

Joint Information Committee

Austin Brown III, Chair
Jim Steinbeisser, Vice Chair

Joint Public Relations Subcommittee

David Fugate, Chair
Joyce Bupp, Vice Chair

The Joint Public Relations Subcommittee meeting was called to order by Chair Dave Fugate on Friday, January 29, 2010 at 1:45 p.m.

Austin Brown III and Jim Steinbeisser encouraged the Public Relations Subcommittee members to attend the Priority Setting Session and explained the importance of participating in such a crucial part of the FY2011 planning process.

The Subcommittee heard an update from Carol Abrahamzon of the American National Cattlewomen shared a report on the National Beef Ambassadors. The Metropolitan Cooking Show in DC with Northeast Beef Promotion Initiative (NBPI) reached more than 2,000 consumers with beef samples, recipes and brochures.

Sherry Hill of American National Cattlewomen provided an update on the National Beef Cook-Off (NBCO). A Raley's promotion titled "Beef It Up" featured a sweepstakes contest over Labor Day. A Chef Challenge during the NBCO garnered six winning recipes featuring middle meats.

Representing the NBPI, Carrie Bomgardner provided a review of their strategy and objectives as well as an overview of the planned events for 2010. The Events tactic will include the Boston Marathon, Food and Wine Festival (National Harbor), DC Metropolitan Cooking and Entertaining Show, and a fourth event.

The NCBA public relations team, led by Michele Peterson Murray, presented results from Food and Nutrition Communication team. The team secured a *Today Show* segment featuring Chef Richard Chamberlain who shared tips on creating the perfect steakhouse steak at home which reached more than 4 million consumers. The team also highlighted the "I Heart Beef" program which will kickoff this February and already has drawn more than 32 million media impressions.

Daren Williams shared a status update of the Media Relations program and results of the Master's in Beef Advocacy (MBA) program. He highlighted the importance of providing reporters with beef expertise and balance especially in light of media challenges such as *Time* magazine, *National Public Radio* and *San Francisco Chronicle*. Bethany Shively shared the goal of NCBA Public Affairs program which includes persuasive communication of policy issues to various constituents and the 2010 priority issues.

Rich Otley presented an overview of the Public Relations evaluation report conducted by the Cattlemen's Beef Board. Vice Chair Joyce Bupp thanked the attendees for their time. Chair Fugate adjourned the meeting at 4:25 p.m.