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## AC-TV Increases Frequency with Monthly Broadcasts

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**ROCKY VIEW COUNTY, AB** — The Canadian Angus Association (CAA) has increased the frequency of their video communication platform, AC-TV. Shorter monthly episodes are replacing the quarterly broadcasts.

AC-TV captures current Angus events, industry conferences and cattle shows, upcoming Angus events and deadlines, Robert C. McHaffie Junior Ambassador highlights and a myriad of other Angus activities.

“CAA is encouraged by the reaction to and use of our first full year of AC-TV broadcasts,” says Rob Smith, CAA CEO. “Subsequently, we are excited to follow through on our CAA Communication Strategy which includes monthly broadcasts starting in 2016. Mini-episodes were broadcast sporadically throughout 2015 and we found that our most viewed episodes are the shorter ones, so our focus for 2016 and beyond is to give people what they prefer by focussing on two to three topics each month and keeping the length shorter. Since AC-TV is our official means of communicating with our membership, we believe monthly engagement is optimal. We look forward to continuing to engage our membership and industry colleagues through video.”

AC-TV or Angus Central Television is a video broadcast that shares Angus news with members and other industry partners. Episodes can be found on YouTube (Canadian Angus Assoc) and on the CAA website ([www.cdnangus.ca](http://www.cdnangus.ca)). New episodes are added the third Tuesday of each month at 2:00 pm MST.

We invite you to watch Episode 6 - "Picking Your Next Herd Bull" and to check back on February 16<sup>th</sup> for episode 7. DVD copies are available from CAA upon request and will continue to be mailed quarterly.

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