A sustainable beef industry is one in which the full value chain is able to balance environmental stewardship, economic viability and social responsibility while meeting the growing global demand for beef. These three pillars – environmental, economic and social – guide our work as stewards of land and resources and are the foundation of NCBA’s sustainability goals.

Discussions around beef sustainability often hyper-focus on the environmental pillar, and many would say beef cannot be part of a healthy, sustainable diet because cattle produce methane or use too much land and water. These points can easily be countered with a discussion on the biogenic carbon cycle or a look at ecosystem services. In addition, an often overlooked, but no less important, counter to this point is the nutritional value of beef and the benefits beef provides to human health.

With a growing global population, agriculturalists not only need to produce more food with fewer inputs, but we also need to produce more nutrient-dense foods to support the needs of people both in the U.S. and abroad. While U.S. beef is the most efficient in the world, producing more beef with fewer inputs, it is important to unpack the nutritional benefits of beef and the role U.S. cattle producers play in helping to ensure beef remains part of a healthy, sustainable diet and a food secure future.

HEALTHY, SUSTAINABLE DIETS: BEEF AS THE KEY TO A FOOD SECURE FUTURE

Continued on page 4
NCBA’s Media Opportunities
Your One Stop-Shop to Reach Your Customers
We look forward to working with you and putting together a comprehensive package to reach your customers!

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For more information about NCBA advertising opportunities, please contact the Corporate Relations team at 303-694-0305 or email CorporateRelations@beef.org.
NCBA Members Want to Buy Your Products!

- **AI Equipment**: 33%
- **All-Terrain Vehicle**: 50%
- **Chutes**: 25%
- **Electronic ID Tags**: 32%
- **Genetic Testing/Tracking Tools**: 22%
- **GPS Monitored ID Tags**: 15%
- **Hay-Making Equipment**: 33%
- **Livestock Equipment**: 48%
- **Livestock Insurance**: 40%
- **Livestock Trailer**: 26%
- **Livestock Watering Tanks/Systems**: 54%
- **Scales**: 13%
- **Skid Steer**: 19%
- **Skid Steer Attachments**: 41%
- **Steel Farm Building**: 27%
- **Tires for Farm Equipment**: 50%
- **Tractor**: 32%
- **UTV or Side-by-Side**: 40%
- **Animal Health Products**: 96%
- **Bagged or Bulk Feed**: 99%
- **Feed Supplements/Trace Minerals**: 96%
- **Fencing Supplies**: 96%
- **Fly Control**: 94%
- **Grass Seed**: 68%
- **Hay-Making Equipment**: 33%
- **Livestock Equipment**: 48%
- **Livestock Insurance**: 40%
- **Livestock Trailer**: 26%
- **Livestock Watering Tanks/Systems**: 54%
- **Pickup Truck**: 41%
- **Steel Farm Building**: 27%
- **Tires for Farm Equipment**: 50%

**NCBA members manage nearly 10 million head of beef cattle**

**NCBA members manage 90% of the nation’s fed cattle market**

**55% of NCBA members say they are more likely to purchase from a company that supports NCBA**

*Data in this document is provided by the 2023 Luce Research & Marketing Study, and NCBA’s social media and Google analytics.*
91% of NCBA members say their primary source of news and information is a newspaper.

Direct Access to NCBA Members

45,000 monthly readership of National Cattlemen when counting pass-through readership.

57% of National Cattlemen readers read half or more of the publication.

* Numbers as reported through June 2023.
**Type of Operation**

- **Cow-Calf**: 63%
- **Seedstock/Purebred**: 18%
- **Stocker Operator**: 17%
- **Feeder/Feedlot**: 16%
- **Farmer Feeder**: 14%
- **Livestock Market Operator**: 3%
- **Dairy**: 1%

**Cow-Calf Size of Operation**

- **Less than 50 Head**: 16%
- **50-99 Head**: 23%
- **100-199 Head**: 23%
- **200-499 Head**: 19%
- **200+ Head**: 30%

**Feedlot Number of Cattle Marketed Annually**

- **Less than 50 Head**: 16%
- **50-99 Head**: 23%
- **100-199 Head**: 18%
- **200-499 Head**: 19%
- **500+ Head**: 23%
Discussions around beef sustainability often hyper-focus on the environmental aspects, but it’s important to unpack the nutritional benefits of beef and the role it plays in a healthy, sustainable diet and a food secure future. A sustainable beef industry is one in which the full value chain is able to balance environmental stewardship, economic viability, and social responsibility. The bond between us is not a yoke. It’s a commitment, a ten-thousand-year-old relationship.

