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by Larry A. Quinn



**KFRM PAYS ITS FIRST \$5,000 REWARD FOR CATTLE THIEVERY** – KFRM General Manager **Kyle Bauer** presents the check to rancher **Greg Stewart**. “Much of the cattle industry harvests roughage over large secluded geographies where cattle graze with little supervision from farmers and ranchers. This environment creates a great place for the predator that has plagued the cattle industry for centuries – the cattle thief,” Kyle said. “After a lifetime of listening to cattlemen complain about missing cattle, and experiencing some of it himself, Kyle decided to help the situation. KFRM covers 120,000 square miles in Kansas, Oklahoma, and Nebraska with a fulltime farm talk format. For cattle to be stolen, they are generally captured, transported, and sold. “With more than 8 million cattle moving annually throughout the KFRM listening area, there are a lot of eyes and ears out there. The owners of KFRM decided to offer a \$5,000 reward to open some of those

eyes and ears. Cattle thieves rely on most of us assuming everyone is honest, and they depend on people to not be suspicious.” Kyle added, “It is our intent to encourage people to be suspicious and ask questions by offering the reward. We want thieves to be worried about getting caught.” Even though KFRM does not cover all of Kansas, Oklahoma, and Nebraska, they will pay the reward for information that leads to arrests and convictions anywhere in those three states. “Many times, cattle thieves will transport cattle to an area that is not near where the cattle were stolen. We need people to be watching everywhere,” Kyle said. Kansas Attorney General **Derek Schmidt** formed a Livestock/Brand Investigation Unit. “It is very difficult to get convictions. Local law enforcement makes the arrests, but with the help of the specialist, they are more likely to get a conviction. It takes many entities doing everything correctly,” Kyle explained. On November 25, 2015, one of Gregg Stewart’s employees was checking cattle late in the day on a ranch that was located about two hours from the headquarters when he discovered cattle caught in the catch pen. After inquiring with Gregg, he turned the cattle out, but it really bothered Gregg. He drove two hours and arrived after midnight on Thanksgiving morning for a “stake out.” He had contacted the Lincoln County Sheriff’s Department about his plan. Soon after he arrived, a vehicle pulling a stock trailer came down the dirt road, discovered the cattle turned out, and took off down the road with Gregg in pursuit and on the phone to the sheriff. After a high-speed chase on dirt roads, the sheriff cut off the fleeing thief and made the arrest. On September 6, 2016, **Keith Buttenhoff** was convicted of six counts of cattle theft from cattle he had stolen three weeks prior from the same pasture. On December 6, 2016, **Kyle Bauer** presented **Gregg Stewart** with their first \$5000 reward. “Stewart had gotten all the cattle back from the people who had bought them, and the sale barn insurance had paid most of that cost, but many of those cooperators had expenses that were not reimbursed. It is Stewart’s plan to try to make everyone whole with the reward money,” Kyle said. KFRM has a set of rules for applying for the reward, which you can see at [www.kfrm.com](http://www.kfrm.com).

**LET’S TALK HORSES – Jason Vance** (*Let’s Talk Horses Radio Network*, Columbia, MO) began his radio career at KRES (Moberly, MO) while attending the University of Missouri. During a freshman agricultural journalism class, **Tom Brand**, then the farm director at KFEQ (St. Joseph, MO) was a guest speaker and talked about the radio press corps at the National FFA Convention. Jason was a member of the Radio Press Corp for four years during college. Tom introduced the FFA interns, like Jason, to the National Association of Farm Broadcasting (NAFB) during FFA Convention. After receiving the NAFB Foundation **Glenn Kummerow Memorial Scholarship**, Jason was offered an internship at KFRM (Clay Center, KS). Following that internship, he was hired as Farm Director at the Tennessee Radio Network (Nashville, TN). In 2002, Clear Channel consolidated the Tennessee and Kentucky networks and transferred him to Bismarck, ND, as Farm Director at KFJR. Also, Jason has served as Farm Director at WKAN (Kankakee, IL), worked for the Brownfield Network and *Farm Progress*.



