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by Larry A. Quinn



WISCONSIN FARM BROADCASTER FEATURED IN MADISON NEWSPAPER...Pam Jahnke (WOZN/Q106 Radio, Madison, WI) is on the cover of the July 10, 2014, issue of *Isthmus* magazine. The feature's front-page headline reads "Fabulous Farm Babe Pam Jahnke is a bold voice for Wisconsin agriculture." Another subhead of the article says, "Broadcaster Pam Jahnke is a force of nature, speaking the language rural Wisconsin understands." Wikipedia describes the magazine this way: "*Isthmus* is an alternative weekly newspaper in Madison, WI. It was founded in 1976, and has built a reputation for authoritative writing on news, arts and features. The paper prints more than 60,000 copies each Thursday, reaching an estimated 40% of all adults in Dane County, which includes Madison and several dozen other communities."

To read the Jahnke feature, go to <http://www.isthmus.com/isthmus/article.php?article=43151>. Reacting to the article, Pam said, "It's funny what cross section that paper reaches. Very liberal, downtown Madison, organic/food conscious non-farm audience. I've gotten really nice emails from my attorney – a couple of my farmer's market friends – really interesting."

KFRM WHEAT HARVEST TOUR...KFRM (Clay Center, KS) covers 149 counties in three states. “With that coverage, it is difficult to sound and be local to everyone,” **Kyle Bauer** said. “The KFRM Wheat Harvest Tour gives us a chance to be in every corner of our listening area. The tour is expensive to execute, but it is well sponsored and has a waiting list of advertisers.” **Kyle** and **Duane Toews** trade off week-to-week while **Jim Wenger** and **Rod Keen** carry the load at the studio. (Left to right in the photo: **Keen, Wenger, Toews** and **Bauer**). For nearly 20 years, KFRM personnel have followed the wheat harvest from the southern portion of the listening area west of Oklahoma City to the northwest corner of Kansas. Generally this process takes four weeks. “About three years ago, we changed from having summer interns do this arduous trek to full-time personnel,” Kyle explained. The staff trades off week-to-week, giving 8 to 9 reports per day, Monday through Friday. They interview farmers, elevator operators, landlords, extension agents, merchandisers, and truck drivers. They do this whether weather is good or bad and whether crops are good or bad. Kyle said, “The harvest is what it is. Traveling over 6,000 miles over the four weeks, we are constantly on the lookout for a fresh prospective and news for that area.”



DON BORGMAN IS RETIRING...**Don Borgman** is retiring as the Director, Agricultural Industry Relations for John Deere's North American operations. His last day in the office was May 30; however, he is using vacation time until his official retirement date in December. He started his career with Deere in 1974 after graduating from the University of Missouri where he studied agricultural economics and journalism. He has held various product support, sales and marketing positions during his career. He also grows corn and soybeans on a Century Farm in West Central Missouri, belongs to the NCGA, ASA and the Missouri Farm Bureau, serves on the Board of Directors of several businesses and farm organizations, and has been involved in the promotion and expansion of agricultural products usage since the late 1970s. One of those boards was the NAFB Foundation. About his career Don humbly said, “Mostly I just worked for a farm equipment company and farmed—not that notable.” But, he proudly added, “As for the NAFB Foundation, **Hugh Whaley** recruited me, and my first meeting coincided with the board starting the strategic planning process. The six years have gone by in a flash, but I got to be around while we expanded the funding for the foundation, which

enabled more scholarships and internships.” Don will continue to farm and, as you might expect, his equipment features “lots of green paint.” He added, “I used to farm with stuff that was older than me, but now it's hard to get equipment older than me started, and even more challenging to keep it working.”

NAFB MEMBERS CHOSEN AS ILLINOISANS OF THE DAY AT STATE FAIR...Gale Cunningham and Peggy Kaye Fish are two of this year’s honorees who will be recognized. The Illinois State Fair Museum Foundation will spotlight individuals each day of the Illinois State Fair. The program honors individuals who exemplify the qualities and characteristics associated with Illinois – integrity, dependability, sense of community and strong ethics. *Illinoisan of the Day* honorees are involved in service activities, educational projects, youth programs, and have an affiliation with state and/or county fairs in Illinois. In addition, the winners must have shown their true Illinois spirit through continued volunteerism and community service. All nominees must have performed service at a state and/or county fair in Illinois. *Illinoisan of the Day* winners will receive honors on their special day during this year’s Illinois State Fair, which takes place August 7 – 17. Gale and Peggy will be honored on August 12, which is Agriculture Day at the state fair.