The influence of drought on the U.S. cattle industry has been a topic of concern, especially with 2023 conditions being similar to the 10-year average index at 63, and it has been observed that only about two measurements come down to the contrast between short- and long-term moisture conditions. Overall, U.S. pastures and grazing lands across the region are in excellent condition. This is in stark contrast to the grazing area seen in 2021 at this time. So, while roughly the same grazing area is expected this year, the differences in how year-to-date 2023 stacks up in these regions are much greater, with some areas experiencing dryness or drought conditions and a lack of available water from ponds and reservoirs.

The weekly USDA pasture and range condition ratings report conditions for the 48 contiguous states individually and provides a status for U.S. cattle operations. RaboResearch looks at to monitor pasture health and drought conditions. The weekly USDA pasture and range condition ratings report conditions for the 48 contiguous states individually and provides a status for U.S. cattle operations.

Another option could be to sell fall-weaned steer calves and develop those feeders into potential 2024 herd replacements depending on the continued availability of feedstuffs. But the good news is greener pastures and more available feed, and producers have seen in the upcoming season may remain in limbo for many operations. Early 2024 feeder cattle futures market contracts are priced at $500/head value of 800-lb. feeder steer this winter (Figure 3). Can winter grazing and backgrounding operations add value to cattle industry members, and other Rabobank research reports for a competitive edge by scanning the QR code.

The National Cattlemen is the official publication of NCBA and is distributed the first week of every month to all NCBA members. Each issue focuses on NCBA industry news as well as features on current topics that are relevant to the beef industry. The National Cattlemen is an effective marketing tool for you to reach your target audience, with a pass-through readership of 45,000.

**2023-2024 Production Schedule and Editorial Features**

<table>
<thead>
<tr>
<th>Edition</th>
<th>Editorial Features</th>
<th>Materials Deadline</th>
<th>Print Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>Financial &amp; Succession Planning, Vet &amp; Client Relationship</td>
<td>10-17</td>
<td>10-26</td>
</tr>
<tr>
<td>December</td>
<td>Holidays, Technology</td>
<td>11-10</td>
<td>11-22</td>
</tr>
<tr>
<td>January</td>
<td>New Year, Nutrition, Genetics</td>
<td>12-12</td>
<td>12-21</td>
</tr>
<tr>
<td>February</td>
<td>Convention, Biosecurity, Calving Season</td>
<td>1-9</td>
<td>1-19</td>
</tr>
<tr>
<td>March</td>
<td>Calf Management, Spring Hay Crop</td>
<td>2-13</td>
<td>2-23</td>
</tr>
<tr>
<td>May</td>
<td>Mental Health Awareness, Pasture Grazing/Cover Crops, Summer Preparations</td>
<td>4-16</td>
<td>4-25</td>
</tr>
<tr>
<td>June</td>
<td>Insect Control/Parasites</td>
<td>5-14</td>
<td>5-24</td>
</tr>
<tr>
<td>July</td>
<td>Natural Disasters (drought, storms, wildfire, flood, etc)</td>
<td>6-11</td>
<td>6-24</td>
</tr>
<tr>
<td>August</td>
<td>Weaning, Pre-conditioning</td>
<td>7-16</td>
<td>7-26</td>
</tr>
<tr>
<td>September</td>
<td>Herd Health, Winter Preparations</td>
<td>8-13</td>
<td>8-23</td>
</tr>
</tbody>
</table>

**NEW DIGITAL FEATURE!!**

Your ads will now feature your company website linked as a pop up when you advertise in our publications. Reach out to your relationship manager for more details about all our digital options available for purchase!
Publications Specs & Guidelines

