

2022 MEDIA KIT

MICHIGAN AG TODAY

Affiliates

23

Broadcasters

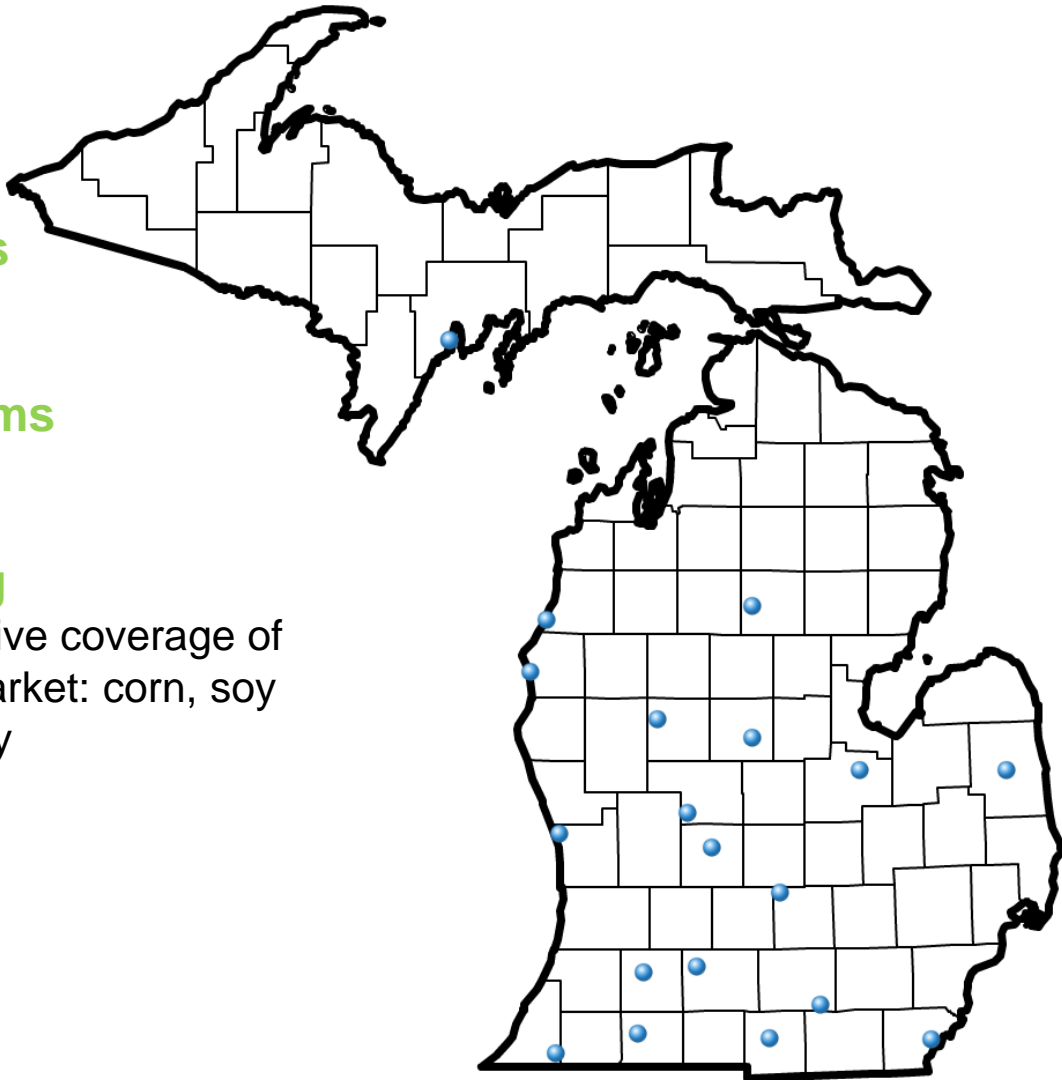
6

Daily Programs

3

Worth Noting

- Most extensive coverage of a diverse market: corn, soy and specialty



AFFILIATE LIST

<u>Station</u>	<u>City</u>	<u>County</u>
WBCK-FM	Battle Creek	Calhoun
WBRN-AM/FM	Big Rapids	Mecosta
WCSR-AM/FM	Hillsdale	Hillsdale
WDBC-AM	Escanaba	Delta
WGHN-FM	Grand Haven	Ottawa
WGLM-AMFM	Greenville	Montcalm
WION-AM	Ionia	Ionia
WJIM-AM	Lansing	Ingham
WKFR-FM	Kalamazoo	Kalamazoo
WKHM-AM	Brooklyn	Jackson
WLDN-FM	Ludington	Mason
WMIC-AM	Sandusky	Sanilac
WMIM-FM	Monroe	Monroe
WMLQ-AM	Manistee	Manistee
WMMI-AM/FM	Mr. Pleasant	Isabella
WRCI-FM	Three Rivers	St Joseph
WSGW-AM	Saginaw	Saginaw
WTRC-FM	Niles	Cass
WTWS-FM	Houghton Lake	Roscommon
WYKX-FM	Escanaba	Delta

