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For Immediate Release

Farm Journal Announces New Host for “U.S. Farm Report”

South Bend, IN (October 7, 2014)—Farm Journal Broadcast has announced Tyne Morgan as the new host of “U.S. Farm Report,” the nation’s longest-running television program focused on agriculture and rural America. Morgan takes over for John Phipps, who is stepping down as host but will remain with the program as its on-farm commentator.

“‘U.S. Farm Report’ is a trusted show with a strong tradition since 1975,” Morgan said. “As my generation continues to play a bigger role in agriculture, becoming host of the program allows me to be a strong voice for the future of the industry. It’s a responsibility I take very seriously.”

Morgan grew up in central Missouri where her father is an agriculture teacher and FFA advisor. While studying agricultural journalism at the University of Missouri, she was the 2006 Missouri State Fair Queen, serving as the ambassador for Missouri agriculture. She joined Farm Journal Broadcast in 2012 as a national reporter.

“Tyne has been preparing for this role her entire life,” noted Brian Conrady, General Manager and Senior Vice President of Farm Journal Broadcast. “Working closely with John, this transition has been seamless. He will continue to contribute each and every week from his Illinois farm, delivering unique insights that only a working farmer can offer.”

“Within months after Tyne joined us, I rather selfishly saw an opportunity to reduce my role,” Phipps explained. “And just as is happening on farms across the U.S., we have discovered the unexpected benefits of this transition extend further than we imagined. Being able to still contribute is an unlooked-for bonus. I can’t wait to see what happens next.”

On the air for nearly four decades, “U.S. Farm Report” is a weekly one-hour program airing on more than 160 local affiliates nationwide and twice each weekend on RFD-TV. The program is also available 24/7 on Farm Journal’s web portal, www.AgWeb.com.

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*, syndicated radio shows, “AgriTalk,” “Market Rally” and “American Countryside,” and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™—a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media 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.