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For Immediate Release

Farm Journal Television Expands Its Editorial Team

South Bend, IN (April 25, 2011) Farm Journal Television (FJTV) announces two key moves to expand its editorial roster. Lindsay Hill has been hired as the new AgriBusiness Director for *AgDay Television* and *U.S. Farm Report*. Veteran broadcaster Al Pell is taking on the new role of Farm Director for all of Farm Journal Media's broadcast properties.

Proud to still live on the original family farm in DeGraff, Ohio, where her grandfather was raised, Lindsay comes to FJTV with lifelong ties to agriculture. An agricultural communications graduate of The Ohio State University, Lindsay's entire career has been devoted to farm broadcasting in her home state. Her career has included stops at WRFD-AM in Columbus, AgriCountry TV and the Buckeye Ag Radio Network. She is currently serving as President of the National Association of Farm Broadcasting. In addition, Lindsay is a sought-after speaker, educating consumers and serving as an advocate for the agricultural industry.

"Lindsay is a tremendous addition to our team," says Brian Conrady, Vice President and General Manager of FJTV. "Her extensive background in farm radio gives Lindsay a unique perspective on the business of agriculture today, experience that will translate perfectly to our programs."

As Farm Director, Al Pell is returning to his roots by hosting the first offerings from the new *AgWeb Radio*. Launched in February, *AgWeb Radio* includes three market reports posted each trading day. Updates are available at 9 a.m., 11 a.m. and 2 p.m. and feature a deep and experienced roster of market experts who offer up-to-the-minute analysis of what's moving the commodity markets. Before joining *AgDay Television* in 1989, Al worked for a dozen years at WIBC Radio in Indianapolis, Ind. A graduate of Purdue University with a degree in agriculture, Al still owns and operates a 400-acre farm near Brazil, Ind.

"As a company, Farm Journal is committed to bringing together the most seasoned journalists to cover agriculture and meet the information needs of our readers and viewers," says Charlene Finck, Senior Vice President, Editorial and Content Development, of Farm Journal Media. "Al and Lindsay have agriculture in their blood. They both have lifelong ties to the farm, and they bring that experience to everything they do."

Lindsay and Al officially begin their new roles in May.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 134-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the "AgDay," "U.S. Farm Report," "Corn College TV" and "Outdoors on the Farm" national TV programs. Its websites include the industry leader, *AgWeb.com*, and *MyMachinery.com*. Farm Journal Media also licenses detailed industry

data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.