

# 2024 MEDIA KIT

## NORTHERN AG NETWORK

### Affiliates

63

### Broadcasters

3

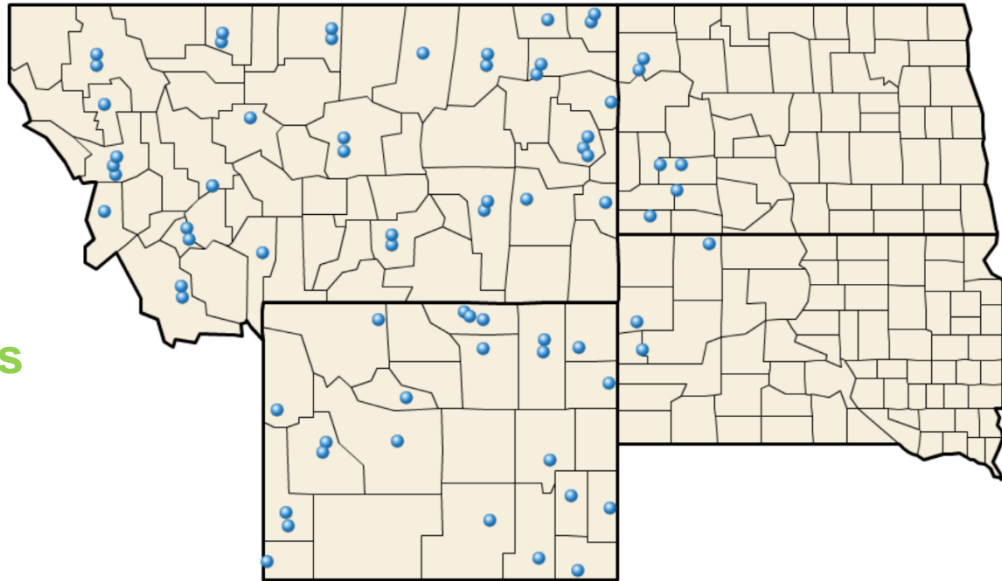
### Daily Programs

21

### AMR

70.5 Cume

#1 in market



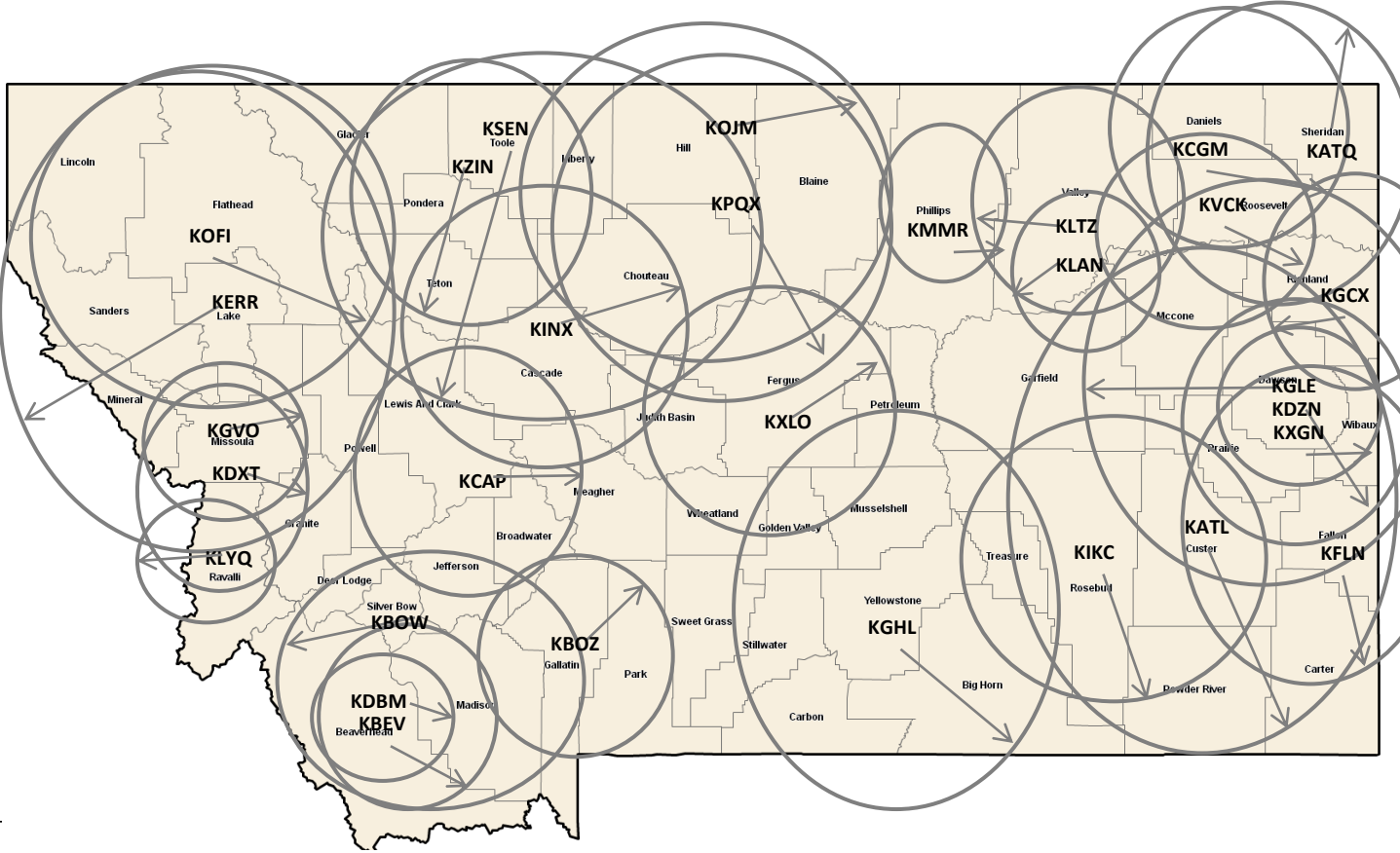
### Worth Noting

- Multi-media network with radio, TV and digital
- 77% of producers name NAN as their #1 news source

