



Oklahoma State University

DIVISION OF PUBLIC INFORMATION

STILLWATER, OKLAHOMA, 74074
CLASSROOM BUILDING
(405) 372-6211, EXT. 291

February 18, 1975

Mr. Ferdie Deering
The Oklahoma Publishing Company
P. O. Box 25125
Oklahoma City, Oklahoma 73125



Dear Ferdie:

Three years ago, I nominated you for AAACE's Reuben Brigham Award. I did not nominate you for the award in subsequent years, as I was moving up the ladder to president-elect and president and did not want it to appear that my position had anything to do with the selection.

Now that I no longer hold office, I feel that I can make the nomination without a suggestion of prejudice or of influencing the outcome.

The Reuben Brigham Award was established in 1947 and is given annually to a leading agricultural communicator outside the active membership of the association. It is the highest such award given.

I hope you will not object if I submit your name again. But first, I need to update your biographical information. I am enclosing a bit of biographical material I used before. Please update this for me. I need specifically your present title and/or job responsibilities. I see your Sunday column and an occasional column on the editorial page. What about non-bylined editorials? What is your present relationship with The Farmer-Stockman? Your present management responsibilities? I need to have a fairly full picture, particularly as it relates to agriculture.

Finally, it would help if you could give me a brief statement describing the accomplishment of which you are most proud.

Your help will be most appreciated. I hate to add another duty to your busy schedule. If this comes at a busy time, just lay it aside for awhile. We still have about four weeks.

Sincerely,

Charles N. Voyles

Charles N. Voyles
Associate Director

Enc.



Cooperative Extension Service

MONTANA STATE UNIVERSITY, U.S. DEPARTMENT OF AGRICULTURE, AND MONTANA COUNTIES COOPERATING

June 11, 1975

*not to be
announced
until released
by AAACE officers*

Ferdie J. Deering
The Oklahoma Publishing Company
P. O. Box 25125
Oklahoma City, Oklahoma 73125

Dear Mr. Deering:

Congratulations!

For you have been selected to receive the 1975 Reuben Brigham Award of the American Association of Agricultural College Editors.

As an associate member of AAACE, you undoubtedly are aware of the high honor indicated by this award. Members of the selection committee were impressed by your record of accomplishment and your keen interest in agriculture and feel that, in turn, you will bring additional honor to the award and to the memory of Reuben Brigham.

This award is named after a pioneer AAACE member whose record as an outstanding professional agricultural communicator was enhanced by his philosophy of rural service and keeping our people accurately informed.

The AAACE annual meeting banquet is the traditional time for the presentation of the Reuben Brigham Award. Appropriate members of the board of directors of AAACE will notify you pertaining to the time and receipt of the award. I am sure that any comments that you wish to make at that time will be welcomed. This year's annual meeting, as you probably know, will take place in Hawaii.

In conclusion, may I offer my congratulations for your fine record of accomplishments in agricultural communications.

Most sincerely,

Sam D. Rosen

Sam D. Rosen, Chairman
Reuben Brigham Award Committee

SDR/nub

cc: Leighton Watson
Charles Voyles
E. C. Ferringer
Arthur Higbee



Ferdie J. Deering receiving Reuben Brigham Award from Jack Spaven, University of Vermont, president of American Assn. of Agri. College Editors, at AAACE convention in Honolulu, Hawaii, July 11, 1975.



Handsome Plaque (10"x13")
is one of the highest awards
in Agricultural Journalism.
It is inscribed:

THE REUBEN BRIGHAM AWARD
Is presented to
FERDIE J. DEERING
For Meritorious Service
to Agriculture
By the
American Association of
Agriculture College Editors
★
July 11, 1975

Agricultural Editors Cite Cityan



Ferdie J. Deering

HONOLULU, Hawaii — Ferdie J. Deering, editorial writer and columnist for The Oklahoman and Times, received the highest tribute offered by the American Association of Agricultural College Editors here in closing sessions of the group's 59th annual conference, which ended Saturday.

