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For Immediate Release

Farm Journal Partners to Launch “The Farm Journal Report”

South Bend, Ind. (May 15, 2017)—Farm Journal announces the creation of “The Farm Journal Report,” a new daily radio vignette to be produced and hosted by long-time farm broadcaster Darrell Anderson. Farm Journal is partnering with Anderson to produce the two-and-a-half-minute program, which will premier July 3, 2017.

Dating back to 1996, Anderson has hosted and produced “The Successful Farming Radio Magazine” show through North Shore Productions, a company he owns and operates. This new partnership will combine Anderson’s experience and established affiliate base of 133 stations with Farm Journal’s robust content, sales and marketing capabilities.

“I’m excited to partner with Farm Journal,” Anderson said. “The opportunity to contribute to the No. 1 brand in agriculture, the opportunity to tap in to Farm Journal’s vast editorial resources and the opportunity to reach an even bigger audience was just too good to pass up.”

In addition to the show’s national broadcast affiliate network, “The Farm Journal Report” will also be available on the Farm Journal Radio app and *AgWeb.com*.

“Building off ‘AgriTalk’ and ‘Market Rally,’ the addition of this new short-form program focused on agriculture and agribusiness gives our portfolio unparalleled reach and frequency,” said Brian Conrady, Senior Vice President and General Manager of Farm Journal Broadcast. “For the first time, this new program also brings the Farm Journal brand to the world of farm radio. It’s a powerful extension that will serve stations, listeners and advertisers alike.”

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; five nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.

About North Shore Productions (www.northshoreproductions.com)

North Shore Productions is owned and operated by Darrell and Maureen Anderson and is based in Minnesota. In addition to *The Farm Journal Report*, NSP produces a weekly two-hour talk show, *Doing What Works*, hosted by Maureen, which is syndicated on approximately 80 stations across the country. Excerpts from the talk show air as daily features on many of these and other stations nationally and on iHeartRadio, iTunes and the American Forces Network.