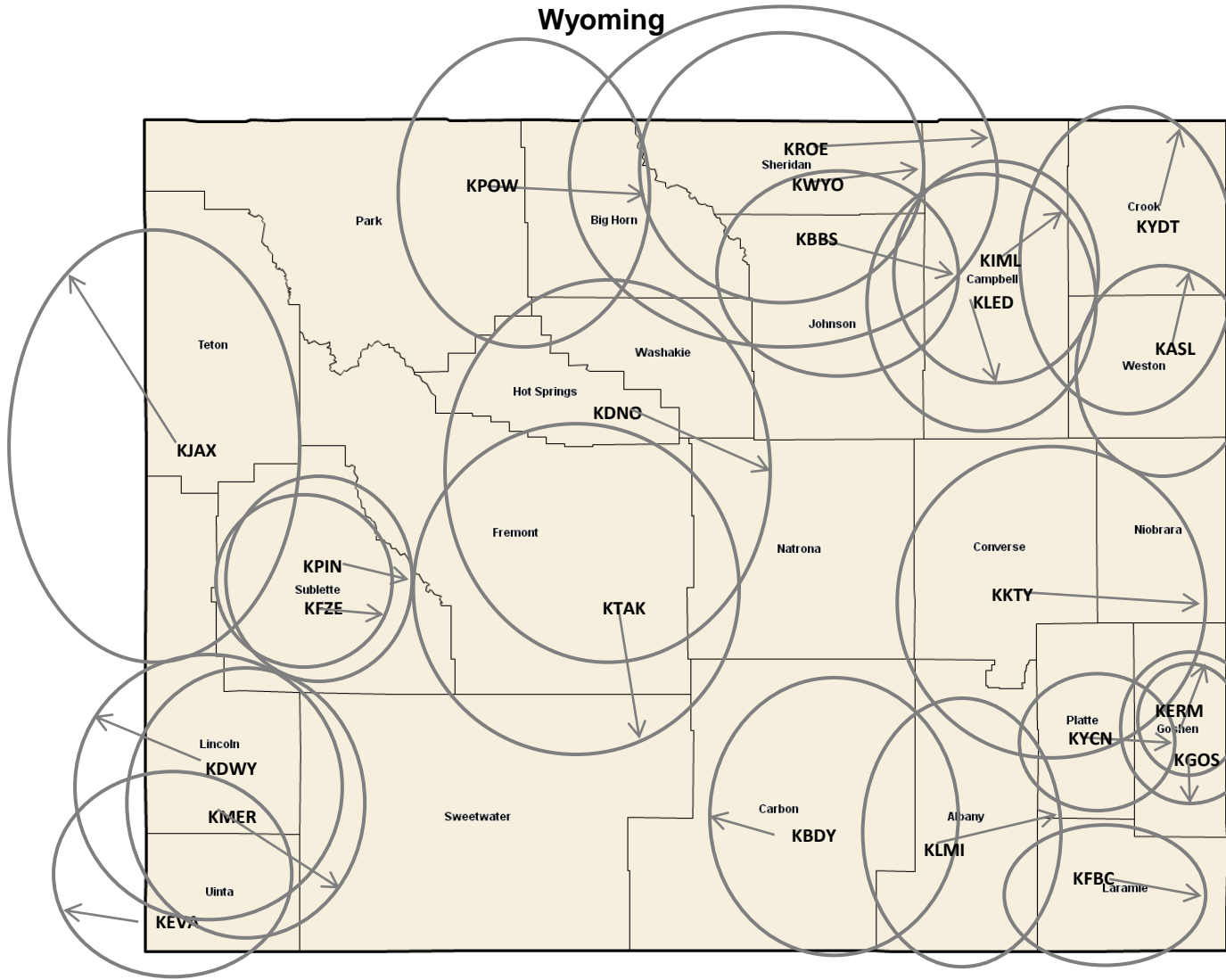


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# COVERAGE MAP

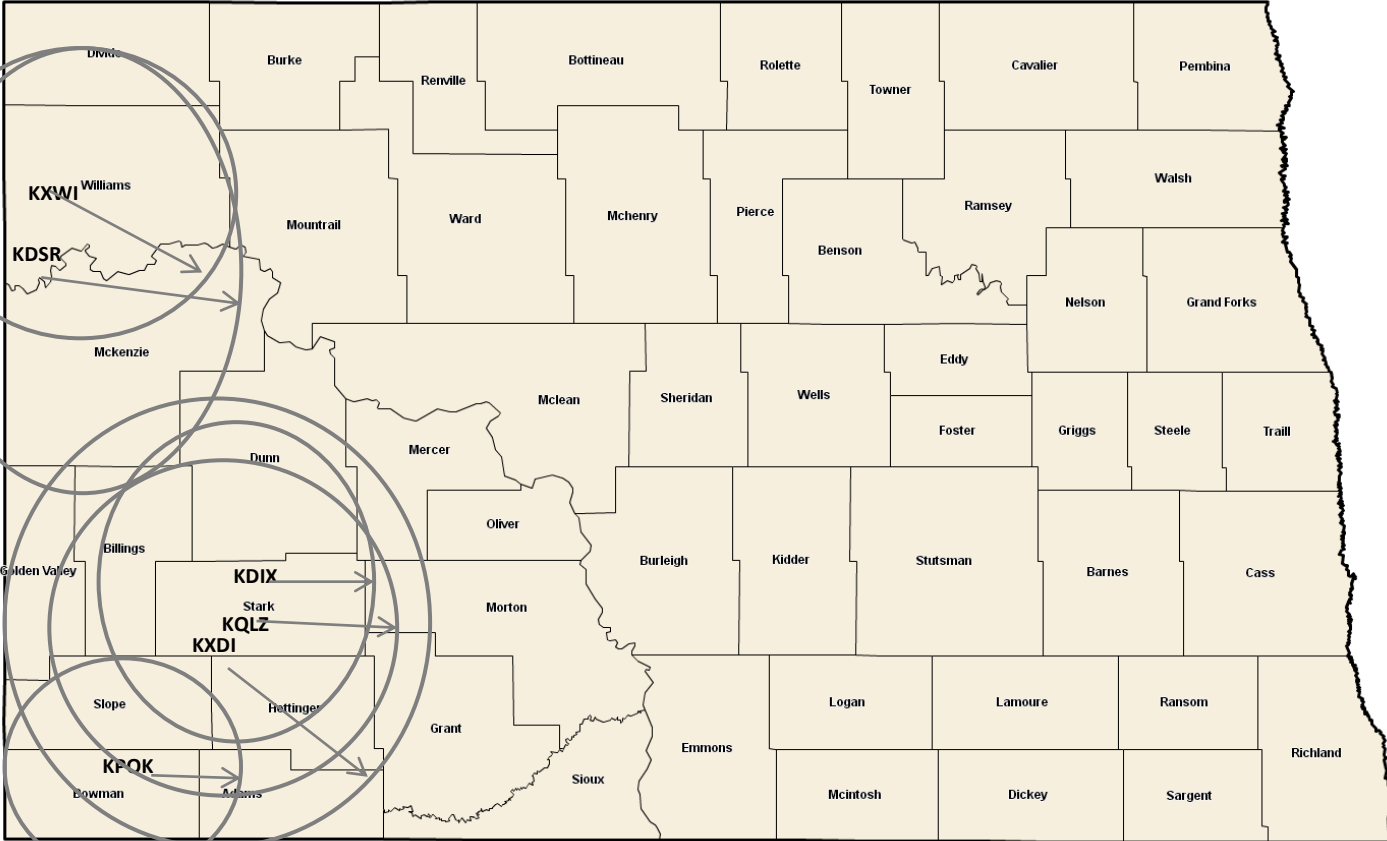


# COVERAGE MAP



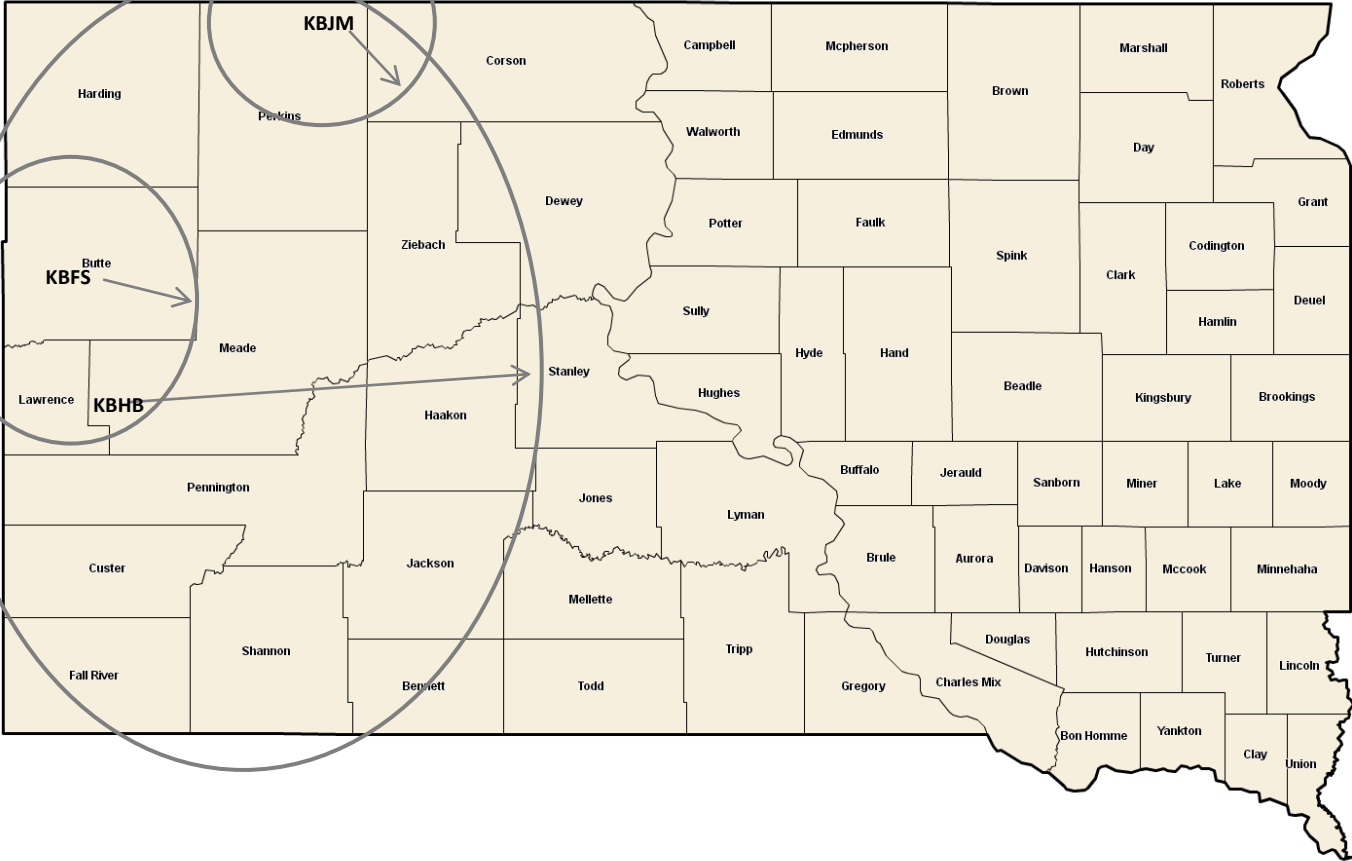
# COVERAGE MAP

## North Dakota



# COVERAGE MAP

## South Dakota



# AFFILIATE LIST

## Montana

Station	City	County	State
KATL-AM	Miles City	Custer	MT
KATQ-AM	Plentywood	Sheridan	MT
KATQ-FM	Plentywood	Sheridan	MT
KBEV-FM	Dillion	Beaverhead	MT
KBOW-AM	Butte	Silver Bow	MT
KBOW-FM	Butte	Silver Bow	MT
