

Convention Chronicles



News from the NAFB Annual Convention

Wednesday, November 9, 2011

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Welcome to the 68th Annual NAFB Convention!

Telling the story of our nation's food producers has never been more important than it is now. Struggling against a constant barrage of misinformation, U.S. farmers not only need their story told, they themselves need accurate and useful information.

Farm broadcasters deliver "Insight for Agriculture...Every Day," and during this 68th Annual NAFB Convention, we'll bring you relevant information to sharpen your skills, as well as to bring you up to date on farm policy and the trends that drive the business of farm broadcasting.

We'll examine how consumers' perceptions of agriculture are formed and how they perceive the messages that reach them daily about their food and about those who produce it.

An agri-business leader will share his view of how hunger can be relieved through highly efficient food production. Elanco President Jeff Simmons talks about consumers driving the debate over food production technology.

Recently completed research shows that food producers listen to and depend on farm broadcasters. Further, those producers augment that information with frequent visits to farm broadcaster's web pages. You're the first to see the results of thorough surveys that determined this.

How can websites be exploited to be made an indispensable part of our listeners' day? An expert in the field, Mark Ramsey, tells us how, and incorporates further information during later breakout sessions.

Our country's military outreach is important in helping to develop agriculture in war-torn parts of the world. A farm broadcast alumnus shares his experiences as part of the Iowa National Guard Agri-Business Development Team Dirt Warriors tour in Afghanistan.

Whether this is your first NAFB convention or whether you're a veteran of many, welcome. I encourage you to take it all in, learn from it and profit from the reward of reacquainting with good friends.

Tom Steever

NAFB President-Elect/Convention Chair

Brownfield Ag News

NAFB Foundation Scholarship Winners Honored Today

Each year, through your support, the NAFB Foundation awards \$13,000 in scholarships among three promising agricultural communicators. Since the scholarship program began in 1977, the Foundation has awarded more than \$250,000 to aspiring farm broadcasters and communicators.

This year's applicants were especially competitive. After review of the applications received by the NAFB Scholarship & Internship Committee, the Foundation is pleased to introduce you to the 2011 NAFB Foundation Scholarship recipients...



Selected for the Glenn Kummerow Memorial Scholarship of \$5,000 is Carah Hart of the University of Missouri-Columbia. Carah is a junior, majoring in Agricultural Journalism, and has been patiently

awaiting the year when she could apply for the scholarship—as she's dreamed for some time of becoming a Farm Director for a Midwest station or network.

Already, Carah has a wealth of experience. She has interned at Brownfield Ag News, writing ag news for three states, conducting interviews and posting to the website. She has also interned with the Missouri Soybean Association, Missouri Farm Family Alliance, Missouri Farm Bureau and KMZU Radio, Carrollton, MO, where she had the opportunity to attend the NAFB Annual Convention.

Carah is keeping busy on the University of Missouri-Columbia campus as well. She is involved with Mizzou Collegiate Cattlewomen, Agricultural Communicators of Tomorrow, National Junior Swine Association and is on the Dean's List.

Excited about where farm broadcasting will take her to tell the story of agriculture, she says she's amazed at where she's already been. In 2010 and 2011, Carah had the opportunity to study abroad and visit agricultural communities in Brazil and Germany.



Texas Tech University Junior Lauren Bogel is one of the Foundation's \$4,000 scholarship winners. Lauren, who is majoring in Agricultural Communications, grew up on her family crop farm and cattle and horse ranch in New Mexico.

When she is home she works with the family company to manage and maintain farm equipment, and also has her own detailing business. During her time at Texas Tech, she has worked with Ramar Communications and Ag Talk 950 in Lubbock, getting experience in reporting, writing, sales, editing, scheduling and research.

Lauren is currently on the Dean's List, serves as Texas Tech Ambassador for Agriculture, is an FFA collegiate member and Agricultural Communicators of Tomorrow member.



Columbia University Graduate Student, Nathan Vickers, is a recipient of a \$4,000 scholarship. Nathan plans to graduate from Columbia's Graduate School of Journalism in New York in June of 2012. He received his undergraduate degree in Communications/Journalism from Truman State University in Kirksville, Missouri.

Nathan's family farm roots run deep in Southwest Missouri and he is excited about the prospect of applying his hard-work ethic toward his goal of becoming an ag journalist on the national stage.

He has worked as an intern on the "Late Show with David Letterman," KTVO-TV in Kirksville and as Associate Youth Director for First Christian Church. While at Truman State, Nathan played on the University's football team and was the founder and president of the National Communication Association Student Club. He was also one of four students who worked and lived on the University Farm.

Congratulations to the 2011 class of NAFB Foundation Scholarship recipients, and thank you to those who support the Foundation and make these scholarships possible!