He's been active in NAFB for the past two decades, serving as editor of *Chats*, a regional director and scholarship selection committee. More recently, he formed the *Let's Talk Horses Radio Network*, which will mark its three-year anniversary in March. Jason is also a Senior Information Specialist with the University of Missouri Extension.



#### THE REST OF THE STORY

– When **Mark Lambert** (Allied Industry Member, National Corn Growers Association, Chesterfield, MO) read about **Sabrina Hill's** second vocation as Mrs. Santa Claus (featured in our December newsletter), he contacted her to relate his own performances as Santa himself. Through the wonders of *PhotoShop*, Sabrina combined his and her photos to compose this family photo of Mr. and Mrs. Santa Claus.

“Most people don't make a focused, well-thought-out decision to become the merry fat guy in the red suit. You know, the head elf, Pere Noel, Dun Che Lao Ren, Babbo Natale, or the Kringle,” says **Mark Lambert**, senior communications manager for the National Corn Growers Association.



“That is certainly the case for me. Moonlighting as Santa for me was an impulse-buy gone-seriously-right three years ago. I had become a grandfather for the first time, and I thought it would be fun if Santa made an appearance to make Christmas memorable for my granddaughter. It was that for sure. I don't think she remembers that first visit, but my ears and those of every dog in the neighborhood remember the screaming fondly.” While waiting for his ego and his ears to heal, opportunity knocked. Mark's wife, **Nancy**, came home one night from a local meeting to mention they needed a Santa for their St. Louis, MO, neighborhood Christmas event. “Word was out I had the suit, so what's St. Nick supposed to do? That first outing went 'pretty well'. Nobody was successful in

pulling the beard off, the parents seemed happy with their photo opportunity, and no blood was spilled. Have you seen the point kids lick on a candy cane?" Lambert said. "Seriously, all the clichés you hear about are true. Kids are in awe of Santa, and it is pretty rewarding to see those big eyes and trepidation turn into big smiles and giggling. I have only been unsuccessful getting two children, three if you count my granddaughter, to sit on my lap and visit. Yes, I count, and I'm proud of that statistic. I intend to whittle that down to two children this year if the world's most perfect grandchild cooperates."

He notes he is batting 1,000 with adults who seem to revel in the opportunity to get a selfie with Santa if there is a lull between kids.

"I don't talk about the Santa gig much. After seeing Sabrina Hill's (Ag Net West) photo as Mrs. Claus in 'Airing on the Side of Agriculture,' I sent her a note and photo telling her about my Santa alter ego. She ended up 'photo-shopping' us together.

I thought it was funny so I shared it with the NAFB staff, and let's say a lot more people know about my Santa hobby now. It's just something I do for the kids, and I certainly enjoy it, too. Some people were shocked I started doing this, because I have a bit of a reputation as a Grinch that hates the commercialism of Christmas. Being Santa made it fun again, and it's a great change from my day job. I deal with a lot of complex issues from biofuels to GMOs, so there is a lot of educating taking place to earn the public's hearts and minds. Santa definitely doesn't need a public relations flack."





**A grain elevator close to Carrington, ND, is blanketed by snowfall and gray wintry skies.**

**RED RIVER FARM NETWORK TEAM AND EARLY WINTER** – Despite cold and snowy conditions in mid-December, farm broadcasters at RRFN (Grand Forks, ND) met the challenge. **Mike Hergert** said, “One thing about people who live here is they expect extreme weather and are prepared for it! The storms have been very well predicted and anticipated. I should not be so crass, but I don’t believe the weather caused any serious challenges. On the other hand, Mike admitted, “There was one day when only **Don Wick, Randy Koenen**, and our office manager came to work. Don got stuck in our parking lot. I am not aware of any livestock stress that resulted.” **Carah Hart** agreed. She said, “Weather hasn’t caused too many challenges for livestock producers that I’ve heard, and the roads are mostly clear now (especially outside of Grand Forks, ND). It’s just really



cold.” **Don Wick** said, “I would agree with my colleagues. Cold and snow are expected in December in North Dakota. We do see extremes.” From this mid-December storm, temperatures were below zero, and snowfall measured more than a foot. “It was not uncommon to see minus 25 readings on the thermometer. Grand Forks dipped to minus 27. Aberdeen, SD was one of the coldest spots in the RRFN region at minus 37. That’s air temperature, not wind chill. We’ve had a couple wimpy winters in a row, so Mother Nature has thrown a few extra challenges at us this year,” Don said. “I was shoveling because I got my Jeep stuck in the company parking lot. That’s a great way to start the day!”



