



# Beef For Father's Day

# INTRODUCTION

This guidebook has been developed to assist state and local Beef For Father's Day chairmen in their planning and execution of this annual promotion. Please read the booklet to get ideas and suggestions before beginning to plan local events.

Although national coordinators will help with suggested activities and programs, this is not a "national" program! The Beef For Father's Day promotion works only through the efforts of local and state CattleWomen organizations, each conducting its own projects. Through these projects we're all pulling together for a common purpose.

If you need additional assistance in your planning, contact your state Chairman or one of the contacts listed below. Good luck in your promotional efforts!

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Thanks to the California Beef Council for their assistance.

This guidebook is also available online at  
[www.cattlewomen.org](http://www.cattlewomen.org)

# BEEF FOR FATHER'S DAY OBJECTIVES

*Beef For Father's Day*, as an annual promotion for CattleWomen/ CowBelles, is both exciting and fun. But before making any plans for local or statewide activities, you should review the basic objectives of the promotion.

## **ANY ACTIVITIES SUPPORTING THE BEEF FOR FATHER'S DAY PROMOTION SHOULD:**

- Encourage the serving of beef on Father's Day as a traditional food to honor dad;
- Advance positive attitudes for beef in terms of nutrition, convenience and taste, and show that beef is a food that fits contemporary life-styles;
- Create favorable publicity/draw considerable positive attention to beef and the beef industry.

All programs should serve to address one or more of the above objectives. If not, it's better to drop the idea than expend time and energy on it.

# PROMOTION REPORT FORM

To help improve the quality of our annual *Beef For Father's Day* promotion, please send the following information by Mid-Year Meeting (July) to the state Promotion Chairman. Thanks!

Chairman reporting \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

1. What elements of the *Beef For Father's Day* promotion did you use? *News Release, Radio Ads, Newspaper Ads, Public Service Announcements, Photo Contest, Essay Contest, Other*
2. If you used radio in the promotion, which station(s)?
3. Was the Beef Trivia Game used? If so, did you supplement with advertising? (Please let us know the number of mentions you received, and the ad value, if available.)
4. Where did you place newspaper ads and which did you use?
5. Where did you submit your press release?
6. What other projects did your group do?
7. What was your Beef For Father's Day budget?
8. If you could do it over, how would you improve your Beef For Father's Day promotion?
9. How can we improve this booklet and our guidelines for Beef For Father's Day programs?
10. Please give us your overall evaluation and comments on this year's Beef For Father's Day effort.

## PROGRAM IDEAS... START WITH THE BASICS

Financial resources for the *Beef For Father's Day* programs vary from state to state and county to county. There's no reason, though, that even the county with the smallest budget can't conduct a successful promotion if they have the desire.

Whatever the resource level, **all counties participating in the program should send out a press release on the promotion.** If possible, this should be preceded by the signing of a proclamation. Copies of the Public Service Announcements, along with a brief cover letter, can also be included in the mailings to radio stations.

That's a great start, and if done properly, can make a great promotion in and of itself! The only costs would be the mailing of the releases, copies, and the time it takes to put them together. (A sample news release, proclamation and several public service announcements can be found in this booklet.)

For those organizations with greater resources, we have included specific guidelines for several projects that are more involved (photo contest, essay contest, ranch tour, radio trivia contest, etc.) These projects are ideal for organizations that wish to concentrate their efforts on a large-scale promotion.

Whatever project(s) you choose, we think you'll find the annual *Beef For Father's Day* promotion to be personally rewarding and highly successful.

## NEWS RELEASES

We recommend that you use the following news release to generate publicity in your local area about *Beef For Father's Day*. Here's what you should do:

1. Fill in the missing information on the press release and then retype the release in its entirety. Be sure to double-space the body of the release.
2. Duplicate the release and send it to any newspapers, magazine editors, or radio and television news directors in your surrounding area.

NOTE: With the exception of magazines, news releases should be sent 4-6 weeks prior to your event or activity. Magazines, particularly if they're published monthly, need materials at least two months prior to publication.

# SAMPLE NEWS RELEASE

(Date)

For Immediate Release

From: (organization)

Contact: (your name, phone number)

## BEEF CITED AS TRADITIONAL FATHER'S DAY FOOD

Fathers are very special individuals, and deserve to be treated as such on Father's Day, according to the American National CattleWomen, Inc. Therefore, the CattleWomen are again sponsoring a "*Beef For Father's Day*" promotion to encourage families to serve Dad his favorite food on his special day.

Father's Day has been chosen by the CattleWomen to demonstrate the industry's commitment to family values on an annual basis. Started in 1953, "*Beef For Father's Day*" is one of the most popular promotion programs in the beef industry.

"*Beef and Father's Day* are a natural tie-in," said Merrilee Doss, President of the California CattleWomen. "Not only is beef one of the most popular foods among fathers around the country, but the industry embraces the strength, loyalty and integrity that we like to associate with fatherhood."

Doss pointed out that today's beef is highly nutritious. She said that it is considerably leaner than it was 10 or 20 years ago, and there are now 29 cuts of beef that meet government guidelines for lean. Beef contains a high proportion of nutrients compared to calories and is one of the diet's leading contributors of iron, zinc, protein and important B vitamins.

Locally, the CattleWomen will actively promote "*Beef For Father's Day*" by (fill this space with a description of local activities and promotions).

This year's "*Beef For Father's Day*" program is a cooperative effort of the American National CattleWomen, Inc., and the California CattleWomen.

