percent). Among all mediums, Americans (61 percent) say magazines have the strongest influence on their personal recommendations. Magazine readership has grown four percent during the past five years with the average reader spending 43 minutes reading each issue.

Social media also is playing an increasingly important role in the everyday lives of Americans. The average American visits 87 domains and 2,600 web pages a month, according to Nielsen. Studies show that consumers collectively spent more than a billion hours on Facebook in one month alone. 38 percent of Americans rely heavily on both blogs and message boards when seeking advice and recommendations.

A comprehensive, coordinated traditional and social media engagement plan is critical as consumer research shows people need to hear something three to five times and from three to five sources before they will trust it.

**B. Costs Requested from this AR:**

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$ 1,524,900	\$ 1,524,900	\$
Federation of SBCs (FSBCs)	\$ 225,100	\$ 225,100	\$
Other Sources ( <i>describe</i> )	\$ -	\$ -	\$
<b>Total Funds Requested</b>	<b>\$ 1,750,000</b>	<b>\$ 1,750,000</b>	<b>\$</b>

**C. Disclosure of Implementation Costs Requested in Separate AR:**

Source of Implementation Funding	Implementation
Beef Board/BPOC	\$ 995,528
Federation of SBCs (FSBCs)	\$ 147,050
Other Sources ( <i>describe</i> )	\$ -
<b>Funds Requested in AR CI-06-2011</b>	<b>\$ 1,142,578</b>

**D. Start date:** October 1, 2010**Completion date:** September 30, 2011**II. PLANNING INFORMATION FOR THIS AR**

**A. FY 2011 Priorities Addressed by This AR:** Educate Influencers, Reconnect Consumers, Make Beef An Easy Choice, Demonstrate Beef's Value, Implement Safety Solutions, Capitalize on Power of Lean

**B. Committee That Reviewed This AR:** Joint Public Relations Subcommittee

**C. Committee Recommendations for This AR:** The Joint Information Committee and Joint Public Relations Subcommittee recommend to the Operating Committee that this AR be approved for funding in FY2011.

**III. PROGRAM INFORMATION FOR THIS AR**

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

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

**Specific Tactic Information:****Tactic 1A: Food Public Relations**

The goal of this effort is to secure positive coverage for beef in broadcast, print and online media.

### NATIONAL FOOD MEDIA OUTREACH

In this tactic, we will pitch beef story ideas to reporters, bloggers, newspapers, magazines, television networks and online outlets in major metropolitan markets.

Every month, at least three media pitches will be delivered to consumer media. Examples of these media pitches, releases and story ideas may include:

- How easy and convenient beef is to prepare
- Trendsetters and restaurants are bringing out new flavors
- How to stretch your family's budget with beef
- How to prepare simple one-dish weekday meals with beef

### ONLINE ENGAGEMENT

We will update BeefItsWhatsForDinner.com weekly with new recipes and timely information about beef. BeefItsWhatsForDinner.com is the leading beef recipe resource for Americans. We will create a special section of BeefItsWhatsForDinner.com that showcases the values of farmers and ranchers with beef recipes and preparation techniques.

In this tactic, we will continue to frequently communicate with consumers through social media tools such as Facebook and Twitter to encourage a two-way dialogue about beef recipes and preparation techniques. We will also create and disseminate the weekly e-newsletter, Beef So Simple.

We will continue the successful media and online campaign, "I Heart Beef," using social media tools to engage beef fans and conducting outreach to leading national reporters and bloggers by offering story angles featuring delicious, lean beef recipes and preparation tips.

### BEEF CULINARY EDUCATION

We will target leading, nationally recognized food influencers to secure beef as their preferred protein in their reporting, writing and speaking. We also will offer combined culinary and beef production related sessions at food influencer conferences because food influencers are looking for both cooking trends and information about how beef is produced.

We will also update, produce and distribute printed and electronic versions of "The Complete Take on Steak" and "Confident Cooking with Beef" brochures. These tools are the 'bibles' for beef cookery, are referenced by media and food influencers and are used widely by State Beef Councils.

#### ▪ **Measurable objectives:**

- Secure at least two billion positive media impressions across all food public relations tactics. '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.

- Double the number of 'Beef. It's What's For Dinner.' Facebook page "likes" (formerly fans) to 60,000 and encourage beef fans to share their love for beef with their social networks online.
- Increase 'Beef. It's What's For Dinner.' Twitter follower re-tweets by 25 percent. Retweets – when Twitter followers forward your message – are a measurement of how engaged your Twitter community is and how valuable they find your information.
- Reach at least 1,700 food influencers with cookery and beef production education through ongoing communication efforts including email outreach and participation at leading food influencer conferences.

▪ **Proposed 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 Cost:** \$600,000

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

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

The goal of this effort is to increase positive media coverage and online visibility about beef's nutritional profile.

