



Volume 10, Number 12

December 19, 2022

HART JOINS BROWNFIELD AG NEWS — Carah Hart recently joined Brownfield Ag News as an anchor reporter, covering national agriculture news and focusing on Missouri and South Dakota.

“Brownfield is respected across the country for its farm news coverage and has a great team of talented reporters; I’m glad to join them,” Hart stated.

Hart writes state and national news along with anchoring newscasts. Her job will consist of reporting news and traveling to cover regional, state, and national events.

“I get to report the business of agriculture for the farmers I grew up with and work with familiar faces in the industry,” Hart reflected.



Hart currently is based out of Jefferson City, Missouri, having grown up on a farm two hours away in Carrollton. Her career started through fulfilling her SAE requirement for FFA at a local radio station. She recalled getting good feedback from surrounding farmers and listeners, and her new role allows her to pay back that kindness.

“I’m most excited about being able to provide important news to Missouri and South Dakota farmers. I’m excited to be able to serve them in this way,” Hart emphasized.

As she looked to the future of her career, Hart was ready to ask the questions.

“I can ask the tough, fair, and necessary questions to the right sources to get answers farmers need. That’s an important job, and hopefully we as farm broadcasters continue to help farmers by giving them knowledge they need to stay up to date on the news that affects their farms and ranches,” Hart added.

Hart joins Brownfield as they celebrate 50 years on the air. She said she can’t wait to see what happens next with the network and NAFB as the future of the farm broadcasting industry is bright.

EIGHT NAFB FOUNDATION SCHOLARSHIP RECIPIENTS RECOGNIZED IN KANSAS CITY — In 2022, the NAFB Foundation awarded multiple \$7,500 college scholarships and one \$10,000 scholarship. Each recipient received an expense-paid trip to attend NAFB Convention as part of the award.



Seth Plaugher, recipient of the Robert E. Schmidt Scholarship, grew up in Clarksburg, West Virginia, and is currently finishing his final semester at the University of Missouri for his master's in agricultural communications and leadership. He has a long history of being involved in agriculture, as an FFA state president to managing his ag-themed blog.

“This scholarship is an important note to me as it pushes me to continue working and become a better communicator,” Plaugher said.

Sarah Thomas, winner of the Jack Farmakis Scholarship, is studying agricultural leadership, communication, and education at The Ohio State University towards her master's. She previously studied dairy science at Virginia Tech. From Silk Hope, North Carolina, Thomas says the scholarship allows her to focus on teaching, research, and her own studies.

Paige Van Dyke received the Ken Root Scholarship, which is even more fitting as Van Dyke will be an Oklahoma State University alum just like Root. She currently is a junior majoring in agriculture communications with a minor in special education. Van Dyke grew up in Louisville, Illinois. Previously having created a television segment for her local cable station, she is grateful for a scholarship that, “allows me to further my education and my future broadcasting career.”

Hannah Chambers, a graduate student at the University of Arkansas, is the recipient of the Glenn Kummerow Memorial Scholarship. She is earning her Master of Science in agriculture extension education with an emphasis in communications and leadership. She holds her bachelor's degree from Texas A&M.

“It means the world to me, not just because of the monetary help, but because they chose to invest in my future. Being an NAFB student member has resulted in many connections and friends across the industry, and I think that's especially important because the ag industry is so close knit,” Chambers said.

Michelle Stangler, the Orion Samuelson Scholarship winner, is a junior studying agricultural marketing communications and journalism at the University of Wisconsin-River Falls. Interning with Midwest Farm Report Radio Network and WRDN Radio has allowed her to “get to this point today where I am looking forward to sharing the positive stories in ag.”

Lydia Johnson, winner of the John Deere Scholarship, grew up in Bondurant, Iowa, and now resides in Ames while attending Iowa State University. As a junior studying agricultural communications and journalism, she is a previous NAFB Foundation internship grant recipient and says it has fueled her passions for broadcasting, journalism, and all the ways she plans on being involved in agriculture.