# HOW TO PLACE PUBLIC SERVICE ANNOUNCEMENTS

Radio stations must regularly prove to the Federal Communications Commission (FCC) that they serve the public interests of the communities in which they operate. One of the ways that they do this is by running “public service announcements,” or PSAs, communicating important information of interest to their listeners.

Call your local station to determine their policy on PSAs. Tell them you have two 30-second PSAs that you feel would be of interest to their listeners, and will provide written copy to them. The announcer can read the PSA, or you can work with the station to tape the announcements for future use. In most cases, station personnel will be helpful with either method of broadcast.

## PUBLIC SERVICE ANNOUNCEMENT

#1 (30 seconds)

(To be read by announcer)

On this Father’s Day, we in the beef industry would like to remind fathers and their families about the importance of eating a balanced and varied diet, eating everything in moderation and getting plenty of exercise. These are the keys to living a long and healthy life. They are absolutely essential if fathers and their families want to enjoy many more Father’s Day celebrations to come. This message of good health has been brought to you by (your organization) and this station.

# PUBLIC SERVICE ANNOUNCEMENT

#2 (30 seconds)

(To be read by announcer)

Father as a cowboy? When we think of the cowboy image, we don't usually think of today's fathers filling that role. But the beef industry has supported traditional family values throughout its history. Values like honesty and integrity. Loyalty and individuality. Compassion and kindness. As Father's Day approaches, remember that Dad's success as a Father is only possible through your support. Let's help reestablish those values that have kept America strong, starting with the family. This message brought to you by (your organization) and this station.

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## BEEF TRIVIA RADIO GAME

The objective of this project is to have the "Beef Trivia Quiz" aired on your local radio station to generate listener participation. The idea is to reward the callers who answer the questions correctly with a beef prize, such as beef donated from a local supermarket.

Whenever possible, the Beef Trivia Quiz should be supplemented by paid radio advertising. Advertising will heighten awareness of the promotion, create excitement for the giveaway, and increase and improve cooperation from the radio station with which you are working.

You should plan to coordinate this activity with the radio station approximately six weeks prior to Father's Day in order to leave plenty of time for you and the station to work out all the details.

## IMPLEMENTING A SUCCESSFUL TRIVIA PROMOTION ON RADIO

1. Call or visit your local radio station and ask to speak with either the director of promotions or an advertising salesperson.
2. Tell that person your organization is working to promote *Beef For Father's Day* and would like to work out a joint promotion with the radio station.
3. Describe *Beef For Father's Day* and explain that your organization has had excellent success with the "Beef Trivia Quiz" in the past. (Even if your local organization has not run the radio promotion previously, others like it have, and with great results.)
4. Tell the radio person about the trivia quiz and explain that your organization would be willing to provide beef prizes that could be awarded to listeners who call in and successfully answer the trivia questions. (There may be a related giveaway format the station would prefer to use. Ask your contact at the station for his/her ideas in this area.)

**IMPORTANT NOTE:** Determine what the beef prizes will be, and what quantity will be provided to the station. Give them a monetary value of the prizes.

5. For extra impact, you may wish to increase the size and effectiveness of the promotion by purchasing advertising on the same station. This is not absolutely necessary, however,. Many stations consider the value of the giveaway item the equivalent of advertising dollars, and are perfectly content just giving a "prize" away.

Some stations, though, have policies that require you to buy ads first. The station will then “supplement” the buy with contest mentions. Either way is all right; just be sure you understand the conditions and ground rules of your promotion before proceeding. If you don’t like the “deal” the station offers, go to another station.

**CAUTION:** Conduct only one promotion per radio market. Stations prefer exclusive promotions, not ones that everyone else is running.

6. After the promotion has run its course, ask the radio station to provide you with the number of mentions your organization or product received during the promotional period. Ask them to also compute what the equivalent ad value would have been had you purchased ads in place of the mentions. (Radio stations routinely provide this information. Don’t be afraid to ask for it.)

7. Be sure to send a follow-up letter to the station thanking them for helping to make the promotion successful. Be sure to mention that you’d be interested in conducting a similar promotion next year.

# BEEF RADIO TRIVIA QUESTIONS

1. Name three ways of cooking meat.

*Broiling, grilling, roasting, pan-broil/pan fry, stir fry, braising, in liquid.*

2. Which important beef mineral is critical in the healing process and affects reproduction growth and our sense of taste and smell?

*Zinc*

3. How much does a quarter-pound hamburger patty weigh after it's cooked?

*Approximately 3 ounces.*

4. Which weighs more after cooking, 70% lean ground beef or 85% lean ground beef?

*They weigh the same. (70% ground beef loses more fat, 85% loses more moisture.)*

5. From what cut of beef do we get filet mignon?

*Beef tenderloin.*

6. How did New York's Wall Street get its name?

*Early settlers build a wall near that site to keep Indians from rustling their cattle.*

7. Beef is one of the richest sources for the kind of iron most easily absorbed by the body. What other important property does beef's iron have?

*It helps the body absorb the iron in vegetables and other foods eaten at a meal.*

8. If properly wrapped, quickly frozen and kept at 0 degrees F, how long can fresh beef (other than ground beef) be stored?

