



BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

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NEWS RELEASE

Radio Program Improves Public Opinion of Ranching

A survey completed earlier this year to evaluate the radio awareness program titled *BC Ranching Moments* showed that public opinion improved as a result of the program.

This radio program was designed by the BC Cattlemen's Association to raise awareness of the ranching industry's contributions to society, the economy and the environment with urban audiences.

Survey results also showed that listeners found the radio program informative and easy to understand but that information retention was low. "Radio is a difficult format," explains Elaine Stovin, Communications Coordinator, "The best way to improve a listener's knowledge retention is to increase how often you are heard."

The *BC Ranching Moments* program was a series of 30 second messages delivered for eight weeks over two years on radio stations throughout the BC interior. To complement the radio program, a *BC Ranching Moments* website was created and featured a contest to win 100% Canadian Beef. The contest winners received \$25 worth of Canadian Beef (donated by Overwaitea/Save-On Foods) along with an *I Love Canadian Beef* cookbook.

Archived radio clips, survey results and information about the program are available on the BC Cattlemen's Association website (www.cattlemen.bc.ca/contest.htm).

BC Cattlemen's Association wishes to thank the Beef Cattle industry Development Fund for providing matching funds to the project and to Ken Clark of the Overwaitea Food Group for supplying the gift certificates that were included in the contest prize packages.

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