Ad Type | Cost
--- | ---
Quarter page (horizontal or vertical) | $2,100
Half page advertorial (One per issue) | $3,000
Half page (horizontal or vertical) | $3,300
Full page advertorial (One per issue) | $5,500
Full page | $6,300
Full page back cover | $9,300
Center spread | $18,000

All ads MUST HAVE:
- Outlined fonts
- Text within margins (live area)
- Photos/graphics are minimum 250dpi (resolution)

Newspaper designer tips:
- Choose photos with a good range of mid tones and contrast between important details.
- Avoid artwork with very dark areas. Details in dark areas will merge together into one flat color in print.

WHAT INFLUENCES AN ANIMAL’S GRAZING DECISION?
- Topography
- Elevation
- Forage quality and quantity
- Fencing
- Stock water
- Other natural and artificial attractants like riparian areas or supplementary salt

*Do not have any text in gutter area.*
The semi-annual National Cattlemen Directions magazine serves as a reference publications for the cattle industry. The Fall edition offers an in-depth review of NCBA and its activities, a state-of-the-beef industry report, feature-length editorial and the popular CattleFax segment rankings and statistics. The Spring edition features management and industry education articles.

- **Frequency:** Semi-Annual Magazine
- **Circulation:** 25,000+
- **Pass-through readership:** 45,000
- **Audience:** NCBA producer members, corporate members, state affiliates, members of Congress and industry stakeholders

### 2023-2024 Production Schedule

<table>
<thead>
<tr>
<th>Edition</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2024</td>
<td>March 12, 2024</td>
</tr>
<tr>
<td>Fall 2024</td>
<td>August 30, 2024</td>
</tr>
</tbody>
</table>

### NEW DIGITAL FEATURE!!

Your ads will now feature your company website linked as a pop up when you advertise in our publications. Reach out to your relationship manager for more details about all our digital options available for purchase!

### Advertising Rates and Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half page</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside front or inside back cover</td>
<td>$6,000</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$8,500</td>
</tr>
<tr>
<td>Center spread</td>
<td>$9,900</td>
</tr>
<tr>
<td>Publication Wrap</td>
<td>*Request Pricing</td>
</tr>
<tr>
<td>Promotional Insert</td>
<td>*Request Pricing</td>
</tr>
<tr>
<td>Production Services</td>
<td>*Request Pricing</td>
</tr>
</tbody>
</table>

### Publications Specs & Guidelines

- **Full page (with bleed):** 8.375"(w) x 10.875"(h) .375" safety margin .125" bleed
  Final size w/ bleed: 8.625"x11.125"

- **Center spread (with bleed):** 16.75"(w) x 10.875"(h) .375" safety margin .125" bleed
  Final size w/ bleed: 17.25"x11.375"

- **Half page (NO bleed):**
  Vertical: 3.8"(w) x 10.14"(h)
  Horizontal: 7.6325"(w) x 5"(h)

- **Quarter page (NO bleed):**
  Vertical: 3.725"(w) x 4.975"(h)
  Horizontal: 7.625"(w) x 1.975"(h)

### ART REQUIREMENTS:

- Make sure all text is within the live area
- Outline all fonts (convert to object)
- Use high resolution photography
- Final pdf file must be 300 dpi minimum
The Cattlemen’s Call Podcast shares stories and ideas from cattlemen and women across the nation. Montana rancher and broadcaster, Lane Nordlund, brings a “coffee talk” style to the conversations allowing listeners an inside look at the issues cattle producers are facing while sharing the stories of their lives and operations.