*Up to one year. Ground beef, 3-4 months.*

9. What's the best method for defrosting frozen beef cuts?  
*In the refrigerator, in their original wrappers.*
10. Where did the hamburger originate?  
*Russia. The hamburger is a descendant of steak tartar, eaten by Tartary's nomadic horsemen throughout the area known today as Russia.*
11. What are the three top grades of beef?  
*Prime, choice and select.*
12. How many calories does a 3 ounce serving of lean beef have?  
*179 calories*
13. How much of the fat in lean beef is saturated?  
*4.5 grams or less*
14. A roast is medium-rare when cooked to what temperature?  
*160°F*
15. What is the difference between a steak and a roast?  
*Thickness. Roasts are two inches or more in thickness; steaks are less than two inches thick.*
16. How many lean beef cuts are there according to USDA?  
*29 lean beef cuts.*
17. List five types of information on a meat label in your supermarket.  
*The kind of meat, the wholesale or primal cut, the retail cut, weight, price per pound and total price.*
18. What is the correct internal temperature ground beef should be cooked?  
*160°F*

10. After cooking a beef roast, how long should it “stand” before carving?

- a. 5 minutes
- b. 20 minutes \*
- c. 30 minutes
- d. carve immediately

20. What is the moist heat method of beef cookery requiring the use of a small amount of liquid?

*Braising*

21. A three ounce serving of lean beef contributes less than what percentage of calories to a 2,000 calorie diet?

- a. 10% \*
- b. 25%
- c. 76%
- d. 90%

22. What is the best method for cooking tender cuts of beef?

- a. moist heat
- b. dry heat \*

23. What is the dish people order most often when they dine out in a dine-in restaurant?

- a. prime rib \*
- b. grilled chicken
- c. rib eye steak
- d. fried shrimp

24. True or False. When carving a roast, you should always cut with the grain.

*False. You should always cut across the grain.*

25. What is the term for the tiny flecks of fat found within a beef cut?

*Marbling.*

26. What is the most common USDA grade of beef found in grocery stores today?

*Choice.*

27. What are the four major “primal,” or wholesale, cuts of beef?

*The chuck, the rib, the loin and the round.*

28. What U.S. state has the largest agricultural economy?

*California*

29. What is the beef cut used most often for corned beef?

*a. chuck*

*b. shank*

*c. brisket \**

*d. round*

30. In 1812, meat packer Sam Wilson provided wartime U.S. troops with provisions, and in so doing became the prototype for an American icon representing the American spirit. What was it?

*“Uncle Sam.”*

38. What is the most popular cut of beef consumed in the US today?

*Ground beef, accounting for 59%, followed by steak and roast at 22% and 9% respectively.*

39. One 3-ounce serving of beef provides how much of the protein recommended daily?

*50%*

40. A popular steak sold in restaurants is listed on menus as a “Filet Mignon.” What is the standard retail name for this steak.

*Fiklet Mognon is a fancy name for a beef tenderloin steak.*

41. Which mineral supplied by beef is most likely to be missing from American diets?

*Iron. Beef is one of the best food sources of iron - a mineral that is lacking in the diets of many women and children.*

42. When preparing a beef roast, what kitchen tool best determines the degree of doneness.

*A meat thermometer measures the internal temperature of beef.*

43. According to the USDA My Pyramid, a serving size of beef is how many ounces.

*3 ounces, cooked and trimmed - about the size of a deck of cards.*

44. What is the current nationally advertised slogan for beef?

*"Beef. It's what's for Dinner." or "Discover the power of protein in the land of lean beef."*

45. A beef tri-tip roast comes from which beef wholesale cut?

*Sirloin, a boneless cut from the bottom sirloin. It's also called a triangular roast because of its shape.*

46. What do you call a highly seasoned liquid used to add flavor and tenderize less tender cuts of beef?

*Marinade.*

47. Which is the most tender cut of beef?

*Tenderloin.*

48. Who brought the first cattle to the Western Hemisphere?

*Christopher Columbus brought cattle on his second voyage in 1493.*

49. The first beef cattle in the US were what breed?

*Longhorns brought into the southwest by the Spaniards in the early 1500's.*

51. There are about how many cattle in the state of CA?  
*There are over 5 million head of cattle in CA.*

52. How many calories are there in 3-ounces of cooked sirloin steak that is trimmed of visible fat?  
*170 calories.*

53. Which has more cholesterol, beef or chicken?  
*They are approximately equal in cholesterol levels.*

54. Top quality leather basketballs are made from cowhides. How many basketballs can be made from one cowhide?  
*Eleven, according to the Wilson Sporting Goods Co.*

55. How many cowhides does it take to supply the National Football League with enough leather to produce footballs for one season?  
*About 3,000.*

## BEEF SMART

1. A three ounce cooked portion of beef is about the size of a deck of cards or a computer mouse.
2. A three ounce serving of lean beef contributes less than 10% of calories to a 2,000 calorie diet, yet it supplies more than 10% of the Recommended Daily Values for protein, iron, zinc, vitamin B12, niacin, vitamin B6, riboflavin, selenium and phosphorous.
3. There are 29 cuts of beef that are lean, including tenderloin, T-bone, sirloin and flank steaks. Use this rule of thumb to help identify some of these many lean cuts: “loin” or “round” in the name always means it’s a lean cut.
4. Lean beef fits easily into low-fat meal plans designed to decrease blood cholesterol levels. Did you know that half of the fat in beef is monounsaturated? That’s the same type of healthy fat found in olive oil and championed for its heart-healthy properties.
5. Protein is essential to maintain muscle while you’re losing weight and protein-rich foods, such as lean beef, provide longer lasting satisfaction that may help you consume fewer calories throughout the day.
6. The iron and zinc in lean beef can help build better brains. Among school-age children, getting enough iron and zinc can boost thinking skills and school performance.
7. Plan ahead and thaw frozen meat in the refrigerator, never at room temperature. In a pinch, you can also use a “fast-thaw” method, such as defrosting in the microwave and cook immediately.
8. Lean beef is a smart food choice for growing children. A three ounce serving provides more than 30% of the average daily requirement of iron needed for boys and girls, age 9-13.
9. Did you know that you would have to eat nearly 14 servings (three ounces, each) of salmon to get the same amount of zinc as in one serving (three ounces) of lean beef!

