

2024 MEDIA KIT

RFD RADIO NETWORK

Affiliates

94

Broadcasters

3

Daily Programs

22

AMR

55.9 Cume

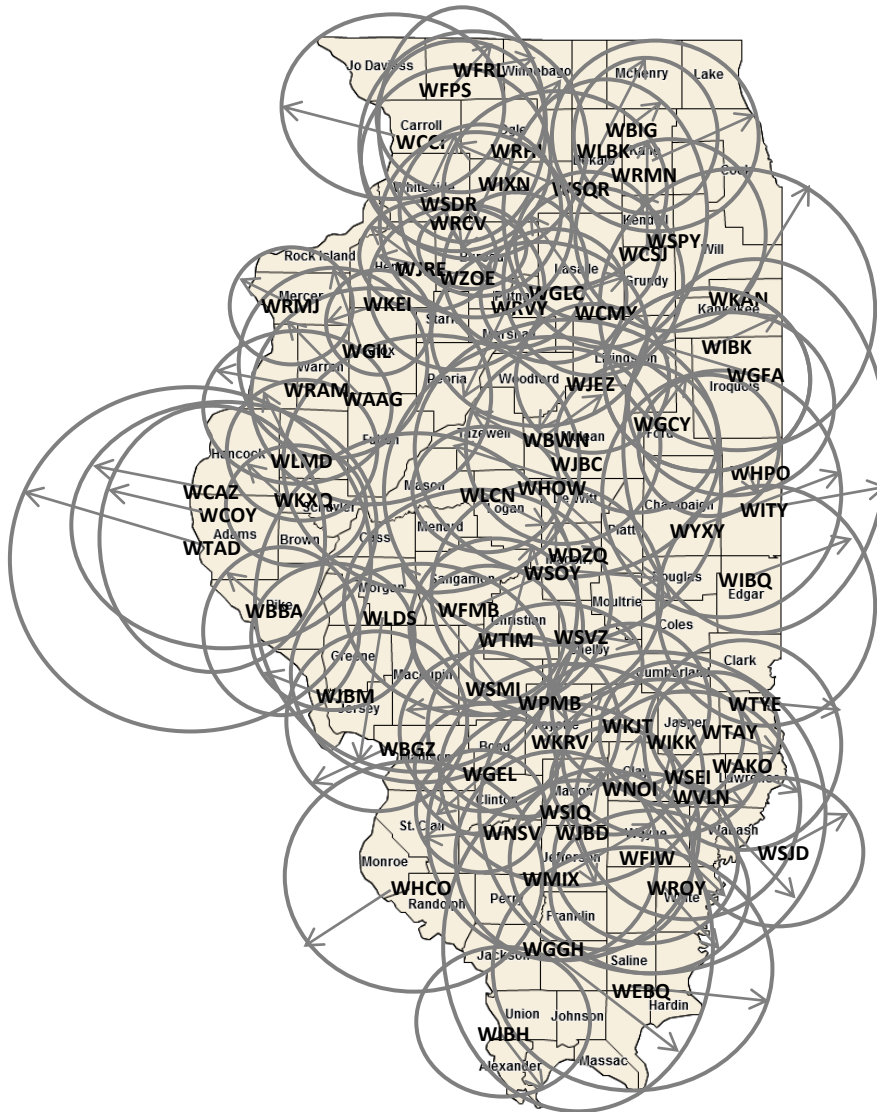
#1 in market

Worth Noting

- 3+ broadcasters on the ground, in-state
- Long format programming
- Custom solutions: geo-target, sponsorships, advertorials



COVERAGE MAP



AFFILIATE LIST

Station	City	County
WAAG-FM	Galesburg	Knox
WAKO-FM	Lawrenceville	Lawrence
WBBA-FM	Pittsfield	Pike
WBGZ-AM/FM	Alton	Madison
WBIG-AM	Aurora	Kane
WBWN-FM	Bloomington	McLean
WBYS-AM	Canton	Fulton
WCAZ-AM	Carthage	Hancock
WCCI-FM	Savanna	Carroll
WCDD-FM	Canton	Fulton
WCMY-AM	Ottawa	LaSalle
WCSJ-AM	Morris	Grundy
WCOY-FM	Quincy	Adams
WDZQ-FM	Decatur	Macon
WEBQ-AM	Harrisburg	Saline
WFIW-AM	Fairfield	Wayne
WFIW-FM	Fairfield	Wayne
WFMB-AM	Springfield	Sangamon
WFMB-FM	Springfield	Sangamon
WFPS-FM	Freeport	Stephenson
WFRL-AM	Freeport	Stephenson
WGCY-FM	Gibson City	Ford
WGEL-FM	Greenville	Bond
WGFA-FM	Watseka	Iroquois
WGGH-AM	Marion	Williamson
WGIL-AM/FM	Galesburg	Knox
WGLC-FM	Mendota	LaSalle
WHCO-AM	Sparta	Randolph
WHOW-AM/FM	Clinton	Dewitt
WHPO-FM	Hoopeston	Vermillion
WIBH-AM/FM	Anna	Union
WIBK-AM/FM	Watseka	Iroquois
WIBQ-AM/FM	Paris	Edgar
WIKK-FM	Newton	Jasper
WITY-AM/FM	Danville	Vermillion
WIXN-AM	Dixon	Lee
WJBC-AM	Bloomington	McLean
WJBD-FM	Salem	Marion
WJBM-AM	Jerseyville	Jersey
WJEZ-FM	Pontiac	Livingston

