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For Immediate Release

Farm Journal Media Pledges \$25,000 to Support Innovative Program at the University of Illinois

Award Improves Communications Effectiveness in Agriculture

Philadelphia, PA (April 28, 2011) – [Farm Journal Media](#) announced today a \$25,000 award to the [University of Illinois](#) initiative between the College of Agricultural, Consumer and Environmental Sciences and the College of Media designed to address the growing need for effective communications in the fast-changing world of agriculture, food, feed, fiber, bioenergy and rural development.

The award from Farm Journal Media, the parent company of *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor* magazines, will be applied towards the university's \$2 million goal for the [James F. Evans Endowed Chair in Agricultural Communications](#).

"The agricultural industry is changing rapidly alongside the evolving media industry," said Andy Weber, CEO, Farm Journal Media. "*Farm Journal* has a rich history of more than 100 years of providing service to U.S. agriculture, quality journalism and innovation. By supporting the University of Illinois initiative, we are ensuring this remains true for years to come."

The university plans to enhance its joint agricultural communications program with a first-of-its-kind endowed chair in agricultural communications to support teaching and research in the field. The university plans to have at least three teaching positions and include initiatives in consumer and environmental communications.

"The agricultural industry is in the spotlight more than it has been for decades because the public is paying close attention to food and where it comes from," said Charlene Finck, Senior Vice President, Editorial and Content Development, Farm Journal Media. "It's very encouraging to see the University of Illinois strengthen the agricultural communications discipline, something that will benefit our entire industry."

"We are grateful for Farm Journal Media's willingness to support this important initiative that will benefit the university's students in agricultural communications for years to come," said [Robert Hauser](#), Professor and Dean, College of Agricultural, Consumer and Environmental Sciences.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the

134-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 “Outdoors on the Farm” national TV programs. Its websites include the industry leader, *AgWeb.com*, and *MyMachinery.com*. 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.