- Frequency: Twice monthly
- Total listens: 315,500+
- Average listens per episode: 3,000+

Opportunities:

Exclusive Sponsor of Cattlemen’s Call Podcast - $40,000
With a podcast audience that is steadily growing, capture the attention of over 3,000 listeners and be the Exclusive Sponsor of the Cattlemen’s Call Podcast!
- Exclusive year-long sponsorship of Cattlemen’s Call Podcast
- “Brought to you by” logo recognition
- Logo inclusion on Beef Bulletin Newsletter, social media platforms, and other areas where podcast is promoted
- Opportunity to have two (2) Exclusive Sponsored Podcast episodes throughout the year, which includes:
  - Opportunity to determine the content, message, and theme of podcast episodes
    - Not to exceed one (1) hour in airtime
    - NCBA reserves all rights to approve podcast content prior to airing
  - Opportunity to have up to four (4) guests on podcasts episodes to talk with the host
  - Two (2) exclusive 30-second commercials during exclusive episode
  - Two “brought to you by” mentions during episode
- One (1) 30-second commercial in every podcast episode
- One (1) “brought to you by” mention in every podcast episode

Exclusive Episode Sponsor - $6,500
Our audience is your audience when you own the episode! Work with NCBA to curate a show entirely dedicated to your company. Invite guests to speak on the show, promote your products/services, and educate the audience with your message.
- Sponsor determines the content, message, and theme of the podcast episode
  - Not to exceed one (1) hour in airtime
  - NCBA reserves all rights to approve podcast content prior to airing
- Opportunity to have up to four (4) guests on the podcast to talk with the host
- Podcast episode will be promoted via NCBA’s social media platforms and Beef Bulletin Newsletter with company mention and logo inclusion
- Two (2) exclusive 30-second commercials during episode
- Two “brought to you by” mentions during episode

* Commercials can be pre-recorded and sent to NCBA staff or a script can be given to the host to read
Product/Service/Education Segment - $3,500
Sit down with our host and discuss in detail the product, service, or educational topic you want to inform the audience about.
- 5-minute guest appearance segment in beginning of one (1) episode featuring companies product/service/educational topic
- One (1) commercial during episode
- One (1) “brought to you by” mention during episode
- No more than two (2) guests
  • Sponsor can choose date and podcast that they want segment to air in, do not have rights to determine podcast content or theme

Commercial Package - $1,500
- Two (2) 30-second .mp3 commercials during one (1) episode
- Two (2) “brought to you by” mentions during one (1) episode

* Commercials can be pre-recorded and sent to NCBA staff or a script can be given to the host to read
The Cattlemen’s Webinar Series is geared toward cattle producers and is open to both members and non-members. Each webinar is approximately an hour long and provides realtime interaction with the audience as a Q&A portion is built into each segment. Webinars are also recorded and posted online so that producers can listen at their convenience.

Exclusive Webinar Series Sponsor - $30,000

- One (1) year-long sponsorship for all webinars in the Cattlemen’s Webinar Series
  - Minimum of six (6) webinars
- Logo inclusion as Webinar Series Sponsor on all marketing materials
  - Social Media
  - National Cattlemen/Directions
  - NCBA website Webinar Series page
  - Beef Bulletin E-Newsletter
- Opportunity to have a company representative address at the beginning or closing of each webinar
  - Opportunity to include up to two (2) slides
- Opportunity to be involved in planning of webinar topics & speakers for the year
  - NCBA Producer Education team reserves all rights to determine final webinar content
- One (1) exclusive sponsored webinar episode with speakers from their company
  - NCBA Producer Education team reserves all rights to approve speakers prior to webinar
  - Ability to include up to three (3) questions on the post-webinar participant survey
NCBA CATTLEMEN’S WEBINAR SERIES

Exclusive Webinar Sponsor - $6,000

– Exclusive Sponsor of one (1) Cattlemen’s Webinar Episode
  • Sponsor will work with NCBA to determine topic & speakers
– Opportunity to have a company representative address at the beginning or closing of the webinar
  • Opportunity to include up to two (2) slides
– Logo inclusion on all marketing materials of episode
  • Two (2) social media posts
  • One (1) National Cattlemen/Directions quarter page ad
  • Three (3) Beef Bulletin E-Newsletter content block
  • Cattlemen’s Webinar Series webpage
– Ability to include up to three (3) questions on the post-webinar participant survey

