

2022 MEDIA KIT

TEXAS FARM BUREAU RADIO NETWORK

Affiliates

130

Broadcasters

3

Daily Programs

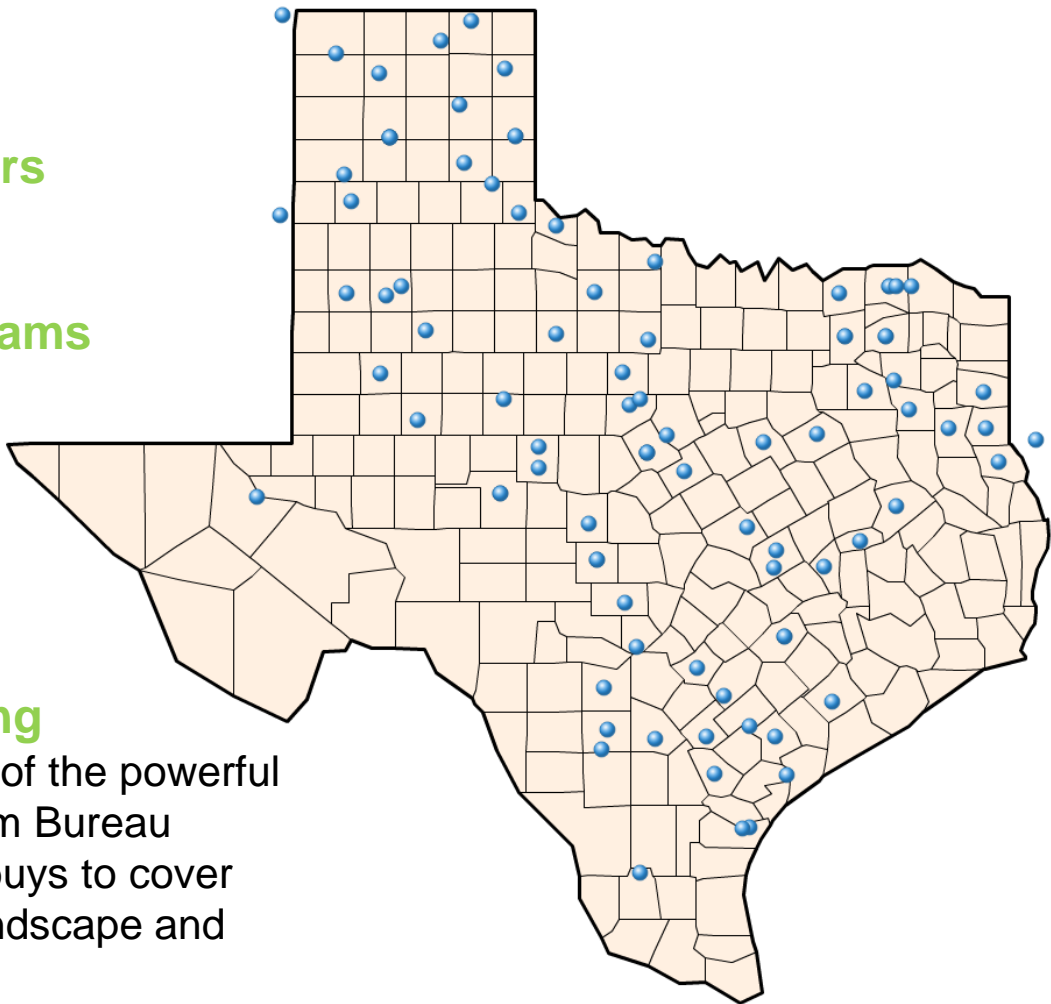