Deering was presented the Reuben Brigham award for outstanding contributions to his profession.

He is the 29th recipient of the annual award, presented by the 600-member organization to a national leader in agricultural communications.

Cited for leadership as editor of The Farmer-Stockman magazine and agribusiness column writing, Deering was also lauded for suggesting a major reorganization of the U.S. Department of Ag-

riculture which he proposed in 1945 and which has been under consideration since 1973.

The USDA changes he proposed included establishing U.S. Agricultural service centers at the local level throughout the country to provide one-stop service to rural residents.

Congressman Paul Findley, Illinois, was so impressed with Deering's suggestions that he inserted a two-column article in the Congressional Record in December 1973, calling Deering a "genuine prophet."

Deering, a Denison, Tex., native, began his communications career in 1931 as a college newspaper sports editor. He was classified advertising manager of the Denison Texas Daily Herald for one year and night editor of the Ada Evening

News for three years.

Deering joined The Oklahoma Publishing Co. in 1937 as associate editor of The Farmer-Stockman Magazine. He became the magazine's editor in 1942, editor and manager in 1967 and vice president and editorial director in 1972.

He is a member of the Board of Directors and assistant secretary of The Oklahoma Publishing Co. and also a secretary of the management committee.

A past president of the American Agricultural Editors Association, Deering has received numerous awards and honors.

He is chairman of the agribusiness council of the Oklahoma City Chamber of Commerce.

Deering and his wife, Mildred, are the parents of two children, Mrs. R. R. Wilson, Ponca City, and Robert, Fort Worth, Tex.



Oklahoma State University

DIVISION OF PUBLIC INFORMATION

STILLWATER, OKLAHOMA, 74074
CLASSROOM BUILDING
(405) 372-6211, EXT. 291

August 21, 1975

Ferdie Derring
Daily Oklahoman
500 N. Broadway
Oklahoma City, Oklahoma 73102

Dear Ferdie:

I keep thinking I will get to see you in person to congratulate you on receiving the Reuben Brigham Award from ACE, but I have not had an opportunity to visit you, and did not want to delay sending my congratulations along to you.

All of us here at Oklahoma State University appreciate the interest you show in the University and the active support that you give it.

Sincerely yours,

Ralph L. Hamilton
Director

RLH/kc

RESPONSE TO PRESENTATION OF REUBEN BRIGHAM AWARD
BY Jack Spaven, Vermont, president of the
American Association of Agricultural College Editors,
Princess Kaiulana Hotel, Honolulu, Hawaii, July 11, 1975

MR. PRESIDENT, Ladies and gentleman of AAACE:

If I were to take a text today like a preacher does, it would be from
Psalm 8, where the writer asks:

"What is man, that thou art mindful of him? For thou has made him a
little lower than the angels, and hast crowned him with glory and honour."

And I would paraphrase this text to ask further:

"Who is Ferdie J. Deering that thou, members of AAACE, art mindful of him?
For thou has made him appear to be something resembling an angel, and
hast crowned him with glory and honour, leis around the neck, and
Aloha kisses on the cheek."

It is with humility that I stand before you to accept his honor and to say
that I really do appreciate it, because the Reuben Brigham award is the
highest honor in the world in agricultural journalism. I accept it with
the understanding that it is recognition from working journalists to a
fellow worker, not necessarily for extraordinary achievements, but for
doing the job he was assigned to do.

In turn, I must express appreciation to Mr. E. K. Gaylord, Mr. Edward L. Gaylord,
and other people of the Oklahoma Publishing Company, to co-operative
associates and countless friends who have helped me out of difficult spots
along the way, to my wife who kept things going at home while I was gone
on business, and a special thank you to those on campuses of our land grant
institutions who frequently made me look better than I deserved.

It was not my privilege to attend a land grant college as a student, but
I have worked with people on the Oklahoma State University, Texas A&M
University, and Kansas State University on numerous occasions, and sometimes
have visited others, and attended state and regional AAACE meetings.