Station	City	County
WJRE-FM	Geneseo	Henry
WKAN-AM/FM	Kankakee	Kankakee
WKEI-AM/FM	Kewanee	Henry
WKJT-FM	Effingham	Effingham
WKRV-FM	Vandalia	Fayette
WKXQ-FM	Rushville	Schuyler
WLBK-AM/FM	Dekalb	DeKalb
WLCN-FM	Lincoln	Logan
WLDS-AM	Jacksonville	Morgan
WMQZ-FM	Bushnell	McDonough
WMIX-AM/FM	Mt. Vernon	Jefferson
WNOI-FM	Flora	Clay
WNOI-FM2	Flora	Clay
WNSV-FM	Nashville	Washington
WPMB-AM/FM	Vandalia	Fayette
WRAM-AM	Monmouth	Warren
WRCV-FM	Dixon	Lee
WRHL-AM	Rochelle	Ogle
WRMJ-FM	Aledo	Mercer
WRMN-AM	Elgin	Kane
WROY-AM	Carmi	White
WRVY-FM	Henry	Putnam
WSDR-AM	Sterling	Whiteside
WSEI-FM	Olney	Richland
WSIQ-AM/FM	Salem	Marion
WSJD-FM	Mt. Carmel	Wabash
WSMI-AM/FM	Litchfield	Montgomery
WSOY-AM	Decatur	Macon
WSPY-AM	Plano	Kendall
WSPY-FM	Plano	Kendall
WSQR-AM	Sycamore	DeKalb
WSVZ-FM	Shelbyville	Shelby
WTAD-AM	Quincy	Adams
WTAY-AM	Robinson	Crawford
WTIM-AM/FM	Taylorville	Christian
WTYE-FM	Robinson	Crawford
WVLN-AM	Olney	Richland
WYXY-FM	Champaign	Champaign
WZOE-AM	Princeton	Bureau

FARM BROADCASTERS



Rita Frazer – Director of Radio & NAFB Farm Broadcaster

Rita Frazer is a 30-year NAFB voting member and the immediate Past President of the National Association of Farm Broadcasting. Rita joined the RFD Network in 2011, and today is the Director of Network and Audio Services. Rita is responsible for the management and administration of the RFD Radio Network and is a full-time farm broadcaster. Rita helps report, edit and hosts RFDRN programs and provides content for FarmWeekNow.com/RFDRN website and other IFB communications. Rita is an award-winning farm broadcaster, who spent 22 years as the farm director at WSMI-AM/FM before becoming a full-time staff member at the Illinois Farm Bureau.



DeLoss Jahnke – Network Anchor & NAFB Farm Broadcaster

DeLoss joined RFD Radio Network in 2015. A veteran farm broadcaster, DeLoss helps report, write, edit and anchor RFDRN programs, provide content for FarmWeekNow.com/RFDRN website, mobile app and daily e-newsletter and other IFB communications. His career path includes time with WMBD-AM/FM, WIRL-AM/FM, the National FFA Organization, and as farm broadcaster for the Brownfield and Kansas Ag Networks. He currently serves as East Region Director for NAFB.



Jim Taylor – Market Reporter & NAFB Farm Broadcaster

Jim joined the RFDRN in 2011 as a third member to the broadcast team. Jim produces the early morning market and business reports and serves as the manager of the RFD State News Service. Jim is a member of the National Association of Farm Broadcasting and 12-time Silver Dome Award winner from the Illinois Broadcasters Association.

1) “RFD ILLINOIS” (Mon.- Fri. run time 23 min.)

“RFD Illinois” serves as an approximately half-hour early morning broadcast of news, markets and weather in an easy-to-listen-to format.

2) “RFD MORNING AG NEWS SUMMARY” (Mon.-Fri. run time 4 min.)

The “RFD Morning Ag News Summary” serves as an early morning news brief designed to give Illinoisans a capsulated look at the latest news in agriculture that matter to Illinois. Your listeners don't have to stay glued to kitchen chairs or seats at the coffee shop. They can pick up highlights of the ag news driving to their fertilizer dealer or the local FSA office.

