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by Larry A. Quinn

NEW HOST FOR U.S. FARM REPORT...John Phipps announced on the final show in September that the program is transitioning to a new host. **Tyne Morgan** will take over the helm starting this weekend. Morgan said, "John will still be on the show each week; he's just doing so from his farm. His long commute was becoming exhausting, and as he said on the show, he's ready to spend more time on the farm, and less time driving each week to South Bend, Indiana." Looking ahead, Morgan said, "U.S. Farm Report is a trusted show with a strong tradition since 1975. So, I hope to keep this tradition alive, along with bringing a fresh twist to a program that has an evolving audience. As my generation continues to play a bigger role in agriculture, our leadership thought it was time the show evolved, as well." She added, "John Phipps has been a strong advocate for this change. Along with the transition, we are also making some



changes and additions to our weekly program. The goal is to provide more emphasis on market and market-related news in the first-half hour of our program. The second half will also be different, but we hope the changes provide our viewers with more relevant information in a personal way." Tyne has been with Farm Journal Broadcast since January 2012.

NEW MOM...Earlier this summer, Tyne earned another new title – that of new mom. "**James** and I welcomed **Kinsler Renae Hulsey** on August 9, 2014. Who knew a little girl could bring you so much joy! We are so happy, and I started back to work

last week. Thankfully, the transition has been smooth. So, yes, it was a big week last week!"

WOWO-AM/FM NAMED STATION OF THE YEAR...WOWO-AM (Fort Wayne, IN) was named Medium Market Radio Station of the Year at the 2014 National Association of Broadcasters' (NAB) Marconi Radio Awards ceremony in Indianapolis. "It's a real honor," said WOWO Farm



Director **Rob Winters**, "especially since we are one of the few remaining medium-size market stations with a significant commitment to farm news." The prestigious awards recognize radio's outstanding personalities and stations. Marconi finalists were selected by a task force of broadcasters, and the winners were voted on by the NAB Marconi Radio Awards Selection Academy. At left, **Rob Winters**, WOWO Farm Director, with **David Kohli**, WOWO Farm Market

Analyst, holding the Marconi award.

BIG IRON FARM SHOW...For the past seven years, the Red River Farm Network (RRFN) has hosted a series of seminars from its tent at the Big Iron Farm Show, West Fargo, ND, reports **Don Wick**. In addition to daily market outlook seminars, there were discussions on farm bill implementation, the weather outlook and the use of drone technology in agriculture. RRFN also hosted a fundraiser for the North Dakota and Minnesota FFA Foundations during the show. In photos below, RRFN's **Mike Hergert** (left photo) leads a seminar on farm bill implementation. RRFN's **Randy Koenen** (right photo) hosts a weather outlook seminar with World Weather, Inc. senior ag meteorologist **Drew Lerner**.



KNOW YOUR FARMER TOUR...Earlier this summer, RRFN hosted their 'Know Your Farmer' tour. A select group of 12 advertising agency and agribusiness representatives came to Grand Forks, ND, to get a first-hand look at production agriculture. The group toured farms and ag retail operations. This tour provided a unique networking opportunity for the advertising community. Individuals on the tour were able to ride a tractor, walk farm fields, see in action an unmanned aerial vehicle (UAV – commonly known as a drone), and discuss media issues with actual farmers. In addition to RRFN, NAFB and JL Farmakis helped sponsor the tour.



The aerial photo was taken by a drone. At left, the group is in a field where **Mike Hergert** is explaining potato production. **Tom Brand** listens, at left, as does **Mindy Oberly** who is behind Mike.

50 YEARS IN RADIO...**Mike Murphy** (KSUM/KFMC, Fairmont, MN) offers his reflections about a 50-year career in broadcasting. "My first day on the radio, New Year's Day 1964, found me trying my