##### NATIONAL NUTRITION MEDIA OUTREACH

In this tactic, we will work directly with the nation's leading health and nutrition media contacts and key members of nutrition-related online communities to report on how beef contributes to a healthy dietary pattern, leveraging checkoff-funded nutrition science and emphasizing the nutritional benefits it provides and highlight its caloric advantages over other choices.

This tactic includes ongoing media outreach to the top 250 print as well as top-tier broadcast media outlets. We will provide the latest, relevant beef nutrition content, graphics and tools. Examples of these media pitches, releases and story ideas may include:

- Translating 2010 Dietary Guidelines and what it means for you
- Beef's new friends on the plate -- How easily beef pairs with fruits, vegetables and whole grains for a powerfully nutrient rich meal
- Getting to know your favorite lean beef cut
- Heart health benefits of lean beef
- Beef in an Optimal Lean Diet (BOLD) research findings
- The importance of beef's nutrients to the aging population
- The importance of beef's nutrients to healthy, active kids

##### ONLINE ENGAGEMENT

We will establish partnerships with and build on the successful outreach efforts to nutrition, health and parenting bloggers. In this tactic, we will also

develop five consumer education videos highlighting beef's nutritional value and its role in a healthy diet which will be distributed through BeefItsWhatsForDinner.com and social media outlets like the 'Beef. It's What's For Dinner.' YouTube channel.

▪ **Measurable objectives:**

- Secure at least 250 million favorable media impressions. 'Media impressions' is an industry standard measurement to report the number of times a consumer sees your message.
- Reach 40-50 top online nutrition influencers (e.g. nutrition-and-health-involved bloggers and engaged social media users) to create more advocates for beef's nutritional benefits.

▪ **Proposed 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 Cost:** \$410,000

**Specific Tactic Information:**

**Tactic 3A: Media Relations**

This program shows media and consumers that the beef industry is responsive and consumer-focused through strategic media outreach and message development.

In this tactic, we will maintain a credible and consistent voice for cattle farmers and ranchers in the editorial conversation about food production by:

- Maintaining a “media helpline” which responds to incoming media requests with accurate information and expert sources within a reporter’s established deadline. Majority of request are fulfilled within 24 hours.
- Establishing a two-way dialogue with national business media and meat industry trade publications to build trust in U.S. beef production practices and industry marketing efforts and extend the reach of checkoff research, product development and promotional activities.
- Organizing at least five deskside meetings or “meet-and-greets” with targeted meat industry and national business reporters to build and maintain positive relationships and discuss beef and related industry trends for editorial development
- Developing media tools such as key messages, Q&As, media statements and press releases as needed to actively place industry expertise or perspective on breaking news events as needed
- Coordinating targeted media participation in on-site tours/visits to observe U.S. beef production, safety and product development practices

This year's program will include increased efforts to uncover the untold industry stories and nurture editorial relationships to securely position checkoff and third-party spokespeople as valued, expert resources that can offer good information on a short timeline.

▪ **Measurable objectives:**

- Foster relationships with the top 25 business media covering food, agriculture and related industries to ultimately strengthen a positive industry image, showcase beef industry innovation and protect and defend the industry against uninformed reporting in national media outlets. Planned media relations activities targeted to national media outlets that reach high-population areas.
- Provide factual information to help improve editorial perception of the U.S. beef industry and credibility of checkoff resources.
- Benchmark share of voice for core team of industry spokespeople on prominent industry issues in national business and meat industry outlets throughout FY2011.

▪ **Proposed cost:** \$225,000

**Tactic 3B: Spokesperson Development**

Prepare industry experts, including beef producers, third parties, key staff and state/national leadership, for high-profile media interviews and other critical communications opportunities. This program helps prepare experts who are uniquely qualified to tell compelling beef and beef production stories using their experience and expertise. This year's program will include identifying, selecting and conducting on-site visits and intensive training with "Beef's Top 10" – ten innovative producers located near critical media markets throughout the United States.

▪ **Measurable objectives:**

- Conduct 10 on-site visits/trainings with "Beef's Top 10" spokespeople.
- Conduct at least 10 in-state communication training workshops for state staff and/or leadership.
- Conduct at least three media and/or presentation training sessions for third-party experts in the areas of health/nutrition, safety or the environment.
- Conduct annual intensive media interview practice sessions with producer leaders and key staff experts to create "go-to" sources on key media issues like safety, nutrition and modern production, and provide as-needed "batting practice" in preparation for specific media interviews.
- Establish a qualitative benchmark for effective message delivery by checkoff spokesperson in secured media placements.

▪ **Proposed cost:** \$105,000

**Tactic 3C: Masters of Beef Advocacy (MBA)**

Since its launch in FY2009 the MBA program has enrolled more than 3,000 students and produced more than 1,500 advocate graduates in 43 states and the District of Columbia. In FY2011, the MBA program will focus on recruiting and graduating more students to continue building the nationwide network of advocates, as well as mobilizing the network to proactively tell the beef production story and respond to negative news and misinformation about beef.