3) “RFD EARLY MORNING MARKETS” (Mon.-Fri. and within “RFD Illinois” — run time 2 min.)

The “RFD Early Morning Markets” report serves as a snapshot look at the previous day's market activity plus any new market information that took place overnight. With commodities trading in Chicago moving to all electronic and nearly around the clock, this offers the first audio commodities market snapshot for your listeners each weekday from RFDRN's Jim Taylor.

4) “RFD LIVESTOCK REPORT” (Mon.-Fri. run time 4 min.)

The livestock and poultry sectors in our state have been growing in recent years. Producers in some of these sectors have experienced record high prices in recent months. RFDRN's Rita Frazer hosts the “RFD Livestock Report,” each day, with a PSA included.

5) “RFD BUSINESS REPORT” (Mon.-Fri. run time 2 min.)

“The Market Watch Report” serves as a business report from here in the Midwest all the way to Wall Street and around the world.

6) “INSIDE AGRICULTURE” (Mon.-Fri. run time 2 min.)

“Inside Agriculture” serves as an in-depth look at one of the top stories of the day. It is an opportunity to look inside the stories that will affect you and your listeners today and tomorrow.

7) “AG WEATHER UPDATES” - AM/PM (Mon.-Fri. and within “RFD Illinois” run time 2 min.)

Your RFDRN retains the services of Freese-Notis Weather to provide genuine meteorologists who understand the importance of farming. They provide an Illinois-specific, statewide look at weather and provide accurate forecasts.

8) "CHICAGO BOARD OF TRADE MARKET REPORT" (Mon.- Fri. run time 2 min.)

Late morning update with a CME Group trader detailing the factors moving the markets.

9) "RFD TODAY" - (Mon.-Fri. 9:07 a.m. (LIVE) run time 52 min.)

"RFD Today" serves as a one-hour, in-depth examination of issues that matter to all Illinoisans. With a refreshed format at the start of 2015, it offers important information of special interest to those in rural areas. If it concerns you and your listeners, it concerns us, and we want to talk about it. Hosted by Rita Frazer.

RFDRN Noon Hour Programs

A 10-minute program block fed at 11:00 a.m., 11:20 a.m., 11:50 a.m. and 12:20 p.m. The block includes:

10) "RFD MIDDAY SUMMARY" (Mon.-Fri. run time 3 min.)

The "Midday Summary" serves as an update of the latest news in agriculture that matters to farmers and other Illinoisans.

11) "RFD/AGRIVISOR MARKET WATCH" (Mon.-Fri. run time 2 min.)

Current market analysis from the best commodity analysts in the Midwest – AgriVisor.

12) "AG WEATHER" (Mon.-Fri. run time 2 min.)

Midday, statewide update with professional meteorologists coupled with the latest in technology assures up-to-the-minute data on storm systems.

13) "RFD LIVESTOCK MARKET UPDATES" (Mon.-Fri. run time 1 min.)

This sector continues to grow in Illinois and returns for livestock producers remain strong. Inform your listeners, especially those under 45, breaking into the business through raising livestock and poultry.

14) "MARKET UPDATES-AM/PM" (Mon.-Fri. run time 1 min.)

Throughout the day, we provide hands-free market information to give you and your listeners a continuous flow of information on market trends.

Afternoon Programs:

15) **"RFDRN Closing Market Summary"** (see #14 above)

16) **"RFD PROFIT WATCH"** – (Mon.-Fri. 2:06 p.m. (LIVE) – run time 30 min.)
"RFD Profit Watch" provides closing market summary, conversations with economists along with grain and livestock analysts. Shows will broadcast from various Illinois towns, local elevators, festivals, county extension offices and hometown restaurants. Hosted by DeLoss Jahnke.

17) **"TOWN & COUNTRY PARTNERS"** – (Mon.-Fri. 2:36 p.m. (LIVE) – run time 23 min.)

"Town & Country Partners" Connects listeners with the food we eat, the Illinois farmers who grow it, and the food-related events, destinations, and lifestyles that make our state great.

Weekend Programs:

18) **"RFD ILLINOIS" (Saturday)** (run time 23 min)

19) **"BEST OF RFD"** (run time 30 min Friday & Saturday)
Feature excerpts throughout the week from all our programs.

20) **"JOHN BLOCK COMMENTARY"** (run time 3 min. Saturday)

21) **"LET'S TALK HORSES"** (run time 5 min. Friday & Saturday)
Weekly summary providing highlights of one of the most loyal and lucrative segments of agriculture and rural life.

22) **"Profit Watch Energy"** (run time 4 min. Friday)
A weekly look at the news and numbers that impact your pocketbook.

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 three business days before your campaign start date.

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