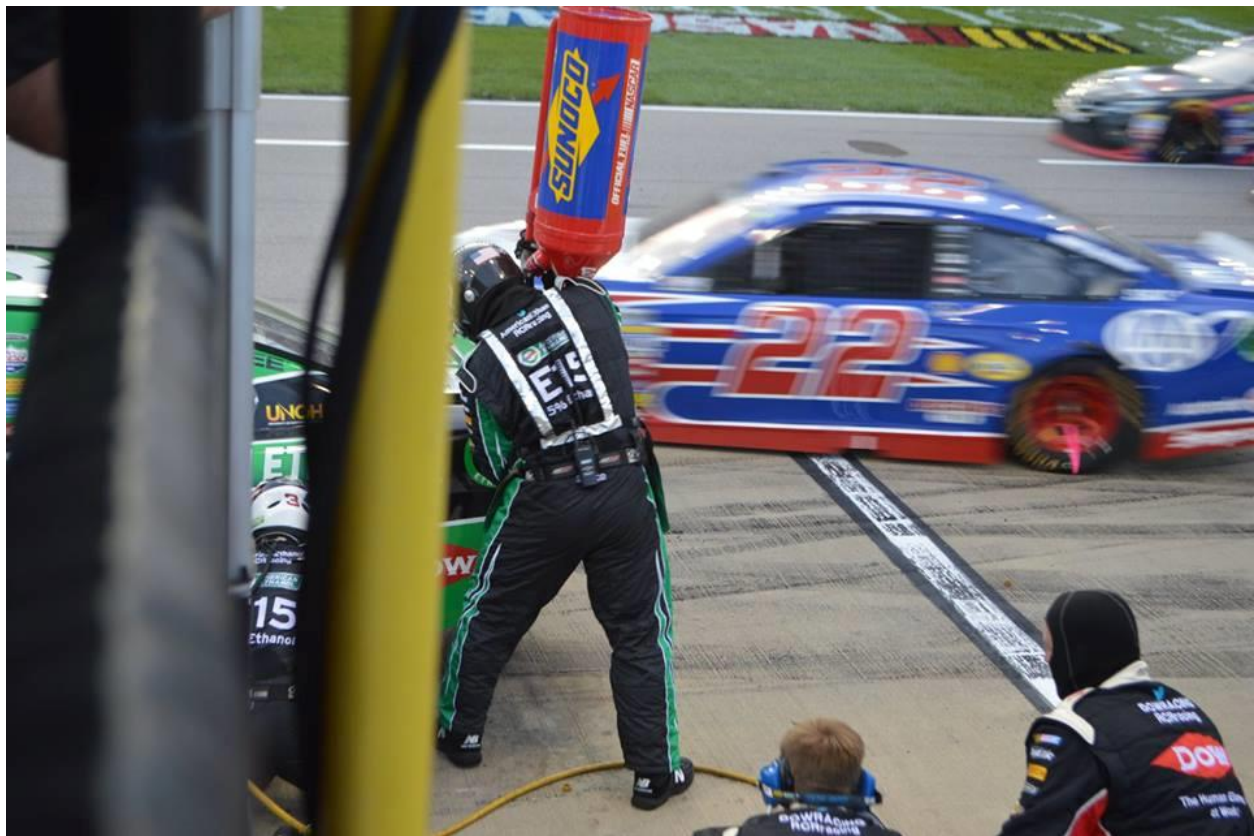


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by Larry A. Quinn



LITTLEFIELD TELLS ETHANOL STORY FROM THE PIT – Susan Littlefield (KZEN Radio, Columbus, NE) has always been a promoter of ethanol. “We use it on the farm in our vehicles, and I enjoy getting the chance to tell the story from the producers’ perspective.” She shares their excitement in knowing that what they grow has such an impact beyond their fields. Susan tells how her special coverage was arranged. “It all started with a conversation that turned to NASCAR with **Susan Powers** of National Corn Growers Association (NCGA). Inquiring if I was interested in covering a race at the Kansas Speedway in May. “I jumped at the chance, and I am glad I did.” Susan spent two days with media credentials and a “hot pass” that allowed her to see the behind the scenes for both the truck and car series. “Talk about feeling like a fish out of the water to start. I arrived and stood with seasoned pros during the driver media conference covering the latest news in NASCAR.” She observed, “It did make me reflect on what it must feel like for a

