Michelle Rook Bio

Michelle Rook is one of the top farm broadcasters and market reporters in the country.  She leads a farm department at WNAX that consistently has the highest farm audience ratings in the nation.

Michelle has been recognized for her journalistic excellence being named the Doan Award Recipient in 2015 and the NAFB Farm Broadcaster of the year in 2008.  In 2016, she received the South Dakota Governor’s Ag Ambassador Award. Michelle has also won the NAFB Horizon Award, NAFB Newscast and Marketcast Awards, numerous NAFB News Service Awards and Associated Press recognition. She has received media awards from the SD Farm Bureau, the SD Soybean Association and the SD Pork Producers Council, SD Farmers Union, NE Agribusiness Association and the National Farmers Union. In 2006 she was also named a Distinguished Alumnus by the SDSU Journalism Department.

Michelle has reported on agriculture from the nation’s capital to the soybean fields of Brazil and has interviewed countless newsmakers including President Barack Obama and several U.S. Ag Secretaries. In addition to her radio work, Michelle is also a regional reporter for nationally syndicated agricultural TV shows AgDay and U.S. Farm Report and covers stories from across the nation. She is currently a reporter for AgWeek Television. Michelle has also served as a meteorologist and reporter for KSFY-TV in Sioux Falls and KTIV-TV and KMEG-TV in Sioux City, Iowa.

Michelle owns her own video production business and produces commercials, videos and news content, including the Heartland Consumer Report which is designed to educate and inform consumers about agriculture. The report has run on KELO-TV in Sioux Falls and KTTC-TV in Rochester, Minnesota.

She is very active in the National Association of Farm Broadcasting (NAFB) and in 2006 served as NAFB National President, only the second female to hold that office.  She served two years as a national officer and another two as regional vice president for the organization.

Michelle’s agricultural roots are deeply imbedded in this region. She grew up on a dairy and crop farm in eastern South Dakota and her parents are still involved in the operation.

She has bachelor’s degrees in dairy manufacturing and ag journalism and a master’s degree in journalism from SDSU. She also earned her broadcast meteorology degree from Mississippi State University. She was a state FFA officer in South Dakota, an American FFA Degree recipient and national FFA officer candidate, plus was involved in 4-H for 11 years.