



WISCONSIN LEGISLATURE

P.O. BOX 8952 • MADISON, WI 53708

FOR IMMEDIATE RELEASE

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CONTACT:

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Durand's Brian Winnekins of WDRN, 1430 AM, Reel Country Recognized by the State Legislature

MADISON – On Wednesday, June 21st, the Wisconsin State Assembly recognized Brian Winnekins from Durand, Wisconsin on being elected to serve as the President of the National Association of Farm Broadcasting for the 2016 term.

Mr. Winnekins owns and operates WRDN, 1430 AM, Reel Country and his station has worked hard to promote local agriculture, an \$88 billion dollar per year industry in our state.

Brian started his radio career at WKTY in La Crosse before graduating from the University of Wisconsin-La Crosse. His first unaccompanied farm radio gig was at WBOG in Tomah. He later went on to work at WCOW in Sparta prior to purchasing WRDN, 1430 AM, Reel Country, in Durand.

Not only does WRDN reach over 6,500 farms in their local listening area with their mission to focus on delivering content that matters to the community and creating an avenue for community awareness, but Brian and his organization are very active in the community through involvement with local organizations, school activities, Durand High School sports, local FFA chapters, churches and more.

Brian has earned numerous awards and recognition during his distinguished professional career, including: The New Horizon Award (given to ag broadcasters who are new to the profession), an honorary state degree from the Wisconsin FFA, was named a "Friend of the Agent" by the University of Wisconsin-Extension, multiple local and county FFA, 4-H, and Holstein groups, and has been recognized by the head of the Federal Communications Commission for his efforts in resurrecting WRDN's place on the radio dial.



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“We were fortunate to recognize Mr. Winnekins in the Assembly Gallery on Wednesday along with his family and friends including: Brianna Winnekins, Joanne Winnekins, Brenda Schoenike, Nancy Grazer, Steve Peterson, Bryant Gill, Pam Jahnke, Travis, Nicole, Savanna and Mikalla Bruenig. Mr. Winnekins is a devoted, hardworking citizen and we are very proud to have him living and working in Western Wisconsin,” Representative Warren Petryk stated.

According to Representative Lee Nerison, “Brian is a tireless advocate for the power of local radio and acutely understands the importance of locally produced agriculture news for farmers and ranchers.”

“We are very lucky to have Brian Winnekins representing Wisconsin agriculture. He is an extraordinary asset and tireless advocate for his local and statewide community,” said Rep. Treig Pronschinske.

“I have known Brian Winnekins since he entered into his radio career in Monroe County. His relentless dedication to agricultural broadcasting is of tremendous value to farmers, community members, and the state of Wisconsin. It has been impressive to watch Brian’s career grow while he continues to serve his listeners through his informative broadcasts. He is a true ambassador for Wisconsin agriculture,” said Representative Nancy VanderMeer.

Representative Warren Petryk, Representative Lee Nerison, Representative Treig Pronschinske, and Representative Nancy VanderMeer, along with their colleagues in the Legislature, congratulate Brian on his election to serve as the 2016 President of the National Association of Farm Broadcasting as well as his dedicated service and commitment to our state.