new NAFB member to attend an event or convention.” She found it interesting that it didn't take other media long to find out that Susan wasn't the "usual" media covering the event. “As we sat in the media room, the group near my work station tossed questions at me about what it was like to report on agriculture. It was an amazing conversation as we talked about everything from farm/ranch life to GMO's and ethanol.” She noted what a great platform they have for telling



ethanol's story while working with NASCAR. “If you ever wanted to reach out and talk to the consumer that would share your story and try your product, it's NASCAR. They have a strong fan base that backs the products their favorite drivers promote, and every driver in the NASCAR series promotes ethanol as they put it in their tanks in the form of E15.” In talking with American Ethanol driver **#3 Austin Dillon**, Susan said, “You could tell he knows his stuff. Austin is the grandson of **Richard Childress**, so he has been

around the track his entire life. When you ask him about ethanol, it's more than a 'hey- thanks-for-being-a-sponsor' conversation.” She explained, “Austin talks about the benefits of using ethanol on and off the track. He stressed the air quality for his pit crew, the drivers, and the fans.” When he gets the chance, he is right there to spread the word on the good things the American farmer is doing and to promote ethanol. During the evening race, Susan, along with Nebraska grower **Deb Gangwish**, was seated in the pit box where they could watch up close the work that is done from the computers and could witness the pit stop closely. “You could smell and see the rubber flying when they left their pit stop. One of the strongest statements I heard that weekend was to think about how a seed going in the ground at about 5 mph turns into a fuel that reaches speeds of 150+ mph.” Susan has uploaded all her interviews to her website:



<http://www.mycentralnebraska.com/2016/05/16/nascar-interviews-from-the-kansas-speedway/>. She invites broadcasters to listen to and use audio within the interviews. “Thanks

again to **Susan Powers** of NCGA, RCR Racing, **Austin Dillon** and the crew for allowing me the experience of a lifetime and the opportunity to tell the story of ethanol and the farmer.”

JOEL PENHORWOOD JOINS OHIO AG NET – In May, NAFB scholarship winner **Joel Penhorwood** joined the staff at Ohio Ag Net (OAN) and *Ohio's Country Journal (OCJ)* as a field reporter and farm broadcaster. He is a recent graduate of The Ohio State University (OSU) with a degree in Agricultural Communication. While at OSU, Joel was heavily involved in Agricultural Communicators of Tomorrow, serving as president for two years. The club won the *Ed Johnson Outstanding Student Organization Award* during his tenure, which recognized the top club in the College of Food, Agricultural, and Environmental Sciences. Also, he has been a student member of NAFB and received the *Glenn Kummerow Memorial Scholarship* two years ago. Joel got his start in radio at the small-market station 98.3 WPKO and 1390 WBLL ("The Peak of Ohio") in Bellefontaine before starting with OCJ and OAN as an intern in the fall of 2013. He has worked as the Ohio State Fair Swine Barn Announcer for a number of years. In addition to his work with OCJ and OAN, he stays busy on his family's small hay, crop and livestock farm in Logan County, which he helps to operate alongside his brothers. He has worked on his extended families' large dairy and grain operation.



Ohio Ag Net and *Ohio's Country Journal* team, left to right, Ty Higgins, Joel Penhorwood, and Dale Minyo.

About, Joel, **Ty Higgins** said, "Each year at the Ohio FFA Convention, we hire some student reporters to help us cover the event and really get a feel of what is happening there at the student level. Joel was one of our reporters in 2012. I could tell, even as Joel was a senior in high school, that he was well suited to be a farm broadcaster. He has a genuine love for the radio industry

and in-depth knowledge about agriculture, which all adds up to a perfect combination for this business. He is going to do some great things throughout his career, and I can't wait to see what lies ahead for him."

