



**Volume 1, Number 6, December 2, 2013**

**by Larry A. Quinn**

**GIVING THANKS...**to farm broadcasters at their final newsmaker session November 16 at the 70th NAFB Convention in Kansas City was **Secretary of Agriculture Tom Vilsack**. The Secretary said, "I want to start off by acknowledging the good work that you all do. Part of the frustrating aspect of this job is that so many of the media folks do not understand or appreciate what goes on, on the farm, on the ranch, in the fields and in rural areas. And it is important and necessary for, not just folks in rural America to understand the important work that's done in small towns and on those farms and ranches, but all of America appreciates [that work]. And the fact that you are engaged in getting the word out about the importance of agriculture and the importance of what the folks in rural communities do for the country is often not appreciated, and it needs to be. So, first and foremost, I want to say 'thank you' for what you all do. It's important work." The Secretary's words amplify the role that farm broadcasters play in "airing on the side of agriculture."

**HARVEST OF THANKS...**is a special holiday program that airs each Thanksgiving on AgDay Television. The special feature highlights a community doing what agriculture does best - lending a hand in a time of need. **Tyne Morgan** (National Reporter, Farm Journal Media, South Bend, IN) called our attention to a story in this year's feature produced by her colleague **Clinton Griffiths** (Anchor and Managing Editor, AgDay Television). A local young farmer discovered he had cancer and died a week later. The story features the Chitty family, paying tribute to a husband, father and farmer, whose life was tragically cut short. More than that, it pays tribute to farmers who, despite being busy with their own harvest, dropped everything to complete a job left unfinished, harvesting the farmer's crop. The story is told from Prairie View Farm in Chalmers, Indiana, where the farmer, **Walter Chitty**, who had stood tall at six-foot-eight, left his legacy. Tyne said, "The story brought tears to my eyes."



**Clinton** came to his anchor position at AgDay with lifelong connections in agriculture. He grew up on his family's ranch in Deming, New Mexico, showing cattle and was actively involved in FFA and 4-H. He earned his agricultural communications degree at Oklahoma State University and later completed his master's degree in business administration at Wichita State University. Earlier in his career, Clinton was a reporter/anchor for KBSH-TV in Hays, Kansas, and KWCH-TV in Wichita, Kansas. More recently, he served as host and executive producer of SUNUP, a weekly agricultural television program produced by Oklahoma State University. Go to:

**USING APPS TO INCREASE REACH OF FARM BROADCASTING...**is drawing favorable reactions from listeners, according to **Mike Hergert** (Red River Farm Network, Grand Forks, ND). "Given the busy lives we all lead, I think it's interesting to see how the apps are allowing people to get their farm news on demand, as we like to promote it," Mike said. **Jason Harrison**, one of his agronomist listeners, said, "Your app is the most used app on my phone. I hardly ever get to hear your morning or your afternoon deal. It just doesn't work. I listen to it every day now." Another agronomist, **Mark Torno**, said, "I've been really happy with it (the app). It works real well and gets me what I need to know quick." Mike also shared a comment he received on July 4 from farmer **Fred Lukens** (Aneta, North Dakota): "Just wanted you to know that there are famers working today, and we appreciate being able to turn on the radio in the morning and at noon and hear our friends at RRFN." Mike added, "We sometimes wonder if it's worth coming in and broadcasting on holidays when the markets are closed." In action (below) doing an interview at November's Trade Talk, Mike is a 42-year veteran of the



broadcast industry and a 33-year member of NAFB. He began his broadcasting career at KFIL (Preston, MN). His first farm director position was at KATE (Albert Lea, MN) in 1978. From 1982-85, he worked for KCMT (Alexander MN), and in 1985, Mike became the first Executive Director of the Minnesota Corn Growers Association. Since 1986, he has worked at KNOX, KKXL and the Red River Farm Network, all in Grand Forks. Currently, he produces seven radio farm programs per day, carried in 18 rural markets in northwestern Minnesota, eastern North Dakota and South Dakota. Mike served NAFB as President in 2001.



