

Volume 5, Number 8, August 2, 2017

by Larry A. Quinn



**FROM WASHINGTON TO RFD TV ANCHOR DESK IN NASHVILLE** – In early 2016, corporate restructuring in *RFD TV* brought **Janet Adkison** back to Tennessee, but she kept one foot in the nation’s capital, traveling back for various events. “This summer the change is official. I’m now full-time on the anchor desk welcoming our audience each morning during the *Market Day Report* and nightly during the *Rural Evening News*. It’s been another exciting change, and I expect it will continue to bring a plethora of lessons down the road.” In April, Janet marked her four-year anniversary with *RFD TV* and *Rural Radio 147* on *Sirius XM*. “It’s been a wild, challenging and educational ride that’s kept me on my toes to say the least, but I’m often amazed that I get to do what I do! When I initially joined the team, my focus was structuring programs for the soon-to-be *Rural Radio*. Once that task was complete and with a little time on my hands, I was

allowed the opportunity to fill in for market reports on TV.” She eventually settled into a daily routine combining TV and radio before she was asked to build their news bureau in Washington, DC. “I must admit, I was a bit apprehensive about the challenge, but it was a great experience with several lessons along the way. From our initial small office, we have expanded, adding a studio and technology that allows us to do live reports in and around Washington. We can also welcome guests into the DC studio for live on camera interviews with the anchor desk.” She continued, “I spent a couple years in the nation’s capital, building relationships and gaining a greater understanding of government affairs.



While there’s plenty more to figure out on that front, I’ve passed the baton to **Sarah Mock**, to be our new Washington, DC, News Bureau Chief, and she has hit the ground running.” About her own career, Janet said, “Most of my broadcast career has been behind the mic in radio, only visible to the audience during events. Working on the anchor desk has helped me become more aware of my presentation, not just vocal, but also visible. I can admit that it’s a fun challenge! The moments I might make an odd face in response to something, cut my own mic for a cough or change the script on the fly is no longer an option. There are several people that make every moment work, from running graphics or audio, to calling for video and running the prompter. It’s the team that makes things work, makes it fun and keeps the ball moving forward.” She concludes, “Nashville is a great place to spend some time, so I’m excited to settle in and welcome friends to town!”

**Janet Adkison** is from Houston, MO. She grew up on a beef farm where she spent summers showing livestock, horseback riding and working on creative projects with her art teacher mother. In high school, she followed in the footsteps of her father and brother by taking an active role in the local FFA chapter and eventually represented her area as a state FFA officer. Janet initially planned to pursue a degree in animal science at Missouri State University, but she discovered the variety of careers available in communications. “Knowing my talking talents far outweighed my skills in chemistry, I changed my major to agricultural communications.” Shortly after graduation, she moved to Little Rock, AR, to be a farm broadcaster for the Arkansas Radio Network. Since that initial step into the studio, Janet also worked for the Brownfield Network in Missouri, KFRM (Clay Center, KS), and she spent seven years as Farm Director for KMZU Radio (Carrollton, MO). In the spring of 2013, Janet joined the Rural Media Group's (RMG) broadcast team in Nashville, TN. The following January, she moved to the East Coast, serving as RMG's Washington, DC, News Bureau Chief. For two years, Janet worked to build the bureau and covered stories in the U.S. Department of Agriculture, the capital and the White House while also working with the organizations who represent farmers and rural communities. In spring 2016, she rejoined the main studio in Nashville serving as news anchor and reporter. Throughout her broadcast career, Janet has been a member of NAFB. In 2008, she was elected to serve as NAFB's South Region Vice President. In 2011, she was elected to the association's Executive Committee and served as NAFB President in 2014.



