



Volume 8, Number 7, July 7, 2020

by Larry A. Quinn



SALE OF CALF BENEFITS NAFB FOUNDATION – Farm Director **Joe Gill** (KASM, 1150 AM, Albany, Minnesota) raised a calf, which he sold and then contributed its proceeds to the NAFB Foundation.

“After every NAFB Convention, I try to have a take-a-way (usually more than one) that I try to implement as a new idea for our station or programming. I love going to auctions, so the NAFB Foundation auction always catches my attention. In the past, I have provided items for the silent auction, and I am always thinking of what I could do next to help raise and donate money,” Gill said.

“I had an idea. I began raising calves the day after I got back from Washington Watch 2019. It has been over a year, and we currently have 19 head. My family and I have had up to 33 at one time. We raise baby calves up to 400 to 500 pounds then sell them at the local auction barn,” Gill said.



“We rent a barn near the radio station as we currently live in a nearby city. I had the idea to dedicate one of our calves to the NAFB Foundation. I thought, why not raise money via some of the topics we as farm broadcasters talk about daily, such as markets, cattle, and so forth.

“I documented the journey on Facebook and Twitter using #FocusOnFarming and #Steers4Stars. The calf ended up weighing 471 pounds and sold for \$1.12 per pound. His proceeds tallied \$527.52. We hope to dedicate another steer yet this year. I had a goal of reaching \$1,000 by the 2020 NAFB Convention,” Gill concluded.



Pictured is Gill’s son Ben with #71 Teddy. Gill’s kids have gotten more involved, starting a YouTube channel called Gill Family Farming to educate others on what they do raising calves.



VOICHOSKIE JOINS RURAL RADIO NETWORK – Wilcox, Nebraska, native **Alex Voichoskie** has officially joined the Rural Radio Network broadcast team following her graduation from the University of Nebraska–Lincoln (UNL). A familiar face and voice to many listeners and viewers, she first joined the Nebraska Rural Radio Association (NRRRA) as an intern in the spring of 2018. Since then, she has been a regular contributor of on-air, digital, and television content.

“Joining the NRRRA team is a great opportunity for me to give back to an industry that has enriched my love for agriculture and rural Nebraska,” Voichoskie said. “I’m looking forward to beginning my career with a company that encourages new ideas and is committed to serving Nebraska’s agriculture producers.”

In her full-time role as a multimedia producer, she will continue hosting the weekly feature [Friday Five](#), contributing to the NRRRA daily programming, producing content for the KRVN Midday show, and co-hosting the Max Country morning show, among other tasks. She will work from the Nebraska Soybean Board studios on the Nebraska Innovation Campus in Lincoln.

Voichoskie majored in agricultural and environmental sciences communication and minored in animal science at UNL. She transferred to UNL after graduating from Southeast Community College in Beatrice with a degree in agriculture business and management technology.

Voichoskie is a member of NAFB and was awarded the NAFB Foundation BASF Grow Smart™ scholarship in 2018.

Outside of work, Voichoskie enjoys going home to spend time with her younger brother, two sisters, and dogs. She also spends extra time baking, cooking, gardening, and playing basketball and volleyball.



60-YEAR FARMER IS FARM BROADCASTER – Joseph Doll has been a farmer for 60 years and is still loving it. He is also a farm broadcaster for WGEL Radio 101.7 FM (Greenville, Illinois).



“I’m a third-generation farmer. Farming with my dad and grandpa was a pleasure. We milked cows until 1998. Corn, soybeans, and wheat were our main crops. My grandpa planted an apple orchard in 1921. We are now in the fourth generation in the orchard business. I joined Illinois Farm Bureau in 1971 as a young farmer, and served on the board for 22 years, 16 years as president. I’ve attended 49 farm bureau annual meetings so far,” Doll said.

“The station farm reporter was going to retire and asked if I would be interested in doing the job. That was on a Friday. I asked if I could think about it over the weekend and came back on Monday. They said they had too many people interested, and they had more computer experience. I said they could stop with the first person who walked by having more computer experience. They gave me a try. They gave me a news story to read. I don’t read well. My first report took two hours to complete. They soon got easier after that. I like to talk about current conditions in agriculture and especially Bond County and the surrounding area.

“After joining the NAFB and attending my first meeting in Kansas City, I was proud to say I belonged. Anytime I need help in broadcasting, I know I can count on NAFB to be there with the proper help. Getting the correct information about agriculture out to the public — yesterday, today, and tomorrow — is very important. I look forward to being a farm broadcaster for many more years. One of the great things about the job is learning from the people we meet and interview. Once you make that first contact you have a person you can count on for more current happenings in agriculture. You may be a stranger the first time you meet, but hopefully you will develop a contact and a good friend,” Doll concluded.



ROBINSON IS NEW NAFB MEMBER – Will Robinson (Brownfield Network, Jefferson City, Missouri) is proud to be a new member of the NAFB Broadcast Council. He grew up on a swine farm outside of Wellsville, Missouri, 70 miles west of St. Louis.

