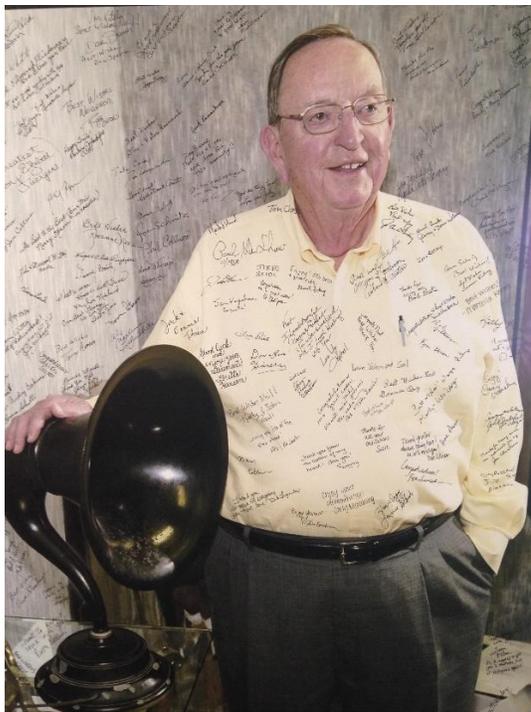


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by Larry A. Quinn

**ABOUT HIS 57-YEAR RADIO CAREER...Neil Trobak** (KCIM-KKRL-KIKD, Carroll Broadcasting, Carroll, IA) said, "I wouldn't want to do anything else. It's fun!" Neil officially retired on June 2



and was honored by about 150 of his station colleagues and local listeners on June 20. General Manager **Kim Hackett** (Carroll Broadcasting) said Neil "started as a youngster on KCIM-AM as announcer, then went into sports broadcasting, farm director, general manager and a little sales...you name it, Neil did it." Kim said, "The Collison family would like to thank Neil for all he has done for us here at Carroll Broadcasting Company throughout his many years of employment. Neil will not only be missed by us...but all of his loyal listeners and local area farmers. Best wishes on your 'early' retirement Neil!" The photo, at left, of Neil was signed by those attending his

retirement celebration and presented to him. One thing Neil noticed immediately is that his two-week paychecks, which he'd grown so accustomed to all these years, stopped. He admits, "It was kind of hard to walk out the door." Neil grew up on a farm near Crooks, SD, and served in the Marine Corps for two years before going to radio announcing school in Minnesota. He started in 1957 as a radio announcer earning \$70 per week. From the very beginning, he was a farm broadcaster for at least part of his duties that later included 10 years as station manager. Even then, he did not give up farm broadcasting. One day out of his long career that Neil singled out was the day his computer arrived. It made a "marked change" in his broadcasting career. What will he do in retirement? Neil said he plans to have coffee with the "guys" in the mornings where he can "get the real news." His early work hours for so many years conflicted with this opportunity. (Insert old photo of Neil Trobak with the cutline below)

**Neil Trobak** operates a Magnecorder tape machine to edit his radio interview. The Magnecorder was a “work horse” for radio stations in his earlier years.



**STORMY WEATHER...**Weather is always a popular topic of conversation in farming country, but it absolutely dominated the conversation in northwest Iowa and southern Minnesota in the past few weeks, reports **Dan Skelton** (KICD, Spencer, IA). “Most of KICD’s listeners received 10 to 12 inches of rain or more in the three or four days that followed Friday the 13th (read into that what you will).” Numerous tornadoes and straight-line winds in excess of 70 mph were

reported, and hundreds of trees were uprooted. “To give an idea as to the scope of this weather event, the Clay County Engineer’s Office ran out of ‘Road Closed’ signs with an estimated 700-800 road closures in just this one county,” Dan said. More rain followed with many farmers reporting 15 to 20 inches since mid-June. “Low areas in corn and soybean fields have been soggy for weeks, and it’s now too late to replant,” he added.



On a more cheerful note, KICD hosted its 15<sup>th</sup> annual Antique Tractor Ride on June 13-14. This year’s 187 participants motored two 70-mile daily routes. KICD’s **Troy Leininger** led each day’s journey on his 1950 Farmall C tractor. Troy, left, is shown with Dan Skelton when blue skies returned for the tractor ride.

**MINNESOTA FLOODING...**near Mankato occurred where they had anywhere from 5 to 7 inches of rain on the night of June 17, reports **Emery Kleven** (Minnesota Farm Network, Minneapolis, MN). The field in the photo at right shows how fields looked after heavy rains in southern Minnesota. More recent rains caused some urban flooding in the Twin



Cities and for some farm fields, it continued to be wet. If they weren't underwater for too long, some fields are making a comeback, but it will be some time before farmers know the full extent of the damage. Rock County in the extreme southwest corner of Minnesota will lose about 100,000 acres out of their 250,000. "We need some warm sunshine now and looks like we may get some during the first week or two of July," Emery said. Goldy, the University of Minnesota mascot is interviewed by Emery in the photo at right. "I told him to smile for the camera. He did a nice job of that."



