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For Immediate Release

Farm Journal Television Launches “Raising America”

South Bend, IN (June 1, 2012) – Farm Journal Television announced today the launch of a new nationally distributed program called *Raising America...Real Kids – Big Ideas*. This weekly 30-minute show will feature innovative, enterprising youths from all across America, including many who are changing lives and improving their communities.

“In towns big and small across the country, creative and industrious kids are proving there’s hope for our future,” said Brian Conrady, Vice President and General Manager of Farm Journal Television. “This new program will provide a national platform for these kids to share their stories, showing us how they’re doing their part to ‘raise’ America. We will also recognize adults – the mentors, the teachers, the advisers – those dedicated to kids who are making a real difference at such a young age.”

Raising America will air on public television stations, with distribution through American Public Television. The company has engaged WFYI Television in Indianapolis, Indiana, as its “presenting station” for the public broadcasting market. Program production is under way. Launch is scheduled for first quarter 2013.

Raising America will collaborate with the nation’s leading youth organizations, such as FFA, 4-H, Junior Achievement, and the Boy and Girl Scouts of America, featuring kids from all corners of the country. Each episode will emphasize STEM initiatives (science, technology, education and math), agriculture, community service and the arts.

The National FFA is the first to formally establish a working relationship with the program, providing story development consultation and promotion. FFA will also have the opportunity to repurpose video material for its chapters.

Raising America will be supported financially by four underwriting companies or foundations. In addition to program acknowledgment, these underwriters will be featured in promotions through a campaign utilizing all Farm Journal Media properties and via public television station promotional announcements. The company will also be producing a “pledge special,” which may include local club/chapter participation.

“We hear all the time about today’s youth making bad choices,” said Jeff Pence, Division President for Farm Journal Media. “But in fact, there are millions of great kids doing great things. While some are truly extraordinary, most are everyday kids in your own neighborhood. It’s time we tell their story. And we think viewers will be intrigued, inspired and engaged!”

For more information, go to www.raisingamericatv.com, or view a brief film on *Raising America* on YouTube at www.youtube.com/raisingamericatv.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 135-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 "Leave a Legacy TV" national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show "Consumer Ag Connection." 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.