Erin Anderson received the 2022 Grow Smart Scholarship, presented by BASF. Anderson currently is a junior at Purdue University, studying agriculture communications. Originally from Hoopston, Illinois, she has widespread experiences within the farm broadcasting industry and said that “being able to pursue my education at Purdue University means the world to me.”

Ashley Hagenow received the George Logan Scholarship. She is from Poynette, Wisconsin, and is a senior at the University of Minnesota. Hagenow is studying agricultural communications and marketing with minors in animal science and agricultural food and business management. Besides the financial support, Hagenow is grateful for being at NAFB Convention and having the “opportunity to network with industry legends and those who have walked the path before us.”

HALLOWELL RECEIVES NAMA PROFESSIONAL DEVELOPMENT AWARD — NAFB Allied Industry Member **Lori Hollowell** recently received the National Agri-Marketing Association (NAMA) 2022 Professional Development Award of Excellence for public relations.



Hollowell received this award at the 2022 NAMA Fall Conference this past October in Minneapolis. While she has been with Bader Rutter for 28 years, Hollowell has been interested in public relations since her days at the University of Nebraska-Lincoln as an agriculture journalism student.

“Public relations are my wheelhouse. I love telling stories and building compelling content that helps farm broadcasters and print journalists better reach farmers and ranchers,” Hollowell said. “It is really my jam.”

Hollowell is grateful for her team and for representing their work with Corteva Agriscience. She is a constant motivator for her Bader Rutter team and encourages fellow ag communicators to seek unique ways to provide content in the world.

“My favorite thing to do is trying to give back to my company and help develop the next generation [of ag communicators] to have terrific, fulfilling careers like I did,” Hollowell explained.

Hollowell’s professional commitment is rooted in her passion for agriculture. She is a fifth-generation rancher, who grew up in Palmyra, Nebraska.

“I love what I do. I wake up every day excited for what the day holds,” Hollowell stated.



LA RUE FINDS PASSION FOR BROADCASTING, RURAL MENTAL HEALTH — Upon attending her first NAFB Conference in 2015, **Corryn La Rue** cemented her career as an agriculture reporter, now doing just that for the Ag Information Network. La Rue graduated from Utah State University with two Bachelors of Science degrees in agricultural communications and journalism with a broadcast emphasis.

“Since I grew up in the agriculture industry, it was a no-brainer that I would go to college to study ag. At first, I thought journalism would be my second major, but I fell in love with journalism and made it my priority,” La Rue said.

“I was lucky enough to get into a niche part of the industry that allows me to utilize each of my degrees.”

During La Rue’s freshman year of college, Dr. Kelsey Hall, associate professor at Utah State University, introduced her to the National Association of Farm Broadcasting (NAFB) Conference.



“She helped me sign up to be a student member, and I immediately knew farm broadcasting was what I wanted to do with my life. Afterward, I dove deep into every opportunity NAFB offered to student members.”

La Rue continued making connections through NAFB and completed ten internships throughout college, including one in Washington D.C., with Agri-Pulse Communications, Inc. She is passionate about journalism and has become an active voice for rural mental health.

“Growing up in the ag industry, I have seen [the mental health] struggle firsthand. The resources we have for rural mental health right now is getting better, but they are not enough.”

Throughout her experience as a journalist, La Rue has found there is generational stigma against mental health and knowing when to seek help.

“In the ag industry, there is so much of a farmer’s or rancher’s job that is directly rooted in his/her identity. When something is failing with a family business, it’s not just the mindset of losing a job, it’s that person’s ancestral identity at stake,” La Rue said. “There is such an intense connection between farmers and their work, it is much more painful to handle failure.”

La Rue strives to change the narrative of mental wellness in rural America. Her passion for journalism and rural mental health fuels her involvement in farm and ranch news.

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, x 107. *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*.

#