



For more information contact:

Charlene Finck
Phone: 573.581.9642
Email: cfinck@farmjournal.com

For Immediate Release

Vance Publishing Editor Joins Farm Journal Media Livestock Team

Philadelphia, PA (September 27, 2013)—Farm Journal Media announces that Wyatt Bechtel joins the company's content team as associate editor for *Beef Today* and *Dairy Today*. Bechtel, who recently served as an assistant editor for Vance Publishing, was raised on a ranch in the Kansas Flint Hills where he remains active in managing the family's cow herd and assisting in veterinary procedures and pharmaceutical research.

"We're excited to welcome Wyatt to our multimedia content team for *Beef Today* and *Dairy Today*," said Greg Henderson, editorial director of *Beef Today*. "Wyatt is an excellent writer with a passion for agriculture and plenty of hands-on experience in the industry. His skills will enhance our ability to serve ranchers and dairymen through Farm Journal Media's integrated media channels."

Bechtel, who was part of Vance's *Dairy Herd Management* team, starts his first week with Farm Journal Media at World Dairy Expo. "Having Wyatt with us will broaden our coverage of the event and allow us to connect with a record number of dairymen and industry partners," said Jim Dickrell, editor and associate publisher of *Dairy Today*.

An agricultural journalism graduate of Kansas State University, Bechtel will be based in Farm Journal Media's Mission, Kan., livestock office. From there, he will provide daily content to Farm Journal Media's online, mobile, social media, radio, television and print outlets.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 138-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company produces and distributes "AgDay," "U.S. Farm Report," "Corn College" and "Leave a Legacy" national TV programs. The company produces the industry-leading website *AgWeb.com*, the syndicated radio show "AgriTalk" and recently launched a new division, Farm Journal Mobile. 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.