I have been on the OSU campus so often over the years that I actually have
had old grads come up and recall our association in classes that we never
had together. Even the faculty may have become a little confused because
three years ago the OSU College of Agriculture presented me a Diploma of
Distinction, clearly noting on it that it took me 40 years to earn it.

I was born in 1910 at the tail end of the horse and mule age and the front
end of the automobile and airplane age, gaining experience with this
changing technology in a changing world. I started at the age of 8 driving
a horse hitched to a two-wheel delivery cart and graduated to mules before
I started driving a truck at the age of 13.

A pair of pestle-tailed, striped legged, obstreperous, cantankerous, ornery,
recalcitrant mules may have been a major influence in my journalistic career.
While driving them I developed a vocabulary of a size that made it relatively
easy for me to become an editor.

RESPONSE TO AAACE AWARD = page two

An editor is a person who has an opinion on every subject, and I'd like to share two or three of my opinions with you today. They are opinions about our country and some things we might do to improve the situation.

In my earliest days as a cub reporter on a small town daily newspaper I read where somebody said an editorial writer should.

- *point with pride,
- *view with alarm,
- *wave the flag,
- *and take a strong stand
in favor of motherhood and apple pie.

That way he might be on the right side of most issues. The comment was supposed to be something of a joke, meaning that an editor ought not to take a stand on anything that was very controversial. It might have more meaning than the writer intended.

Benjamin Franklin said he would like to come back in 200 years and see if Americans still value their freedom. If he comes back next year while we are celebrating our Bicentennial, Franklin surely will be amazed at what we have done with electricity, and he might be even more shocked at what we have done to the country he worked so hard to help establish.

Mr. Franklin would find that many Americans claim their own rights but grossly disregard the rights of others. He would find many deliberately exhibiting disrespect for our country's flag. Millions of others are apathetic about the freedom we still enjoy. They don't value their freedom.

Poor Richard would find people dissatisfied in the midst of abundance, while millions depend upon government for their support. He would find a country whose enemies are honored, whose cities are morally dissolute and near spiritual bankruptcy. If he checked the solvency of our government he would find we owe a national debt beyond comprehension and that nothing specific is being done to start paying it. Mr. Franklin often wrote about thrift but apparently Congress didn't read it.

Our Friend Ben also would find many things to which he might point with pride. We still are the freest people on earth.
We have corn to sell and to keep.
We may worship as we believe.
We still have freedom of speech and freedom of the press.
We may vote for candidates whom we prefer.
We may give our children opportunities for education.

The backbone of our nation still is the character of the majority of people who have faith in God, who uphold moral principles, who support free enterprise,, who practice honest in business, and who demand integrity in government.

Then we turn to VIEW WITH ALARM and what we see should frighten us. I'll mention a few things that scare me and you may make up your own lists.

One thing is the intensifying centralization of government in Washington bureaus, with elective offices occupied by professional politicians instead of by representative citizens as our nation's founders intended.

RESPONSE TO AAACE AWARD = page three

Strange rulings of our courts and odd interpretations of the Constitution are overruling laws enacted by Congress and superseding the Executive branch, tearing down our traditional system of checks and balances.

Washington is trying to establish national policies on everything--energy, land, water, environment, pollution, speed limits,, et cetera ad infinitum. Change one letter in NATIONAL POLICY and you have NATIONAL POLICE.

As government takes more control of our lives, our businesses, our farms, and our organizations we have less of capitalism, less of freedom, more of socialism, more taxes, more politics, and more national debt.

Uncontrolled crime marks the crumbling of a civilized society because it means there is no longer any effective way to protect rights of the people. Crime is increasing because outlaws are not afraid of the government, the courts, the laws, of justice, or of punishment. Outlaws have rights. Do we?