Presenting Partner of Webinar Episode - $3,500

– Logo inclusion as Presenting Partner of one (1) Cattlemen’s Webinar Episode
– Opportunity to have a company representative address at the beginning or closing of the webinar
– Logo inclusion on all marketing materials of episode
  • Two (2) social media posts
  • Two (2) Beef Bulletin E-Newsletter content block
  • Cattlemen’s Webinar Series webpage
– Ability to include up to three questions on the post-webinar participant survey

ENGAGEMENT IS 150 CATTLEMEN ON AVERAGE PER WEBINAR

AVERAGE OF 500 VIEWS PER WEBINAR ON YOUTUBE
NCBA is proud to be home to the award-winning TV show *Cattlemen to Cattlemen*. Through this unique media property, NCBA can help you maximize and customize your marketing efforts to a broad audience. In addition to creating educational content, the video crew and in-house studio is available to you and your clients for production of all your digital media needs at a discounted rate.

Full shows and individual segments are also available on the *Cattlemen to Cattlemen* YouTube channel.

2023 Average Monthly Viewership (YTD) is

1.2 MILLION

70% of NCBA members watch *Cattlemen to Cattlemen* at least once a month or more frequently.
TELEVISION OPPORTUNITIES

NCBA’s Cattlemen to Cattlemen

CATTLEMEN TO CATTLEMEN NIELSEN RATINGS 2022
Average monthly viewership - 1.2 million

CATTLEMEN TO CATTLEMEN NIELSEN RATINGS 2022
Average monthly viewership - 1.2 million
PACKAGES & RATES*

*Effective Jan. 1, 2024

Commercial Packages

- **Monthly - $10,000:** 12-15 airings of a fully produced 30-second commercial spot
- **Yearly - $80,000:** 156 airings of a fully produced 30-second commercial spot

Sponsor to provide fully produced 30-second spot 3 weeks prior to first airing.

**Full Show - $35,000**

Showcase your company’s range of expertise and products in one (1) complete show.
- 30-minute show fully produced either in the field or in the studio housed at NCBA headquarters in Denver
- Includes a full production crew, on-air host and three (3) airings on RFD-TV
- Full show and individual components posted to YouTube
- The full show plus all raw footage is provided for your internal use or further editing that can be used on multiple digital platforms

**Education Segment – $17,500**

Highlight your company’s products/services in a unique educational segment.
- 3 to 5 minute segment produced at a location of your choosing
- Package includes a full production crew, two (2) rounds of edits, show promotion on social media channels and a minimum of three (3) airings
- After airing, a link to the full segment plus all interviews and raw footage is provided for use on your digital platforms

We can make your commercial!

Don’t have a commercial already produced? The Cattlemen to Cattlemen team can help. Full to partial production services are available to get your spot ready to air!
Block Feature – $3,000/month
- Your company and/or product will be featured in a 10-second “bump,” which is used to bring the show back from a commercial break
- Your company to provide video footage
- Includes two (2) “bumps” per episode with website and/or contact information on the screen while the video is playing
- 12 airings

Market Outlook – $3,500/segment
Quarterly market update with industry experts
- The sponsor will be announced before and after the segment
- Includes full-screen graphic at the close of the segment with your company and/or product logo and website
- 3 airings

CattleCon Product Feature Block - $6,500
Highlight your company’s latest product or technology on NCBA’s Cattlemen to Cattlemen at CattleCon & NCBA Tradeshow!
- 3-5 minute interview with one (1) company representative filmed at your trade show booth with Cattlemen to Cattlemen reporter
- The product feature will air in the calendar year it was produced (filmed) on an episode of Cattlemen to Cattlemen which airs three (3) times a week on RFD-TV
- A link to the interview will be provided for use on your company’s digital properties

Advertising Information
All pre-produced spots must be received by NCBA’s Cattlemen to Cattlemen three (3) weeks prior to scheduled air date.
Most tape formats are welcome, including: XDCam, HDCam, Hard Drive, .wvm.
Spots should be 6x9, 4x3 safe.
Send materials to Kate Maher at kmaher@beef.org.
NCBA’s commitment to providing valuable information to members and producers extends to consistent updates regarding the weather’s impact on farm and ranch management practices. Atmospheric Scientist Matt Makens brings his 20 years of experience communicating vital information about changing weather and helping people understand climate trends to NCBA’s Cattlemen to Cattlemen, social, print and web properties.