“Growing up in a livestock family, I was given the opportunity to travel to shows from San Diego to Houston to Buffalo, New York. Along the way I have gotten to meet a lot of interesting people with different stories to tell. One of the reasons I wanted a career in broadcasting is because it is never boring and always has something new just around the corner. While showing a Yorkshire pig in Ohio when I was three years old, I sat down in the middle of the show ring and started throwing wood shavings in the air because the judge was taking too long. I am better at

waiting for things now than I was then,” Robinson said.

“While growing up, one of my best memories was riding in the Ford farm truck with my dad to do chores or check cattle. On those rides I developed a love for radio. Whether it was Cardinals baseball, country music, or agriculture market updates, I was constantly in awe of the people behind the voices that crackled through the radio and out the truck speakers. While in high school, I shadowed play-by-play callers at local basketball games; and at 17, I started working for a country music radio station, KWWR, in Mexico, Missouri. Given that my full first name is William, and at the time I was the youngest DJ at the station, I took the radio name of The Kid. The Kid was a cool guy and a smooth talker playing everyone’s favorite country music classics into the late hours of the night, or at least that’s what I’d like to believe. In reality, I likely sounded pretty rough.

“I attended college at the University of Missouri (MU) majoring in science and agricultural journalism with an emphasis in broadcast journalism through the College of Agriculture, Food and Natural Resources (CAFNR). My time at MU in ‘Ag J’ holds some of my favorite memories and was the perfect fit for me. As I was part of the last class from the science and agricultural journalism program and the only male to complete the degree in my class, I was dubbed the little brother of ‘Ag J’ which came with a wonderful support group during my time there. Through CAFNR, I was a member of MU Block and Bridle, where I helped host multiple swine shows, and the Agriculture Communicators of Tomorrow, where I held the roles of treasurer and president. During college, I was also a member of the Alpha Gamma Sigma fraternity, which is one of three agriculture fraternities at MU. While a member, I served as the brotherhood chairman and chaplain, and I held a seat on the judiciary board.

“Through my studies I worked with and for KBIA, the NPR MU radio affiliate. While at KBIA, I learned more about the ins and outs of radio while putting my own spin on it and telling many stories about people in agriculture. A couple of my favorites were talking to older rural residents about rural access to emergency health care and interviewing Missouri swine farmers and veterinarians about African Swine Fever. Before graduation, I interned for the Missouri Pork Association (MPA) and Brownfield Ag News where I now hold a full-time position. During my time as the MPA intern, I attended the World Pork Expo in Des Moines, Iowa, for the education and conference portion of the expo. I remember at one break-out session, everyone went around the room and said what their career plans were. When it got to me, I told the room I am going to be the next Max Armstrong. They chuckled a bit and I smirked back.

“I received a lot of excellent guidance in high school, through college, and now at Brownfield. I look forward to and am excited that I get to share the stories of farmers and ranchers across the country with our listeners. Becoming a broadcaster has been a dream of mine, and I can’t wait to learn everything I can from the professionals at NAFB,” Robinson concluded.



GROSKREUTZ NAMED TO MINNESOTA FFA HALL OF FAME – Jerry Groskreutz (KDHL, Faribault, Minnesota) has been inducted into the Minnesota FFA Hall of Fame.

“It was really quite a surprise when I was notified I was being inducted into the Minnesota FFA Hall of Fame along with eight other inductees,” Groskreutz said. “I just love working with the kids and helping any FFA chapter that asks. Whether it is publicizing an event, working with FFA members to practice for a career development event like the Creed Contest, public speaking, or practice interviews for proficiency contests.

“The most enjoyable part of working with the FFA is doing all the interviews at the Minnesota State and National FFA conventions. Area FFA advisors require their members to stop by the

media center for the interviews. They feel it is good experience for their FFA members. Sometimes, young members are nervous, so you help them along. The next year, it is easier for them. By the time they are seniors, I ask one question and that’s all I get to do. They take over talking about what they do in the FFA. You watch the FFA members grow and develop as ambassadors for agriculture. That’s what makes it easy to get up at 3:15 every morning.”

Groskreutz was in the FFA when he was in high school and was a member of the dairy products team that earned a trip to the State FFA Convention all four years. After high school, he attended the University of Minnesota, where he earned a BS in agricultural education.

“Instead of becoming an ag teacher, I went back to the family farm where we were milking 100 cows and farming 600 acres of corn, soybeans, and alfalfa. After 18 years, I traded the milking parlor for a radio microphone and became a farm broadcaster. I guess in a way you could say I am now an ag teacher working with FFA members. I am still not sure I did enough over the last 24 years to deserve to be in the Minnesota FFA Hall of Fame. I enjoy working with good kids doing good things. It is great to give them some recognition,” Groskreutz said.

WE WANT YOUR NEWS — Send us your stories and photos for future newsletter issues. Contact Larry Quinn at larryquinn@outlook.com or phone at **703-819-6532**. *Airing on the Side of Agriculture* is included in the blog section of NAFB.com. For an archive copy of any past issues, go to **Membership** and click on ***Airing on the Side of Agriculture***.

#