IN HIS OWN WORDS – Joel said, "Farm broadcasting has a strong history in Ohio so coming from an agricultural family, I had always looked up to our farm broadcasters with a sense of awe and respect, like the rest of the farmers from my area. My interest in broadcasting and agricultural news in general truly took a step forward in high school when I started my own ag news podcast after bringing together enough cash from my job at the dairy to get a microphone, a voice recorder, a computer, and a bit of hope. My involvement in public speaking in FFA and my work as the high school morning announcements guy helped to give me the confidence to lend my voice to some news. In the final few weeks of my senior year, I took part in an FFA 'student reporter' program Ohio Ag Net had recently begun. Two other FFA members and I spent two days of Ohio FFA State Convention with the OAN staff, learning the ins and outs of reporting, and having a good time. Things took off from there after our hometown radio station, 98.3 WPKO and 1390 WBLL 'The Peak of Ohio,' named so for being situated at the highest point in Ohio, heard of my podcast and contacted me in regards to a summer internship in their newsroom." Joel gladly accepted and found himself covering everything from local farm news to sports highlights, court appearances, and much more during that first summer of his radio career. "I began at The Ohio State University in the fall of 2012 majoring in agricultural communication with minors in ag business and aviation, another passion of mine." He began a new podcast centered on agricultural news across all of Ohio called *Buckeye Agriculture*. Along with other extracurricular activities at Ohio State, his podcast gained the attention of **Bart Johnson** at Ohio Ag Net. He contacted Joel in the fall of his sophomore year, offering him a part-time job and internship. "I immediately and gladly accepted his offer, jumping into work with *Ohio's Country Journal* and Ohio Ag Net. The team began to teach me the unique business of a radio network and took me on as one of their own. **Ty Higgins, Dale Minyo, and Bart Johnson** each mentored me in their own unique ways in broadcasting business, agriculture, and life. Several seasons later, he graduated from Ohio State and accepted his full-time position with Ohio Ag Net & *Ohio's Country Journal* as a farm broadcaster and field reporter. "I consider it a true honor to be tapped to serve Ohio agriculture through this role," Joel said. "I've also served as the head swine barn announcer for a couple of weeks each year during the Ohio State Fair. "Outside of work, I stay busy on my family's farm in northwest Ohio where, along with my two older brothers, we raise crops, hay, and livestock. I'm also always on the go with my Goshen Friends Church family."

NEW ECONOMIC INDICATOR TO TRACK HEALTH OF FARM ECONOMY – There's a new tool in the toolbox from CME Group and Purdue University that's designed to measure the confidence farmers and ranchers have in the health of the U.S. agricultural economy – the [Purdue/CME Group Ag Economy Barometer](#). On May 3, 2016, CME Group announced its partnership with Purdue University's Center for Commercial Agriculture to introduce the Ag Economy Barometer.



Each month, this new economic indicator provides a sense of the agricultural economy's health with an index value based on a survey of 400 agricultural producers on economic sentiment. Also, Purdue will bring its research and agricultural economics expertise to measure producers' expectations of key farm economy drivers such as farm profitability; farmland prices; capital expenditures; row crop, livestock and dairy prices; and seasonal drivers such as seed, fertilizer, and feed ingredient prices. "We're working with Purdue to provide this new tool to agricultural customers, agribusiness thought leaders, academics, members of the press and other market participants as we believe it will provide an essential resource for monitoring the health of the food industry and vital insight into the global economy," said **Chris Grams**, CME Group Senior Director of Corporate Communications. "As NAFB broadcasters have their fingers on the pulse of the U.S. farm economy, we think the Ag Barometer will be

a vital tool for their ongoing coverage of the industry." The first set of Ag Economy Barometer results were published on May 3, following a six-month base research period from October 2015 to March 2016. April results showed that agricultural sentiment of U.S. producers increased to 106 – an improvement in food producer sentiment compared to the base period value of 100. Additional details on survey methodology and baseline research are available on the [Ag Economy Barometer site](#). The Purdue/CME Group Ag Economy Barometer index value will be published on the first Tuesday of every month. For more information or to receive Ag Economy Barometer results each month, visit www.purdue.edu/agbarometer. Chris is an Allied Industry member of NAFB and serves as a member of the NAFB Foundation Board of Directors.

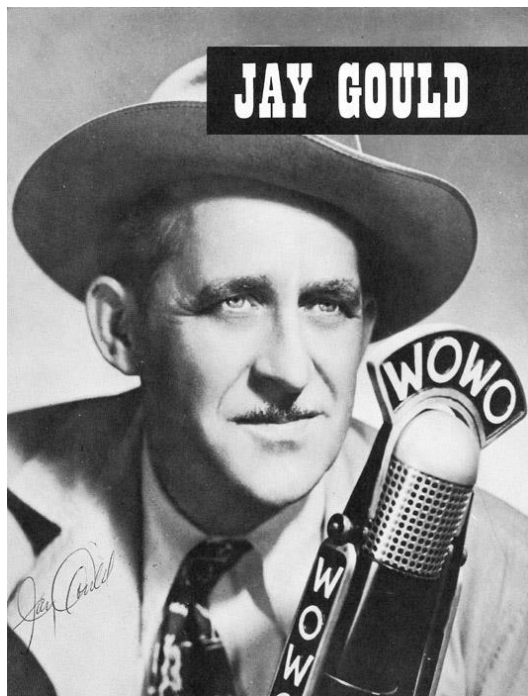


KNXR IS NEW NAFB STATION – Lynn Ketelsen has announced the purchase of KNXR in Rochester, MN, a 100,000 watt FM station featuring the *Greatest Hits*. It's owned by Ketelsen and **John Linder**. KNXR has been accepted as an