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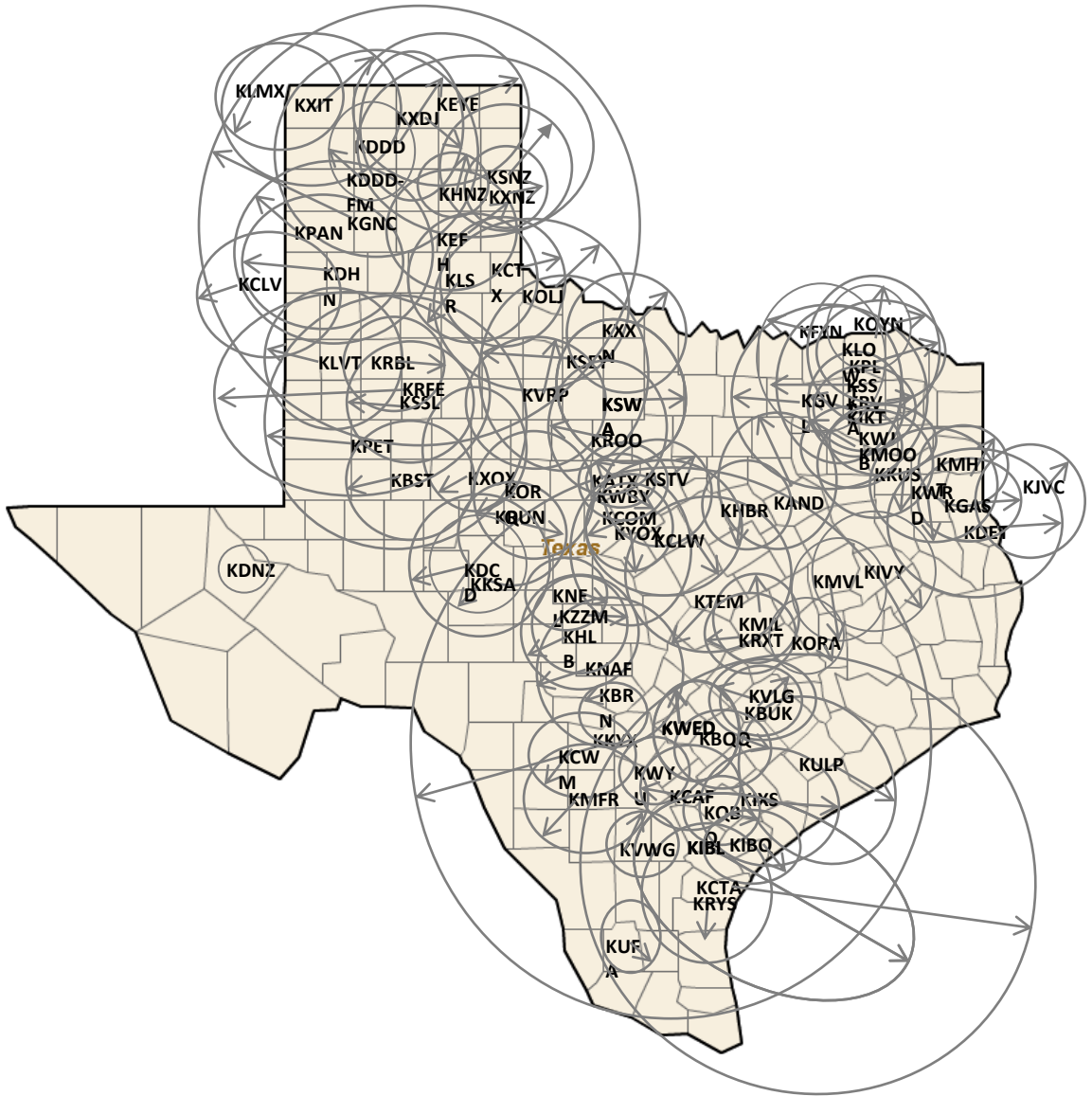
63.7 Cume
#1 in market

