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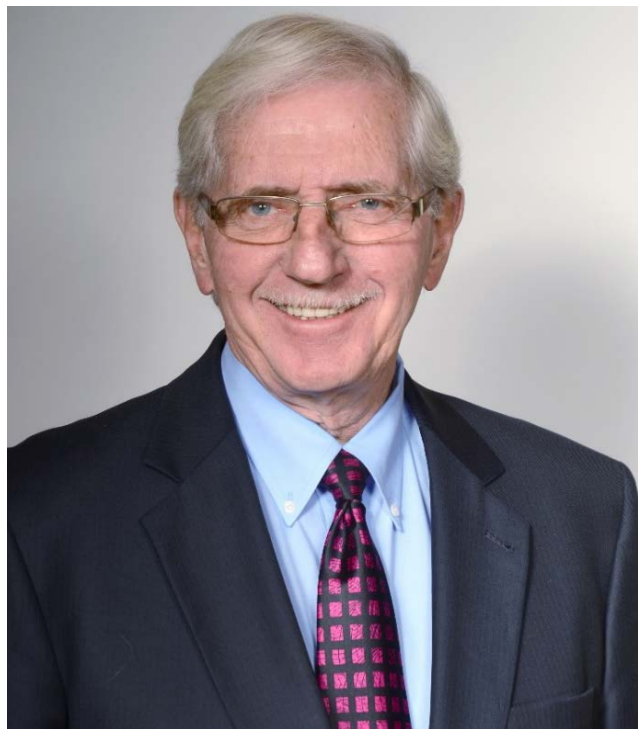


REMEMBERING D-DAY

— **Roddy Peeples** (NAFB Emeritus Member, Dallas, Texas) made a long-desired trip in late March and April to the D-Day landing beaches and, even more specifically, Ponte du Hoc. His son, **Rick** (left), joined him for the trip. “While we visited lots of the sights and attractions in Paris and Normandy, my main purpose for going was a desire for many years to see where Lt. Col. **James Earl Rudder** led more than 200 ‘Rudder’s Rangers’ in scaling the cliffs there to take out a

German 155mm gun emplacement that threatened the ships disembarking U.S. troops from the English Channel to the beaches, but also Omaha and Utah Beaches themselves. It’s about halfway between the two beaches, and the gun had a 15-mile range, so taking it out, which Rudder’s men did, was a deciding factor in the D-Day invasion,” Peeples said. “I did not know Rudder myself. After the war, he retired as a Major General in the U.S. Army Reserve. In the late ’50s and ’60s, Rudder was president of Texas A&M University.” Peeples’ father, **Rufus**, was active his entire adult life in the affairs of Texas A&M. He was president of the Association of Former Students in the ’40s, an

eight-year member of the Texas A&M Board of Directors in the late '40s and early '50s, and later a member of the Century Council. So, he became a close acquaintance of General Rudder, who was also an Angus breeder from Brady, Texas, as was Peeples' dad from Tehuacana, Texas. "So, they had lots to talk about, A&M and Angus cattle and ranching in general. This relationship kindled my interest in Ponte du Hoc and its importance on D-Day and the man who led that raid up those cliffs and later became president of my alma mater and a friend of my dad." Roddy Peeples served as NAFB President in 1982. He was named Farm Broadcaster of the Year in 1992 and was inducted into the NAFB Hall of Fame in 2001.



THOUGHTS FROM YOUR NAFB VICE PRESIDENT — Gale Cunningham, (Farm Director, WYXY Classic 99.1 FM, Champaign, Illinois) said, "Being selected as NAFB National Vice President is indeed one of my most precious recognitions. Serving farm broadcasters, allied industry members, management and sales members, and honorary and emeritus members is such an honor. In each case, the passion and dedication of delivering the story of agriculture to farmers, ranchers, and consumers is unquestionably the highest privilege one could have." As the National Vice President, Cunningham serves on the Board of Directors with representation from all the groups of professionals. The mixture of different arenas of work from different segments and locations across the spectrum