**Sarah Mock** admits that her background is not a straight road to farm broadcasting. “Prior to joining *RFD TV*, I was doing public relations and marketing at Farmers Business Network in Silicon Valley, and before that, I had a few other startup jobs after college.” Sarah earned her BS at Georgetown University in Washington, DC, where she studied science, technology, and international affairs with a focus in agricultural development and food security. “I'm passionate about high-tech social entrepreneurship and innovation, particularly in the agricultural sector,” Sarah said. Since college, Sarah has been blogging about

agricultural issues on *Medium* – which is “where I really found my stride on the journalism side. Writing is my passion, and I knew I wanted to go more in that direction, rather than further into business and marketing. My sense was that multi-media, especially video, is the medium of the future journalist, so when I got the opportunity to come to *RFD TV* and try my hand at broadcast, I couldn't pass up the opportunity.” About her position, she said, “My goal here is to be part of making food, ag and rural news more interesting and to continue having the tough conversations with farmers, foodies, and everyone in between, all over the country and around the world. There are good solutions out there. Not easy solutions or solutions that everyone will agree to, but solutions that can be fair and right anyway. There are many ways to have an impact in the food system – from the private sector and startups, to NGOs and research, to getting hands in the dirt yourself. But considering that all these groups are working toward the same goal, we don't always communicate very well. I want to be part of doing better.”

**ACCOUNTANT/BROADCASTER SPECIALIZES IN AGRIBUSINESS NEWS – Joe Daughhete**

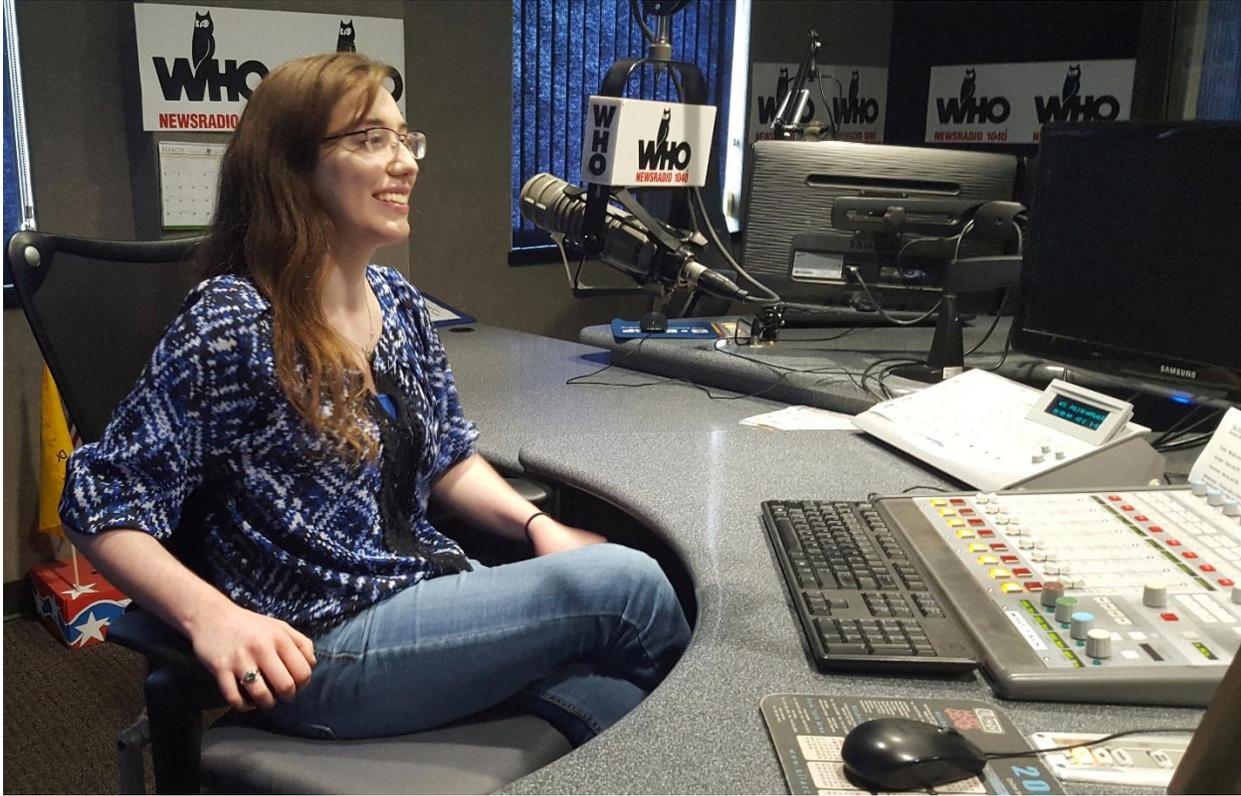
**tee** (WITY, Danville, IL) graduated from Eastern Illinois University with a BS in accounting and an MS in business. Joe has been in private industry accounting with experience in cost accounting, and for the past 25 years, in public accounting. His experience has been diversified among auditing, tax, and management advisory services. He has received several certifications in the accounting field. Joe is currently a member of various professional associations including the Indiana CPA Society, Illinois Feed and Grain Association, AICPA, and Illinois Society of CPAs of which he is serving on the agribusiness committee. In addition, he served two years as the Committee Chairman, and two years as Chairman of the grain elevators subcommittee. He was recently elected to a three-year term on the Board of Directors