## SUGGESTIONS FOR PAID RADIO ADVERTISING

1. Contact your state beef council if you're interested in using radio advertising that coincides with the beef industry's national advertising efforts. Or, you may elect to use the ads on the following pages as "live announcer" ads.

2. At least one month prior to Father's Day, contact your local radio advertising representative. Explain the *Beef For Father's Day* promotion, and tell him/her that you are interested in placing 30-second ads on the station during the week **prior** to Father's Day. Find out how much it would cost to run the ads - making sure that the price excludes the 15 percent ad agency commission, since you are placing the ads yourself.

**NOTE:** If you are dealing with a radio station on which you will be running the Trivia Quiz, see if you can obtain an additional discount on air time (as outlined in the "Suggestions for Implementing a Successful Trivia Game" section).

### *PAID RADIO ADVERTISING*

Ad #1 (30 seconds)

(To be read by announcer)

Dad's been looking forward to Father's Day for quite some time. It's his day - he deserves it. So don't just give him another necktie... Serve him beef for Father's Day. Why beef? Today's beef is something special - it's lower in calories, lower in cholesterol and lower in fat than you might think. And it's got all the vitamins and nutrients your Dad needs to be... well...your Dad. So for Father's Day, make it beef.

Beef - It's what's for dinner.

*PAID RADIO ADVERTISING*

Ad #2 (30 seconds )

(To be read by announcer)

I've got some good news and bad news for you. Let me give you the bad news first. The bad news is that Father's Day is just around the corner and, if you're like most of us, you probably haven't come up with a unique gift idea yet. The good news - at least for your Dad - is that the local men's store has probably sold out all their neckties and after shave. So this year , give Dad something different for Father's Day. Give him beef. Beef is nutritious, low in calories and something he'll really enjoy.  
Beef - It's what's for dinner.

*PAID RADIO ADVERTISING*

Ad #3 (30 seconds)

(To be read by announcer)

Father's Day is just around the corner, and let's face it; Dad already has everything he wants -including a loving family that knows how to treat him right. On Father's Day, show him you really care by serving him a nutritious beef meal. Most Dads prefer the taste of beef, and that's not all. Lean beef is low in calories and high in nutrients. It's a taste treat that fills many of the nutritional requirements of active, busy fathers. Let Dad know how you feel about him on Father's Day. Serve him Beef.  
Beef - It's what's for dinner.

*RADIO SPOTS*  
*(15 SECONDS)*

Beef. It's what's for dinner this Father's Day because... there are 29 lean cuts of beef with only one more gram of saturated fat than a boneless, skinless chicken breast. Visit [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com).

Beef. It's what's for dinner this Father's Day because... a three ounce serving of lean beef contributes less than 10 percent of calories to a 2,000-calorie diet. Visit [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com)

Beef. It's what's for dinner this Father's Day because...you'd have to eat seven chicken breasts to get the same amount of vitamin B12 in a three ounce serving of beef. Visit [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com)

Beef. It's what's for dinner this Father's Day because... today's beef is leaner than ever before, and naturally rich in nine essential nutrients that fuel healthy, active Dads. Visit [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com)

Beef. It's what's for dinner this Father's Day because... a three ounce serving of lean beef provides 50% of the recommended daily value of protein. Visit [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com)

Beef. It's what's for dinner this Father's Day because... Calorie-for-calorie, beef is one of the most naturally nutrient-rich foods you can serve Dad on his special day. Visit [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com)

# NEWSPAPER ADVERTISING

Newspaper advertising serves as an excellent reminder for people to serve beef on Father's Day. There are newspaper ads in this booklet that can be used to spotlight Father's Day in your local newspaper. We recommend that you choose a single ad and run it at least two times during the week preceding Father's Day. Repetition and consistency are important factors in making the ads memorable and effective.

To use one of the ads on the following pages, follow these steps:

1. Contact your local newspaper ad representative and say you have a "camera-ready" ad that you'd like to place. Use this opportunity to discuss rates for various sizes of ads. Newspapers charge by the column inch, so be sure you understand the total cost for each ad. The example ads here are about two columns wide. Many papers offer a discount for running the same ad more than once within a few days, called a "pick-up" ad. You also want to know the deadlines for receipt of the ad by the paper.
2. When you deliver the ad, give the salesperson a typed copy of your organization's name as you want it to appear at the bottom of the ad. Discuss with him the typeface and size of the printing, and confirm the price and size of the ad.

**NOTE:** Nowadays, "camera ready ads" are computer files. The files shown here are available to you, in exact sizes, for nearly any publication. To obtain these files, either via email or on a CD, contact:

John Gentry at 530-527-8836 or [jgentry@gentrymedia.us](mailto:jgentry@gentrymedia.us)

You should know the exact size that you need for the publication. Remember that the files can be slightly enlarged or reduced if necessary, but that the proportions must remain the same.

# Show Dad Your Taste Has Improved.



Over the years, some things have changed. Like your taste in clothes. And gifts.

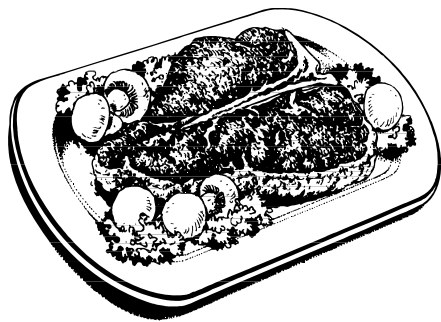
So why not surprise him with a Father's Day gift that's a cut above the usual: Top Sirloin or T-Bone steak, grilled to mouth watering perfection.

