

*For more information, contact:*

**Charlene Finck**  
Senior Vice President, Content Development  
Phone: (573) 581-9642  
Email: [cfinck@farmjournal.com](mailto:cfinck@farmjournal.com)

## **For Immediate Release**

### ***Farm Journal Magazine Names 10<sup>th</sup> Editor in 138-Year History***

*Philadelphia, Pa.* (Aug. 31, 2015) – Farm Journal Media announced today it has named veteran journalist and agricultural communicator Susan Skiles Luke as just the 10<sup>th</sup> Editor of its 138-year-old flagship publication, *Farm Journal* magazine.

Luke will also serve as Editorial Director of Farm Journal Media, leading the award-winning, multi-platform team that delivers integrated content through the company's magazines, digital, mobile, broadcast and newsletter enterprises. She will report to Charlene Finck, who moves fully into a strategic, corporate business development position as Senior Vice President, Content Development.

"*Farm Journal's* commitment to service journalism for American farmers dates back to 1877, and Susan is the right Editor to now lead that charge," said Finck. "Not only is she dedicated to farmers and American agriculture, but she also brings formidable reporting muscle and a demonstrated ability to the independent reporting that is the hallmark of Farm Journal Media."

Luke's impressive domestic and international journalism career began as a producer for CNN Headline News. She then went on to work behind the camera for news stations in Boston and Chicago. While in Chicago, she was one of the original producers who launched the Tribune Company's 24-hour news network. After the television roles, she helped start the first independent business weeklies in post-communist Budapest and Prague. A former reporter for the Dow Jones Newswires and the Associated Press, she most recently served as a director at Osborn Barr Communications, where she helped the United Soybean Board communicate with the nation's soybean farmers online and in print and video.

"This is the job of a lifetime," said Luke, who will be based in Farm Journal Media's editorial headquarters in Mexico, Mo. "I am incredibly excited to join the team at a publication that has been a mainstay of American farming for nearly seven generations."

Farm Journal Media CEO, Andy Weber, stated: "Having someone as strong as Susan coming in to take over all day-to-day editorial responsibilities really frees Charlene to focus on developing new content platforms and growth. This is mission critical to our plans to double the size of the company again in the next five years."

#### **About Farm Journal Media**

Farm Journal Media is the nation's prominent agricultural media company. Its magazines include the 138-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs "AgDay," "U.S. Farm Report," "Farm Journal College TV" and "Machinery Pete TV" and daily radio programs "AgriTalk," "American Countryside" and "Market Rally." The company recently introduced *My Farm Radio*, a 24/7

digital mobile radio channel. The digital division includes web portal *AgWeb.com*, e-newsletters, online marketplace *Cattle-Exchange.com* and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014. Machinery Pete, LLC was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia integrated marketing services for its clients. In 2011, the company established The Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.