

Volume 10, Number 3

March 8, 2022

NEWS SHOW SHARES AG POLICY ISSUES – *Agri-Pulse Newsmakers* is a new national news show, created by Agri-Pulse Communications, to engage industry leaders and lawmakers on the important agriculture and political issues of the week.

Spencer Chase, managing editor for Agri-Pulse Communications, said the 30-minute news show will offer a high-level view of issues and policies that affect farmers, ranchers, lawmakers, and industry leaders.

“We see this as an opportunity for us to have a ‘Sunday show’ kind of format that is focused strictly on agriculture and rural policy issues,” Chase said.

Chase shared the show will reach outside of Washington, D.C. to get the perspective of others, whether that is state officials, foreign policy experts, or other industry professionals.



“We’re going to be interviewing some of the biggest names in agriculture and the smartest people in the industry to respond to the biggest news of the week and where they think it’s going to go,” Chase said. “We want to make sure we cover a wide array of voices to make sure that folks who are watching this show can be better informed.”

Not only will this news show provide a variety of perspectives, but it will also provide timely news.

“This is an opportunity we’re taking to give folks the most current information on a weekly basis,” Chase added. “There’s going to be a lot of thoughts to be collected from elected officials, industry groups, farmers, and ranchers; and we want to make sure that we’re using this program to give folks the latest.”

The show kicked off on February 11, with **Sen. John Boozman** as the first guest. Boozman is the ranking member of the Senate Committee on Agriculture, Nutrition, and Forestry.

Agri-Pulse Newsmakers is being distributed every Friday via www.agri-pulse.com and is available in both video and podcast formats. The podcast can be found on iTunes, Google Play, and Spotify.

ANDERSON AWARDED OUTSTANDING NEBRASKA LEAD ALUMNI – Having grown up in South Dakota, agriculture was certainly something with which **Ken Anderson** was familiar.

In 1977, after his graduation from South Dakota State University, he took his first farm-broadcasting job in central Nebraska at a local radio station. The radio station covered most of Nebraska as well as a large part of Kansas and Northeast Colorado.

It was at this radio station Anderson first became aware of the LEAD program; a program established in 1981 under the direction of the Nebraska Agricultural Leadership Council. The program focused on developing agricultural leaders from Nebraska’s future generations to take on the constant changes that occur in agricultural policy, marketing, economics, and technology.

The Nebraska LEAD Program is the state’s only comprehensive agricultural leadership development program in which participants are selected each year for a two-year fellowship. During the two-year period, these fellows participate in 12 three-day in-state seminars conducted at cooperating public and private colleges and universities across Nebraska.

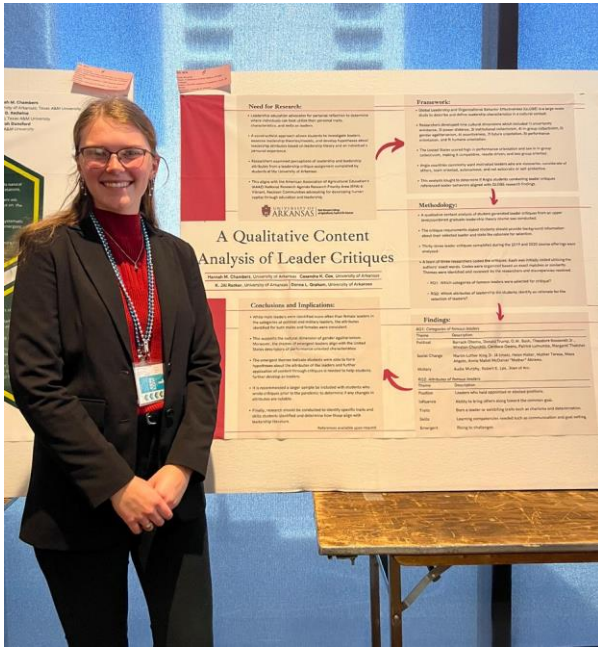
During his own fellowship, Anderson participated in a two-week National Study Tour, taking the fellows through cities such as Chicago, Detroit, Washington, D.C., and Kansas City. In 1983, his group also had the chance to participate in a three-week international trip to Hong Kong, Taiwan, and Japan. Anderson stated these opportunities benefited his career as an agricultural broadcaster by giving him the confidence to dig into more of the issues about which he had been learning as well as the confidence to step up into future leadership roles.

