

# Two opportunities for *Bulletin* readers

by **SHAUNA ROSE HERMEL**

As editor, I want to encourage you to take advantage of two opportunities presented in this issue. The first is our readership survey.

You are a very important person — a VIP, if you will — to the American Angus Association and to the *Angus Beef Bulletin*. As a reader, no one's opinion is more valuable to us as we begin a structured self-examination of the publication.

It's been a while since we've done a top-to-bottom, bottom-to-top critical analysis of the *Angus Beef Bulletin*. Readership habits change over time. Information needs change over time. The business we cover is constantly changing. And even the

technology available to media to deliver the message is changing rapidly.

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**By filling out the survey  
before Dec. 1, you'll be  
eligible to enter a drawing for  
\$2,500 in prizes.**

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We feel it's time to take a critical benchmark look, keeping in mind that change for change's sake can be a waste of time, effort and money; however, change to meet our readers' needs can help keep them in business and reading the *Angus Beef Bulletin* for years to come.

Please take a moment to fill out and mail in the survey inserted between pages 72 and 73, or take the survey online at [www.apisurvey.uark.edu](http://www.apisurvey.uark.edu).

In addition to a better publication tailored to meet your needs, by filling out the survey before Dec. 1, you'll be eligible to enter a drawing for \$2,500 in prizes — including two \$500 cash prizes, Angus clothing and other assorted Angus merchandise.

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**Sign up for the *Angus Beef  
Bulletin Extra* today.**

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## **Opportunity No. 2**

The *Angus Beef Bulletin* is currently published five times per year — August/September, October, January, February and March. We'd like to keep you informed of Association and industry events and issues that happen in between.

So, this winter we will debut the *Angus Beef Bulletin Extra*, an electronic supplement to the printed version. At its launch, the *Extra* will be e-mailed monthly to subscribers who sign up for the *Extra* at [www.angusbeefbulletin.com](http://www.angusbeefbulletin.com) (see signup in upper left corner of screen) or by e-mailing [bulletinextra@angusbeefbulletin.com](mailto:bulletinextra@angusbeefbulletin.com) and including "subscribe" in the subject line. Stand-alone advertising will not be e-mailed through this distribution list.

Through the *Extra*, we'll provide production management information, news of Association programs and services, marketing information and additional feature stories to help you make the most of your Angus genetic purchases and stay abreast of the beef industry.

There's lots of news that happens between published issues; sign up for the *Angus Beef Bulletin Extra* today.