KBOZ-FM	Bozeman	Gallatin	MT
KCAP-AM	Helena	Lewis and Clark	MT
KCAP-FM	Helena	Lewis and Clark	MT
KCGM-FM	Scobey	Daniels	MT
KDBM-AM	Dillion	Beaverhead	MT
KDXT-FM	Missoula	Missoula	MT
KDZN-FM	Glendive	Dawson	MT
KERR-AM	Polson	Lake	MT
KFLN-AM	Baker	Fallon	MT
KGCX-FM	Sidney	Richland	MT
KGHL-AM	Billings	Yellowstone	MT
KGHL-FM	Billings	Yellowstone	MT
KGLE-AM	Glendive	Dawson	MT
KGVO-AM	Missoula	Missoula	MT
KGVO-FM	Missoula	Missoula	MT
KIKC-AM	Forsyth	Rosebud	MT
KIKC-FM	Forsyth	Rosebud	MT
KINX-FM	Great Falls	Cascade	MT
KLAN-FM	Glasgow	Valley	MT
KLTZ-AM	Glasgow	Valley	MT
KLYQ-AM	Hamilton	Ravalli	MT
KMMR-FM	Malta	Phillips	MT
KOFI-AM	Kalispell	Flathead	MT
KOFI-FM	Kalispell	Flathead	MT
KOJM-AM	Havre	Hill	MT
KPQX-FM	Havre	Hill	MT
KSEN-AM	Shelby	Toole	MT
KVCK-AM	Wolf Point	Roosevelt	MT
KVCK-FM	Wolf Point	Roosevelt	MT
KXGN-AM	Glendive	Dawson	MT
KXLO-AM	Lewistown	Fergus	MT
KXLO-FM	Lewistown	Fergus	MT
KZIN-FM	Shelby	Toole	MT

## Wyoming

Station	City	County	State
KASL-AM	NewCastle	Weston	WY
KBBS-AM	Buffalo	Johnson	WY
KBDY-FM	Hanna	Carbon	WY
KDNO-FM	Thermopolis	Hot Springs	WY
KDWY-FM	Kemmerer	Lincoln	WY
KERM-FM	Torrington	Goshen	WY
KFBC-AM	Cheyenne	Laramie	WY
KFZE-FM	Pinedale	Sublette	WY
KIML-AM	Gillette	Campbell	WY
KJAX-FM	Jackson	Teton	WY
KKTY-AM	Douglas	Converse	WY
KLED-FM	Gillette	Campbell	WY
KLMI-FM	Laramie	Albany	WY
KMER-AM	Kemmerer	Lincoln	WY
KEVA-AM	Evanston	Uinta	WY
KPIN-FM	Pinedale	Sublette	WY
KPOW-AM	Powell	Park	WY
KROE-AM	Sheridan	Sheridan	WY
KTAK-FM	Riverton	Fremont	WY
KWYO-AM	Sheridan	Sheridan	WY
KWYO-FM	Sheridan	Sheridan	WY
KYCN-AM	Wheatland	Platte	WY
KYDT-FM	Pine Haven	Crook	WY