Anderson retired in 2021 from his position at Brownfield Ag News; and earlier this year, he was awarded the Outstanding LEAD Alumni Award for the Nebraska LEAD Alumni Association for his exceptional work as an anchor and reporter and for his efforts in telling the stories of Nebraska Farmers.



CHAMBERS PRESENTS RESEARCH AT NATIONAL CONFERENCES – Hannah Chambers recently presented three research posters at the Southern Association of Agricultural Scientists (SAAS) conference this February in New Orleans.

Chambers is a current graduate student at the University of Arkansas. The first poster Chambers presented was titled “Texas State Parks and the Effect of COVID-19 on Their Communication Styles and Frequencies: Consumer Perceptions.”



“This poster covered the qualitative portion of a mixed-methods undergraduate research thesis I did during my senior year at Texas A&M,” Chambers said. “I wanted to see if Texas state parks changed how they communicated on Instagram during the pandemic and if consumers used individual Texas state park Instagram accounts as a way to receive information.”

Chambers and her research committee found most people did not go to the individual parks’ Instagrams for COVID-19 information. Instead, participants typically found information on the park website or the Texas Parks and Wildlife Department Instagram.

“Most of the participants said they used Instagram for information, but the type of information differed,” Chambers said. “Some said they wanted to see visual information, such as what you can see on a specific hike or what a campsite looks

like, and others sought more technical information, such as upcoming events or day-pass availability.”

The second poster Chambers presented was titled “A Qualitative Content Analysis of Leader Critiques.” She collaborated with University of Arkansas faculty to analyze undergraduate student leadership essays to see if who they defined as a leader aligned with a Global Leadership and Organizational Behavior Effectiveness study.

“Our results aligned with this study as students named many political, social change, and military leaders,” Chambers said. “The students said the attributes which made leaders in their eyes included influence, position, certain traits, skills, and rising to the challenge of leadership.”

Chambers’ final poster was based on the master’s thesis of Ashlyn Ussery, a former University of Arkansas student.

“The study sought to discover how Arkansas Farm Bureau employees and members preferred to communicate, which is important with the rise in computer-mediated methods of communication,” Chambers said. “Most of the participants said they preferred face-to-face communication methods, typically in the form of county and state meetings but recognized the need for computer-mediated methods, especially during the pandemic.”

Presenting at this conference allowed Chambers to not only showcase some of her research but also make new connections and develop new research ideas.

“I loved making new connections and seeking advice and insight from professionals within the industry,” Chambers said. “I left the conference with a few business cards and a plethora of ideas for new research, which makes me excited for what these next few years have in store.”

LEAL SERVES AG IN HER DREAM JOB - Danielle Leal is a television broadcaster at AgNet West in California, covering agriculture news in her community.

Leal grew up and continues to live in the agricultural community of Tulare, California. Her husband manages the family farm, where they live with their two sons.



“I didn’t grow up with a direct connection to agriculture other than living in a farming community,” Leal said. “I moved from private to public school when I was young, and I became involved in FFA and the ag program at my school.”

Leal studied broadcast journalism in college and had hopes of appearing on television someday.

“I wasn’t sure where or what I was going to be covering, but I knew that I wanted to be on the TV screens of everybody in my rural area,” Leal said. “I wanted to wake them up with good news and good stories, and I wanted to host a morning show.”

Leal married her husband soon after college and wanted to remain close to home so he could continue to manage the family farm. She started her first job working as a reporter for a local newspaper. After working in print journalism for a few years, Leal told her husband she wanted to take the next step in her career.

“One of the things you learn in the broadcasting industry is that networking is key,” Leal said.

Leal was reporting at the World Ag Expo in February 2018 when she was talking to industry leaders about what she wanted to do, which was host a morning show. A few days later, AgNet West, located in her hometown, reached out to her about hosting and producing a morning show focused on agriculture.

“It blended the two things I had a passion for – journalism and agriculture,” Leal said.

Leal started her dream job in 2018 and continues to work in the community she always wanted to serve.

“Don’t settle for one particular job and think that it’s the end-all-be-all,” Leal said. “It’s always a steppingstone to your next spot, unless you really love that job!”

WE WANT YOUR NEWS — Send us your stories and photos for future newsletter issues. Contact Erin Nash at erin@nafb.com or phone 816/431-4032, x107. *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 the **Membership** section and click on **Airing on the Side of Agriculture**.

#