

Radio Opportunities

Remember in the last blog I mentioned we would start a series addressing “why” we do what we do. It seems the most asked question this week is related to the radio program opportunities with *All Ag, All Day* and Tony St. James.

Why are you asked to be involved with this program when you already have radio programs in your county? Or what if your county is out of the All Ag, All Day radio listenership?

These are great and legitimate questions related to this opportunity and I’ll try to explain why I asked everyone to participate.

- This particular series of radio stations covers the majority of the North Region with signals in Lubbock, Floydada, Amarillo, and Dumas. They also expand into neighboring states and plan to expand further in our direct area.
- They are open to sharing the presentations with other radio stations in the region and have provided an avenue for your local affiliates to link to any presentations on www.AllAgNews.com.
- The format lends to recording a presentation and using it both locally and with this effort. In other words, you can provide one recorded presentation and use it for your local commitment and this regional effort.
- When I was approached with this idea, I was asked to select approximately 10 agents that could do this for the year. This would mean 10 of you were going to be committed to these presentations a minimum of 2 times per month. Instead, I felt it was a good opportunity to involve everyone, including specialists and your commitment would be approximately once every quarter. In other words, this is a team effort. This is an excellent opportunity to learn by doing and mentoring through modeling your skills.
- The biggest reason I’m excited for this opportunity is the visibility and credibility it will bring to our agency and to you locally regarding Agriculture. It gives us an opportunity to showcase your knowledge and commitment to Agriculture. It allows us to highlight our Extension footprint and permits our clientele to see how diverse we are educationally. You are AgriLife Extension and people throughout the region need to be aware of the great things that are happening from Mitchell to Dallam and Gaines to Lipscomb.

I have faith that you will prepare and represent all of us in a professional and committed manner or I wouldn’t have asked you to participate. This opportunity has the potential to show our Ag producers and businessmen that we are serious about helping educate producers in every county in the North Region. I’m confident each of you will do your best to make this happen.

While we are on the topic, you all received an email from me with the schedule and protocol. Please let me know if you have any questions. I just received the first audio presentation from Scott Strawn on Selection of Corn Hybrids. Excellent topic that is informative and timely. Big thanks to all of you for agreeing to provide this education to our clientele.

Listening Sessions with Dr. Ballabina

As you are very familiar, we have piloted the flexible planning concept in the North Region for the last two years. Dr. Ballabina was interested in getting your input on how the process has worked and your opinions regarding these changes. You have two opportunities to visit with her next week beginning on Tuesday, March 1 in Plainview from 1-4 and again on March 3 in Amarillo from 10:30 to noon. I realize this is late notice and many of you have conflicts so the other option to share your opinion is to fill out the questionnaire at the following link: https://agrilife.az1.qualtrics.com/SE/?SID=SV_9EIIzDZlckxvBE9. Your opinion on this topic is important and highly valued.

Excellent Training Opportunity

I would like all the agents with Beef and Range interests in your counties to consider a great professional development opportunity coming up in April. On April 26 and 27, the Hemphill County Beef Conference and Tour will be held. There are some excellent opportunities for all agents to learn from and interact with numerous outstanding speakers. The speakers include; Troy Applehans with Cattle FAX, Jason Barber with Superior Auction, Tim Steffens with AgriLife, Ken Jordan with Jordan Cattle Auction, Salem Abraham with Abraham Trading Company, and Dr. Ted McCollum with AgriLife. The evening will feature a ribeye dinner and entertainment from Red Steagall. On Wednesday, a bus tour will take place with discussion about happenings at the Jenkins Angus Ranch in Higgins, TX.

I encourage your participation in this activity and I'm willing to help with the cost of registration and housing if you are interested in attending these informative presentations. If you have questions or are interested in attending, let me know.

Next Weeks Agenda

Feb 29 – Disease and Virus Lync Discussion with Drs. Woodward and French -- 9:00 a.m.

Soil Fertility Lync Discussion with Dr. Lewis and Doederlein – 11:00 a.m.

March 1 – High Plains Dairy Conference – Lubbock

Cotton Conference – Briscoe County

Agents Listening Session with Dr. Ballabina on Flexible Planning – 2- 4 p.m. – Plainview

March 2 – High Plains Consultant Association Meeting – Lubbock

Pre-season Cotton Meeting – Floydada

March 3 – Regional Sorghum Conference – Plainview

Agents Listening Session with Dr. Ballabina on Flexible Planning – 10:30-noon – Amarillo

Judges and Commissioners Conference – Amarillo

March 4 – Weed Lync Discussion with Dr. Dotray – 9:00 a.m.

Feed Grains Meeting – Muleshoe

Multi County Beef Program – Perryton