In FY2009 a series of six online courses in advocacy were launched covering: Modern Beef Production, Animal Care, Beef Safety, Environmental Stewardship, Beef Nutrition and The Beef Checkoff. These courses are the foundation of the program providing MBA “students” with the information and messages they need to serve as advocates. As these courses are nearly two years old, they need to be updated with the latest data and to remain compatible with new internet browser software.

This tactic also covers day-to-day management of the MBA Alumni Association social networking site. This is where MBA graduates go to receive action alerts and advocacy materials (fact sheets, template letters to editors, presentations and more) developed through the checkoff-funded issues management program. MBA grads also interact with and encourage each other to respond to issues in their state and local communities.

**▪ Measurable objectives:**

- Rewrite and launch updated MBA courses to include latest issues and information and accommodate the latest in e-learning technology.
- 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 land-grant universities.
- Increase participation in MBA Alumni Association advocacy activities by 10% (from baseline established by survey conducted in June 2010).

**▪ Proposed cost: \$80,000**

#### IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Food Public Relations	M. Murray	9/30/11	\$ 740,000	\$ 644,800	\$ 95,200	
<b>Product Total</b>			<b>\$ 740,000</b>	<b>\$ 644,800</b>	<b>\$ 95,200</b>	
Nutrition Public Relations	M. Murray	9/30/11	\$ 600,000	\$ 522,800	\$ 77,200	
<b>Nutrition Total</b>			<b>\$ 600,000</b>	<b>\$ 522,800</b>	<b>\$ 77,200</b>	
Media Relations	M. Pusey	9/30/11	\$ 225,000	\$ 196,100	\$ 28,900	
Spokesperson Development	D. Williams	9/30/11	\$ 105,000	\$ 91,500	\$ 13,500	
Masters of Beef Advocacy	D. Williams	9/30/11	\$ 80,000	\$ 69,700	\$ 10,300	
<b>Industry Resource Total</b>			<b>\$ 410,000</b>	<b>\$ 357,300</b>	<b>\$ 52,700</b>	
<b>AR Totals</b>			<b>\$ 1,750,000</b>	<b>\$ 1,524,900</b>	<b>\$ 225,100</b>	

#### V. SUPPLEMENTAL INFORMATION

##### A. Changes from FY2010 Approved AR:

- The performance measure for media impressions in Food Public Relations Tactic 1A has been reduced from three to two billion impressions in Fiscal Year 2011 as a result of reduced budget dollars and programming shifts toward more concentrated online mobilization and building a comprehensive food influencer strategy targeting food bloggers and culinary experts.

##### B. Subcontractor information:

- **Name of proposed subcontractors:**
  - Edelman Public Relations
  - Ketchum Public Relations
  - Burson-Marsteller
  - GolinHarris
  - Nutritionists and consultants/contractors based on expertise
- **Will all work with subcontractors be competitively bid? If not, why not?**
  - Edelman Public Relations was selected in October 2003 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 and Edelman was selected because they possess unique expertise & experience about the nutrition issues environment, making them a unique service provider. The agency is reviewed annually and must meet or exceed expectations to continue work.
  - 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.

- Burson-Marsteller provides unique media counsel on issues with more than a decade of experience with the beef industry. This business was competitively rebid in 2009. The agency is reviewed annually and must meet or exceed expectations to continue work.
- GolinHarris was selected through a competitive bid in February 2008 as the principal agency to work on industry resource public relations work centered on advocacy communications and media relations expertise. The agency is 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.

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

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

Food Public Relations strategy: Executed collaboratively with the new products and culinary initiatives of the Culinary Center.

Industry Resource strategy: Continues communications 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.

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

Strategy	FY 2010 Approved Budgets			FY 2010 Actual Expenses (NCBA's as of 5/31/10)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
Product	\$ 774,250	\$ 74,500	\$ 848,750	\$ 499,571	\$ 48,084	\$ 547,655
Nutrition	\$ 662,925	\$ 63,800	\$ 726,725	\$ 240,911	\$ 23,203	\$ 264,114
Industry Resource	\$ 250,425	\$ 24,110	\$ 274,535	\$ 78,922	\$ 7,596	\$ 86,518
<b>AR Totals</b>	<b>\$ 1,687,600</b>	<b>\$ 162,410</b>	<b>\$ 1,850,010</b>	<b>\$ 819,404</b>	<b>\$ 78,883</b>	<b>\$ 898,287</b>

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

	Total Approved Budgets			Total Actual Expenses		
	FY 2009	FY 2008	FY 2007	FY 2009	FY 2008	FY 2007
Consumer Public Relations	\$ 2,332,037	\$ 2,989,500	\$ 3,090,000	\$ 2,336,721	\$ 2,946,372	\$ 3,027,332
<b>AR Totals</b>	<b>\$ 2,332,037</b>	<b>\$ 2,989,500</b>	<b>\$ 3,090,000</b>	<b>\$ 2,336,721</b>	<b>\$ 2,946,372</b>	<b>\$ 3,027,332</b>