



# Agriculture Educators Lifetime Achievement Award *Duane Dailey*

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Duane Dailey, a farm story teller, was raised in rural Missouri. He grew up among storytellers. He was educated in agricultural journalism at the University of Missouri. Soon after graduation he returned to MU in Columbia to apply his skills and continue life-long learning – and teaching. He never forgot his farm boy lessons.

Duane was born 100 yards inside Missouri in South Lineville. He grew up on a nearby farm in Mercer County. He attended a one-room school for eight years and joined 4-H. His education started by his mother teaching him to love books.

At MU he studied at the College of Agriculture and School of Journalism. He became student farm-page editor for the *Columbia Missourian*. He led others filling a weekly page of news and photos. That's the Missouri Method.

Graduating in 1957, he went into the Army as Public Information Officer. He served in a top secret unit which he never got to write the real stories. Staying in the reserves, he made Captain.

In 1959, his college advisor hired him back at MU in Ag Extension Information. Later Duane earned a unique MS degree joining journalism and extension education. That helped his use of mass media to educate. He translates science into everyday words.

Early, Duane learned to keep close contacts with professionals. As a working member of Agricultural Communicators in Education and the American Agricultural Editors Association he won their top awards.

Also, he works with the Missouri Press Association, being in their Photojournalism Hall of Fame. He's now a board member. A weekly publisher told MPA editors to look for Duane's stories. He said: His stories don't offend farmers. And, town people read and enjoy them.

In addition, he's worked with farm groups. In 2001, he earned the Missouri Forage Council's Grasslander Award. That honor usually goes to farmers or scientists. The Northeast Missouri Cattlemen's Association recognized his work. The MU Forage System Research Center Board honored his forage news. At his retirement the MU Ag Alumni Association gave their coveted Citation of Merit.

His first job was as a news writer. With time Duane

took advantage of ways to grow as an award-winning writer, photographer, college teacher and trainer of professionals. He team-taught an MU ag class in "Fundamentals of Communications." That course was for students becoming extension specialists or vo-ag teachers. Others enrolled thinking "fundamentals" meant a snap course. Not.

Finally, he served as news coordinator for MU Extension and Agriculture Information. He took early retirement to work on Missouri Mule History books. As professor emeritus he didn't quit work for MU. He still writes stories and columns for papers, magazines and webs.

Now at farm meetings, readers approach to say: "I like your stories. I can understand them."

Writing for reading ease started with Dick Lee, his mentor. Lessons also came from farmers and news editors. Lifelong learning is important, he finds.

Duane's news skills helped push high-value MU Extension practices to be used by farmers. That includes grazing schools, management-intensive grazing; fall pasture stockpiling and dangers of toxic fescue. The latest task is teaching values of Show-Me-Select Replacement Heifers.

He wrote economic outlooks from MU FAPRI. Those stories opened doors to national media in Washington, D.C. Those were written in AP news style, not as PR. As a result he was named honorary member of NAAJ. No other land-grant writer received that honor.

Guided by Dr. Lee, Duane learned to cooperate with professional writers and editors. He was a member and teacher for the AAEE, the magazine writers.

As photo workshop co-director emeritus, Duane still works with the world-famous Missouri Photo Workshop. This trains professional photojournalists the art of storytelling. Recently he helped at the 70<sup>th</sup> annual school held in the 50<sup>th</sup> Missouri town. He's engaged towns and photographers for 40 weeks of his life. National Geographic made a book from small towns in Missouri. A former student assistant for Duane became photo editor of National Geographic. He has famous alums.

The Missouri Livestock Symposium would like to congratulate Duane Dailey on receiving the 2018 Agriculture Educators Lifetime Achievement Award. Thank you for your commitment to agriculture education and our community.