You won't have to worry about sizes or patterns, steak is always in style. It fits almost any budget. And instead of taking up space in the back of his closet, this gift will be put to use right away.

Make this Father's Day one he'll really savor. Serve him steak for dinner, and show him good taste runs in the family.

YOUR  
ORGANIZATION  
NAME HERE

Beef. It's  
what's for  
dinner!



**Make sure Dad's present  
this Father's Day is as  
special as he is.**

## **Beef For Father's Day.**

YOUR ORGANIZATION NAME HERE

**Beef. It's what's for dinner.**

**Looking for that special gift this  
Father's Day?**

**Consider Beef!** It's a practical gift that's also delicious and nutritious. Just three ounces of lean beef provides 51% of the daily value for protein, 38% of the zinc and 14% of the iron, and other essential nutrients.

So this year, give him something that will  
make you both look good.

## **Beef For Father's Day.**

YOUR ORGANIZATION NAME HERE

**Beef. It's what's for dinner.**

# Don't Kid Dad on Father's Day!



*Just  
Give  
Him A  
Good  
Ribbing!*

Beef ribs, of course. Meaty, mouth-watering beef ribs. Cooked exactly as Dad likes 'em -- smoked over charcoal and brushed with a tangy barbecue sauce. Who could ask for anything more?

## **Beef For Father's Day...**

It's the Perfect Gift.

YOUR ORGANIZATION NAME HERE

Beef. It's what's for dinner.

## IN-STORE SAMPLING

Beef sampling in grocery stores unquestionably sells more beef. This procedure, however, requires a great deal of coordinating and personal time; be sure you are well prepared before undertaking this promotion.

Look up which retailers are located in your area and decide which one (s) you would like to work with. Once a retailer has been identified, make sure you coordinate the sampling with the appropriate store manager and complete the required paperwork to conduct an in-store sampling.

After you've made the connection, here's what you need to do:

1. In coordination with the store/meat manager, determine what recipe you are going to use. (He/she may have certain cuts that will need to be "pushed. ")
2. Figure out what additional materials you need for support, such as tables, cooking utensils, recipe handouts, cleanup, gloves, etc. It will be necessary to purchase your own ingredients, so find out what will be reimbursed by the store.
3. Schedule "helpers" for specific times throughout the day to be at the store.

## COMMUNITY ACTIVITIES

Other businesses and organizations in the community may also be willing to help you promote beef on Father's Day. This will give your promotion added visibility, and most likely give you more "bang for the buck." Here are several suggestions for local activities that have been successful for organizations in the past:

1. **Father of the Year Contest** - Present the winner (s) with a beef prize allowing for a unique publicity opportunity.
2. **Personal Letter to Meat Department** - Sometimes a simple letter to a meat department manager, asking him to promote beef on Father's Day, can work wonders. It's inexpensive, and it keeps your organization visible.
3. **Non-Grocery Store Demonstrations** - Successful barbecue grill demonstrations, for example, have been conducted at hardware stores, lawn and garden centers and other locations.
4. **Oldest Father in the County** - Find and honor the oldest father in the county with a beef prize or a completely prepared beef meal.
5. **Mini-Cook-Off** - A small cook-off "for fathers only" at a local shopping mall or similar site with awards for the winners.
6. **"Forgotten Fathers"** - Several CattleWomen/CowBelle organizations have sponsored beef dinners for fathers who are in nursing homes or other isolated locations.
7. **Honor Your Father** - Many local organizations have honored their own fathers at a special beef dinner.
8. **First Born Contest** - The father of the first baby born on Father's Day, at a local hospital, is honored with a beef prize. This presents a great photo opportunity.

# GOVERNMENTAL PROCLAMATION

Want to make Beef For Father's Day more official? Ask your mayor, senators, governor and other elected officials to declare beef the official food for Father's Day. You can generate publicity from the announcement itself, and use the fact in subsequent promotional literature.

We suggest personally contacting an elected official in your area to have a proclamation made. Although some officials prefer to have their staff draft such documents, you can help by offering some wording that can be used in your own Proclamation (shared by other states who have used it):

## Proclamation

Beef is a basic American food. It is rich in protein, B-vitamins and other essential nutrients make it a food that fits well into today's life-styles. The beef industry is vital to our State's food chain and annually contributes millions of dollars to its economy.

Much of America's strength and vigor stems from the family - from values and principles passed from one generation to the next. The family is the backbone of our country.

Father's Day is traditionally a time to honor both the family and one of its guiding members - Dad. It has also become a traditional day on which to recognize the beef industry for its contribution to our way of life.

NOW, THEREFORE, I, AS (MAYOR, GOVERNOR, SENATOR, ETC.), do hereby proclaim (date) as Beef For Father's Day and encourage the citizens of our (city, state, county, etc.) to observe this day with an appropriate activity.

# PHOTO CONTEST

## Five Easy Steps

If you've got the budget, personnel and time, we suggest you conduct a Beef For Father's Day Photo Contest in your area. If successful, the contest will:

- Attract media attention;
- Stimulate consumer awareness of Beef For Father's Day;
- Enhance goodwill among the beef industry and promotion cooperators; and
- Generate some excitement and fun.

The guidelines included in this section are fairly extensive. But they should provide you with just about everything you need for a successful Beef For Father's Day Photo Contest.

