

# THE WESTERN PRODUCER

Press Release

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## **Western Producer announces new editor and managing editor**

Larry Hertz, publisher of the Western Producer, is pleased to announce the appointment of Joanne Paulson to the position of editor effective March 1, 2011.

Joanne takes over from Barb Glen, who has moved closer to her family and roots in Southern Alberta to open the Producer's new bureau in Lethbridge.

Joanne comes to the Western Producer after a successful career in journalism and communications. During her newsroom career at The Saskatoon Star Phoenix, she held various positions including business reporter, assistant city editor and business editor. More recently, she has held the positions of Senior Specialist, Investor Relations Communications at Cameco Corp.; and Research Communications Officer at the Johnson-Shoyama Graduate School of Public Policy at the Universities of Saskatchewan and Regina.

Joanne frequently covered agriculture during her tenure as business reporter and editor at The Star Phoenix. Her columns and stories covered agricultural issues, biotechnology, crop inputs and the livestock industry.

Her grandfather immigrated to Canada from Russia with an agriculture degree from Moscow and later bought farmland near Hawarden, Sask. The land remains in the family. Her father considers himself "a farm boy with a law degree," owning land in the Meacham area.

"I am honoured to be named editor of the Western Producer, which has a long, unmatched history of excellent coverage and service to the agriculture sector," she said. "I am delighted to be joining that tradition."

"While Joanne wasn't raised on the farm, she comes from a strong farming heritage in both Europe and Western Canada," says Larry Hertz, publisher of Western Producer Media, "We're looking forward to Joanne's leadership in order to continue delivering top notch journalism that our readers have come to respect."

Larry is also pleased to announce the appointment of Michael Raine to the position of managing editor/farm management editor effective March 1, 2011.

Mike has enjoyed a successful 18 year career at the Western Producer as both reporter/photojournalist and farm management editor. Recently, he was a key member of the Producer's website development team which won the best new website award at the CFWF (Canadian Farm Writers Federation) Conference and the redesign team that won the best new magazine cover at the AAEA (American Ag Editors Association) Conference.

Mike has been awarded the AAEA Masters award in photography and writing and has won Photographer of the Year on several occasions.

"Mike's dedication to the Western Producer and knowledge of the industry have been a real asset in the development of a number of new digital and print initiatives," said Larry. "Plus his technical writing expertise and strong connections to the industry are paramount in the Producer continuing to deliver top notch content."

Mike is actively involved in farming the family's grain and livestock operation at Wilcox, Sask. "I plan to grow and reinforce the strongest information brand in North America through diversified delivery tools and new editorial products that serve the agricultural community," said Mike.

"Farmers used to consider their vocation as a lifestyle that was also a business, these days its very much a business that offers a great lifestyle, I'm excited to have two very competent journalists leading our editorial team here at the Producer," said the publisher.

Media Contact:

Terry Fries  
News Editor  
Western Producer Media  
(800) 667-6978  
terry.fries@producer.com