of agriculture ensures that NAFB represents all of agriculture. "The professional arm of the organization provides the skills and information, and professional development of ag industry broadcasters. This time of year is always busy with many state and national annual meetings as well as a whole host of local gatherings of farmers and ranchers preparing for the new planting season — hopefully a profitable one." Broadcasters have been delivering the stories and information to their listeners, providing what everyone else is doing, what and why the markets are where they are, and what is coming down the research-and-development pipeline for new products and services that could be of benefit to their farm families and their farms or ranches. Along with that so very important task, they also are each day providing content to and for the consumer telling the story of how their food and fiber is produced and delivered to their home and table. The story of food and its safety has become a significant part of broadcasts today. From across the continent, the story of America's food being the safest, most abundant, and most economically produced anywhere on the planet is front and center each day. "I share the passion of my fellow broadcasters and the many companies and businesses that keep the farmer and rancher in business down on the farm. I'm proud to represent the NAFB as its National Vice President — airing on the side of agriculture every day."



KNIPP JOINS FIRST OKLAHOMA AG NETWORK —

Veteran agricultural journalist **Sam Knipp** has joined the First Oklahoma Ag Network team as a farm broadcaster. Knipp brings diversified journalism, public relations, marketing, and academic skills to the iHeartradio family. A true son of the soil, Knipp was raised on a western Kansas farm and ranch near Scott City. He graduated from Kansas State University with a BS in agricultural journalism and a minor in agricultural economics. Knipp later earned an MS in agricultural communications from Oklahoma State University (OSU). After working for radio and TV stations in Kansas and Missouri, he worked in communications and public relations for Kansas Farm Bureau and directed the communications and public relations efforts for Oklahoma Farm Bureau and

American Farmers and Ranchers. Also, he spent a short time in Ukraine working for the Citizens Network for Foreign Affairs, establishing a radio network for privatized farmers and teaching university classes in Kherson, Ukraine. Knipp's other international experiences include working as a journalist in Mali, West Africa, and covering trade events in Cuba. Through his connections with Oklahoma State University, he was asked to team-teach a class on animal agriculture and advocacy with Dr. Jerry Fitch in the OSU Animal Science department. After more than 10 years, the capstone course continues today as one of the students' preferred classes. **Greg Merick**, program director for iHeart Media Networks in Oklahoma City, said, "We are thrilled to have a chance to work with Sam. It's not often you have an opportunity to add someone with Sam's knowledge, experience, and passion for telling the story of family farmers and ranchers to your team."



MISSOURI DAIRY EXECUTIVE RETIRES —

Long-time Missouri Dairy Association (MDA) Executive Director **Dave Drennan** recently retired after serving 23.5 years at the helm of MDA. Drennan started with the association in December 1995 after 11 years with the National Corn Growers Association and eight years with the American Soybean Association. He took over for the late **Marvin Kruse**. In 1998, one of his first projects was to find funding to build the Gerken Dairy Center at the Missouri State Fair. The Center combined the milk parlor and a new restaurant under one roof and was named to honor the late **Bud Gerken**, who served as the fair's dairy superintendent for many years. It opened in 1999. It was the first of many new facilities to be built at the fair and this year celebrates its 20th anniversary. In 2012, MDA

expanded its annual Missouri Dairy Forum into the Heart of America Dairy Expo in Springfield. This regional expo grew into the largest dairy trade show in the southern Midwest and annually draws participants from 15 states. The Heart of America Dairy Expo also features nationally known speakers. The decline of dairy farms in Missouri prompted MDA to continue efforts to get the state of Missouri to support its dairy producers. Those efforts came to fruition with a new dairy risk management program under the Missouri Dairy Revitalization Act of 2016. It passed the Missouri General Assembly but was not funded. This landmark dairy legislation was the first of its kind by any state. Funding was then approved in 2017 and in 2018; \$660,000 was distributed to dairy producers as partial reimbursement of their premiums paid covering three sign-ups under the federal dairy program. “We thank Dave for his service in leading our organization and for his passion in representing all of Missouri’s dairy producers,” said MDA President and Dairy Farmer **Ted Sheppard**, Cabool, Missouri. “We know we have big shoes to fill, and the MDA board of directors is currently pursuing several options to continue our efforts representing all of Missouri’s dairy producers.” Drennan is a lifetime member of the National Dairy Shrine in Wisconsin and the Missouri Dairy Hall of Honors in Columbia; he is past-president of the St. Louis Agribusiness Club.



