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These features and scripts are also available for download at:

<http://www.ksre.k-state.edu/news>

K-State Radio Network

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The 20 cuts below feature a 3-minute fully-produced piece followed by the scripts and bites that comprise that piece, for your own voicing.

AGRICULTURE TODAY FEATURES			
1	BEEF DEMAND STUDY (part 1) (fully produced) (Eric Atkinson)	Q...K-State Radio Network.	3:00
	<p>BEEF DEMAND STUDY (part 1) (soundbites)</p> <p>Consumer demand for beef in the United States is in a good place right now. Still, understanding the long-term determinants of beef demand remains vital to the cattle industry. That's why a team of livestock economists, including two from K-State, recently released a new, in-depth beef demand study, funded by the beef checkoff. One of the key beef demand factors that was examined in this research, going back well over three decades, was the impact of the retail price of beef. Here's K-State's Glynn Tonsor.</p> <p style="text-align: center;">Track 2 (:43) Q...analyses in this study.</p> <p>And while the study didn't actually quantify this, Tonsor offers his thoughts on why price has become less of an influence on demand.</p> <p style="text-align: center;">Track 3 (:29) Q...that price sensitivity.</p> <p>But this study covered a host of other factors beyond the impact of retail price.</p> <p style="text-align: center;">Track 4 (:40) Q...for beef demand.</p> <p>TAG: Just a handful of the findings from this new, comprehensive beef demand study, as cited by co-author Glynn Tonsor of K-State. The full report on this work can now be found at www.beefboard.org.</p>		

AGRICULTURE TODAY FEATURES					
5	BEEF DEMAND STUDY (part 2)	(fully produced)	(Eric Atkinson)	Q...K-State Radio Network.	3:00
	<p>BEEF DEMAND STUDY (part 2) (soundbites)</p> <p>An extensive new study of what drives domestic beef demand rendered a number of interesting findings, not the least of which is the unexpectedly mild influence of retail beef price on consumer demand. The research has led its authors to offer several recommendations on preserving and enhancing beef consumption. K-State livestock economist Glynn Tonsor is among those who examined the determinants of beef demand. And he says these results send a message about how to bolster demand even further.</p> <p style="text-align: center;">Track 6 (:36) Q...where that comes from.</p> <p>And, interestingly, Tonsor and his colleagues are advising that the beef industry collaborate with competing meat production sectors moving forward.</p> <p style="text-align: center;">Track 7 (:47) Q...had in the past.</p> <p>Tonsor hopes that the cattle industry will take the findings of this study to heart, and strategize toward beef demand improvement accordingly.</p> <p style="text-align: center;">Track 8 (:26) Q...checkoff allocation decisions.</p> <p>TAG: The entire content of this new study of beef demand determinants can be found at www.beefboard.org. That's one of the study's co-authors, K-State livestock economist Glynn Tonsor.</p>				

AGRICULTURE TODAY FEATURES					
9	CANOLA NUTRIENT TOPDRESSING	(fully produced)	(Eric Atkinson)	Q...K-State Radio Network.	3:00
	<p>CANOLA NUTRIENT TOPDRESSING (soundbites)</p> <p>As an oilseed crop, canola has earned a significant niche in central plains crop rotations now. And canola growers are now at a key point in crop management...topdressing their stands with nitrogen...and perhaps other nutrients. K-State canola agronomist Mike Stamm (Stahm) says that topdressing canola is essential to the crop's productivity. Applying nitrogen, of course, is the first and foremost consideration.</p> <p style="text-align: center;">Track 10 (:30) Q...into the soil that way.</p> <p>However, there are other nutrients that deserve consideration. For one, canola needs access to adequate sulfur. Stamm says if sulfur levels are in question, that should be taken care of via topdressing along with the nitrogen.</p> <p style="text-align: center;">Track 11 (:32) Q...the crop can use.</p> <p>And there's another micro-nutrient that canola could potentially benefit from with a late-winter application, according to Stamm.</p> <p style="text-align: center;">Track 12 (:48) Q...some in the spring.</p> <p>TAG: On late-winter fertility management for canola stands, that's K-State canola agronomist Mike Stamm. Growers can refer to their local Extension offices for more information on canola topdressing rates. Guidelines can be found as well at www.agronomy.ksu.edu.</p>				