of the Farm Financial Standards Council as the CFO. Joe has spoken to several grain elevator and farm groups throughout the Midwest and Southeast United States. In the past, he has been a guest lecturer at university classes on school finance. Joe grew up on a farm 10 miles west of Paris, IL, and currently resides near Chrisman, IL. He has five children, seven grandchildren, and four great-grandchildren. As a member of NAFB, he became active in farm broadcasting in 2010 with various activities involving agricultural events covered by WITY Radio (Danville, IL). The station is active in agricultural broadcasting, and with Joe's background in ag accounting and



other ag events, it became an excellent opportunity to promote agriculture through the reporting of regional events and activities in the industry. WITY broadcasts more than 2½ hours of farm programming each weekday, with local coverage by Joe and fellow broadcaster, **Phyllis Parks**, as a major component. Through Joe's experience in ag accounting, he can promote improved methods of reporting systems and accounting procedures for agribusinesses and farm owners. An example is the expansion and improvement of ag-based financial information. This crucial content is made up of marketing, management, owners, and cost information, which can help improve profitability.



**NAFB INTERN MORGAN McENANY – Morgan McEnany** from Nevada, IA, is one of the 2017 NAFB interns. Mentored by **Bob Quinn** (Big Show Farm Network, Des Moines, IA). Morgan is a senior at Iowa State University pursuing a degree in agricultural communications with a minor in journalism and mass communications. During her past two years at Iowa State, she has been involved with Agricultural Communicators of Tomorrow and is one of the journalists for the College of Agriculture and Life Sciences student-run publication: *CALS Connections*. Her passion for agriculture started at a young age and by the age of 5 she was involved in 4-H as a Clover Kid. "My first leadership role in middle school was 4-H reporter, which allowed me to collaborate with newspapers in the area when writing club articles." Later, she became involved in the local FFA chapter where she participated in various contests and took on leadership roles. Summers were spent working on her Supervised Agricultural Experience, which consisted of roguing seed corn fields for DuPont Pioneer. "The first time I explained roguing for my Supervised Agricultural Experience, my advisor did not understand what it was. I learned almost everyone in agriculture knows of detasseling, but not everyone realizes the process before it. Small things like this opened my eyes to the fact it is not only consumers we must teach about agriculture. Everyone can benefit from different conversations because you never know what you may learn." Bob Quinn said, "This internship is allowing Morgan to get hands-on experience running social media feeds, practicing market reports, and networking with broadcasters." She concluded, "This opportunity is allowing me to see what broadcasting takes and how farm broadcasting is relevant to those in the industry. I learn something new every day, which will play a crucial role to advocating for agriculture."