To make the project more manageable, we've organized the event into five easy-to-follow steps. (Please read the entire section before beginning any work on the promotion.)

*Good Luck!*

## ***Step One: Get Organized!***

A project without a leader is likely to fail. So the first thing that must be done is to elect (or appoint) a contest chairman. This must be done as soon as possible! We recommend that the chairman be in place and know her responsibilities by the beginning of March *at the latest*. Ask for volunteers to assist with the project.

An initial budget and timetable should also be established during this first stage. Don't forget to include all potential costs in the budget - even those that may not be coming out of your treasury. This will help you visualize the amount of work and effort necessary to carry this project through!

## ***Step Two: Set Up The Parameters!***

### ***The Theme***

The object of the contest is to have amateur photographers submit black and white or color photos that best illustrate what their fathers do to deserve beef for Father's Day, or, in other words, why "He Oughta Beef in Pictures."

There are a number of ways you can set up your photo contest, depending on your resources and contacts. To maximize your publicity possibilities, we recommend you work with a cosponsor on the contest. These might include:

- **A Newspaper.** This is probably the best way to get the most publicity, both before and after your contest. The newspaper may be willing to run publicity prior to the contest, as well as a picture of the winning entry .

- **A Supermarket.** You might get your local retailer to run the picture in the store's weekly newspaper advertising, or at least post the entrants and winners in a section of the store.

- **A Camera Store.** The store may be willing to provide additional prizes to the contest, and help in the judging and display of the entries and winners.

- **An Inside Mall.** Because of the amount of foot traffic, this is an excellent place to exhibit photos.

Your contest might utilize any of these co-sponsors, or a combination thereof. It depends on the cooperation you get from the various entities and the amount of time you're willing to spend to coordinate the "pieces" of this puzzle. Obviously, the more cooperation and assistance you can get from other groups, the more success you will have in your efforts. We'll point out other ways contest co-sponsors could help in this section.

**Caution:** Some newspapers may be reluctant to co-sponsor a contest with a store for fear of antagonizing other advertisers. If you arrange with a newspaper to co-sponsor the contest, make sure you learn their policy prior to lining up additional sponsors.

### *Rules*

You're free to establish your own rules, but here are some you might want to consider:

- 1) Entries may be black and white or color. (If resources allow, you can establish two categories and judge them separately .)
- 2) Photos must have a title, and may have a description of up to 25 words.
- 3) No age restrictions. (Again, if resources allow, you can establish age categories for adults and children under 18.)
- 4) Professional photographers (people who take pictures for a living or whose job entails taking pictures) may not enter.
- 5) Photos must be at least 3 by 5 inches in size.
- 6) Spell out where the entries should be sent, and what information is required with the entry. If an official entry form is required, tell where one can be acquired.
- 7) Specify your entry deadline and the timetable for prize announcements on your entry form.
- 8) By entering the contest, entrants are giving your group permission to publish and display the entry .(In addition, unless you plan to return the photos to the contestants, you should specify that all photos become the property of your organization and can't be returned.)

## *Prizes*

Depending on your budget, you may want to give out first, second and third prizes for the contest. And the level of these prize awards are entirely up to you and your co-sponsor(s).

Few contest entrants will complain about getting cash as a prize. It's an excellent entry incentive, but there are other incentives that may help you line up co-sponsors. One suggestion is to strike a deal with a local supermarket or restaurant to split the cost of the beef in exchange for additional publicity.

Better prizes also may be acquired if you make official entry blanks available only at a co-sponsor's establishment. For example, your publicity may state that people wishing to enter must "Obtain official entry forms at Bob's Meat Market" or "Ted's Downtown Camera Store." It not only makes the contest more exclusive, it makes it more attractive to potential sponsors.

Keep in mind that cooperating stores and newspapers are not just doing you a favor: They hope to get something out of this arrangement, too. Everyone should benefit from this contest, and you'll improve your chances of success if you look for additional ways to increase exposure, publicity and/or customer traffic for your co-sponsors.

## *Step Three: Publicize!*

People will not enter a contest they don't know about. That's why this is a critical step in assuring a successful event. Your state beef council should have access to lists of newspapers and radio stations in your area. Feel free to use them to develop a mailing list for the news release you will send to media about this contest.

**If at all possible**, make arrangements with your local newspaper to run this release. If you are buying an ad to publicize the event, chances are better that they will not only run your release, but will print the winning photo for you.

Try to negotiate with the paper's editors! While the editorial and

advertising departments on some larger papers are separate, many papers are more than willing to work with you in providing stories - and even soliciting entries - as long as you are willing to provide some exposure through advertising.

Other possible ways to solicit entries include:

- Printing flyers that can be used as supermarket bag stuffers, at camera shops, posted on bulletin boards, at shopping and community centers, libraries and other locations where they can be seen by many people;
- Place ads on local radio stations;
- Place an outdoor sign or banner in a central, travelled location in town;
- Make announcements at the end of meetings that your group's members attend.
- Work with teachers and school districts to promote the contest as "class projects." (This would be especially useful if there is a children's category in the contest.)

### *Step Four: Choose the Winner(s)!*

Here are some criteria for selecting a winning entry:

**Is the entry relevant to the theme?** Did the photographer think about the topic before going off to shoot his/her subject? Or is it stretching the imagination to see the connection between the photo and why the father deserves beef on Father's Day?

**Did the photographer use his/her imagination and creativity?** How original is the idea? Does it use a different approach to what would otherwise be a boring shot?

**How is the photo quality?** Is it in focus? Framed properly? Cropped to highlight only what should be in the field of vision? Lighted correctly?

