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by Larry A. Quinn

FINDING NEW VOICES FOR TELLING THE AGRICULTURE STORY...is a key benefit of the NAFB Foundation's scholarship and internship programs. **Bill Holst** (WNAX, Yankton, SD), Chair of NAFB's Marketing & Promotion Advisory Board, said, "Personally, I feel a real calling to help bright young people realize there is truly an exciting future in our industry." He believes that leaders at all levels need to mentor their replacements and continually change, while staying true to their morals and personal missions. He is committed to championing young staffers while encouraging them to identify their dreams, build their purpose and establish a written plan for themselves personally and professionally. Bill says that "helping others reach their objectives always results in our own personal growth." He shared his personal experience in working with **Gina Olsen**, an intern at WNAX and the 2013 winner of the George Logan Scholarship. Bill characterizes her as "truly a self-starter, a required quality" and very much "old school" in her personal and professional ethics. "Personally, she is extremely bright and quick on the 'up take,' and her passion for the industry is extremely difficult to find."



2014 DUPONT PIONEER NAFB FOUNDATION INTERNSHIP PROGRAM...Through the generous support of DuPont Pioneer, the NAFB Foundation is offering 10 NAFB stations and networks the opportunity to begin or build on an internship program with a \$1,000 grant. Each grant awarded helps cover the expense of an intern seeking "on the job" experience in agricultural broadcasting. Internships give a new generation an opportunity to sample an industry to see if it is compatible with their goals. NAFB and its industry partners believe internships are an excellent way to find new talent. **Ken**



Root, NAFB Foundation President, encourages broadcasters, their stations or networks to apply for a grant today. Deadline for applications is **April 9, 2014**. For answers to questions about the grants, contact **Barbara**

Young, NAFB Member Services, 816.431.4032, barbara@nafb.com.

NAFB FOUNDATION SCHOLARSHIPS AVAILABLE...

Three \$5,000 scholarships are available to assist students in pursuit of careers in Agricultural Communications: the **Glenn Kummerow Memorial Scholarship**, the **George Logan Scholarship** and the **Orion Samuelson Scholarship**. Eligible applicants are students who are juniors or seniors currently enrolled in a college or university agricultural communications program. The recipients also receive an expense-paid trip to the NAFB Annual Convention where they will be recognized.

The application deadline is **June 2, 2014**. If you have questions, contact **Barbara Young**, NAFB Member Services, 816.431.4032, barbara@nafb.com.



IN HIS OWN WORDS... Tom Waldinger, President, Waldinger Creative, shared his thoughts on being the first NAFB Foundation Scholarship winner:

"There was my name. A tiny item among the 84 glossy pages of the January 16, 1978 edition of *Broadcasting* magazine ("the newsweekly of broadcasting and allied arts"). There it was, nestled in there among the big stories of the day: the Supreme Court agreeing to take on the FCC seven dirty words case, the announced departures of Sally Struthers and Rob Reiner from All in the Family and breaking news about CBS-TV's planned rollout of its electronic palette and action track systems for the upcoming Super Bowl.

It was the first paragraph under the Media Briefs column: **Cash crop**. *National Association of Farm Broadcasters awarded its first annual \$1,000 NAFB Foundation scholarship to **Tom Waldinger**, senior at University of Illinois majoring in agricultural communications. Award is given to students exhibiting achievement in electronic agricultural communications.*

It appeared just two months after I received what I felt then-and still feel today-was an extraordinary honor. As an Illinois farm boy who had the good sense (or good luck) to become involved in the FFA and take on leadership roles at the local, section and state levels, I was very familiar with farm broadcasters in my state, most notably **Colleen Callahan**, **Max Armstrong** and **Orion Samuelson**, among others. But beyond my exposure to radio and TV farm reporters at state and national FFA conventions and through my ag comm coursework, I had only passing knowledge of the NAFB. That all changed, of course, when I got a call from my ag comm advisor, **Jim Evans**, who told me that **Mr. Samuelson**, chairman of the NAFB Foundation, had called with some very good news. I was to become the group's first scholarship winner.

I will never forget the experience of coming to Kansas City, having one of the most amazing dinners with **Orion** and his wife at the top of the Crown Center Hotel, and over the next few days, being treated like a long-time member of a very nurturing family. I had the chance to meet so many wonderful men and women in the profession-I'd love to name them all here. But the bond was so instant that by the time I was asked to deliver my prepared remarks to accept my scholarship, all of my fretting and nervousness had melted away. I was among friends-good friends. That spirit of friendship continued long after that first meeting and I honestly lost count of the number of NAFB conventions I attended since that first introduction in 1977, not to mention those annual Washington, DC newsmaker gatherings, where I was able to be part of the local organizing committees from year to year.

When I reflect on this unforgettable honor, I think of the many productive seeds it planted in my life and the rich tapestry of personal and professional relationships it began to weave - both within the broadcasting profession and through the many allied professions that lend strong support to the organization's good works.

Virtually every agricultural communicator has a heart that beats for the sustainable success of American agriculture and a profound respect for those who feed our planet. NAFB's scholarship only deepens a young person's love for the profession and fosters an even greater appreciation for the essential work of every broadcaster in serving farmers and ranchers across the nation. Thank you, farm broadcasters. Thank you, NAFB. Thank you, NAFB Foundation."