**FROM NEBRASKA TO NASHVILLE...**Marlin Bohling began his new assignment last February, moving from KRVN and the Rural Radio Network (Lexington, NE) to RFD-TV and Rural Radio SiriusXM Channel 80 based in Nashville, TN. NAFB President **Janet Adkison**, formerly in



Nashville, moved to Washington, DC, to launch their agricultural news bureau, which has an office in USDA's Whitten Building. Marlin Bohling is a national television and radio farm broadcaster for RFD-TV and Rural Radio SiriusXM Channel 80 at their studio operations complex based in Nashville, TN. He is co-anchor of the market update segments on RFD-TV during the live 5-hour Market Day



Report, which runs from 9:00 a.m. to 2:00 p.m. Eastern Time each weekday. Also, he hosts several shows each day on sister channel Rural Radio. Previously, Bohling served as Associate Farm Director for KRVN Radio and the Rural Radio Network with operations based in Lexington, NE. Also, he served as Farm Director for the Southern Farm Network (Raleigh, NC) and farm broadcaster for KFRM Radio (Clay Center, KS). Bohling grew up on and managed a diversified family farm operation in northern Kansas. Besides his broadcasting and production agriculture career, he has been heavily involved with agricultural Web programming, podcasting and freelance studio work. Bohling was the 2006 recipient of the prestigious *Oscar in Agriculture* Award presented at the National Association of Farm Broadcasting convention in Kansas City.

**NEW ASSISTANT FARM BROADCASTER...**for Wisconsin Farm Report is **Jesse Harding**. Farm Director **Pam Jahnke** (WOZN/Q106 Radio, Madison, WI) said, "Although she's only been on staff for a month – her exposure to NAFB and other farm broadcasters is very obvious! She's been able to walk right in and begin air work. That's fantastic – very little training that had to happen. It's also an infusion of positive energy to have a young woman naturally curious about



Wisconsin agriculture. She's beginning her own blog and series following her travels around the state to learn more about unique products produced, crops grown, businesses operating, and most importantly our listeners." Pam and Jesse sport the same "cool look" in photo above.



Jesse and Pam join **Zoey Brooks** ("Alice in Dairyland") in the photo at left. Jesse was off to a fast start in her first week with Pam, meeting Wisconsin Governor **Scott Walker** and Wisconsin Secretary of Agriculture **Ben Brancel**. In her third week, she covered the Wisconsin State FFA Convention where she interviewed National FFA President **Brian Welsh** and Wisconsin FFA President **Logan Wells**. Jesse grew up on a small, five-acre hobby farm in southern Illinois, located about 30 miles northeast of St. Louis. As a 10-year 4-H member, she formed her passion and interest in agriculture. She was involved in her Triad High School (Troy, IL) agriculture club serving as Vice President for two years, and she graduated with the agriculture award. She attended Kaskaskia College (Centralia, IL) for three years. While at Kaskaskia, Jesse received the Outstanding Student in Agriculture Science award in 2011. She graduated from the University of Illinois in May this year where she majored in Agriculture Communications. She was a student member of NAFB and was an internship grant recipient from NAFB working with Gale Cunningham (WYXY, Champaign, IL). "Pam has had me learning the ropes here. We have a live morning show from 5:00-6:00 a.m., which requires me to be in the studio before then. I am getting a handle on doing the markets. I did them for Gale (Cunningham), but I am doing them for our three in-house stations as well as for our affiliate stations." She added, "I truly am Pam's assistant. I am filing in for her when she can't be at an event or in the studio."

**CLASSIC FARM TRACTORS CALENDAR MARKS 25<sup>TH</sup> ANNIVERSARY...**A banquet celebration, a giant birthday cake, and an auction promise a fast start for this year's Historic Farm Days in Penfield, IL, beginning on July 10 and sponsored by the I&I (Illinois and Indiana) Antique Engine and Tractor Club on their show grounds. The banquet begins at 5:25 p.m. with **Max Armstrong** (WGN Radio, Chicago, IL) as emcee and is called the "John Harvey Hootenanny"— a roast and toast – to **John Harvey**. When NAFB Honorary Member John Harvey was a public relations manager for DuPont Ag Products in 1988, the company developed a new family of herbicides and a new soybean weed-killer named "Classic." (It was especially good for controlling weeds such as cocklebur and wild sunflower in river bottoms.) The marketing manager for "Classic" had just returned from Europe where DuPont promoted products with calendars for customers. "I want to produce a Classic Car calendar," he told John. To that John replied, "Let me do some checking around. There may be something more 'farmer friendly.'" John checked with a friend about antique tractor restoration and did some research with the editor of *Gas Engine Magazine* in Lancaster, PA, who told John that the magazine got lots of positive reader reaction when they included photos with captions of restored vintage tractors. Driving back to his office in Wilmington, DE, John was tossing things around in his head, and suddenly he

