

Aug. 14, 2008

## **Radio Personality Honored With Inaugural Award**

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NEW BRAUNFELS – A veteran Texas radio personality has been named the recipient of the Texas Extension Specialists Association’s award for outstanding support of Extension specialists.

Curt Lancaster, Texas Farm Bureau Network’s director of advertising sales and marketing, received the honor in early August during the association’s annual meeting held Aug. 4-6 in the New Braunfels area.

“Curt is the first recipient of the award which will be presented annually to an individual or organization who works with Extension specialists to promote and partner with Texas AgriLife Extension Service programs,” said Dr. Joyce Cavanagh, the association’s immediate past president.

“Curt is a most fitting first recipient for this award. For years he has interviewed AgriLife Extension specialists for his radio programs on a variety of topics ranging from health, family finance, crops, agricultural economics and veterinary medicine. It would be safe to say that he has had at least one contact with over 40 percent of the specialists in Texas.

“The value of what Curt does to spread our educational message is priceless. In our role as specialists, we work to provide unbiased research-based information to the public. Working with people such as Curt makes it so much easier for us to get our information to the people who can benefit most from it.

“He’s one of the best mass-media people in the state and a true AgriLife Extension friend.”

During his stint as Texas Farm Bureau Network’s director of radio services since 2002, Lancaster was responsible for managing the daily operations of the network which includes producing the daily radio program that airs over more than 40 stations statewide.

Lancaster started his career in radio more than 40 years ago. He was raised on a Garza County cotton farm and at 15, he started playing records and reading news for KPOS.

In 1981 he began a 20-year career in agricultural broadcasting at the Voice of Southwest Agriculture Radio Network, then owned by Roddy Peeples, the network's founder. Lancaster became the network's general manager in 1995 when Peeples sold the business to Clear Channel Communications.

Lancaster briefly left agricultural broadcasting in 2001 to work with Studio Stream in San Angelo to develop what became Sonic Radio, which airs at more than 3,100 Sonic Drive-In locations across the country.

Other career-related honors Lancaster has received include: two-time winner of the Outstanding News Reporting Award given by the Texas Sheep and Goat Raisers' Association; Man of the Year in Texas Agriculture presented by the Texas County Agricultural Agents Association, and Shepherd's Voice Award, American Sheep Industry Association. He also has served as president of the National Association of Farm Broadcasters.

Lancaster lives in Waco with his wife, Bonnie.