**WEATHER SEGMENT PACKAGE**

**Year-Round Weather Segment Sponsorship - $50,000**

Logo inclusion where all Weather Segments are featured:

- All printed publications
  - Ten (10) National Cattlemen
  - Two (2) Directions
- Cattlemen to Cattlemen: Two (2) times monthly
- Cattlemen’s Call Podcast: Two (2) dedicated episodes a year
- Social: Once (1) weekly
- Newsletters:
  - Weekly Beef Bulletin E-Newsletters
  - One (1) Corporate Partner monthly
REACH YOUR TARGET AUDIENCE AND ELEVATE YOUR CUSTOMER BASE THROUGH NCBA’S WEBSITE AND DIGITAL MEDIA OUTLETS.

NCBA’s membership is interested in the information you have to share, so your media buy/package can be leveraged by including our social media marketing. Improve your brand presence and marketing message through our website as well as Facebook, Twitter posts and more.

Website

NCBA.org
- 340,000 page views
- 138,000 users
- Between Oct. 1, 2022 - June 30, 2023

Exclusive Home Page Banner Ad $1,500
- 1200px x 200px

Rotating Homepage Tile Ad $1,000
- Three (3) ads are visible at any given time
- 300px x 300px

Rotating Internal Page Banner Ad $700
- One (1) ad per participating page at any given time
- 1200px x 200px

Social Media

Facebook (NCBA): 137K followers, 125K Likes
Instagram: 30K followers
Twitter: 31K followers

Single Facebook/Twitter Post $1,000
- Boost your Facebook post for an additional $200

Four (4) Facebook/Twitter Post Package $3,500
- Sponsor decides months, excluding January & February

24-hour Facebook/Instagram Story $500
- Sponsor decides date, excluding February

Social Analytics
- Twitter - 82,700 average impressions per month
- 1,800 average engagements per month
- Facebook - 310,000 average impressions per month
- 8,000 average engagements per month

* Accepted files: JPG, GIF, Flash/SWF
The weekly NCBA Beef Bulletin e-newsletter is sent to 13,000+ members of NCBA. The Beef Bulletin includes articles with the latest policy and industry trends along with association updates and a calendar of events.

- **Frequency:** Weekly
- **Average open rate:** 41%

**AN UPDATE FROM OUR NATION’S CAPITAL**

**Fill Out NCBA’s Producer Tax Survey**

NCBA solicits a producer tax survey (see below) to evaluate the impact of the federal estate tax on the U.S. beef industry. All responses will be kept confidential by NCBA. A random sample of the survey respondents will be selected to receive a $20 gift card. The survey is to be completed by April 15, 2023.

**NCBA Beef and Bioenergy Drive Act**

Senior Vice President of Government Affairs and Chief Agricultural Officer, Ed Guajardo, said the NCBA Beef and Bioenergy Drive Act (S. 550) would establish a new bioenergy tax credit. The act would allow taxpayers to claim a credit for bioenergy production from non-food biomass, including a number of beef industry byproducts. The legislation is supported by the R-CAN Coalition, a group of organizations working to expand the bioenergy sector in the United States.

**Sponsored Block - $1,000/week**

- One (1) 1200px X 700px Block Space
- Can include one of the following:
  - Graphic/image with link
  - Article teaser/text with link to full content piece

**BEEF BULLETIN Banner Ad Placement - $500/week**

- One (1) 1200px x 250px Banner Ad

---

**JOHN DEERE GATOR™ AUCTION**

NCBA’s Virtual Gator™ Auction opens TOMORROW! Follow the link to register today and begin receiving bidding notifications. Auction goes live tomorrow and ends through July 7, 2023.

Disclaimer: This photo may not accurately depict all features and specs included on the Gator for auction. Please refer to Gator Information included on the bid site for accurate features and specs.

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Thank you from the Sales & Corporate Relations team!
(Left to right: Barbara Nolan, Kate Ramsey, Summer Johnson, Lindsay Clark, & Jason Jerome)