

Broadcast for farmers

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public is through remote broadcasts, of which he does about 25-30 per year, including reports from such places as Farm Show, Ag Progress Days and events like the Pork Congress. He also attends many meetings simply as background for him in his work.

He says, "I enjoy being where the farmers are, but it is more convenient to do our programs here." When he goes on location, his trusty wire service machine goes along and is usually a great attention getter because farmer enjoy seeing the prices roll out the machine.

There is one other aspect to the Network in addition to price reports there is commercial air time. Les explains that the news programming is offered free to radio stations which trade air time for advertising. Houck states, "We're only as good as our advertisers." Brubaker makes the local advertising contacts and there are national advertising representatives for that trade. Simply put, it is the paid advertising that supports the network. Commercial spots are mailed to the stations and played on tape.

Houck recalls that he became involved in his present occupation as a result of being active in the National Tractor Pullers Association, of which he is currently serving as president. In his previous job with C.B. Hooper, Intercourse, he got interested in pulling and had his own tractor. During his work with the pulls, he met Ed Johnson who had started a farm broadcasting network in Pennsylvania, but was broadcasting from his own facilities in Ohio. The situation was not working because of the distance, so Houck made the decision to take over. Since then, the station has grown continually.

Houck compares his going into radio broadcasting with going into farming, with some of the same pitfalls and investment problems. But he adds, "I was fortunate. I just went in and hoped to get

ahead."

Although he had no broadcasting training, he says, "My voice comes out very well. And engineers at stations can do wonders - that's the secret."

He said phone lines allow good quality tapes with the quality recorders available.

How is the competition in the farm broadcasting business? Houck answers with a smile, "Every radio station is our competition. Every one could do it. I wish there were more competition so we would have more farm programming. But the only way for that to happen is for farmers to call up and say they want it. Mostly the farm population is a silent population." The interest is there, he points out, adding "If there is more expansion and more emphasis it would help our business."

When Houck sits down to the microphone, he assembles the latest news from the wire service and from forms filled out by phone calls, then proceeds to read. There is no writing out the report before he gives it; it just flows. However, he acknowledges, "You always do some dumb things. You get into the flow, and have to be able to read with your mouth saying one thing and thinking ahead."

The service Houck and his Network provides is one which fills a need for farmers everywhere - keeping them in touch with prices of commodities which affect their planning and decision-making. For Houck, providing this service not only keeps him in close contact with the farming community which is so close to his heart, but also helps him contribute to keeping farms strong.

George Steele to serve on Farm Credit Board



George Steele

WASHINGTON, D.C. — Secretary of Agriculture John R. Block last Friday announced the appointment of George Steele, Pennsylvania dairyman and leader in the agricultural cooperative movement, to serve as his representative on the Federal Farm Credit Board.

Steele is president of George Steele and Sons, Inc., a family dairy farm of 100 milking cows and 100 young stock. He operates the farm in conjunction with two sons, James and Richard.

Steele has wide experience in the Farm Credit System, currently serving in his seventh consecutive term as a director of the Baltimore district board.

Recognized as a cooperative leader, Steele currently is chairman of the board and president of Agway Inc., a Syracuse, N.Y.-based, 123,000-member purchasing and marketing farmer cooperative with annual sales of over \$2 billion.

The 13-member Federal Farm Credit Board is the policy making body for the Farm Credit Ad-

ministration. Members serve part-time; 12 are appointed by the U.S. president for 6-year terms. The 13th member is appointed by the secretary of agriculture.

The Farm Credit System is comprised of federal land banks and federal land bank associations, federal intermediate credit banks and production credit associations and banks for cooperatives.

The system is designed to provide adequate and dependable credit and related services to farmers, ranchers and their associations.

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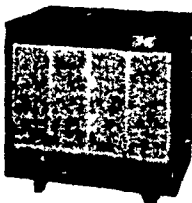


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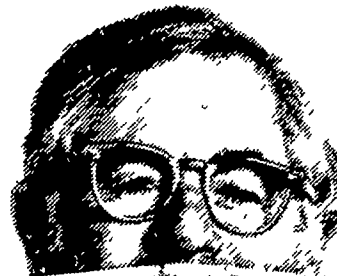
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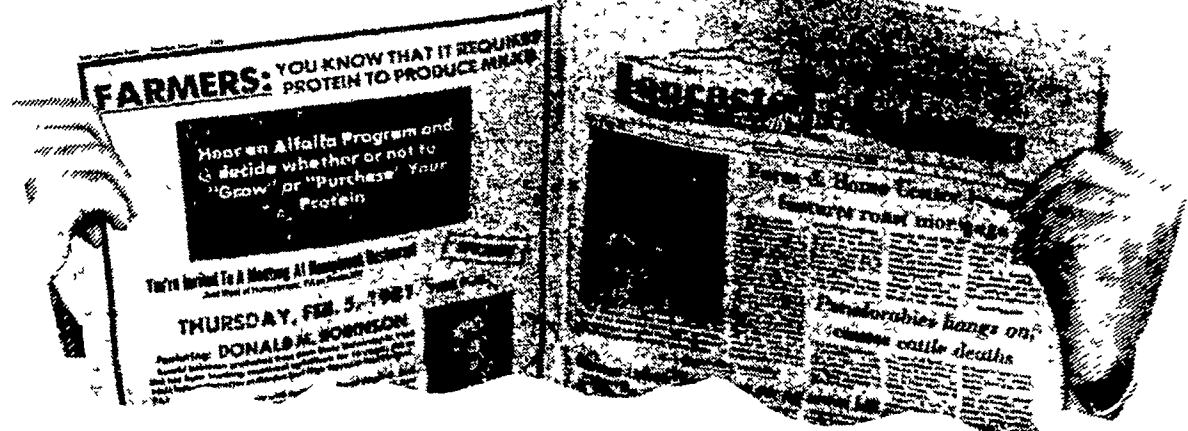
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