WRDN HOSTS WISCONSIN TOWN HALL MEETING — Brian Winnekins (WRDN, Durand, Wisconsin) reports his station organized a May 29 Town Hall Meeting to discuss how the current farm crisis has affected farmers and their families. “Because we are heavy in farm programming and have many farm listeners, we felt this was something that needed to be done. We had about 80 people there made up of farmers (mostly dairy farmers) along with agribusinesses. We had one dairy farmer who talked about how he almost committed suicide in 2008 and that a neighbor did commit suicide last year. Another farmer talked about how he had to sell his farm to his sons for about half-price so the sons could continue with the farm. Another farmer talked about how the milk price now is about the same as in the ’80s and that he can’t cut any more out of his living expenses or business expenses to make ends meet. Participants also talked about how it appears

that those who live in the cities don't appreciate or care what happens to them even though its farmers feed everyone," Winnekins said. "One farmer talked about how he just wants a fair price for his product; and if all of those issues are not bad enough, another farmer talked about alfalfa winter kill this year, which means there are many livestock farmers running out of feed for their animals. Another farmer talked about how he can't afford food at the grocery store, but he doesn't qualify for the SNAP Program. We also talked about what some farmers are doing to help themselves. One farmer talked about how he set up a monthly luncheon with other farmers at his church just so they can get together and know that they are not alone. A common theme was that farmers just want people to listen to them and understand what they are going through." The Town Hall Meeting received TV coverage from WEAU and WQOW in Eau Claire, Wisconsin. The link from WEAU is <https://www.weau.com/content/news/Community-hosts-farm-crisis-meeting-to-discuss-mental-health-510584141.html>. Winnekins served as NAFB President in 2016.



NAFB STATIONS PARTICIPATE IN FOUNDATION INTERN GRANT PROGRAM — "One of the opportunities we have as farm broadcasters for the National Association of Farm Broadcasting is participating in the NAFB Foundation Intern Grant program," said NAFB Vice President **Gale Cunningham**. "The grant program helps to fund the cost of having an aspiring young potential farm broadcaster in their shop. One of my interns, **Madison Mitchell**, a student at the College of ACES at the University of Illinois, recently gave me insight that we sometimes miss in our daily agriculture broadcasts." (At left, **Mitchell** is pictured at a county fair broadcast with **Cunningham**.)

Here is part of Mitchell's internship recap:

Some of the greatest life lessons I have learned aren't things you can learn out of a textbook or in a class. One of these experiences was working for Gale Cunningham. I have known him since I was a little girl as I always loved getting the opportunity to be on the radio with him every now and then at local county fairs. What I didn't know at the time was that several years down the road he would become a role model and mentor to me. That time came this past summer when I had the opportunity to be one of his summer interns.

From my very first day on the job to my very last, there was something I learned from Gale that was portrayed through his thoughts, words, and actions. I learned what it meant to have passion. With the agricultural industry constantly changing and the need to educate consumers, communicating agriculture is more important than ever. Gale's passionate drive to represent the agricultural industry through radio is second to none. While Gale's main intentions were to teach me about agricultural media, commodity markets, and radio production, I learned so much more. Passion can look different for many people. It could be advocating for agriculture by sharing your knowledge and enthusiasm for the industry through social media. It could be calling your local congressman to discuss your concerns regarding agriculture in your community. It could be a farmer taking time out of his busy schedule to give tours to consumers who are curious. What I respect most about Gale is his passion and commitment to the future leaders of the agricultural industry. He recognizes the younger generation's interest in agriculture, work ethic, and determination. He gives these young agriculturalists hope, encouragement, and words of wisdom which will be valuable in their future endeavors. I am very fortunate to be one of these people. Passion is not a skill or lesson you can teach, but rather something you learn and display through thoughts, words, and actions. My goal is to be able to use this same passion in my future career in agriculture.