Your judges should include representatives from your co-sponsors, and the photographer from your local newspaper (if they have been cooperative). It's best to have at least one "expert" to help judge the photos, such as a professional photographer, a photography professor from the local college or the owner of the camera store. Make sure these judges are properly informed

about the contest, its goals and objectives before beginning.

The actual judging is not intended to be public. You'll find it easier to make an objective decision if you handle it privately.

### ***Step Five: Publicize Again!***

The winning entry or entries should be given as much publicity as possible. If you've been working with your local newspaper, you can expect them to help by publishing the winning photo(s), and possibly a photo and story on the winning entrant(s).

Depending on your arrangements with your local paper (if any), you also may be able to send the photo to other area papers to see if they will print it. It may be necessary to purchase an ad in the paper to have the photo published. Or, depending on the number and quality of entries, you may also want to run an ad that contains a collage of photos entered in the contest.

This will give recognition to all of the people who entered. This type of ad takes much more lead time than most. In fact, you'll want to have all of the photos to your newspaper ad representative at least three weeks prior to Father's Day to make sure it will run on time.

Most newspapers will help you assemble and layout the ad: Simply leave the photos and your copy with the ad rep. Find out when you can proof the finished copy and make changes.

Display the winning photo(s) in a prominent place in your community. Your co-sponsor's establishment (supermarket, camera store, newspaper office etc.) would be a natural place for this display and should include the theme, photos, names of winners and sponsors, the amount of awards and some information about your organization. It's also appropriate to include tangible evidence of winners' awards, such as a blue ribbon or a sash.

## ***That's It!***

These are the basic steps for a successful photo contest. You'll find that there are additional decisions to be made and details to be worked out as you progress in your plans. But don't let them throw you! By keeping your goal in mind and following this basic plan, you can put together a successful contest that can be built on in future years.

Following the contest, it's a good idea to send letters thanking the co-sponsors. Say that you'll keep them in mind for future projects - including next year's contest.

As your group evaluates the success of this project, why not designate a chairman for next year? It's never too early to begin! If you have any questions or need advice on this project, call the individual below.

CCW President  
Merrilee Doss  
3630 Mira Loma Drive  
Cameron Park, CA 95682  
530-672-8400  
merrileemdoss@yahoo.com

## SAMPLE MEETING ANNOUNCEMENT

At most meetings of community or civic organizations, there generally is an opportunity at the end of the session for "Other Business." This is an opportunity to announce your contest and encourage everyone to participate or pass the word. The announcement should be short and to the point. Here's the framework for an announcement that may work for you:

THE (NAME OF ORGANIZATION) ARE SPONSORING A PHOTO CONTEST TO HONOR FATHERS ON FATHER'S DAY. THE THEME OF THE CONTEST IS "HE OUGHTA BEEF IN PICTURES" AND THE PHOTOS SHOULD SHOW WHAT FATHER DOES TO DESERVE BEEF FOR FATHER'S DAY.

WE'RE ENCOURAGING ALL AMATEUR PHOTOGRAPHERS TO ENTER THE CONTEST, WHICH HAS A FIRST PRIZE OF (AWARD OR AMOUNT). WE'RE ALSO PLANNING TO HAVE THE PHOTO PRINTED IN THE FATHER'S DAY EDITION OF (NEWSPAPER).

IF YOU'RE INTERESTED, OR KNOW SOMEONE WHO MIGHT BE, PLEASE SEE ME AFTER THE MEETING FOR AN ENTRY FORM. DEADLINE FOR ENTRIES IS (YOUR DEADLINE). THANKS!

## PHOTO CONTEST TIMETABLE

Mid-November	Presentation of program to CCW leaders at Annual Meeting
February-March	Dissemination of information to county, local leaders
Early March	Selection of Local “He Oughta Beef in Pictures” chairman
Early April	Search for co-sponsors, participators
Mid-April	Mail announcement news releases
Mid-April to Late May	Solicitation of entries
End of May	Deadline for entries into contest
First Week of June	Judging of entries
Father’s Day	Publication of winning entries; Mail to other papers (if appropriate)
Father’s Day / Beyond	Display of winning entries

Sample Entry Form  
“He Oughta Beef in Pictures”  
Photo Contest

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

EMAIL: \_\_\_\_\_

Date Submitted \_\_\_\_\_

Title of Photo \_\_\_\_\_

Description (25 words or less, optional) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Where did you hear about the “He Oughta Beef in Pictures”

Photo Contest? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Entry Deadline: \_\_\_\_\_

(If possible, put contest rules on the back of the flyer.)

# Sample News Release (Contest Announcement)

(Date)

For Immediate Release

From: (Organization)

(Contact)

## **Local Group Announces Father's Day Photo Contest**

Amateur photographers can win (prizes) in the (organization's) "He Oughta Beef in Pictures" Father's Day photo contest. Along with the prizes, the winning photo(s) will be published in an issue of the (newspaper) and displayed at (store).

"Families are an important part of American society, and as the guiding member of the family, father deserves some special recognition at least once a year," said (name of contest chairman) of the (organization). "We think this contest is a great way to show Dad how important he is to our way of life."

Contest entries, which can be in black and white or color, are to show why father deserves beef on Father's Day. Photos must be 3 inches by 5 inches or larger. An optional 25-words-or-less description of the photo may also be submitted.

Amateur photographers of all ages are invited to enter the contest. Official entry forms may be obtained from the (organization, address) or can be picked up at (stores, newspapers or at the web site).

Entries must be submitted by (day and date) by mailing them to: (contact). All entries in the contest will be displayed at (store) the week after Father's Day, (date).