AGRICULTURE TODAY FEATURES			
13	FARM BILL FORUMS (fully produced) (Eric Atkinson) Q...K-State Radio Network. (NOTE: This is DATED material....do not air after 2/27/18)		3:00
	<p>FARM BILL FORUMS (soundbites)</p> <p>Already, there has been plenty of informal give-and-take about the makeup of the 2018 Farm Bill...in Congress and across farm country. An upcoming series of Farm Bill Forums will be hosted by Kansas State University and the University of Nebraska, which will invite producers to hear about, and discuss, the various critical elements of the new farm bill. K-State agricultural economist Mykel (Michael) Taylor will be among those conducting these five meetings, two in Kansas and three in Nebraska. She previews the agenda for each of these meetings.</p> <p style="text-align: center;">Track 14 (:37) Q...back from producers.</p> <p>And while all of those segments of the farm bill discussion are vitally important, the one that will likely generate the greatest discussion will be how crop insurance is handled in the new legislation, as Taylor sees it.</p> <p style="text-align: center;">Track 15 (:35) Q...insurance pretty dramatically.</p> <p>She stresses that these forums are intended not only to present information to producers, but to gather feedback that will lend to the farm bill deliberations.</p> <p style="text-align: center;">Track 16 (:30) Q...that can use it.</p> <p>TAG: That's K-State agricultural economist Mykel Taylor. These Farm Bill Forums will take place in Kansas on February 28th in Dodge City and February 29th in Manhattan. The three in Nebraska will be held March 5th in Mead, March 6th in Scottsbluff and March 7th in Hastings. Full information can be found at www.agmanager.info.</p>		

AGRICULTURE TODAY FEATURES			
17	CORN SEEDING RATES (fully produced) (Eric Atkinson) Q...K-State Radio Network.		3:00
	<p>CORN SEEDING RATES (soundbites)</p> <p>With corn prices at their current low levels, it is incumbent upon growers to economize on production costs as much as possible this year. That's why one K-State agronomist has been talking up the idea of variable-rate corn seeding at producer meetings this winter. K-State crop production specialist Ignacio Ciampitti (IG-nah-CEE-oh CEE-am-PIT-tee) has been researching the advantages of variable seeding rates for corn.</p> <p style="text-align: center;">Track 18 (:30) Q...most attractive practices.</p> <p>And he says that variable-rate seeding need not be challenging...it's simply a matter of adjusting the seeding rate to the yield potential of a given part of a field.</p> <p style="text-align: center;">Track 19 (:47) Q...quite different, quite unique.</p> <p>Ciampitti is urging growers to start thinking in terms of targeting those higher seeding rates to the most productive areas of their fields, which doesn't require an extra investment in equipment or technology.</p> <p style="text-align: center;">Track 20 (:30) Q...dollars per acre.</p> <p>TAG: Endorsing the idea of variable rate seeding as a means of holding down corn production costs, that's K-State crop production specialist Ignacio Ciampitti.</p>		

The 5 features below are soundbites only

FAMILY AND CONSUMER		
21	<p>DO YOU KNOW YOUR VALENTINE? – Valentine’s Day is about showing love and appreciation for that special someone. However, the expectation to make it “perfect” can create a lot of stress and anxiety. K-State Research and Extension family systems specialist Charlotte Shoup (like shout) Olsen says couples who’ve been together longer probably feel less stress or anxiety because they know what the other person likes, wants or appreciates.</p> <p style="text-align: right;"><i>Q...with each other.</i></p>	:29
22	<p>PICKING UP CUES FROM OTHERS – Communication is a key component of any relationship. Olsen says that includes talking with each other, asking questions, and being able to pick up cues from one another.</p> <p style="text-align: right;"><i>Q...between each other.</i></p>	:25
23	<p>BE AWARE AND RESPOND TO CUES – In addition to being aware of the cues being sent out, Olsen says we need to respond appropriately to those cues.</p> <p style="text-align: right;"><i>Q...that other person.</i></p>	:25
24	<p>RELATIONSHIPS TAKE TIME, EFFORT – If a couple doesn’t have a pattern of good interactions, Valentine’s Day isn’t going to magically save their relationship. According to Olsen, building a solid relationship takes time and a willingness to make changes.</p> <p style="text-align: right;"><i>Q...to get broken.</i></p>	:42
25	<p>VALENTINE’S DAY CAN BE DIFFICULT – For those wanting to be involved in a relationship or those who’ve experienced a recent breakup or loss of a spouse or partner, Valentine’s Day can be extremely difficult. If that’s where you find yourself this year, Olsen suggests spending time with family or friends.</p> <p style="text-align: right;"><i>Q...someone special.</i></p> <p><i>Tag: More information on strengthening relationships is available at county and district Extension offices and on the Extension website: www.ksre.ksu.edu.</i></p>	:13

The features below are self-contained and fully-produced

KANSAS PROFILE		
26	<p>WILLIAM ALLEN WHITE (PART 1) – One of the most legendary, respected citizens of Kansas has a big anniversary this year. Ron Wilson, director of the Huck Boyd National Institute for Rural Development, tells the story of a Kansas man who left an indelible mark on American journalism.</p> <p style="text-align: right;"><i>Q...with Kansas Profile.</i></p>	4:25