## North Dakota

Station	City	County	State
KDIX-AM	Dickinson	Stark	ND
KDSR-FM	Williston	Williams	ND
KPOK-AM	Bowman	Bowman	ND
KQLZ-FM	New England	Stark	ND
KXDI-FM	Belfield	Stark	ND
KXWI-FM	Williston	Williams	ND

## South Dakota

Station	City	County	State
KBFS-AM	Belle Fourche	Butte	SD
KBHB-AM	Sturgis	Meade	SD
KBJM-AM	Lemmon	Perkins	SD



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# FARM BROADCASTERS



## Taylor Brown – NAFB Farm Broadcaster

Taylor, an agricultural broadcaster since 1979, was born in Sheridan, WY, grew up on his family's cattle ranch in eastern Montana. Taylor is a past National President of NAFB, and served 12 years as the President of the NAFB Foundation. He has been named NAFB's "Farm Broadcaster of the Year" and received the "Oscar in Agriculture" award for radio. Elected to the Montana Legislature in 2008, Brown serves as a State Senator representing District 22. Taylor and his wife, Shannon, are active in the Huntley Project community, where they have raised their three children.



## Colter Brown– NAFB Farm Broadcaster

Currently the Ag Director of the Northern Ag Network, Colter Brown began his broadcast career in 2009 as a summer intern for its parent company, the Northern Broadcasting System. Raised in Huntley, Montana, Brown graduated from Montana State University in Bozeman with degrees in Agricultural Business and Economics. Upon graduating from MSU, Colter was employed for Northwest Farm Credit Services as an Agricultural Loan Officer, where he spent 5 years working with producers who raised cattle, small grains, pulse crops, and sugar beets throughout Eastern Montana. In 2017, Colter joined the Northern Ag Network and today he leads a team of farm broadcasters that produce 15 daily radio and television programs, providing ag news and market programs for a network of over 60 Affiliated Stations in Montana, Wyoming and the western Dakotas.



## Andy Schwab –Farm Broadcaster

Andy grew up on a small farm in Powell, Wyoming and brings a uniquely Wyoming perspective to the Northern Ag Network team. He attended Northwest College and then began a decade long career in ag sales. Fueled by his passion for the outdoors, Andy then worked as an Aquatic Invasive Species tech for the Wyoming Game and Fish Department, and as trail crew foreman for the US Forest Service. A self-taught Auctioneer, Andy developed his own auction business which he still operates. Andy likes to donate his time and auctioneering talents to support organizations like FFA, local County Junior Market Livestock Sales, and the Northwest College Foundation.



# PROGRAMMING DETAIL

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Mon-Fri	Programs & description
5:40 AM	<b>Morning Ag Headlines</b> - Ag producers start their day with the major ag stories of the day. To bring them up to speed, we update the top ag news stories of the previous day.
5:50 AM	<b>News in Agriculture</b> - With information of particular importance to the farm and ranch listener, this show covers local, regional and national news on any topics of agricultural interest, often including farm feature stories and interviews.
6:06 & 6:20 AM	<b>Morning Market Report</b> - We start the farm marketing day with two state specific programs and a look at what's in store for the morning, including expectations for the day's activities at major markets; local Montana, Wyoming and Dakota livestock auctions; and special events on the farm calendar. We touch the morning ag headlines and give a complete overview of the previous day's livestock and grain market activity, focusing on the prices, why they are moving like they are and the significant news that might affect them.
6:41 AM	<b>Morning Weather</b> - The State of Montana averages 550 miles long and ranges in elevation almost 11,000 feet from highest point to lowest, so accurate weather reporting is a real challenge. Born and raised in Montana, Ed McIntosh has been a weather broadcaster since 1996 and he puts that experience into a forecast that Montanans trust to plan the day ahead.
8:36 AM	<b>Commodity Open</b> - As agricultural commodities begin to trade on the Chicago Board of Trade, and the Chicago Mercantile Exchange, the Kansas City Board of Trade, and the Minneapolis Grain Exchange, we bring the opening prices and early trends. We also report the fundamental cash trends, grain export news, and meat trade as the session gets underway.
8:40 AM	<b>Mid Morning Weather Update</b> - A one-minute, regional look at weather that provides the latest forecast from Northern Ag Network. This mid-morning update keeps busy listeners informed of developing weather conditions as they go about their days work
9:36 AM	<b>Livestock Market Open</b> - An hour into the trading day we already have the results of the earliest activity at the nation's major livestock market centers. This live report is one of the most-timely livestock market programs of its kind, with the most immediate market trends available anywhere, since our studios are located in one of the biggest livestock auction marketing cities of the nation.
10:36 AM	<b>Mid Session Grain Report</b> - With a complete look at grain prices and the news affecting the day's grain market, this show is geared to provide the wheat and grain producer with information for this morning's marketing decisions. We report the earliest prices at the Pacific Northwest coastal grain terminals, plus we update grain futures trading and include cash market prices for grain at local elevators.
11:41 AM	<b>Afternoon Weather</b> - A lot of things can change in the statewide weather picture in half a day, and John Pulasky keeps radio listeners across Montana up-to-date with his second weather cast. Much more than just current conditions and a forecast, Pulasky's reports help listeners understand "why" the weather develops like it does and teaches them how to anticipate the effects of our unique weather patterns.
12:20 PM	<b>Noon Market Report</b> - This is our most complete ag news and market program, updating the broad spectrum of the morning's market activity. This program covers all the cattle, hog, sheep, grains, and commodity futures markets as the session is coming to a close. We also report on the top ag news stories of the day with actualities and features of local, regional, and national scope.
12:50 PM	<b>Noon Commodity Report</b> - Just minutes after the end of the day's trading session, this report delivers an early look at the settlement prices for the commodity markets. We particularly emphasize the news that caused the markets to move as they did.
12:54 PM	<b>Mid-afternoon Weather Update</b> - A one-minute, regional look at weather that provides the latest forecast from Northern Ag Network. This mid-afternoon update keeps busy listeners informed of developing weather conditions as they go about their days work.



