

Gene Ragan awarded prestigious Advertising Pioneer Award

Gene Ragan, founder of the Gene Ragan Farm Show, was awarded the Advertising Pioneer Award by the American Advertising Federation of Dothan (AAF-Dothan) at a luncheon on August 4. Over fifty family, friends and

colleagues attended the gala to honor Ragan for his contributions to the advertising and broadcasting industry for over forty years. Ragan is pictured on the left with Mike Riddle, AAF-Dothan president, who presented the award.



Ragan's live Saturday evening show and his Noon Farm Report on WTVY are believed to be the longest running TV farm programs on a single station in the U.S. His broadcast career began in 1953 when Ragan sought his own sponsors and created The Ragan Report for WOOF Radio. Additional accomplishments include writing farm columns for the Dothan Eagle, serving as the first advertising manager of the Southeastern Peanut Farmer and as an agricultural consultant to SouthTrust Bank. Ragan retired in 1998.

The Advertising Pioneer Award was created by AAF-Dothan in 2003 to recognize people in the advertising industry that have contributed not only to their trade but also to the community. Ragan will join an elite group of winners including Agnes Simpson, Norma Hanson, Ann Varnum, W.P. Shealy, Janie Hinson and Rick Metzger.

The AAF Dothan is an organization of advertising and public relations professionals with the purpose of providing and promoting a better understanding of the advertising and communications industry. The club holds luncheon meetings the first Wednesday of each month that feature educational and professional development programs and speakers.

Activities of the organization include annual scholarships to students pursuing a degree for a career in advertising, graphics, communications or marketing and public service work including advertising assistance and fundraising efforts for various non-profit organizations in the community. For more information about AAF-Dothan visit www.aafdothan.com.