Worth Noting

- The Voice of the powerful Texas Farm Bureau
- Pin-point buys to cover diverse landscape and crops



COVERAGE MAP



AFFILIATE LIST

Station	City	County
KAND AM	Corsicana	Navarro
KAND AM2	Corsicana	Navarro
KATX FM	Eastland	Eastland
KBQQ FM	Smiley	Gonzales
KBRN AM	Boerne	Kendall
KBRN AM 2	Boerne	Kendall
KBST AM	Big Spring	Howard
KBST AM 2	Big Spring	Howard
KBUK FM	La Grange	Fayette
KCAF FM	Kenedy	Karnes
KCLV FM	Clovis, NM	Curry
KCLW AM	Hamilton	Hamilton
KCOM-AM	Comanche	Comanche
KCOM-AM 2	Comanche	Comanche
KCTA AM	Corpus Christi	Nueces
KCTX FM	Childress	Childress
KCWM AM	Hondo	Medina
KDCD FM	San Angelo	Tom Green
KDDD AM	Dumas	Moore
KDDD FM/FM2	Amarillo	Potter
KDET AM	Center	Shelby
KDHN AM	Dimmitt	Castro
KDHN AM2	Dimmitt	Castro
KDNZ FM	Pecos	Reeves
KEFH FM	Clarendon	Donley
KEYE AM	Perryton	Ochiltree
KEYE FM	Perryton	Ochiltree
KEYE AM2	Perryton	Ochiltree
KFYN AM	Bonham	Fannin
KFYN FM	Detroit	Red River
KFYN FM 2	Bonham	Fannin
KGAS FM	Carthage	Panola
KGNC AM	Amarillo	Potter
KGNC AM2	Amarillo	Potter
KGVL-AM	Greenville	Hunt
KGVL-AM2/FM2	Greenville	Hunt
KHBR-AM	Hillsboro	Hill
KHLB-FM	Mason	Mason
KHNZ FM	Pampa	Gray
KHNZ FM 2	Amarillo	Potter
KIBL AM	Beeville	Bee
KIBL FM	Beeville	Bee
KIBQ FM	Austwell	Refugio
KIKT-FM	Greenville	Hunt
KIVY AM	Crockett	Madison
KIVY-FM/FM2/FM3	Crockett	Madison
KIXS FM	Victoria	Victoria
KJVC FM	Mansfield, LA	DeSoto
KKSA AM	San Angelo	Tom Green
KKUS FM	Tyler	Smith
KKYX AM/AM2	San Antonio	Bexar
KLMX-FM	Clayton, NM	Union
KLOW FM	Reno	Parker
KLSR-FM	Memphis	Hall
KLVT AM	Levelland	Hockley
KMFR AM	Pearsall	Frio
KMFR FM	Pearsall	Frio
KMHT-FM	Marshall	Harrison
KMIL FM	Cameron	Milam

Station	City	County
KMOO-FM	Mineola	Wood
KMVL AM	Madisonville	Madison
KMVL FM/FM2/FM3	Madisonville	Madison
KNAF AM	Fredericksburg	Gillespie
KNEL AM	Brady	McCulloch
KNEL FM	Brady	McCulloch
KOLJ AM/AM2/AM3	Quanah	Hardeman
KORA FM	Bryan	Brazos
KORQ-FM	Winters	Runnels
KOYN-FM	Paris	Lamar
KPAN AM	Hereford	Deaf Smith
KPAN FM	Hereford	Deaf Smith
KPET AM/FM	Lamesa	Dawson
KPLT AM	Paris	Lamar
KPLT AM2	Paris	Lamar
KQBQ FM	Meyersville	DeWitt
KRBL-FM	Idalou	Lubbock
KRFE-AM	Lubbock	Garza
KRFE-FM	Lubbock	Garza
KROO AM	Breckenridge	Stephens
KRUN AM	Ballinger	Runnels
KRVA FM	Sulphur Springs	Hopkins
KRXT-FM	Rockdale	Milam
KRYS-FM	Corpus Christi	Nueces
KSEY-AM	Seymour	Baylor
KSEY-FM	Seymour	Baylor
KSNZ-FM	Shamrock	Wheeler
KSNZ-FM2/3/4	Canadian	Hemphill
KSSL FM	Post	Garza
KSSL FM 2	Lubbock	Garza
KSST AM	Sulphur Springs	Hopkins
KSST AM2	Sulphur Springs	Hopkins
KSTV -FM	Dublin/Stephenville	Erath
KSWA AM	Graham	Young
KTEM AM	Temple	Bell
KTEM AM2	Temple	Bell
KUFA FM	Hebbronville	Jim Hogg
KULP AM	El Campo	Wharton
KULP AM2	El Campo	Wharton
KVLG AM	La Grange	Fayette
KVRP FM	Haskell	Haskell
KVWG FM	Dilley	Frio
KWBY-FM	Ranger	Eastland
KWED AM	Seguin	Guadalupe
KWJB AM	Canton	Van Zandt
KWJB AM2	Canton	Van Zandt
KWRD AM2	Henderson	Rusk
KWRD-AM	Henderson	Rusk
KWYU FM	Christine	Atascosa
KXDJ-FM	Spearman	Hansford
KXIT AM	Dalhart	Dallam
KXIT FM	Dalhart	Dallam
KXNZ FM	Shamrock	Wheeler
KXNZ FM2	Shamrock	Wheeler
KXOX AM	Sweetwater	Nolan
KXOX-FM	Comanche	Comanche
KXXN FM	Wichita Falls	Wichita
KYOX-FM	Comanche	Comanche
KZZM-FM	Mason	Mason

FARM BROADCASTERS



Carey Martin – NAFB Farm Broadcaster

Carey Martin has enjoyed a 30-year career in production agriculture and farm broadcasting.

He grew up on a dairy and beef cattle farm in northwest Louisiana and started driving a tractor when he was 8 years old. The two highlights of his adolescent years were when he was named the LA State Champion 4-H Livestock Judge and when he was elected State Vice-President of the LA FFA. Both of those experiences required years of preparation in public speaking, which prepared him for a career on the radio.