What rights do we have? Well, we can WAVE THE FLAG. Let's do it. Our flag stands for our country, for our government, our freedom, our nation's constitution, our Bill of Rights, national defense, patriotism and pride.

Why has our flag fallen into such disrepute that even the Supreme Court of the United States has ruled it is all right for hippies to wear the flag on the seat of their pants, step on it, or burn it in public protests. Radicals, leftists, commies, and whatsits have just about run patriotism underground. They say it is corny to wave the flag or to salute it. The ACLU claim it is an infringement of rights to teach children to say the Pledge of Allegiance to the flag, or even to say prayers in school.

It has been asserted that "When guns are outlawed only outlaws will have guns." Does it also mean "When prayers are outlawed only outlaws may pray?"

Not only do anti-American elements spout anti-business ideas and encourage young people to start using narcotics, make careers of welfare, and shirk their responsibilities as citizens in a free country. They also have gained strong footholds on campuses in many places and have gotten their propaganda included in texthbooks used throughout our public school system.

These subversive elements have gained considerable control of major newspapers, magazines, TV and radio network news, and they're making converts. They are tearing us down, destroying our country and our freedom, while some of these people are being paid by government grants or subsidies to do it.

Meanwhile, back at the ranch, what are honest, patriotic Americans doing? Not enough. We are WAVING THE FLAG---weakly. We are teaching PATRIOTISM---mildly. We are thinking that somebody--ANYBODY--ought to do something the mess we are in, but too many are waiting for somebody to volunteer.

So let's take a strong stand in favor of MOTHERHOOD, and all it represents. Not everybody holds that opinion. Motherhood is the symbol of the home, the first institution God created on earth. It is the symbol of spiritual guidance and teaching our young the right ways of living.

Today millions of youngsters are brought into the world with homes, many without names. Their parents may have houses but not homes in the traditional meaning of the word. Amoral parents don't teach their offspring morality. Such unfortunate youngsters, not a few of whom grow up in wealth, receive no spiritual instruction, no taste of culture, little ambition to achieve, and without motivation to utilize their talents or become self-reliant.

It is no wonder that millions of kids who have not been taught RIGHT AND WRONG grow up to rob and kill. They may never have heard of the TEN COMMANDMENTS or the Sermon on the Mount. Who is to blame?

Finally, we come to APPLE PIE. Apple pie symbolizes the good things of life, the material comforts and pleasures, good living, of which we Americans enjoy more than people of any other country on earth.

For greatest satisfaction, apple pie should be eaten as dessert, after a good meal, all earned by hard honest work. Too many people want apple pie served to them FIRST, without working for it or their daily bread.

Apple pie represents a reward for productivity and productivity is the key to prosperity. It means doing a good job, producing more at less cost, or turning out superior quality at the same cost. Productivity means good craftsmanship and pride in worthwhile achievements. Productivity makes good workers, because free enterprise rewards workers for doing their part to make our system of independence work.

Somewhere we have gotten our priorities mixed, because our political system rewards people for doing nothing, for being unproductive. The world always has had some people who consumed more than they produced, but it looks now like the non-producers soon may become a dominant majority.

The future of our country and our continued freedom depends upon Americans like you and me, people who have faith in God and in our country, people who hold to established ideals of right, honesty and freedom.

Fortunately, as journalists, we are in position to help perpetuate those worthwhile values and to extend them to Americans of the future. If the United States of America is to survive another 100 years--or even 10 more years---we are going to have to get up and get going.

We must show the courage of our convictions. Trouble is, too many people who have convictions lack courage to back them up, and a lot of those who have courage don't have deep convictions. The kind of fellow who claims to be broadminded might just be too lazy to find out which side he is on.

We need to emphasize the good things about America and make this country again an example of freedom and strength for the confused, hungry world around us. We must POINT WITH PRIDE, VIEW WITH ALARM, WAVE THE FLAG, and stand up for MOTHERHOOD and APPLE PIE!

Again, thank you for the Reuben Brigham Award, and God bless you all!