thought why not classic tractors (instead of classic cars). Nobody had captured that term. John placed a full-page ad in *Gas Engine Magazine* asking people to submit photos and information about their restored tractors, such as John Deere A and B models, Allis-Chalmers WC, Farmall M and H, Ford 9N, Massey, Oliver, and Cat, etc. The mail poured in, and he took a large U.S. Postal Service canvas bag overflowing with replies and dumped them on the marketing manager's desk. John told him with a grin, "I think we hit pay dirt." DuPont introduced the 1990 Classic Farm Tractors Calendar at the 1989 Farm Progress Show in Indiana, where it was hit – a grand slam, John said. There are dozens of "copy cats" but the DuPont calendar is the original. When John left DuPont in 1993, the general manager told John he could take the calendar because he had created it. John said, "It was the flagship for my Classic Tractor Fever business, which I had to sell because of health issues in 2011. However I still select all the tractors and direct the calendar production." Following the banquet, an auction of John's models and memorabilia will be held with proceeds going to Wounded Warriors Project. John concludes, "May I say, 'classic tractors collect the nicest people on the planet.'"

**AGRITALK'S 20TH ANNIVERSARY TO BE CELEBRATED JULY 11...**AgriTalk Host **Mike Adams** said,



"We will be telling the show's story all that week with AgriTalk's 'Founding Fathers'-- **Mark Perrin, Rich Hull, Mark Vail and Ken Root** through recorded interviews. On their live show July 11, they will be sharing stories and memories of how AgriTalk started and has evolved over the years. "This marks my 13<sup>th</sup> year hosting the show, and we want to honor those past and present who have contributed to its success," Mike said.

**"AIRING" A UNIQUE STORY...**Lorrie Boyer recently had the opportunity to tour Brush Meat Processing, the largest bison meat processing plant in the United States, slaughtering over 200 buffalo per day. The one-year-old operation employs 50 people and is located just outside Brush, CO. Most of the animals arrive from the Dakota's, with some coming from Colorado and other



states. The facility runs five days per week, for eight-hour shifts. The buffalo are killed, with the carcasses processed for shipment to another plant in Denver, where the meat is fabricated, then is sent on to the distributor. Both plants are owned by **Bob Dineen** (shown at left with Lorrie), who has spent most of his adult life managing buffalo operations in Colorado, including his own. Lorrie conducted a radio interview with Bob at the plant. A meat quality assurance team tests the meat at several points in the processing process. Once the meat is packaged, technology is used to limit the times the carcass is touched by human hands to minimize the risk of bacterial contamination. Automatically transported throughout the facility on hooks, the carcasses are cleaned by water power washers, much like a car wash, that shoot out water from the sides so that no human action is needed. Animal welfare strategies are integrated into the processing plant, such as having mists in the holding barns to keep the bison cool and comfortable. They stand on manure-free flooring, and the line design, created with input from nationally known

expert **Dr. Temple Grandin**, accommodates the large size of the buffalo (average bull weighs 2,000 pounds and average cow weighs 1,100 pounds). The design moves them along in a way that is less scary and more natural. This results in less stress on the bison and the carcass itself. Lorrie said, "Today, we find bison in most restaurants, grocery stores and farmers markets." A special promotional program was created to encourage livestock producers and beginning farmers to raise them. The program, called the "Bison Advantage," advocates that bison don't need artificial shelters. They like to be outside year round and are efficient feed utilizers. Bison have long productive lives, they calve easily, are hardy animals, and they thrive in most North American landscapes. Lorrie reports there is consistent demand for bison meat and products.



**FORMER FARM BROADCASTER NAMED TO AGRICULTURAL PUBLIC RELATIONS HALL OF FAME...**Richard "Rich" Howell was one of two inductees named at the 2014 annual meeting of the Agricultural Relations Council. Rich Howell knew that he wanted a career in communications when he entered Ohio State University, and when he graduated with a communications degree in 1957, he landed a job as an on-air news reporter with WBNS (Columbus, OH). From the news beat in Columbus, he went to WLW (Cincinnati, OH) following in the footsteps of **Roy Battles**, (1950 NAFB President and 1990 NAFB Hall of Fame inductee). But Rich wanted more, and in 1968, he joined the staff of the Ohio Farm Bureau to continue his daily on-air reporting, but also to branch out to include magazine writing. He covered the ag beat for Ohio farm families from his base back in the capital city of Columbus.

**NEW ARRIVAL...**Mark Dorenkamp (WHO/Big Show Radio, Des Moines, IA) and his wife are the proud new parents of **Hudson Kade Dorenkamp**, who was born June 26 weighing 8 pounds, 12 ounces and measuring 20 ½ inches.



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