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For Immediate Release

Farm Journal Announces the NEW AgriTalk

South Bend, Ind. (March 15, 2013) — Farm Journal Media announces the re-launch of the *AgriTalk* radio program. Debuting this week, the enhancements include an influx of new editorial contributors, plus enriched production values that will increase audience engagement, improve the program for its radio station affiliates, and add value to advertisers.

“While the program’s national audience continues to hear the familiar and trusted voice of Mike Adams, much of the rest of the program is fresh,” says Brian Conrady, Vice President and General Manager of Farm Journal’s Broadcast division. “*AgriTalk* now includes national news headlines from *AgDay*’s Clinton Griffiths and Tyne Morgan plus daily market analysis from *Pro Farmer*’s Chip Flory. We have also begun integrating editorial from all across the Farm Journal family.”

In addition to a contemporary new sound, including new music and a new announcer, the program now has an updated format—or “clock” as it’s known in radio—fully consistent with other national radio programming. Anchored by four extended content segments, the revised format includes a live two-minute market analysis segment. Also new is the “Industry Spotlight,” a three-minute commercial window allowing marketers the opportunity to deliver an extended message to *AgriTalk*’s audience of farmers and ranchers.

“Most important, we’re also taking the program back to its roots of core agriculture,” says Mike Adams, host of *AgriTalk*. “We know ag, and our core listeners want a deeper, more thoughtful analysis of today’s ag issues. With us now part of Farm Journal, we’re putting intense focus on the issues that really matter. Our goal is to be where the real conversations take place.”

A full hour every weekday, *AgriTalk* is agriculture’s only national, long-format, live, syndicated talk radio program. The program airs 10-11 a.m. CDT on 70 affiliate stations in the Midwest and the Plains. The program is also available live or as a podcast at www.agritalk.com.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 136-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 “Leave a Legacy TV” national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show “AgriTalk.” 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.