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# PROGRAMMING DETAIL

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Mon-Fri

Programs & description cont.

2:07 PM	<b>Commodity Close</b> - This program reviews the settlement prices and news on all agricultural and related futures markets. When a significant industry indicator like a Cattle-On-Feed or Crop Production Report is released, it hits the market at 1:00 Mountain Time, and we report it here after the trading session ends. This show is voiced by Henry Kornegay with Jackson Commodities.
3:16 PM	<b>Wyoming News in Agriculture</b> - This program is designed exclusively for Wyoming listeners, to give farmers and ranchers in the "cowboy" state an in-depth review of the issues and events that affect Wyoming Agriculture. Feature interviews with key newsmakers are regularly included in this report.
5:32 PM	<b>Today's Ag Headlines</b> - Often there are major ag stories that break after the noon hour. Occasionally a busy ag producer is away from their radio at midday. To bring them up to speed in the late afternoon, we quickly update the top ag news stories of the day, just as our "Market News Summary" recaps the day's ag market developments.
5:36 PM	<b>Market News Summary</b> - A complete review of all the day's agriculture market results, this is our chance to recap the livestock and grain markets and wrap up the day. This program is designed to fit into evening news blocks or late afternoon drive time to give the producer who's been out of touch all day a chance to come up-to-speed on what's happened in the ag market world over the past few hours.
4:40 PM	<b>DakotaWest Ag News</b> - A daily program created exclusively for agricultural listeners of western North and South Dakota, this show concentrates on the farms and ranches of the Northern High Plains. The dry land cereal grain and prairie livestock industry of "West River" Dakota country is the primary target of this feature.
4:41 PM	<b>Evening Weather</b> - When the day's work is done, our last weather program summarizes the current late afternoon conditions, as well as what to expect in the weather picture overnight. As Montanans plan their tomorrows, they rely on Ed McIntosh's timely forecast to accurately look ahead to the busy day, and assess what changes the weather will bring.

Saturday Only

6:30 AM	<b>News and Voices in Agriculture</b> (Sat. Only) - This national award-winning special program includes interviews with the week's newsmakers, and in-depth features on agriculture topics. This is an opportunity for us to probe further into the week's biggest issues and events, and occasionally we use this forum for a series of programs on an agricultural issue.
12:20 PM	<b>Saturday Market Roundup</b> (Sat. Only) - A full overview of the week's livestock markets, this show draws comparisons of how this week ended up compared to last and examines the fundamental news that influenced the moves in the marketplace. We put things into perspective both on the national and local markets on all livestock.



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# 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.

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