SCRAMLIN IS A NEW NAFB MEMBER — Josh Scramlin became a member of **Pam Jahnke's** team on the Wisconsin Farm Report in Madison, Wisconsin, on May 6, 2019. He said he has two passions: agriculture and broadcasting. So, it only seemed natural for him to join Jahnke's team. And even though farm broadcasting wasn't in the cards during his career initially, he soon realized that it was what he wanted to be doing. Scramlin grew up in the small town of Holly, Michigan. His dad, **Kevin**,

is a hay and straw farmer with hundreds of crops sprinkled throughout the southeastern part of Michigan. His mom, **Melissa**, owns her own embroidery business and also is a surgical



technologist. Scramlin grew up surrounded by farming. He was an active member of his local 4-H club and raised hogs, lambs, chickens, turkeys, and ducks. During his years as a 4-H member, he won numerous accolades including Grand Champion Market Hog and Market Lamb at the Oakland County Fair and Grand Champion Hog at the Spartan Classic in 2007. He helped his dad with the hay business

throughout all of middle school and high school, hauling wagons from customer to customer during the dog days of summer. Scramlin got involved in showing Southdowns with his cousins while in high school and helped show at the Ohio, Wisconsin, Indiana, and Michigan state fairs.

After high school, he headed north to the middle of Michigan and attended Central Michigan University (CMU). It was during his time at the campus radio station that he fell in love with the medium; and just a few weeks into his freshmen year, radio was consuming all his ambition. During his time at CMU, he would work at the campus radio station as well as WCFX, a commercial station just down the road from school. When he was home in Holly during the summer, he would make the 45-minute drive south to Detroit and work at WOMC and WYCD as a personality, producer, and board operator. In 2018, Scramlin graduated from Central Michigan with a BA in broadcasting and a minor in management.

Just after receiving his diploma, he landed a job as a producer with The Highway on SiriusXM. So, he packed his bags and headed south to Nashville, Tennessee. "It was a wonderful opportunity, but the big city weighed on me after a while and quite simply, I wanted to get back to my roots in the Midwest. After searching hundreds of job postings, I finally stumbled across an opening in Madison, Wisconsin, with the Farm Report. I had never heard of such a thing and didn't even know that farm broadcasting was a career. After a few phone conversations with Pam Jahnke and a weekend in Madison, I was totally sold," Scramlin said. "I blended my love of broadcasting and agriculture into an occupation and found my way back to my preferred region of the country."



NAFB WELCOMES MCCLONE AS NEW MEMBER — Reba McClone

is a new farm assistant at the Wisconsin Farm Report and will be learning from **Pam Jahnke**.

Agricultural broadcasting is not what she originally planned to have as her career, but she is glad that those original plans have changed. Since she was little, McClone remembers loving animals — from playing with the barn cats that jumped into the playpen that her dad pulled down the barn aisle when she was little, to feeding calves as she got a bit older, and even to training her own horse. McClone has always held an affinity towards animals.

This had inspired her original career plans to become a large animal veterinarian. (At left, **Reba McClone** interviews **Abigail Martin**, newly selected 72nd Alice in Dairyland.) From 2013-2014, McClone served as the Wisconsin State FFA Reporter; during that time, she found that many people don't know much, if anything, about agriculture. When at the Wisconsin State Fair, she was asked by an adult, "Which cows produce chocolate milk?" Realizing it wasn't a joke, she decided to use her life experiences to teach people about the ag industry.

McClone is a University of Wisconsin-Madison graduate with a degree in life sciences communications and a certificate in agriculture and life sciences business management. During her college years, she was involved in campus groups and worked at the Dairy Cattle Center, milking cows and occasionally giving tours. She greatly enjoyed when her course work pushed her to think about how those outside of agriculture might think about the industry and how she could work to help improve that perception.

"I think a lot of people aren't as lucky as I was to have grown up in farming their whole lives. If I can help people understand and learn about what I considered to be normal while growing up, I'll at least have made some impact on the industry," McClone said.



McClone is excited to start a career in agricultural broadcasting. She finds the pace to be exciting and is anxious to learn more about the industry. Connecting with people and spreading the word of agriculture is so much more than just a job to her, and she can't wait to get going. Showing horses and beef cattle, and staying involved with dairy after her family sold its cows, allowed her to gain a sense of responsibility and a hard work ethic that she credits with getting her to where she is today. In her free time, McClone likes to read, volunteer, and spend time with her rescued pit bull. (At left, **Reba McClone** interviews **Omar Guerrero**, co-owner of Drake Dairy.)

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