Like most broadcasters, Carey moved around the country early in his career, with stops at KVOO AM/FM in Tulsa, The Oklahoma Agrinet in Oklahoma City and WOW AM/FM in Omaha, NE. He returned home in 1997 and founded the Louisiana Farm Bureau Radio Network, quickly growing it into the most listened-to farm radio network in the state

Although he had planned to retire in his home state of LA, one phone call changed everything. He packed up for one more move across the state line to Waco, TX, where he took the helm as General Manager and Farm Broadcaster for the Texas Farm Bureau Radio Network in 2019.

Carey is currently serving as South Region Vice President of the NAFB.



Tom Nicolette – NAFB Farm Broadcaster

Tom Nicolette is the Senior Network Producer for the Texas Farm Bureau Radio Network. He joined the Texas Farm Bureau Radio and Television staff in 1988 and has covered Texas agriculture for over 30 years. He hosts the daily Texas News & Views program and the weekly Farm Bureau Roundup. Farm Bureau Roundup is the longest running agricultural radio program in the nation, airing every single week for the past 65 years.

The Chicago native is a graduate of Baylor University and previously worked for KWTX-TV in Waco as reporter, anchor and executive producer.

Tom is a voting member of the NAFB Broadcast Council.



FARM BROADCASTERS

Jessica Domel – NAFB Farm Broadcaster



As a farm broadcaster and multimedia reporter for Texas Farm Bureau, Jessica Domel interviews farmers, ranchers, hunters and officials across Texas on issues facing agriculture and Texans.

Domel is host of the *Texas Wildlife Radio Show*, the daily news updates, and the beef cattle-focused *Prime Cuts* programs on the Texas Farm Bureau Radio Network. She also writes for *Texas Agriculture*, *Texas Neighbors* and *Texas Agriculture Daily*.

Domel, a graduate of Texas Lutheran University, got her start at KWED radio and the *Seguin Daily News* in Seguin where she served as a staff writer and later as assistant news director. Before moving to Seguin, Domel and her father lived on and managed the family's farm in Georgetown.

She is currently a voting member of the NAFB Broadcast Council.

PROGRAMMING DETAIL

Focus on Agriculture (2:00 M-F, 5a-5:30p)

A look at the latest stories in agriculture from Texas to Washington D.C.

Hosted by Carey Martin

Texas News & Views (3:30 M-F, 5a-5:30p)

An in-depth look at ag and rural issues in Texas. Topics include environmental, medical, congressional, legislative, weather and market issues as they relate to agriculture.

Hosted by Tom Nicolette

Texas Vet News (2:00 M-F, 5a-5:30p)

A program that deals with the everyday care of livestock, horses, dogs, cats and other companion animals in both urban and rural Texas.

Hosted by Texas veterinarian Dr. Bob Judd

Texas Wildlife Radio Show (2:00 M-F, 5a-5:30p)

News and information from some of the state's leading authorities and enthusiasts concerning Texas wildlife topics. *Hosted by Jessica Domel*

Morning Market Update (:60 M-F, 9a-11a)

A quick look at opening market quotes on cattle, milk, cotton, wheat, corn and crude oil.

Midday Market Update (:60 M-F, 11a-1p)

A quick look at midday market quotes on cattle, milk, cotton, wheat, corn and crude oil.

Afternoon Market Update (:60 M-F, 1p-3p)

A quick look at afternoon market quotes on cattle, milk, cotton, wheat, corn and crude oil.

Closing Markets (2:00 M-F, 3p-5:30p)

A wrap up of the daily market activity for cattle, hogs, milk, cotton, wheat, corn and crude oil.

Farm Bureau Roundup (13:30 Sat-Sun, 5a-5:30p)

A weekly look at farming and ranching conditions across the state of Texas, containing reports from every corner of the state. Farm Bureau Roundup is the longest-running syndicated farm radio program in the nation, with over 65 years on the air.

Hosted by Tom Nicolette

Focus on Agriculture, Texas News & Views, Texas Vet News and Texas Wildlife Radio Show are all available to download from our Dropbox at 3:30 pm for air the following day.

The market reports are available to download from our Dropbox at the following times: Morning-8:55 am, Midday-10:55 am, Afternoon-12:55 pm, and Closing Markets-2:55 pm.



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.

Texas Farm Bureau Radio Network
7420 Fish Pond Rd
Waco, TX 76710

