



NAFB



Emery Kleven - NAFB 2005 Board President

The National Association of Farm Broadcasters, a professional improvement and marketing association representing Radio and Television Farm Broadcasters in the United States and Canada celebrated it's 60th anniversary in 2004.

The idea for a national association for farm broadcasters grew out of a 1943 meeting of the Institute for Education by Radio in Columbus, Ohio but was interrupted by World War II which delayed the formation until May 1944. Radio broadcasting of important information to farmers started just after the invention of AM radio and by 1922, the USDA reported that 36 stations had been approved to broadcast USDA market reports. The first full-time farm broadcaster was Frank Mullen with KDKA in Pittsburg Pennsylvania in 1921 and extended his broadcasting career in 1926 to NBC to found the first farm network program "The National Farm Service Home Hour". In the 1920's numerous stations were licensed and built to broadcast to the farm and rural areas of the country.

As an example of the desire to initiate farm broadcasting KFEQ, a station first licensed to Oak Nebraska in 1923 was moved to St. Joseph Missouri in 1926 with the encouragement of the St. Joseph Grain Exchange and the St. Joseph Stockyards. KFEQ was one of the first stations to initiate live remote daily broadcasts three times each day from the St. Joseph Stockyards and four times each day from the St. Joseph Grain Exchange. Farm Radio was a much more efficient and reliable media than the telegraph or the telephone to distribute the market information to the grain elevators and farmers in a four state region. This instant flow of market information instantly allowed producers to know the value of their production and to level the playing field with the buyers and sellers of their production.

The first official name of the organization was the National Association of Radio Farm Directors, NARFD; however in 1964 the name was changed to simply National Association of Farm Broadcasters "NAFB" and included both Radio and Television Farm Broadcasters. In 1986, a Farm Broadcasters Hall of Fame was established to give recognition to Farm Broadcasters who have left a deep and indelible mark in their decades of service to agriculture and the profession of Farm Broadcasting. The photograph of these widely known broadcasters are on permanent display at the National

Agricultural Center in Bonner Springs, Kansas. You can find their names on the NAFB.com web site. Two former Farm Broadcasters are inducted each year and given special recognition at the NAFB Convention held each year in Kansas City.

NAFB member Farm Broadcasters are the center of agricultural knowledge at their radio station or network and serve in a dual role in communicating not only to farmer and ranchers but also communicate with the general audience of consumers relating the agricultural perspective on food and environmental issues. Farm Broadcasters are highly visible in their communities and are uniquely positioned to be advocates for agricultural producers. The 2004 Ag Marketing Research report confirms that farmers of all sizes rely heavily upon Farm Broadcasting and listen to farm broadcasts on radio 6 days each week and average over 3.5 hours per day listening to radio. Farm Broadcasting is immediate, personal, mobile and compatible with new informational technologies such as the internet.

The need for timely, accurate and credible information for agricultural producers and consumers has never been greater than today. The world may be the same geographical area; however the flow of information and news of often controversial issues travels the globe at the speed of light. World trade, food safety and environmental issues as well as governmental policies from around the globe have significant impact on the agricultural community in every home town. NAFB Farm Broadcasters are uniquely qualified to present this information in a context that is clear and concise to both producers and consumers of the our nations food supply.

The 2005 President of NAFB is Emery Kleven, Farm Director for the Waitt Farm Network based in Omaha, Nebraska.

To learn more about the NAFB contact us at:
National Association of Farm Broadcasters
 700 Branch St, Suite 8, PO Box 500
 Platte City, MO 64079
 816/431-4032, Fax: 816/431-4087
 Web site: www.nafb.com