

Have You Watched Angus TV?

Most people involved in the cattle business are familiar with the American Angus Association and the tens of thousands of cattle producers it represents. Founded in 1883, the organization is the nation's largest beef breed association, registering more cattle than the next eight breeds combined, and surveys show 70% of cow-calf producers today use Angus bulls or Angus genetics.

Maintaining engagement with producers today is a central challenge and opportunity for all of us. So, a couple of years ago, the Association launched two TV programs — *The Angus Report*, a weekly news program, and *I Am Angus*, a documentary series about the people involved in the cattle business. We often say that *The Angus Report* explains “how” we do this, and that *I Am Angus* explores “why” we do this.

You can watch some *I Am Angus* segments by following these links:

- <https://www.youtube.com/watch?v=6SzO7QFwvtA>
- https://www.youtube.com/watch?v=7fZ_70EWEQ



- <https://www.youtube.com/watch?v=QSkIWMNR4pE>

You can also watch some *Angus Report* segments by clicking here:

- https://www.youtube.com/watch?v=B8_gjxYkiCQ
- <https://www.youtube.com/watch?v=TnNPNfkMbuw>

Both programs air on RFD-TV and reached nearly 2.7 million viewers (18 years and older) in 2012, according to Nielsens. They are supported and promoted by a large and highly engaged social media presence, which ranks among the industry's largest: www.facebook.com/americanangusassociation, www.twitter.com/angusassoc and www.youtube.com/apicreativemedia.

