

# Ranchers Workshop features Thompson

By MARGARET FIGERT

Editor-Publisher

**MISSION** - Listen to local radio station KINI any afternoon between 2 and 3 p.m. and you'll hear the deep, friendly voice of radio executive Jim D. Thompson live from Spearfish, SD in the northern Black Hills.

Thompson, 52, was one of the featured speakers at Tuesday's Rancher's Workshop, an annual gathering of livestock growers and their spouses who come together to learn the latest trends in their profession.

Thompson's daily radio program, "Today in South Dakota with Jim Thompson" has become a popular call-in show, with listeners from North Dakota, Wyoming, Nebraska and South Dakota calling the program's toll-free number to express their opinions on everything from cattle prices and mock apple pie to abortion and illegal drug use.

Thompson fields listeners' views with considerable diplomacy and a touch of panache, inviting questions, comments and opinions during four 15-minute segments divided by radio station identification and a country-western tune.

Thompson and his wife, Kay S. Jorgensen, formerly of Witten, formed their business, Creative Broadcast Services, Inc. in 1996. Their business card proclaims they "write, record and distribute radio ads...provide a 'voice' for business".

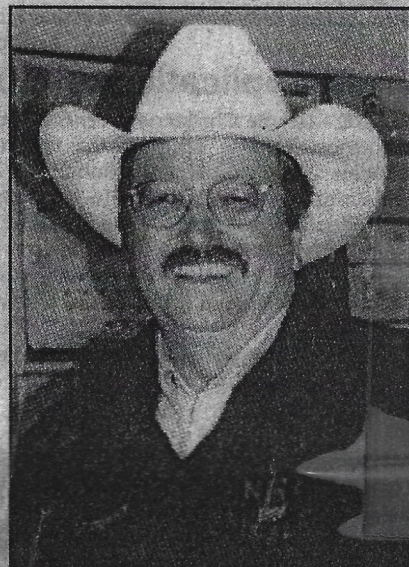
He said he began life as the son of a Buffalo, SD rancher who eventually found no living could be made raising cattle and hay. The family moved to Oregon where Jim grew up. After his dad suffered a heart attack, the family moved to the Black Hills of SD.

Jim spun an interesting tale about going to broadcast school, starting his radio career at KVSH, Valentine, NE and holding a variety of broadcast jobs ever since, some of which paid well and others which didn't... "kind of like ranching," he grinned.

He's been in radio communication since 1966, his proudest accomplishment being invited to announce rodeos the past 25 years, including every finals rodeo in the US.

He said he's also enjoying his 18th year of broadcasting a taped radio show about rodeo, entitled "On The Road Again," a pseudo-spinoff of the TV programs hosted by Charles Kurault who criss-crossed the US for several decades, bringing interesting characters, events and national treasures to America's living rooms.

Thompson was awarded the



**Jim Thompson**

SD Sportswriter of the Year Award four times, earning as many votes from writers as from broadcasters. He also served two terms in the SD State Senate, 1994 through 1997, from Dist. 5, Watertown. His wife was also a state representative.

"I'm as happy today as I've ever been," said the red-haired, moustachioed radio host. "Our

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