Co-sponsors of the "He Oughta Beef in Pictures" Photo contest are (co-sponsors).

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# Sample News Release

## Winning Entry

(Date)

For Immediate Release

From: (Organization)

(Contact)

### **(City) (Man/Woman) Wins Father's Day Photo Contest**

(Name) of (city) was the winner of the (organization's) "He Oughta Beef in Pictures" Father's Day Photo Contest. (Last Name's) photo, (title), earned (him/her) an award of (prize).

The contest encouraged amateur photographers to enter a photo that demonstrated why their father deserved beef on Father's Day. A total of (number) entries were submitted. Second place in the competition and (award) went to (name) of (city), and third place (prize) went to (name) of (city).

(Put a description of the winning entry/entries here.)

"Father is an important part of the family, and the photos submitted for this contest show why," said (contest chairman) of (organization). "The beef industry is pleased to share in this opportunity to thank Dad for his role in our families and in our society ."

The winning photo and all entries will be on display at (store) from (dates). The "He Oughta Beef in Pictures" contest was co-sponsored by (co-sponsors).

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# Newspaper “Entry” Ad

## **Your Father is So Special... “He Oughta Beef in Pictures!”**

Be eligible for (Prize) and special recognition for your father! Enter your photo (3X5” or larger), illustrating why your father deserves Beef For Father’s Day, in the “He Oughta Beef in Pictures” Photo Contest.

Name \_\_\_\_\_

Age \_\_\_\_\_

Address \_\_\_\_\_

Photo Title \_\_\_\_\_

Description of Photo (25 words or less, optional)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Winning entries will be displayed at (store) on (dates), and published in this paper on (date). Deadline for entry is (date).

## ESSAY CONTEST/RANCH TOUR

An event your organization can conduct to promote "Beef For Father's Day" is an essay contest/ranch tour with elementary schools in your area.

The essay contest encourages elementary school children (fourth graders would be ideal) to write a short essay on a Father's Day topic you choose. The corresponding ranch tour provides a nice reward for all students who participate in the contest, while educating them on beef and rural life. It also gives your organization a chance to announce the winners and promote beef as a special meal for Father's Day.

If you follow the steps below, you'll be better organized when you meet with the teacher. However, feel free to pursue your own course, especially if you've previously established a relationship with a teacher in your area.

Here are some suggestions to help you carry out your essay contest/ranch tour

### *Choose a Topic*

An essay contest on Father's Day lends itself to a variety of topics. Here are some suggestions to get you started:

- Why My Father Deserves Beef on Father's Day.
- A Day In The Life of a Cattle Rancher.
- Why Do We Celebrate Father's Day?
- What Was the Best Time You've Ever Had With Your Father?

Keep in mind the grade level of students who will be writing the essays. These topics are well suited to a fourth grade class. If you choose another topic or another grade level, be certain the topic allows them to be creative without asking them to write above their educational level.

Include as many schools in your organization's area as practical. If there is only one school in the area, make sure the class (or classes) has at least 20 students. This is a manageable number that still provides enough competition and opportunity for variety.

## *Deciding on a Ranch Tour*

While a ranch tour makes an excellent complement to the essay contest, there is certainly no rule that the two must be conducted together. You may decide to omit one or the other, depending on your resources and capabilities and the needs of the classes involved.

If you do decide to have a ranch tour, remember that there are many details involved in organizing the outing. These should be discussed when you meet with the teacher. They include, but are not limited to:

- What type of transportation will be used? Who will pay for it?
- Do you need liability insurance for the children?
- How many, if any, adult supervisors are needed?
- Should the students wear special clothing?
- What type of food, if any, will you serve during the tour?
- What will the tour's schedule be? What events or demonstrations will you hold?
- Will you announce the winner(s) on the tour? Will you have a photographer present to take pictures?

If you decide that your essay contest will not include a ranch tour, ask the teacher if the ranch owner (or other industry personnel) can come in to talk to the students about what a day in the cattle business is like. This is especially appropriate if you choose "A Day In The Life Of A Cattle Rancher" as your topic.

## *Prizes*

The ranch tour will serve as a nice prize for all the students participating in the contest. A prize suggestion for fathers that promote the great taste of beef may include a box of steaks or other beef products.

The "prize" for the winning essay would obviously go to the father of the child, not the child himself. However, you may also consider giving a certificate or a ribbon to the children who write the winning essays.

Offer to include restaurant owners or grocers in any post-contest publicity if they'll donate prizes.

### ***Meet with the Teacher***

After you've selected a topic, meet with the teacher or teachers whose classes will be participating. Ideally, you should meet with the teacher as soon as possible after agreeing on a topic - no later than the end of February. When you meet with the teacher, have a checklist of things you want to discuss. Here are some issues you might want to raise during the meeting:

- How will the teacher deal with fatherless children? (Suggestion: children should be encouraged to substitute mother, grandmother, grandfather, aunt, uncle or guardian.)
- When will the contest be held? Judged? Winners announced? Keep in mind the end of the school year will probably arrive before Father's Day. Discuss a timetable with the teacher.

### ***Publicize***

After you agree on a topic and gain cooperation from the grade school, contact the local newspaper(s) and ask them if they will print the winning essays with photos of the winners. If you hold a ranch tour, invite the media. If they don't come, make arrangements to take photos. If you have beef industry personnel visit the classroom, ask the teacher if photography of the presentation for publicity purposes is permissible. Send any black-and-white photos, along with the winning essay, to the newspapers immediately after announcing the contest winners.



California CattleWomen  
&  
California Beef Council