Gale Cunningham (WYXY-FM, Champaign, IL), serves a station that was established just six years ago. Prior to that, Gale was farm broadcaster for WITY (Danville, IL). Presently, he is on-the-air daily with broadcast reports from 5:00 a.m. to 3:15 p.m. Lately, he’s been handling those broadcasts remotely as this summer he is covering 16 county fairs, four major tractor shows, two agronomy days, three state fairs, the Farm Progress Show and several other events. Another honor that Gale will receive August 12 for his media work is the Award of Excellence from the Illinois Leadership Council for Agricultural Education.



Peggy Kaye Fish is an emeritus NAFB member who began her career in farm broadcasting in 1977 at WDZQ in Decatur, IL. She also served as farm broadcaster at WTAX and WFMB (both in Springfield, IL) and WDAN (Danville, IL). In 1993, she left the microphone to become Assistant Manager of the Illinois State Fair. In 1994, she began a position with Farm Credit Services of Illinois from which she retired 12 years later. Although she’s been out of radio for 20 years, she recalls that in 1977 she starting doing all her radio shows from the fair as “live” broadcasts and continued that approach until she left radio. Congratulations to Peggy and Gale for these unique honors!



DELAWARE VALLEY STUDENTS HEAR ABOUT FARM BROADCASTING CAREERS...Dave Williams

(Pennsylvania Farm Country Radio Network, Honesdale, PA) spoke to media and communication students at Delaware Valley College in Doylestown, PA, this spring about internship and career opportunities. Dave urged the students to consider agricultural broadcasting emphasizing that they don't need an agriculture background, but they need a willingness to learn, the right personality and the

right skills. Dave said students kept him busy with questions for nearly an hour after his talk. He arranged his appearance at DelVal with **Russell C. Redding**, Dean of Agriculture and Environmental Sciences. His talk yielded internship interest from students, and Dave was one of the broadcasters funded for NAFB's 2014 Internship Grant Program.

PENNSYLVANIA STUDENT INTERN...who will be assisting **Dave Williams** this summer is **Madison (Madi) Moore**. She is a senior pursuing a degree in media and communication at Delaware Valley College (DelVal) in Doylestown, PA. She plans to graduate in May 2015. Moore has been writing and reporting for newspapers since high school. She was a published staff writer for the Bucks County newspaper, *The Intelligencer*, and is currently a content producer for the online news publication Philly.com. She has been the marketing and communications intern at DelVal for three years. She grew up in Telford, a small town next to predominately farmland. She said, "I know that it is important to have an understanding of where your food comes from, as well as an understanding of agriculture as a whole." Madison adds that she believes broadcasting can be used as a tool to communicate to the world these understandings. Upon graduation, she wants to work for a news publication and loves that



reporting gives her a chance to travel and meet new people every day. She looks forward to learning about the broadcasting industry and increasing her knowledge in the field. Dave looks forward to having Madi join him for broadcast coverage of the Pennsylvania Ag Progress Day on August 13. One of the interviews on Madi's agenda is Pennsylvania Governor **Tom Corbett**. She will be assisting with audio editing and computer transfer of 8-12 stories per day that will be carried by the Keystone Radio Network. Dave said the network serves 600,000 listeners. On campus for the Delaware Valley College newspaper, **Madi Moore** interviews **Dr. Temple Grandin**,

animal behavior consultant to the livestock industry.

MARKET RALLY HOST...Chip Flory, host of *Market Rally* and *Pro Farmer* Editorial Director grew up on a typical 1980s-style diversified family farm in Oxford Junction in eastern Iowa. Chip was very active in 4-H. He was an Iowa delegate to the National Congress, received the National Beef Award, served on the State 4-H Council and was a State Officer in 1982-83. After graduating from Iowa State University with a degree in agricultural journalism/mass communications with an emphasis in broadcasting, Chip started his career with Oster Communication's *Futures World News* on the floor of the Chicago Board of Trade. He made his way to Oster's *Pro Farmer* headquarters in Cedar Falls, Iowa, in 1991 and in 1997 started his 17 years as the editor of *Pro Farmer* newsletter.



"*Market Rally* is completely dedicated to giving listeners the information they need to stay in step with what's happening in the grain markets. We do look back at the day and provide a recap of each day's activity with some added perspective, but we spend the bulk of the show looking forward. One of the tag lines for the show is, 'Talking tomorrow's markets today.' We take that very seriously and talk market outlook for at least three-quarters of the show," Chip said. "Timing of the show is perfect for delivering this type of information. It airs Monday through Friday from 2:06 p.m. CT to 2:58 p.m. each day. The timing of the show is also proving to be very popular with listeners as well as affiliates," he emphasized. "*Market Rally* is an opportunity for stations in ag-heavy areas to extend their ag-focused offerings into the middle of the afternoon," he said. *Market Rally* is approaching 40 terrestrial affiliates from Ohio to Nebraska and North Dakota to Texas. Digital listenership via AgWeb.com, the AgWeb app and iTunes has shown that the average time spent on the site by digital listeners is over 30 minutes.

