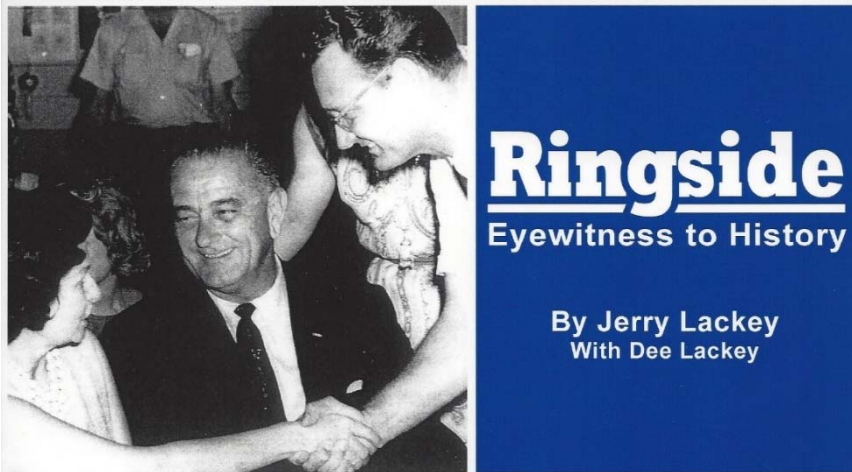




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by Larry A. Quinn

RINGSIDE: EYEWITNESS TO HISTORY – For more than 50 years, **Jerry Lackey** (Emeritus member, San Angelo, TX) has worked as an agricultural journalist and farm broadcaster. A newly published photo documentary book shows many of the Presidents, Governors, Congressmen and key agricultural leaders who Jerry met and interviewed from his “ringside” position as a journalist. “Writing one’s life story never appealed to me,” Jerry said. However, it occurred to him that the

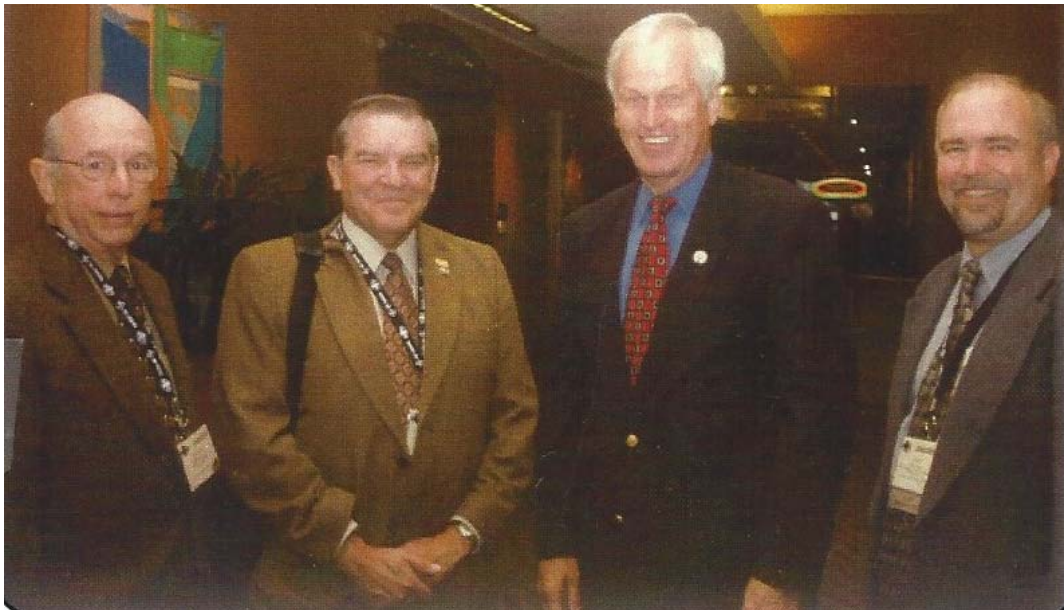


only way he was privileged to interview and/or take pictures of the public figures was because of his chosen field of journalism. **Dee Lackey**, Jerry’s wife, “touted this project persistently for some time,” and contributed her editing skills to completing the book. Jerry purchased his first camera, a Kodak Brownie Starflash, and a film processing kit from the Sears Roebuck catalog using some of his grandmother’s “egg money.” The 80-page book is filled with images and identifying cutlines that will take the reader back to the agricultural history that Jerry covered with his camera lens, reporter’s pad, microphone and video camera.