NAFB Station and will air farm reports voiced by **Linda Brekke** and Ketelsen. "KNXR is Rochester's only NAFB Station and shows our commitment to serving both city and rural listeners with local information. We believe the NAFB designation is an important part of the heritage of this station, and it has coverage throughout southeast Minnesota with an exceptional signal across the region," Lynn said. It's located at 97.5 FM. The station, known as



Minnesota 97.5 will be live, local and locally owned. It will be an affiliate of the *Linder Farm Network* as well as originating locally produced farm reports. According to Ketelsen, “We have more than a 25-year history in the Rochester and southeast Minnesota ag market. In addition to attending dozens of local farm events in the area, **Jeff Stewart** of our network was a local Farm Director in Rochester and knows the area well.” He adds, “KNXR will be a great way for agribusiness to reach this important agricultural area in Minnesota, and we are proud to be the only NAFB certified station in Rochester.”



WOWO RADIO CELEBRATES ITS 90TH ANNIVERSARY –

“**Jay Gould** was absolutely iconic as the WOWO farm director for about 34 years and really put WOWO on the map as one of the premier farm stations in the country during those years,” reports **Rob Winters** (WOWO, Fort Wayne, IN). Gould was the creator of the original farm show back in the early ‘30s called *The Little Red Barn*. The show had a catchy musical theme that was originally performed live in the studio. Rob said, “We found an old recording of it and digitized it, and now I open my 5:00 a.m. report with it every weekday morning as well as my Saturday morning show called *Midwest Ag Matters*.” He added, “I still have people come up to me that remember the old days and can sing me the entire *Little Red Barn* theme. A comprehensive overview of WOWO’s history is covered by a local newspaper article that can

be accessed by going to: <http://www.journalgazette.net/features/WOWO-s-rich-90-year-history-10902195>. More information about WOWO’s 90 years can be seen and heard by going to <http://www.wowo.com/wowo-90th-anniversary-special-introduction/>.

WOWO market analyst, **David Kohli** is shown holding the Marconi Award that WOWO was awarded a year ago by the National Association of Broadcasters. **Ron Winters**, at left, said, “David is a local boy, but was heard weekdays on the *Brownfield Ag Network* for several years until he retired a couple years ago. He still does farm market commentary for us every weekday morning on WOWO, which he has done since the ‘80s.



FFA OFFICERS VISIT RFD-TV ANCHORS IN NASHVILLE – **Mark Oppold** reports, “It’s always great to have visitors in our RFD-TV studios, but we’re always proud to have National FFA Officers visit.” Pictured with NAFB members, **Janet Adkison**, **Marlin Bohling** and **Mark Oppold**, are National FFA Secretary **Nick Baker** and National Eastern Region Vice President **Sydney Snider**. “We’re always impressed with the quality and professionalism of our national officers. It gives us confidence that the next generation is ready for the challenge to feed the world,” Mark said.



RFD-TV is also partnering with NAFB members to help keep viewers and listeners up-to-date on crop and livestock conditions around the country. Mark said, “**Lynn Ketelsen** from *Linder Farm Network* supplies us regular video packages covering a variety of topics from Minnesota. **Russell Nemetz** and **Lane Nordlund** do the same from *Northern Ag Network* in Montana. NAFB President-Elect **Tony St. James** joins us on the phone every Wednesday from Lubbock, TX, and South Region Vice President **Lorrie Boyer** checks in from KSIR in Ft. Morgan, CO. **John Jenkinson** from the Kansas keeps us up-to-date on the condition of the wheat crop in the Western Plains. **Patrick Cavanaugh** from *California Ag Today* does the same for crops in California. If we need updates from Nebraska, **Susan Littlefield** from KZEN is our guest. Listeners on Sirius/XM Rural Radio Channel 147 can hear *Agri Talk*’s **Mike Adams** each day. We appreciate all their good work, and we are expanding to all areas of the country with other NAFB members.”

WE WANT YOUR NEWS – Send us your stories and photos for future newsletter issues. Contact me at larryaquinn@outlook.com or call me at **703-819-6532**. *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***.