

# 2024 MEDIA KIT

## MICHIGAN AG TODAY

### Affiliates

28

### Broadcasters

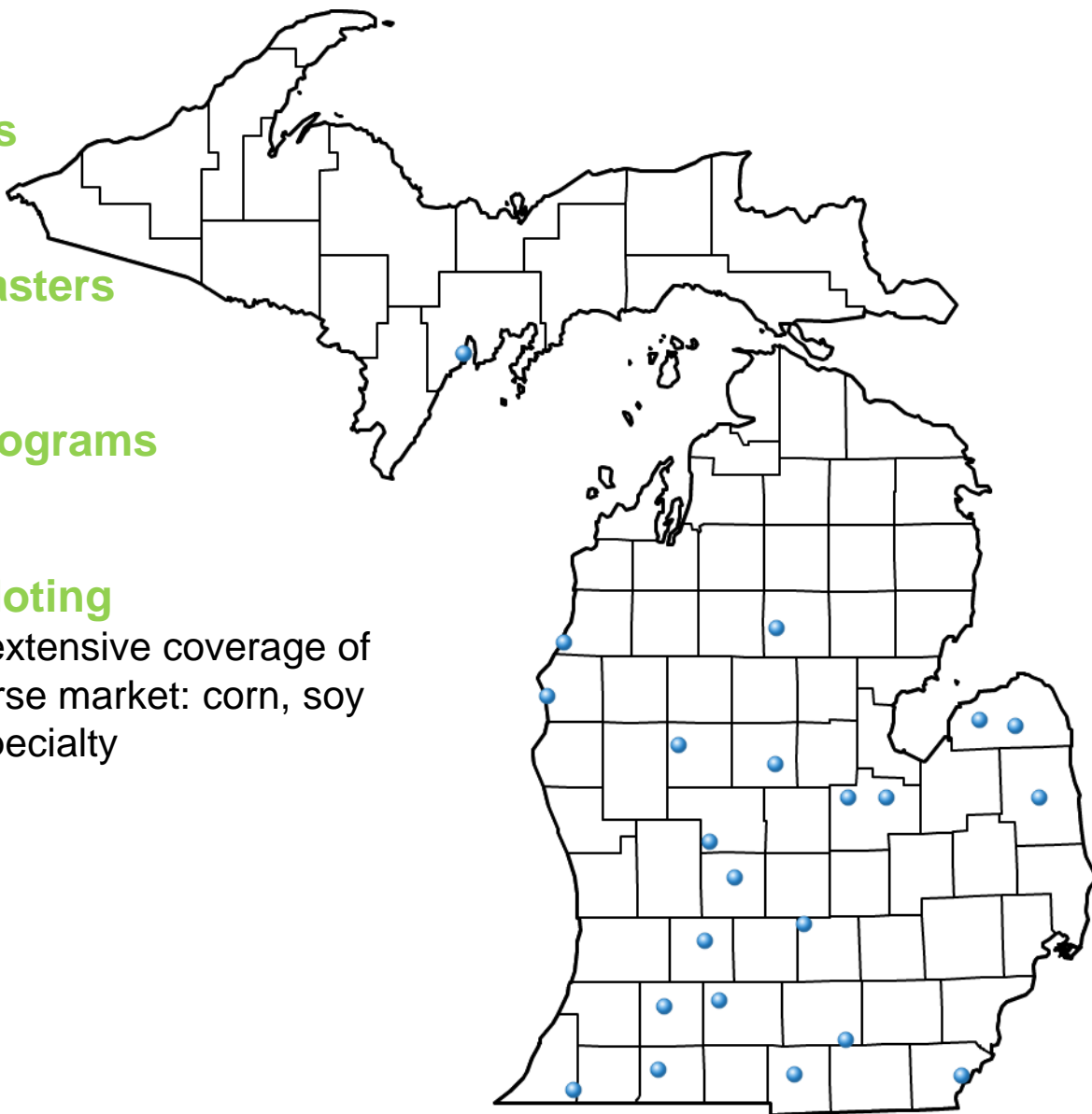
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### Daily Programs

5

### Worth Noting

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



# COVERAGE MAP



# AFFILIATE LIST

<u>Station</u>	<u>City</u>	<u>County</u>
WBCH-FM	Hastings	Barry
WBCK-FM	Battle Creek	Calhoun
WBRN-AM/FM	Big Rapids	Mecosta
WCEN-FM	Hemlock	Saginaw
WCSR-AM/FM	Hillsdale	Hillsdale
WDBC-AM	Escanaba	Delta
WGLM-AM	Greenville	Montcalm
WGLM-FM	Greenville	Montcalm
WHST-FM	Pigeon	Huron
WION-AM	Ionia	Ionia
WJIM-AM	Lansing	Ingham
WKHM-AM	Brooklyn	Jackson
WKMI-AM	Kalamazoo	Kalamazoo
WLDN-FM	Ludington	Mason
WLEW-AM	Bad Axe	Huron
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/FM	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.



## **Sabrina Halvorson – NAFB Farm Broadcaster & National Correspondent and Specialty Crop Contributor**

Sabrina will regularly contribute material that will be broadcast on MAT Network, web and social media platforms.

Sabrina brings tremendous experience and knowledge to our already stellar lineup of farm broadcasters," says Eric Pfeiffer, Vice President of News for Michigan Ag Today. "By bringing her on, we're strengthening our commitment to our listeners and readers to deliver them the best information they need to run their farm or ag business. Michigan Ag Today is already the number 1 farm radio network in the state. Adding Sabrina's voice to it will only enhance what we've already been providing."

Sabrina Halvorson is an award-winning journalist, broadcaster, and public speaker who specializes in agriculture with a focus on specialty crops and policy. Halvorson is an active member of associations including the National Association of Farm Broadcasting, where she served two terms on the Board of Directors, as well as North American Agricultural Journalists and AAEA-The Ag Communicators' Network. Halvorson is the National Correspondent for AgNet Media and provides radio reports that air in several states around the nation. She writes for a number of publications, including Specialty Crop Industry and Citrus Industry Magazine.

Halvorson, a native of California, will contribute especially relevant content for Michigan Ag Today programs. Fruit, vegetables, and other specialty crops represent a significant part of the Michigan farm economy. Michigan Ag Today is the only farm radio network in the state that provides regular coverage of these industries.

# 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.



## 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



## C.J. Miller – Farm Broadcaster

In early 2022, C. J. Miller joined the MAT 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 is an experienced journalist, photographer, and broadcaster, brings extensive video and digital media skills to the network 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](mailto:patti@jlfarmakis.com), in addition to your JLF Sales Representative.

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