Reared in the Texas Hill Country, Jerry worked for state and national publications as well as pursuing a parallel career in television with *Texas Agriculture Television Network* and radio broadcasting with *Voice of Southwest Agriculture Network*. He is agricultural editor emeritus for the *San Angelo Standard-Times* where he is best known for his *Windmill Country* columns, which have been published by that newspaper for more than 25 years. Jerry's numerous honors include the *Oscar in Agriculture Award*, *Excellence in Agricultural Journalism Award*, *Shepherd's Voice Award* and *Man of the Year in Texas Agriculture Award*. **Dee Lackey** is a journalist, too. In fact, she and Jerry met at the *San Angelo Standard-Times*, where she began her career. Jerry and Dee live in San Angelo, TX, where they enjoy research, writing, traveling and spending time with their four grown daughters and their

families, which include eight grandchildren.



This is one of Jerry's favorite photos from the book. Left to right, **Roddy Peeples**, **Jerry** and **Ron Hays** join then U.S. Congressman **Charles Stenholm**, center, during an annual NAFB Meeting. Roddy, Ron and Jerry were representing Voice of Southwest Agriculture, which Roddy founded in 1964 in San Angelo, TX.

Ringside: Eyewitness to History is available by mail for \$19.95, plus sales tax and handling from Cactus Book Shop, 6 East Concho Avenue, San Angelo, TX 76903 or call: 325-659-3788.



62 YEARS AS NAFB MEMBER – Dr. Jim Evans (Honorary Member, Philo, IL) joined NAFB in 1954. “My connections with farm broadcasting trace back to 1951 when I was an agricultural journalism sophomore at Iowa State College. **R. C. (Cap) Bentley**, director of market reporting at the college radio station, WOI, employed me as a part-time assistant. Fellow student **Roy Reiman** and I helped gather and report market news. A year later, I began to gain experience in farm television broadcasting as student assistant with **Craighton Knau** on WOI-TV until my graduation in 1954.” During those college years, Jim worked at Thanksgiving time in the press room of the International Livestock Exposition in Chicago.

HIS FIRST CONTACT WITH NAFB – “Cap alerted me to the radio farm directors annual meeting which took place in Chicago at that same time, along with the National 4-H Congress. So my first contact with NAFB occurred during late 1952 when I spent a Sunday afternoon with farm broadcasters

in the Towers of the Conrad Hilton Hotel. It opened my eyes to a lively, welcoming group of professionals and helped confirm my career interest in farm broadcasting.” Following graduation, Jim joined Craighton in Green Bay, WI, at WBAY Radio/Television (CBS) as associate farm director. Military duty called him within a year, so Jim spent two years on active duty in the U.S. Air Force. “Then a new chapter in farm broadcasting began in early 1957 when I joined **Dix Harper** in the agricultural broadcast unit of Aubrey, Finlay, Marley and Hodgson, Inc., Advertising. It was a major agricultural advertising agency in Chicago. Serving the farm equipment division of International Harvester Company and other agricultural clients, we associated with more than 100 radio and television stations throughout the nation,” Jim said. Work with clients alerted him to the need for more understanding of marketing, so in 1960 Jim began a leave of absence to enter the master of business administration program at the University of Chicago. “I still don’t understand how I shifted into agricultural communications teaching. Somehow, word of a new teaching program at the University of Illinois came to my attention as I completed the MBA program. I applied for it, having no teaching experience or education course work. They took a chance on me, and I soon learned how much I enjoyed working with students.” The next 33 years found Jim helping develop that new agricultural communications program and emerging academic field until his retirement in 1995.