**A PENNSYLVANIA CENTURY FARM...** is home to farm broadcaster **David Williams** (Pennsylvania Farm Country Radio Network, Honesville, PA). Earlier this year, Pennsylvania Secretary of Agriculture **George D. Greig** designated Dave's farm "a Pennsylvania Century Farm, in continuous family ownership since 1856 demonstrating a durability and love of the land that is the heritage of Pennsylvania." Dave was raised on this family dairy farm where they milked registered Holstein cows and raised the crops for their herd. In 1972, he moved to Texas to co-manage a 5,000-acre ranch with a 1,500 Angus brood cow herd. The herd's calf crop and other calves brought in were finished and marketed through an on-premise stockyard. While there, his family also leased a Texas farm to produce 15 acres of watermelons, raise hogs, and raise and break mules and horses. In 1985, Dave and his family returned to his farm in Wayne County, Pennsylvania. Besides his daily broadcasting for listeners of 24 stations in Pennsylvania and New York, Dave still has a 25-acre vegetable operation which yields products for both retail and wholesale. Dave's love for farming has been evident throughout his life, not only in the ways he chooses to make a living, but also in his numerous volunteer efforts. In 2010, he was awarded the People Who Make a Difference in Wayne County Agriculture Award. Dave's vast experience in such a variety of agricultural pursuits make him a valuable asset when "airing on the side of agriculture."





### **FUTURE AGRICULTURAL COMMUNICATORS CHOSEN AS NAFB SCHOLARSHIP WINNERS**

From left, **Amie Burke** (Illinois State University), recipient of the **Glenn Kummerow** Scholarship; **Gina Olsen** (University of Missouri), first recipient of the **George Logan** Scholarship; and **Stacie Seger** (The Ohio State University), recipient of NAFB Foundation Scholarship.

**NAFB HONORS OUTSTANDING MEMBERS AT 70TH CONVENTION...** **Pam Jahnke** (WOZN/Q106 Radio, Madison, WI) was named Farm Broadcaster of the Year, and **Rob Winters** (WOWO Radio, Fort Wayne, IN) was chosen Horizon Award winner. **Lynn Henderson** was named recipient of the **Dix Harper** Meritorious Service Award. **Pam** is a 25-year member of NAFB, who served as NAFB President in 2009. Early in her career (1986), she received NAFB's top national scholarship. Her farm broadcasting career began in 1990 during the World Dairy Expo on WTSO (AM-1070). In addition to its two Madison, Wisconsin, stations, her farm department now encompasses multiple Wisconsin Farm Report network partnerships. She also partners with WISC-TV in Madison. **Rob** does six daily newscasts and a mid-day market report that reaches portions of three states and an estimated 40,000 farm radio listeners. His work is highlighted by a successful weekly program called Midwest Ag Matters that gives him an opportunity to do in-depth coverage for his farm family audience. He is founder, producer and host of this popular, and commercially profitable, program. **Lynn** is a veteran agri-marketing media publisher and agricultural industry leader. He supports the business of farm broadcasting with two annual special sections published in his *Agri Marketing* magazine. He is an active member of NAFB's Marketing & Promotion Advisory Board and is a longtime NAFB Convention sponsor.

**NAFB FARM BROADCASTER HALL OF FAME INDUCTEES FOR 2013...**are **Wey Simpson** and **Johnnie Hood**. **Wey** was a radio and television pioneer in Northwest

Agriculture and was a recipient of the NAFB Farm Broadcaster of the Year award. He began his broadcasting career at stations in Idaho, California and Washington before joining KHQ (Spokane, WA) in 1961. He also worked as a television news editor until mid-1966, when he became Agri-News Director for both radio and television. We retired from broadcasting in 2004, ending his career at KXLY Radio and TV and KAQQ radio (formerly KHQ). **Johnnie** was NAFB President in 1985 at the midpoint of his career as a farm broadcaster on WPTF (Raleigh, NC). His interest in radio started on the engineering side. His first full-time job, including engineering and on-air work, was at WNCA (Siler City, NC). Following positions at WCOG (Greensboro, NC) and WGBR-WEQR (Goldsboro, NC), Johnnie was hired in 1972 to host the morning show at 50,000-watt WPTF (Raleigh, NC). He later became Farm Services Director for WPTF/Southern Farm Network. During his position with WPTF, he traveled internationally to the Soviet Union in 1977 and in 1985 to Brazil and Argentina. Later, he traveled to China and Japan.

**2014 NAFB LEADERSHIP TEAM**...will be led by President **Janet Adkison** (Rural Radio/RFD-TV, Nashville, TN). President-Elect is **Susan Littlefield** (KZEN, Columbus, NE), and Vice President is **Brian Winnekins** (WRDN, Durand, WI).

**WE WANT TO HEAR FROM YOU**...so we can share your stories of service to listeners. Contact me at [larryaquinn@verizon.net](mailto:larryaquinn@verizon.net) or call me at 703-819-6532.

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