**AGNET WEST MARKS FIFTH ANNIVERSARY** – *AgNet West* marked its fifth anniversary of service provided to the California agriculture industry on July 12, 2017. The network started with 12 stations and has grown to include 33 radio stations throughout the state, reporting ag news from Shasta all the way down to Imperial County. **Gary Cooper** is the principal founder and President of *AgNet Media*, the parent organization of *AgNet West*. As the youngest of four boys, Cooper grew up on a 160-acre vegetable farm in south Florida, eventually earning a broadcast journalism degree from University of Florida. “I put the journalism and farm background together, and I have been doing farm communications ever since,” Gary said. Branching out to California was a big step for the company, and one of the driving factors was the increasing interest in specialty crops. Gary emphasized, “*AgNet West* now has the strongest on-air team in its history with News Director **Sabrina Hill**, Operations Manager **Taylor Hillman** and Multi-Media Journalist **Brian German**.” The original four daily headline segments that started the network have now expanded to several other daily headlines, as well as an hour-long program reporting on national, state and local ag issues. “The diversity of California agriculture is unlike the agricultural landscape of the Midwest and requires a different approach to broadcasting farm news,” Gary explained. “For all the information that growers are interested in, there were few avenues to access it. We’re an adjunct to communications for any association or organization in agriculture that wants to improve their communications to their members, their stakeholders in the field and the public in the areas in which we broadcast,” he noted. Gary expressed his appreciation to the affiliates who have worked with *AgNet West*. “The goal is to continue providing quality news to farmers and ranchers, while also bridging the informational gap between the agricultural community and the general public.” He concludes, “It’s been extremely welcomed by the farm community, and we’re just proud to have been able to put this kind of thing together in a state like California.”



#### **The AgNet West Team**



#### **Sabrina Hill, Farm News Director, AgNet West**

**Sabrina** joined the staff at *AgNet West* shortly after the network started in 2012. Within a few months, she was moved into the position of Farm News Director and lead anchor. Sabrina reflected, “It’s exciting to have been here from the start. In these five years, we’ve built up a strong network for our listeners, but I think what I love the most are the strong relationships we’ve formed within California’s vast and diverse farming community.” In 2014, *AgNet West* created its hour-long farm radio show *Farm City Newsday*, with Hill as the host

and producer. An award-winning journalist, Sabrina has a background of more than 20 years as a news professional. She has worked in print and television news as well as radio. She is an active member of NAFB and was elected as 2016-17 Western Region Vice President. In addition, she is chairperson for the NAFB's News Service Committee. She speaks at events and is interviewed on agricultural and professional topics, such as California's agricultural issues, women in agriculture, reaching the consumer, building an online presence, and working with the media. Contact Sabrina at [Sabrina@agnetwest.com](mailto:Sabrina@agnetwest.com).



**Taylor Hillman**  
**Assistant Farm News Director, AgNet West**  
**Operations Manager, AgNet Media**

**Taylor** is a news professional from Clovis, CA, where he was an award-winning technical director and assignment manager for the area CBS affiliate. He earned a Best Newscast award from the NorCal Radio and Television News Directors Association and received an AP Best Newscast award. Hillman was raised in the state's agriculture-rich Central Valley, where his grandfather was a cotton and alfalfa grower, and his uncle continues the farming tradition. The Hillman family has also been actively involved in the World Ag Expo for several years. Hillman is an active member of the Old Town Clovis Kiwanis and helps plan several major community

events each year. Contact Taylor at [Taylor@agnetmedia.com](mailto:Taylor@agnetmedia.com).