HIS WORK WITH STUDENTS – “What pleasure I found in working with students here and across the nation through Agricultural Communicators of Tomorrow (ACT), as well as in keeping close to the agricultural journalism and communications field I love. My association with NAFB has added to that pleasure through career and planning committees, survey projects, professional cooperation and helping students connect with agricultural broadcasting as a career field. I have also valued helping develop a home for NAFB historical records, as well as helping gather,

preserve and provide agricultural broadcast literature, globally, in the Agricultural Communications Documentation Center.”

FARM BROADCASTING AND THE FUTURE – “To me, farm broadcasting and the new audio/video platforms being teamed with it – offer valuable lessons for agricultural journalists and communicators today. They reveal how media organizations and innovators adapt across revolutionary changes in agriculture and information technologies.” Jim toasts the future: “Here’s to creative and valuable contributions during the decades ahead.”



Farm broadcaster **Orion Samuelson** interviews agricultural communications student **Bob Brown** (right) and **Jim Evans** on WGN-TV during 1969/1970. The guests represented a group of University of Illinois students visiting agricultural journalists and communicators in Chicago during a “spring break” field trip.

OKLAHOMA CATTLEWOMEN HONOR MIKE DAIN – Mike Dain (First Oklahoma Ag Network/Voice of Southwest Agriculture/Yancey Ag Network, Oklahoma City, OK) received the honorary Oklahoma Cattlewoman of the Year Award July 22. Presenting the award is **Connie Wollenberg**, president of Oklahoma CattleWomen, Inc. Mike earned the honor spending many hours reporting on their events and judging their contests. (Photo by Sam Knipp, American Farmers and Ranchers, Oklahoma City, OK)



AGRICULTURE ROOTS AND MUSIC INTEREST LED TO BROADCASTING CAREER

“Agriculture and small town America have always been a huge part of my life,” said **Kimberly Nuelle** (KMZU/KRLI, Higginsville, MO). “I grew up in Alma, MO, a small town with a population of under 400 people. My dad farms corn and soybeans and has cattle. My grandpas, uncles, aunts, and most of my cousins either farm or have an agricultural profession. I moved with my parents to the country outside of Higginsville when I was in 8th grade.” As she considered careers, she said, “My whole life I have dreamed of becoming a country music singer. In high school, I considered being an Ag teacher among other things, but my passion has always been music. When I went to college I started in the music business, then shifted to audio technology, and finally landed at my major: Digital Media Production with an emphasis in audio.” She added, “I knew I wanted a job that had something to do with music and decided to find a job in radio.” During her final year at University of Central Missouri, she was required to have an internship. “I was at the Western Farm Show at Kemper Arena in Kansas City with my dad when I came across the KMZU/KRLI booth. My dad said, ‘Go talk to them, and see if they need any interns.’ I asked, and by chance they agreed to have me come in for an interview.” She started her internship in the summer of 2015. “I did a little bit of everything. Filling in for people, and helping wherever they needed me. I stayed on part-time during my last semester in the fall, and started full-time the week after I graduated in December 2015.” Kim was hired mainly to be a DJ, but they asked her if she would like to write agricultural stories during time when she was not on-air. “This station is only 30-40 minutes from my hometown. It’s a lot of fun reporting on events



like cattlemen meetings, and getting to sit next to my parents while I am working or broadcasting from a 4-H/FFA sale and seeing family and friends.” Kim concludes, “I didn't specifically set out to be a farm broadcaster, I just kind of stumbled into it by chance, but with my love for my roots in agriculture, and my passion for music, it has turned out to be the perfect combination for me.”



ONE OF 30 WOMEN CHANGING POLITICS – NAFB Allied Industry Council member, **Christine Tew**, who is Director of Communications and Public Relations at the Missouri Soybean Association, was recognized as one of “30 Women Changing Politics” by *The Missouri Times* in its June 9, 2016, print edition. The 30 women were described in the announcement as “the gladiators in the arena who rarely receive headlines or notoriety, though they are more than worthy. This list has no state or statewide legislators, no legislative staff, yet their actions have a direct impact on policy each and every day.” Tew is entering her third year at the Missouri Soybean Association after handling communications for the Missouri Department of Agriculture. The announcement said, “She has been an innovator in marketing the agriculture industry, changing how the Soybean Association is viewed both in the Capitol and outside of it. Each step in her career, every job she’s had, can be credited through her broad network of professional relationships, including