BACK AT KSIR MICROPHONE...On January 1, **Lorrie Boyer** returned as Farm Director and *Morning Show* host to Farm Radio 1010 KSIR (Fort Morgan, CO). Lorrie may be "new" to her "old" position, but she is no stranger to radio and farm broadcasting. She started her career in 1998 at KLMR (Lamar, CO), and she spent four years there serving as Farm Director and mid-day radio show host for the country music station. Also, she learned sports programming, created and managed the internship program, was talent for numerous live remotes, served as backup news director and participated on the daily "Anything Goes" newsmaker show. In 2001, Lorrie went to work for KWAY (Lamar, CO) where she created the Ag News Department. It was the first time that the station had a dedicated Farm News Director and the first time that air-time was dedicated to agriculture interviews and market updates. Also, she hosted a weekly, hour-long talk show and was an on-air personality for the mid-morning show. Lorrie developed and managed an internship program, hosted live remotes and spent many hours producing ads. After five years at KWAY, Lorrie founded the *Colorado Agriculture News Network*. She ran all aspects of the network for six years and had up to 21 network stations. She has since sold the network.



She joined the KSIR team in 2006 as the station's Farm Director/Program Director and Morning Show host. After six years with KSIR, she left the industry to teach work and life skills for Morgan County Social Services clients, but now she is back and energized with a whole new perspective on how she can better serve as the *KSIR Farm Director* and *Morning Show host*. KSIR is a 25,000 watt station and is Colorado's only ag station. In addition to locally produced news, markets and ag industry interviews, KSIR also carries Agri-Talk, Trent Loos, Howard Hale, BARN Media, Successful Farming Radio Magazine and reports to complement the solid ag programming. Lorrie runs the KSIR morning show daily from 6:00 a.m. to 9:00 a.m.



She assists with keeping the website current and social media platforms up-to-date and does live remotes from a local livestock sale barn and equipment auction barn, among other daily duties. She brings a passion for agriculture, having grown up in Longmont, CO, where her dad is a horse breeder and trainer. She has won numerous awards, including Media Professional of the Year from the Rocky Mountain Farmers Union, Friend of Agriculture from the Colorado Conservation District Association, Colorado Corn Growers Association and the Colorado CSU Extension Association and has

won Best Market Broadcast from NAFB. She now lives in Brush, CO, with her husband, Brian, and two boys, Brodie, 11, and Blake, 15. She is a Red Belt in Tae Kwon Do and hopes to become a Black Belt in the next few months. A hospice volunteer, she also

serves on the Morgan County 4-H Foundation and is a member of the Colorado Farm Show Marketing Committee.



MIKE DAIN (First Oklahoma Ag Network, Oklahoma City, OK) left, received the okPORK Distinguished Service Award, February 28, at the Oklahoma Pork Council annual meeting in Oklahoma City. **Basil Werner**, 2013 okPORK, President, Board of Directors, presented the award.

RON HAYS (Radio Oklahoma Network, Oklahoma City, OK) interviews **Michele Murray**, NCBA Director of Consumer Marketing, during the Texoma Cattlemen's Conference, February 27, in Ardmore, OK. Ron was emcee for the day-long event, sponsored by the Noble Foundation.



NATIONAL AG DAY ACTIVITIES IN WASHINGTON...

drew several farm broadcasters for events in the Nation's capital. **Max Armstrong** (Farm Progress Companies, St. Charles, IL), left, and **Lynn Ketelsen** (Linder Farm Network, Owatonna, MN) and his wife, **Mary**, attended and covered the Ag Day dinner at the U.S. Department of Agriculture Patio, where **Orion Samuelson** (WGN, Chicago, IL) served as the program emcee.



NAFB President **Janet Adkison** covered Ag Week activities for RFD-TV as their resident Washington correspondent. **Tyne Morgan** (Farm Journal Media, South Bend, IN) and her colleague **Lindsay Benne** (Farm Journal photographer) were there covering activities for "U.S. Farm Report" and "Farm Journal." **Max** and **Orion** were doing interviews for their "This Week in Agribusiness" weekly TV Program. **Chuck and Cindy Zimmerman** (ZimmCom New Media, LLC, Cantonment, FL) provided extensive photo



and social media coverage of all the activities. The NAFB couple had a right to turn over their camera for this pose. Thanks to them for sharing their photos with us.



A group of NAFB'ers gathered at the special event provided by AgriPulse. Pictured from left are **Kyle Bauer** (KFRM, Clay Center, KS),

Cindy Zimmerman, Max Armstrong, Janet Adkison, Tom Brand (NAFB Executive Director) and **Larry Quinn** (NAFB Airing Newsletter Editor).

OKLAHOMA AG DAY PHOTOS... These photos were taken on Ag Day (March 26) at the Oklahoma Capitol in Oklahoma City. **Sam Knipp** interviews 2014 Oklahoma Ag in the Classroom Teacher of the Year **Lisa Storm**. She teaches 3rd grade at Heritage Elementary in Kingfisher, OK.



Ron Hays (Radio Oklahoma Network, Oklahoma City, OK) joins Sam Knipp in interviewing 2014 Oklahoma Ag Hall of Fame inductee **Rodd Moesel** during Oklahoma Ag Day ceremonies at the state capitol.

HAVE YOU SHARED YOUR STORY? How did you and your listeners observe Agriculture Day? We'd like to hear about your activities and receive your photos. We want to hear from you so we can share your story of "airing on the side of agriculture." Contact me at larryaquinn@verizon.net or call me at 703-819-6532.

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