**Shanna Harris strikes a creative pose on her farm with husband, Wyatt.**

**FARMER AND FARM BROADCASTER** – New NAFB member, **Shanna Harris** (KKOW, Pittsburg, KS) was born and raised in southeast Kansas. “I grew up on a farm where my dad had row crops and cows. Eventually, he sowed all the row-crop ground to grass and increased his cattle herd size.” Shanna emphasized, “I had a passion for agriculture early on. I loved being on the tractor or out in pastures with my dad.” To get her own start in farming, Shanna said, “I used dollar bills that I had saved from my great grandparents to buy my first bucket-calf at the age of 4 and that led to me growing my own herd. I was active in FFA in high school, and my cattle operation was my SAE project.” She went on to graduate from Oklahoma State University with a degree in animal science. “Numbers are something that come easy for me so I really loved ruminant nutrition. Right out of college, I moved back to southeast Kansas and worked for a local feed manufacturer and helped customers balance their rations.” She noted, “Promoting agriculture became more important to me as more backlash towards farms was put into the media. Educating the public about farming and where their food comes from is extremely important to me and that’s how I ended up in radio.” Shanna has a radio show that’s called *Women of Ag* that airs every day at 10:15 a.m. for two minutes. “We take a long form interview that I do with someone and break it into the segments. The topics I air are unlimited. Anything that pertains to local or current agricultural topics is fair game.” About her farm she said, “Today, my cattle herd is still growing. I primarily raise SimAngus but lean towards more Simmental and am always expanding my genetics. My husband farms and sells seed, and I keep his books and help him wherever needed (such as driving a grain cart, moving equipment around to fields, going after parts, etc.). We are

both involved with Farm Bureau. My husband is on the board for the neighboring county he has land in, and I'm on the board of the county we live in. I strive to be as involved as I possibly can in agriculture, and working at the radio station has allowed that to be even more possible."

**STATE DEPARTMENT GRANT TO ESTABLISH AFRICAN RADIO STATION – J. Bryan McGarvey** (Neuhoff Media, WKOA/WASK, Lafayette, IN) has received a grant from the U.S. State Department to assist in establishing Africa's first 24-hour agricultural-focused radio station. Bryan was a mentor for the Mandela Washington Fellowship International Reciprocal Exchange Program, part of the Young African Leaders Initiative (YALI) in 2016, in conjunction with Purdue University. Through YALI, he met **Daliso Chitundu**, an aspiring broadcast entrepreneur who was inspired to build a 24-hour agricultural radio station by a lack of assistance to local farmers. Bryan will be traveling to Zambia January 27 to assist in the project by meeting with stakeholders, local farmers and the community, and assisting in the programming of the station. He will return on February 5. Bryan said, "I am moved and honored by this opportunity to truly help a community



halfway around the world by sharing my knowledge and experience of agricultural broadcasting." Neuhoff CEO, **Beth Neuhoff**, added, "We are extraordinarily proud of Bryan and the work he is doing to better our world. To think his passion for agricultural broadcasting can be life-changing, creating nourishment and economic growth for a developing nation, is truly awe-inspiring. It represents the best of what radio can do." **Bryan McGarvey**, left, is shown with The Mandela Fellowship's **Daliso Chitundu**.

**WE WANT YOUR NEWS** – Send us your stories and photos for future newsletter issues. Contact me at [larryaquinn@outlook.com](mailto: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](http://NAFB.com). For an archive copy of any past issues, go to **Membership** and click on **Airing on the Side of Agriculture**.