After delivering the day's news and perspective with the help of *Market Rally* 'news guy' **Davis Michaelsen**, Chip talks with guest analysts in segments two and three each day. "Analysts on the show range from 'the guy or girl' at the local co-op to nationally known analysts like *Pro Farmer* Editor **Brian Grete**, **Richard Brock** from Brock & Associates, Farm Journal Media's farm economist **Bob Utterback** and globally known **Dennis Gartman**," Chip said. "With just over 100 shows on tape, we've had conversations with nearly 60 analysts." Listeners have three ways to communicate with Chip and guest analysts during the show...call in, Twitter and email. The final segment is all Chip's. He talks with anybody he wants about anything he wants. "We've labeled the segment 'Chip's Rant' and it's typically focused on the 'hot' market topic of the day and has included commentary on government policies."

WEATHER OR NOT?...Despite being in the news for its weather, North Carolina's climatologist says the weather pattern is close to normal, reports **Rhonda Garrison** (Southern Farm Network, Raleigh, NC). Rainfall in Raleigh, NC, for July, however, is nearing 10 inches, but Hurricane

Arthur only produced about three inches of rainfall and was mostly a wind maker. Agriculturally, Arthur damaged more of the corn crop than tobacco, she said. Hurricane Irene was the first one Rhonda experienced in North Carolina, and it brought much more severe damage than Arthur. The rainy July has made many of her farmer-listeners happy, but parts of the state still need rain. June and July are slower months for farming activity in North Carolina when crops are growing – when it's too early to harvest corn and too late to plant soybeans.



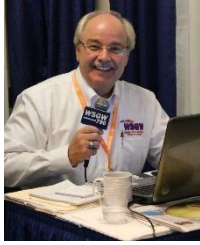
MARRIAGE OF SARAH GUSTIN AND RICHIE HEINRICH...Sarah Gustin and Richie Heinrich were married June 27 in a small country church just three miles from the Gustin family farm near St. Anthony, ND. Sarah (KXMB-TV, Bismarck, ND) is employed at Reiten Television as the KX News Farm Broadcaster and Noon Show Anchor. She is a graduate of North Dakota State University (NDSU) with degrees in public relations and

ag communication, and she raises purebred cattle with her family. Richie is a graduate of NDSU with degrees in crop and weed science and animal science. He is a self-employed farmer/rancher with his family's operation. The two make their home north of Medina, ND. "I am changing my last name (even my on-air name) to Sarah Heinrich," Sarah said. The wedding photo was taken at the Gustin family farm.

WSGW PRESENTS HOMEMAKER OF THE YEAR AWARDS...Terry Henne (WSGW, Saginaw, MI) awarded "Homemaker of the Year" awards at the Saginaw County Fair on July 29. The contest is sponsored by WSGW Radio and Michigan Sugar Company. The Homemaker of the Year will go to the Michigan state finals next June. "Incidentally, the last two winners have gone to the state contest and won," Terry said. Michigan Sugar Queen **Isabella Krolikowski** is shown with **Kimberly Drews**, Saginaw County Homemaker of the Year (right), and **Amy Hamilton**, first runner-up (left).



After a late planting start, Michigan farmers have faced cooler-than-average temperatures and above-average rainfall. Base 50 growing degree days are approximately 4 percent behind the average as July ended. "In the Saginaw area, we have had one 90-degree day and 20 days of 75 degrees or colder. Temperatures during the last few days of July have been reminiscent of the first 10 days of September in an average year, he added. "We need heat to bring the crops in for a normal harvest this fall."



Beginning in September 1971, Terry produced the "Farm Show" on WSGW 790AM in Saginaw, MI. He assumed on-air duties of *Farm Service 790* in August 1975, making his farm program one of the longest continuous running Michigan radio shows with one host. Terry has been an NAFB member since 1977 and has served as Treasurer and Ex-Officio board member of the NAFB Foundation.

FEEDBACK FROM JOHN HARVEY HOOTENANNY... John Harvey wrote, "I gave a number of radio and TV interviews at the John Harvey Hootenanny. We had a long line of Classic Tractors, two from Maryland and others from throughout the Midwest." He continued, "Two men brought a New Holland self-propelled machine that we'd featured on the calendar, and they drove all night to get to the event. One collector attended who had had major heart surgery a few days before. They are a good, gritty breed; unpretentious goodness is spread all around."

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LET US HEAR FROM YOU...We'd like you to share your experiences when "airing on the side of agriculture." Send us your stories and photos. Contact me at larryaquinn@verizon.net or call me at 703-819-6532.