mentors, advisors and colleagues and her commitment to raising the bar at every opportunity.” Earlier, she was named by *The Missouri Times* to the 2015 list of the 100+ people in the Missouri public policy process you need to know. In selecting her, they said, “Marketing the ag community has been done in a very traditional way for decades, but that is changing and the woman at the forefront of the developing social media, sports team partnerships, and motorsports is Christine Tew. She is adding a modern broad-based communication strategy while linking it to the political community. Other interest groups are now taking notice of what the Soybean Association is doing in hopes of copying it for themselves.” In her position as Director of Communications and Public Relations for the Missouri Soybean Association and the Missouri Soybean Merchandising Council, she oversees outreach and consumer education efforts, as well as planning events, working with the Association’s membership and publishing *Missouri Soybean Farmer* magazine. Also, she is a participant in Missouri’s Agricultural Leadership of Tomorrow program and volunteers with several community organizations. Previously, she held communications roles with the Missouri Department of Agriculture and the University of Missouri’s School of Natural Resources. She is a two-time graduate of the University of Missouri, having earned a BS in agricultural journalism and an MS in Parks, Recreation and Tourism. Christine currently resides in Jefferson City, MO. She started out certain that she wanted to be a writer, and maybe in agriculture, because there was a lot of that activity in southeastern Missouri where she grew up. “Getting to know people in the agriculture industry and visiting with working communicators showed me how broad the



opportunities were and pushed me beyond my youthful tunnel vision,” she said. “Every step along my career path, every job I’ve had, has come about with the help of a mentor, colleague or other professional relationship. I greatly value the guidance and perspective those people have shared with me and am thankful for the opportunities I’ve been able to take advantage of with their support.” She adds, “Having a broad network of professional relationships has been so important to me, and I look forward to not only continuing to connect with new people, but also to helping others see and take advantage of new opportunities along the way.” Christine just returned from a two-week overseas trip to explore agriculture in Vietnam as part of her work with the Missouri Soybean Association and Merchandising Council and Missouri’s Agricultural Leadership of Tomorrow program.

RADIO OKLAHOMA NETWORK WELCOMES CARSON HORN – New Associate Director of Farm Programming for Radio Oklahoma Network (RON, Oklahoma City, OK) is **Carson Horn**. He will assist in covering local and national agricultural news for the network’s statewide broadcast and extensive Internet and social media outlets. Carson joins the network from his previous position as Director of Communications for the Arkansas Cattlemen’s Association. During his tenure there,





he developed the association's annual convention and trade show into the state's largest farm and ranch show. Carson received the 2015 Excellence in Communications and Public Relations Award from the National Cattlemen's Beef Association in recognition for his work as managing editor for *Arkansas Cattle Business* magazine. "We are excited to have Carson as the newest member of our team of media specialists to help communicate the latest farm and ranch news to the Oklahoma agricultural community," said **Ron Hays**, RON Director of Farm Programming. "Carson brings a fresh perspective to our reporting efforts

that are broadcast on more than 45 radio stations, via our website, OklahomaFarmReport.Com, and read in the daily farm and ranch news email that is one of the most respected electronic newsletters in the industry." Raised on his family's wheat and cattle operation in Yukon, OK, he exhibited and evaluated livestock, participated in public speaking contests and campaigned for State FFA office during his high school years. Horn graduated from Oklahoma State University with a BS in agricultural communications. While there, he remained active within the agricultural community serving as Vice President of the Ag Student Council and as President of the ag-based fraternity, Alpha Gamma Rho. Also, he is a graduate of the Oklahoma Agriculture Leadership Encounter and the Young Cattlemen's Leadership Class. Carson said, "I am thrilled to be back home in Oklahoma as part of the RON family. I look forward to reporting to my friends and neighbors on an industry I know and love." Explaining the uniqueness of the network, Ron said, "Oklahoma is outside of the corn and soybean belt so the focus for our network is different than for the majority of our NAFB members. Since I arrived in Oklahoma as a relatively new farm broadcaster in 1977, the emphasis has always been on beef cattle and winter wheat. We report on a variety of other enterprises as well, but our bread and butter are in those two key areas. As a result, we wanted someone who especially understood the beef cattle business and the culture that surrounds it. With Carson's experience in Arkansas for the past four years, he brings an understanding that is invaluable. RON searched nationally for the best candidate, but Ron admits, "It was our hope to hire someone that has come through the Ag Communications Department at Oklahoma State University." Ron adds, "Carson is having to learn how we do radio on our network, but the network of friends and associates he brings from his time in Stillwater is also an asset." Ron concludes, "Carson is drinking from the firehose of being an on-air talent and writer for our radio network, website and daily email, and he is doing well. I look forward to him getting to know my NAFB family."