MILK LINES		
27	<p>ALFALFA HAY OPTIONS – Alfalfa hay is a common feed for lactating dairy cows. However, with price changes in alfalfa hay over the years, producers may want to explore other options. K-State dairy specialist Mike Brouk (brook) looks at the pros and cons of replacing alfalfa hay in the cow’s diet.</p> <p style="text-align: right;"><i>Q...(theme music)</i></p>	2:00

OUTBOUND KANSAS		
28	<p>SNOWY OWL PLIGHT – Kansans may notice that snowy owls in the state seem more abundant this winter. And the wildlife surveys back that up, says K-State wildlife specialist Charlie Lee. The problem, though, is that snowy owls tend to struggle for survival during Kansas winters. Charlie explains why that is, as he suggests that some form of conservation action in support of these birds of prey might be worth considering.</p> <p style="text-align: right;"><i>Q...(theme music)</i></p>	5:00

PERSPECTIVE		
29	<p>THE CHANGING ROLE OF EXTENSION – The United States Extension Service was established in 1914 by the Smith Lever Act to work with land-grant universities. The idea was to apply research and provide education in agriculture. However, that role has continued to evolve and expand. In 1914, more than 50% of the population lived in rural areas, and 30% of the workforce was engaged in farming. The Bureau of Labor Statistics reports that those numbers have dropped to less than 2% of the population being directly employed in agriculture. The Extension Service still plays a major role in agriculture but it has also expanded its programming and services to meet the needs of those living in rural, urban and suburban parts of the country.</p> <p style="text-align: right;"><i>Q...K-State Radio Network.</i></p> <p><i>Guest: Dr. Gregg Hadley, associate director for Extension at Kansas State University.</i></p>	27:00

PLANTORAMA		
30	<p>SPOT OVERSEEDING A LAWN – There's very little one can do along the lines of lawn management at this time of the year...with one exception. If there are modest-sized bare spots in one's cool-season lawn, the homeowner can actually overseed those spots anytime now. So says K-State horticulturist Ward Upham, who covers the three ways that a homeowner can successfully accomplish this.</p> <p style="text-align: right;"><i>Q...(theme music)</i></p>	5:00

SOUND LIVING		
31	<p>DO YOU KNOW YOUR VALENTINE? – Valentine's Day is about showing love and affection for that special someone. However, the expectation to make it perfect can create stress and anxiety. K-State Research and Extension family systems specialist Charlotte Shoup Olsen says paying attention to your Valentine's "cues" makes it easier to find the right gift, dine at their favorite restaurant or pick a movie they'll like.</p> <p style="text-align: right;"><i>Q...K-State Radio Network.</i></p>	14:50

TREE TALES from the Kansas Forest Service		
<i>cut 32 contains music; cut 33 does not</i>		
32	<p>FIREWOOD SHOULD BE LOCAL – Winter is a great time to split and stack firewood. However, harmful insects and diseases can be unintentionally spread through the movement of firewood. As a result, K-State forest health specialist Ryan Armbrust says if you're planning on burning firewood as part of your outdoor activities, make sure you're using local firewood.</p> <p style="text-align: right;"><i>Q...(theme music)</i></p>	2:00
33	(same as above, but without music bed)	1:49

WEATHER WONDERS (Featuring Mary Knapp, Weather Data Library, KSU)		
34	<p>THE GREAT EASTERN BLIZZARD – February is thought of as the transition from winter to spring, and K-State climatologist Mary Knapp ("nap") says it's a month that has experienced a lot of severe weather events.</p> <p style="text-align: right;"><i>Q...Research and Extension.</i></p>	:55
35	<p>DUST STORM – The days of the Dust Bowl are far behind us, and conservation efforts like windbreaks have reduced the likelihood of another such catastrophe. But K-State climatologist Mary Knapp says dust storms are still a very real weather phenomenon.</p> <p style="text-align: right;"><i>Q...Research and Extension.</i></p>	:53
36	<p>WINTER PRECIPITATION – It's not just sleet and snow that fall from the sky during winter. K-State climatologist Mary Knapp takes a look at some of the lesser-known forms of winter precipitation.</p> <p style="text-align: right;"><i>Q...Research and Extension.</i></p>	:53

	WHEAT SCOOP from the Kansas Wheat Commission	
37	NEW WHEAT VARIETY – Soon, wheat growers in the central plains will have another new wheat variety to consider for planting. And it bears the name of a leading statesmen from the state of Kansas. Jordan Hildebrand has the details on this week’s Kansas Wheat Scoop. <i>Q...this is Jordan Hildebrand.</i>	2:57