FARM BROADCASTERS



Eric Pfeiffer – NAFB Farm Broadcaster

Eric is a farm news reporter for MAT. He directs coverage of national and regional farm news. In addition, his experience as a radio news director and technical background from AT&T make him uniquely qualified for today's multimedia environment. He recently served as a regional Vice President for the National Association of Farm Broadcasting.



Terry Henne – NAFB Farm Broadcaster

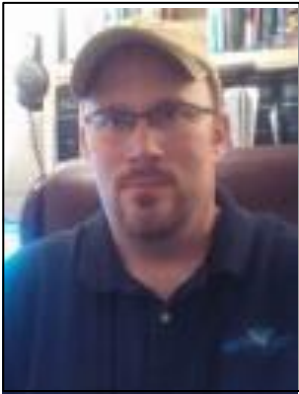
Terry has been a voice serving Michigan agriculture for over 40 years. As Farm Director at WSGW in Saginaw, Henne also is a special contributor to MAT. His reports from around the state and in-depth interviews with Michigan newsmakers are a regular part of MAT programs.

FARM BROADCASTERS



Andy Eubank – NAFB Farm Broadcaster

Eubank is a news and market contributor. He understands the power of radio. His nearly 50 years of radio experience in rural communities has been spent producing programming that enables local radio stations to reach and serve their agricultural audience. Eubank's work has been honored by NAFB and the Purdue Cooperative Extension Service. Eubank has traveled extensively covering agriculture, including an agricultural trade mission to China in 2010.



Ryan Martin – NAFB Farm Broadcaster

Martin's training as both a Meteorologist and agricultural commodity broker allows him to bring depth to weather content from Michigan Ag Today. Martin focuses on weather and how it will impact farming operations and market prices. Martin graduated from Purdue University with a B.S. Degree in Applied Agricultural Meteorology.

FARM BROADCASTERS



C.J. Miller – Farm Broadcaster

In early 2022, C. J. Miller joined the HAT Team. Miller has an impressive background in broadcast news with a bachelor's degree in telecommunications and communication studies from Ball State University as well as experience at some of Indiana's leading broadcast operations including WIBC, Network Indiana, WRZQ, WYGB, WXLW, and White River Broadcasting's WCSI, WWY, and WKKG.

Miller will cover farm news of interest to both Indiana and Michigan listeners. Born on a Shelby County farm, Miller said he is excited to be working in agriculture, "I've grown up in rural Indiana and love living in the Midwest. I feel blessed and proud to have the privilege of telling the stories of farm and ag business professionals and covering those events and issues that affect their daily lives."



Elise Koning – Farm Broadcaster

Elise Koning has joined HAT & MAT. Koning, an experienced journalist, photographer, and broadcaster, brings extensive video and digital media skills to the networks and will play an integral role in the network's video, podcast, and on-line content. Her extensive experience in conservation and animal agriculture will add depth to network content and generate a series of new product offerings.

Koning has an agricultural communications degree from Purdue University and a Masters in Agricultural and Extension Education from PA State University. She also has international experience having lived in New Zealand while working in the agricultural sector. While at the Conservation Technology Information Center (CTIC), Koning produced a wide variety of communications and educational materials on No-till and Cover Crops. For the past five years, she has owned her own company producing videos, podcasts, blogs, web pages, and social media products. "It's an honor to be part of this esteemed organization, and I'm excited to continue serving fellow agriculturists," said Koning. She will be working and broadcasting from her Parke County farm.

PROGRAMMING DETAIL

MAT Morning News

Michigan and national news/market recap

MAT Midday News

Michigan and national news/weather recap

Mid-day Market Update

Updated futures prices of corn, soybeans, wheat, cattle, hogs and milk

Market Close Report

Closing futures prices of corn, soybeans, wheat, cattle, hogs, and milk

MAT AFTERNOON NEWS

Michigan and national news and Closing Market Prices

MATERIALS AND TRAFFIC

Please send all orders, materials and traffic to Patti Richardson, patti@jlfarmakis.com, in addition to your JLF Sales Representative.

Creative is due at least five business days before your campaign start date.