best to stay composed, push all the right buttons, and say all the right things at the appropriate time." His first day evolved into many days, now numbering 50 years full of "seat-of-the-pants decisions," "rip and read" and "play the songs." Even though each day was more of the same, Mike described his radio experience as "never dull" and "never boring." Seeing it as fun, he observed, "Can't believe I get paid to do this!" By 1984, Mike had gotten away from the daily air shift and was doing farm and market reports. "Management decided that we needed to join the NAFB." When he first arrived at the Kansas City Weston Crown Center, he was relieved that he had found his way but said he was "nervous." He explained, "I was a non-voting Probationary member with 20 years in radio but, barely dry behind the ears when it came to farm reporting, compared to the voices I was hearing and the name badges I was so busy staring at." Finding himself observing "So that's what he looks like," Mike said, "that first of many NAFB conventions found me sitting in on every minute of professional improvement and the membership meeting where it seemed everyone in the room had something to say about what was being talked about." He was taking it all in...meetings...banquets "that sometimes went too long...farm broadcasters like to talk even when they're not being paid for it." He found himself wondering how he was going to "get all this stuff home...my suitcase wasn't big enough!" "With each convention, you find yourself surrounded by friends you haven't seen, in many cases, since the last convention, and you are anxious to spend some time and catch up." He adds, "I will miss that come this November when it again is convention time because, as of this past June 1, of another management decision. I am no longer a farm broadcaster. I am now a salesman." Mike concludes, "Good luck, **Susan Littlefield**, with your convention. I know it'll be one of the best. And, to all of you in the NAFB, you will always be family to me."



NAFB INTERN WORKS WITH WKDZ IN KENTUCKY...Allen Humphries participated in the NAFB Intern Program during the month of July and early August. His mentor, at right, **Alan Watts** (WKDZ/WHVO, Cadiz, KY) said, "Allen spent the summer learning about the Morning Ag Report and the WKDZ Country Club. He covered a number of events such as the Trigg County Farm Tour, the University of Kentucky Corn, Soybean and Tobacco Field Day at the Research and Education Center in Princeton and other events." (At left, **Allen Humphries** conducts an interview with **David Fourquean**, Assistant Farm Manager for Cundiff Farms, during the Trigg County Farm Tour.) Humphries learned to interview field day participants and cover events through photography. Allen graduated from Trigg County High School in June 2014. He served as President of the Trigg County

FFA during his senior year. Allen is now attending Hopkinsville Community College, and later plans to attend Murray State University where he plans to major in communications. He has a background in farming and agriculture. His grandfather was actively involved in farming for many years. Allen will continue learning about broadcasting at WKDZ-WHVO as a part-time producer for on-air programming. He will also be covering agriculture events and meetings. News and Farm Director **Alan Watts** grew up in the suburbs of Herndon, KY, and has been involved in

radio since 1986. He graduated with a degree in broadcast communications from Western Kentucky University in 1990. Alan started his radio career covering farm news in Christian County, giving him the opportunity to do two things he loved, work in radio and continue his interest in farming. Alan hosts the *KDZ Country Club* weekdays 6:00 – 9:00 a.m. on Real Country 106.5 FM and Oldies 1110. He covers local city council, fiscal court, school board, and many other meetings in Trigg and Christian counties. He also covers anything and everything ag related in the new *Ag Hour* that is featured weekday mornings at 5:00 a.m. Addition of the *AG Hour*



program was a dream come true for Alan. He said, “The KDZ Country Club takes the show on the road to the Kentucky Derby Museum each year to celebrate the Run for the Roses. We interview dozens of VIP’s during Derby Week, but none top world-famous horse jockey, **Pat Day!**” Alan is community-minded and goes out of his way to help community projects. He follows all aspects of politics including local, state, and national offices, and he does a weekly television/radio show with state legislators. Alan has covered several gubernatorial inaugurations and has been involved in extensive live election coverage for 15 years on WKDZ.

BLUE AND GEIGER TEAM UP TO COVER IOWA AGRICULTURE...A native of Des Moines, Iowa, **Brandon Blue** (Iowa Agribusiness Radio Network, Des Moines, IA) said, “I somehow managed to avoid anything having to do with modern production agriculture until two years ago, when my college professor forwarded me an email from **Ken Root.**” In 2012, he had just graduated from Iowa State University with a degree in journalism and “no idea how to use it.” Ken’s email was asking for someone to help him both on television in producing and presenting the *Agribusiness Report*, and for someone to help him produce radio reports for the statewide Iowa Agribusiness Radio Network. “Since late June of 2012, I’ve worked in farm broadcasting and haven’t looked back. In that time I’ve gone from not understanding that field corn doesn’t end up in cans on the shelf at Wal-Mart to daily discussions of market fundamentals with commodity brokers.” For the *Agribusiness Report*, Brandon works closely with **David Geiger** in gathering story ideas and visiting newsmakers where they are, whether that’s in another town or in a field. Brandon explains, “In fact, part of me is pleased to get that black Iowa dirt on my shoes, knowing how important it is to so many people.” David and Brandon produce seven minutes of agricultural news content daily, and present it to an audience of both rural and urban watchers not only in the Des Moines area, but also in the Cedar Rapids market. “This means our show is