**Brian German**  
**Multi-Media Journalist, AgNet West**

**Brian** is the newest addition to the staff at *AgNet West*, joining the team in 2017. As a radio professional, he has several years of experience working for multiple media outlets throughout the Central San Joaquin Valley. He earned his BA in mass communication and journalism from California State University (Fresno). Brian has always had a deep appreciation for the hard work that goes into agricultural production having grown up in the Central Valley. He has spent the past few years working specifically in the ag journalism industry, reporting on topics that affect farmers and highlighting the important role California

agriculture plays in feeding the world. Contact Brian at [Brian@agnetmedia.com](mailto:Brian@agnetmedia.com).

**TERNQUIST JOINS RED RIVER FARM NETWORK** – Red River Farm Network (Grand Forks, ND) farm broadcaster **Megan Ternquist**

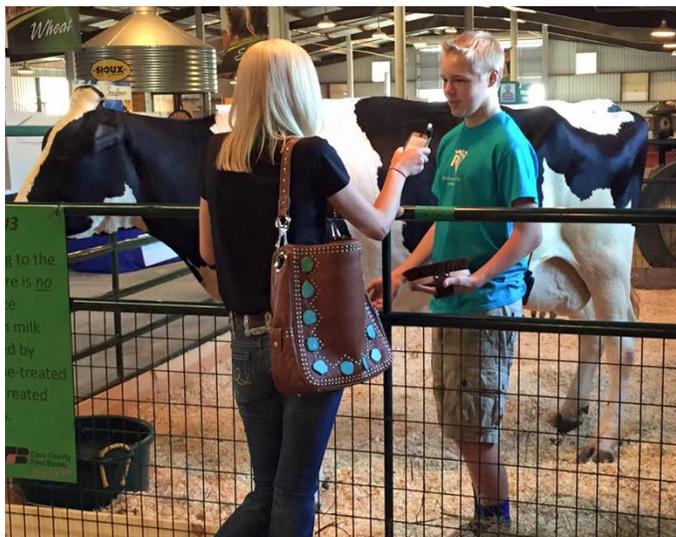
began her first week with the network July 24 in Grand Forks.

“Megan is a welcome addition and will be a huge asset to our team,” said Red River Farm Network (RRFN) President **Don Wick**.

“Her passion for agriculture and this region is exciting. She is a talented journalist.” Megan is no stranger to agriculture or the area, as she grew up on a diversified crop and beef farm northwest of the Red River Valley near Michigan, ND. “My passion for agriculture started at a young age,” she said. “Growing up, I was actively involved in all aspects of the family farm. Whether it was feeding bottle calves or hauling grain to the elevator with Dad, I was always doing something on the farm.” Megan



continued to develop her interest in agriculture through extracurricular activities in high school and college. “I started showing livestock when I was old enough to join 4-H and continued to do so throughout college,” she says. However, pursuing a degree and career in agriculture wasn’t always the plan. Megan studied biology at Concordia College in Moorhead, MN, before transferring to North Dakota State University. “I thought I wanted to attend medical school, but I kept coming back to my roots. Agriculture was more of a natural fit for me, and a career within it just felt right.” After an internship with KFGO Radio (Fargo, ND) writing and reporting farm news, Megan knew farm broadcasting was the perfect fit. “At first, I didn’t know what to expect. A career on the journalism side of agriculture was something I never strongly considered,” she said. “However, I shortly realized interviewing farmers was no different than the frequent farm talks I had with my dad, and I didn’t mind a little windshield time.” She comes to RRFN after working in public relations for the Minnesota Farm Bureau Federation in Eagan, MN. “I gained a



lot of valuable experience with Farm Bureau, but I couldn’t pass up an opportunity closer to home,” she said. “I’m ecstatic to be back in farm broadcasting and connect with area farmers, educators and ag businesses.” Aside from reporting agriculture’s business, she plans to help on the family farm whenever possible. Megan joins **Don Wick, Mike Hergert, Randy Koenen** and **Carah Hart** on the RRFN farm broadcast team. You can connect with her via email at [megan@rrfn.com](mailto:megan@rrfn.com) and on Twitter (@megan\_rrfn).

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