

NEWS
RELEASE

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For Immediate Release



National Association of Farm Broadcasting Honors Members

Three honored for their contributions to the association and industry.

PLATTE CITY, Missouri (November 13, 2015) – At the 72st Convention of the National Association of Farm Broadcasting (NAFB) three outstanding members were recognized for their dedication, commitment, and passion for farm broadcasting and the agricultural industry.

Mike Perrine, MP Radio, Named 2015 Dix Harper Meritorious Service Award

This award is presented to an Allied Industry Council or Management and Sales Council member who demonstrates exemplary and committed service to NAFB. The award was renamed in 2006 to honor longtime member, leader, and historian Dix Harper.

Over the course of a distinguished radio career, NAFB member Mike Perrine has had the great fortune to work as both a farm director and in radio sales. He has served rural communities from Texas to Illinois, Indiana, Wisconsin, and Missouri. Today, Mike owns and operates MP Ag Radio, serving as a station representative for several radio stations, and still provides ag programming for a station in Kankakee, Ill. His tireless dedication and commitment to the industry and association over the years makes him the ideal Dix Harper Meritorious Service Award winner. Mike has been an active NAFB member and has successfully promoted agriculture by combining broadcast and sales for local stations and networks.

Gary Truitt, Hoosier Ag Today, Named 2015 Farm Broadcaster of the Year

Since 1969, NAFB has recognized distinguished broadcasters with the Farm Broadcaster of the Year award. It is presented to individuals who have proven their abilities in broadcasting, have shown true commitment to the industry through their actions and their promotional efforts, and shown leadership in the industry and within their communities.

Gary Truitt, owner and Farm Broadcaster at Hoosier Ag Today, Zionsville, Ind., a he has been on air since 1981 and founded Hoosier Ag Today in 2006. During his career, he has established himself and

the network as the voice of Indiana agriculture. Delivering farm news and markets on more than 55 stations, Gary covers all aspects of agriculture, from commodity markets, extension economists, industry association leaders, policy experts and more. During his 30-plus years behind the mic, he has had the opportunity to broadcast live from 17 different countries, providing listeners with ag information from around the globe, helping Indiana's farmer understand the global agriculture market. In addition to his position, Gary is active in the Indiana 4-H, Indiana Ag Day Committee, and his local church. Gary is an active member of NAFB and has served the association in multiple leadership positions, and is the recipient of many reporting awards during his career.

Jesse Harding, KRVN Rural Radio Network, Named 2015 Horizon Award Winner

The award was first presented in 1995 and serves to recognize a broadcaster with less than five years of membership. It's always an honor to publicly acknowledge new broadcasters not only for their dedication to farm broadcasting but also for the new perspectives and passion they bring and breathe into NAFB.

Jesse Harding with KRVN Radio Network, Lexington, Neb. has jumped into the agricultural broadcasting industry and is a leader among her peers. A recent University of Illinois graduate, with a degree in Agriculture Communications and Advertising, she had the opportunity to intern with a member station, WYXY in Champaign, Ill. and found her career path. Prior to joining KRVN, Jesse was with Wisconsin Farm Report, Madison, Wis. Since joining KRVN in January, Jesse has participated in Nebraska Trade Mission with Governor Pete Ricketts to Italy, Belgium, and Denmark, where she was the only media attendee, and provided daily stories back to the station, and several other media outlets in the state. Jesse is also involved with broadening the use of social media at KRVN Rural Radio Network, including introducing the Periscope app to KRVN listeners, and her followers.

The National Association of Farm Broadcasting is a 501(c)(6) professional organization whose mission is to lead, promote and support growth in agricultural and rural broadcasting for the benefit of our members, audience and industry.

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