BROWNFIELD AG NEWS SUMMER MEETING – The annual Brownfield Ag News summer meeting was held July 12–14 in Jefferson City, MO. **Cyndi Young-Puyear** (Brownfield Ag News, Jefferson City, MO) reports, “Each year, the Brownfield team of farm broadcasters (all Broadcast Council members of NAFB) come together for a few days of team building, re-tooling and fellowship. This year we welcomed two new team members: **Andrew Flinn**, Ohio Brownfield Anchor/Reporter and **Larry Lee**, Wisconsin Brownfield Anchor/Reporter. We kicked off our meeting with a teambuilding and leadership exercise facilitated by PFC **Bradley Young** with the Missouri National Guard.”



Back row, left to right: **Mark Dorenkamp**, **Meghan Grebner** and **Tom Steever**. Middle row, left to right: **Nicole Heslip**, **Larry Lee**, **Julie Harker**, **Shannon Yokley**, **Jerry Passer** and **Cyndi Young**. Front row, left to right: **John Perkins**, **Andrew Flinn** and **Ken Anderson**.

TWO FARM DIRECTORS DEDICATED TO NORTH DAKOTA AGRICULTURE– **Terry Loomis** is both General Manager of KQLX AM/FM and Farm Director. **Mick Kjar** is Farm Director and Host of *Farm Talk*. Terry said, “In November 1984, KQLX AM-890 hit the air in Lisbon, ND. In April 1986, KQLX FM 106.1 went on the air. Ag News 890 was dedicated to the farming community with local agriculture news, as well as being one of the first affiliates of the American Ag Network. “We also became one of the first affiliates of the Red River Farm Network when they began operations in 1995. That was also the same year that I took over sole ownership of both radio stations,” Terry said. (He serves both stations as General Manager, but he no longer owns the stations.) “In 2008, Ag News 890 joined the NAFB and dedicated the station to everything farming. In the fall of 2015, Farm News & Real Country Thunder 106.1, also became an NAFB station, and our programming reflects agriculture in all aspects,” he said.



Terry Loomis (right) interviews North Dakota Agriculture Commissioner **Doug Goehring**.



Farm Director **Mick Kjar**, hosts *Farm Talk with Mick Kjar* from 1:00-3:00 p.m. Monday through Friday. The 2:00 p.m. hour is carried by eight radio stations across North and South Dakota (KDLR in Devils Lake, ND; KCJB in Minot, ND; KLTC in Dickinson, ND; KXPO in Grafton, ND; KSDN in Aberdeen, SD; KOKK in Huron, SD; KGFX in Pierre, SD; and on their flagship station KQLX in Lisbon, ND). Mick is also their stations' meteorologist and broadcasts agriculture weather to their

listeners. Terry, the other Farm Director, dedicates his air time to what is going on today in agriculture, does crop updates, and produces a program called *Inside Agriculture*, which airs on Ag News 890, Farm News & Real Country Thunder 106.1, and 910 Classic Country KCJB in Minot, ND. “Our programming hits the road for 12 farm shows each year and gives us the chance to pass along all the latest technologies available for our listeners.” Terry adds, “Check us out online and visit us at agnews890.com or thunder1061.com. If you can't make it to the show, listen online, and you will be there. Farming is not a job. It's a way of life!”

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***.