watched by about two-thirds of the state.” (At left is **Brandon Blue** with U.S. Trade Representative **Michael Froman**, Senator **Chuck Grassley** and **David Geiger** after an interview



at the Iowa State Fair.) For the Iowa Agribusiness Radio Network, **Ken Root** and **Brandon** produce five two-and-a-half minute programs each day, focusing on general ag news, morning and closing markets, agricultural financial issues, and international agriculture. Brandon also maintains the network's website. "I look forward to coming to work each day, not only because I have the pleasure of working alongside such passionate colleagues, but also because every person I meet teaches me something new about one of the most fascinating industries a journalist could cover," Brandon said. **David Geiger** was born in Fresno, CA, in the heart of raisin country. His family moved around a lot, and he noted, "I ended up in south Brazil as a missionary kid for four years. I moved to Iowa in my senior year of high school." After graduation in 2009, David went to a community college initially and then on to Iowa State University's Greenlee School of Journalism and Mass Communication. "I fell in love with broadcast journalism, joining the student-run television station ISU-TV and becoming the Executive Producer my senior year. After graduation in May 2013, he interned at WHO-TV (Des Moines, IA). **Ken Root** had founded the *Agribusiness Report* on WHO-TV in 2010. Brandon Blue became anchor of the *Agribusiness Report*, and he gave David a tip about an opening. David was hired in August 2013 despite, as he describes it, "nearly zero knowledge of agriculture." David adds, "It is an amazing opportunity to write, video, anchor, and edit agriculture news. In a year, I have learned a lot about agriculture, and the people involved, and I look forward to the rest of my career."

A SUMMER VACATION WITHOUT ROOM SERVICE...

Rick Haines (Independent Ag Network, Twin Falls, ID) observed, "Most people vacation with room service, but at my camp, horse and cow work is always a welcome diversion!" In an email from Rick in late July, he said, "I spent the last five days on the Montana side of the Idaho border outside Yellowstone Park in wolf and grizzly country working cattle with Sitz Angus (prominent producers). We pregnancy checked 1300 cows and vaccinated their calves." He described it as "Lots of work – gathering, sorting and processing, but what a great time! I took two horses and my dog. We all came



home packing less weight and tired." After a couple days to recoup, he was back on horseback again. In the photo, Rick is riding his all-around horse, Ed ("Special Ed") that he also calls his "pay window" because of all the money Rick has earned in Team Sorting competition with Ed. About Ed, Rick said, "He is all business around cattle." Commenting on wildland fires, Rick said, "The nearest fire was 10 miles away, but the bad thing is the majority have been man made." He explained that intentionally set fires, runaway camp fires and exploding targets for rifle

practice all make for sleepless nights. “The good news is with local ranchers being proactive – we now have numerous local fire districts certified to fight fire on Federal ground. Their response time is usually faster, and they know the terrain – making their participation very important.” Before certification they had to wait until a fire got to deeded land, and by that time, thousands and thousands of acres went up in smoke, he said. “There are still issues with wildfire management that need to be addressed, but land owners at least can now augment the crews – all done through their vision. I am very proud of the effort locally based teams are putting forth!”



INTERNATIONAL ASSIGNMENT FOR NAFB BOARD MEMBER...Pat Morrow, communications manager at BASF Corporation, has been appointed to an assignment as senior communications manager, BASF Japan. In this role, she will lead communications for the agricultural division of BASF in Japan including branding, marketing communications, and public relations. Pat joined BASF in August 2006 and since then has led the launch of key products and projects for the agricultural division. Her work was recognized with a number of awards including a global Agrow Award and Public Relations Society of America Silver Anvil Award. Pat received her bachelor's degree from Wilkes University and earned an MBA from Duke University. Pat is active in support of the agricultural industry and serves on the 2014

board of directors for the National Association of Farm Broadcasting, communications advisory committee for the American Seed Trade Association, and editorial board of *Agri-Marketing News*.

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