

### **The Checkoff on the Radio**

Cattlemen's Beef Board CEO, Greg Hanes, did an extensive interview with Tom Steever with Brownfield Ag News. Hanes answered a variety of questions about the effects of the COVID-19 pandemic on beef demand, the need for beef in the U.S. and abroad, and the need for unified, coordinated beef promotion.

### **The Checkoff In-Print and Online News**

An op-ed from CBB CEO, Greg Hanes, on the topic of Checkoff transparency went out to the media in May. The op-ed, "The Truth Is in Plain Sight," tackled the five most frequently asked questions about the Beef Checkoff, providing answers and links to additional information on the [DrivingDemandForBeef.com](http://DrivingDemandForBeef.com) website. The op-ed's goal was to demonstrate the Checkoff does provide information about how CBB members are selected, how funds are distributed, the location of audited financials and much more. The op-ed received good coverage in media outlets, with more than 15 ag trade publications and more than 100 consumer media outlets sharing the piece.

### **CBB Hosts Ag Trade Media Roundtable**

Some of the top names in ag media participated in a media roundtable hosted by the CBB in late May. During the hour-long roundtable, members of the media shared their perspectives on Checkoff misconceptions they hear about in the field, the type of information and content their audiences want most and how often they'd like to receive Checkoff communications. In addition to providing the CBB team with invaluable insight, the roundtable further educated the Checkoff's producer communications team, and will influence its media practices in the futures.