Please join us at the Foundation Scholarship Luncheon, sponsored by the United Soybean Board, to honor Carah and Lauren, who are joining us at convention.

Wednesday Program Highlights

Farm broadcasters deliver “Insight for Agriculture...Every Day,” and during this 68th Annual NAFB Convention, we’ll bring you timely newsmakers and professional improvement sessions to help you grow both personally and professionally. When it’s all over, join us for a fun evening of networking. Here’s what’s on tap for today...

Consumer Perceptions in Ag

Perhaps more than ever before, the agriculture community is reaching out to consumers. These farm groups are using new and unique communications strategies to educate the general public about modern-day agricultural practices. Social media and NASCAR are just two examples.

In this newsmaker session, you’ll get the latest news from the U.S. Farmers and Ranchers Alliance, success stories from the ‘Know a California Farmer’ campaign and a showcase of Furniture Row’s commitment to agriculture.

Trends and Opportunities in the Audio Media Landscape



Ramsey

Mark Ramsey Media is one of the best-known research and strategy providers to media companies in America. President, Mark Ramsey, has worked with several television and innumerable radio broadcasters over his career, including Clear Channel, CBS, Bonneville, Sirius XM, and Greater Media.

Recently, Mark has been in strong demand as broadcasters recognize the critical importance of integrating their strategies with digital opportunities, which completely redefine the meaning of “radio.” Mark will share trends and opportunities on the audio media landscape.

Feeding a Growing Population



Simmons

Solutions exist today to help meet food needs, but consumers don’t want technology used in food production. Right?

Jeff Simmons, President, Elanco, will explore the myth that consumers don’t want modern, efficient technology used in food production.

To better understand consumer opinions, Elanco commissioned a research review of 27 studies accounting for more than 97,000 consumers in 26 countries to further analyze this trend. The results may surprise you.

Learn more about the role technology and choice play in feeding a growing population. Join the dialogue today at plentytothinkabout.org.

Using Smartphones for Broadcast Production



Zimmerman

In the past year, there has been a big change in the way that a broadcast story can be covered. Chuck Zimmerman, ZimmComm New Media LLC, will focus on using the iPhone and Android platforms and devices to produce high quality audio and video for interviews that can be broadcast or webcast.

Specific apps will be profiled and demonstrated as well as how to sync into your computer for further editing and uploading. Computer apps will also be discussed that interact with these devices to make production more mobile friendly. Feel free to bring your smartphone so you can download and try out some of the apps featured!



Becki Rhoades was recently selected to serve as Director of Marketing & Communications for NAFB. Please take the opportunity to meet Becki and say hello.



Don’t forget to stop by and welcome new NAFB Executive Director Tom Brand this evening in the President’s Suite from 9:00 to 11:00 p.m.

Thank you to the members who were involved in putting together this year’s outstanding program. Here’s looking forward to a successful meeting for all!

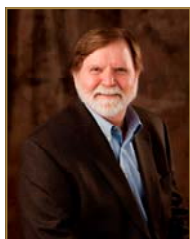
NAFB Foundation Board Welcomes Two New Directors

Last night at the NAFB Foundation Board of Directors meeting, the Board voted to approve two new directors.



Henderson

Lynn Henderson, Agri Marketing magazine, and Mark Swendsen, American Ag Network, will fill the roles being vacated by outgoing members Dave Knau, Pioneer Hi-Bred, and Eric Brown, KRVN/Rural Radio Network.



Swendsen

The Board extends their appreciation and gratitude to Dave and Eric for their service to the Foundation and passion for farm broadcasting and agricultural communications. They also welcome Lynn and Mark who offer a tremendous amount of experience and commitment to the future of the industry.

Lynn and Mark officially begin their terms January 1.

Silent Auction Opens Today!

Let the bidding wars begin! The silent auction, benefiting the NAFB Foundation, opens today following the Foundation Scholarship Luncheon.

Some of this year's items include weekend getaways, NASCAR packages, art and pottery, electronics, gourmet food and unique gift ideas.



For the first time, the auction includes radio advertising packages. Support the Foundation while using the power of radio to reach producers, ranchers and listeners in key target areas. There are packages available for all budgets and spanning great target geographies.

Thank you to those who contributed items for your generosity!



SFP Welcomes You to the NAFB 68th Annual Convention!



With so much happening this week, it helps to take a break now and then. Why not relax in style with SFP?

Join us for some fun under the "sun" and get the inside story on one of the most unique fertilizer technologies on the market: **AVAIL® Phosphorus Fertilizer Enhancer**.

It's one of several stories we have to share this week, so come see us.

FACT: Over 163 trials prove that AVAIL increases corn yields by an average of 9.9 bu./A.



Join SFP at booth #64. sfp.com 888-446-GROW

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