

2024 MEDIA KIT

HOOSIER AG TODAY

Affiliates

62

Broadcasters

7

Daily Programs

15

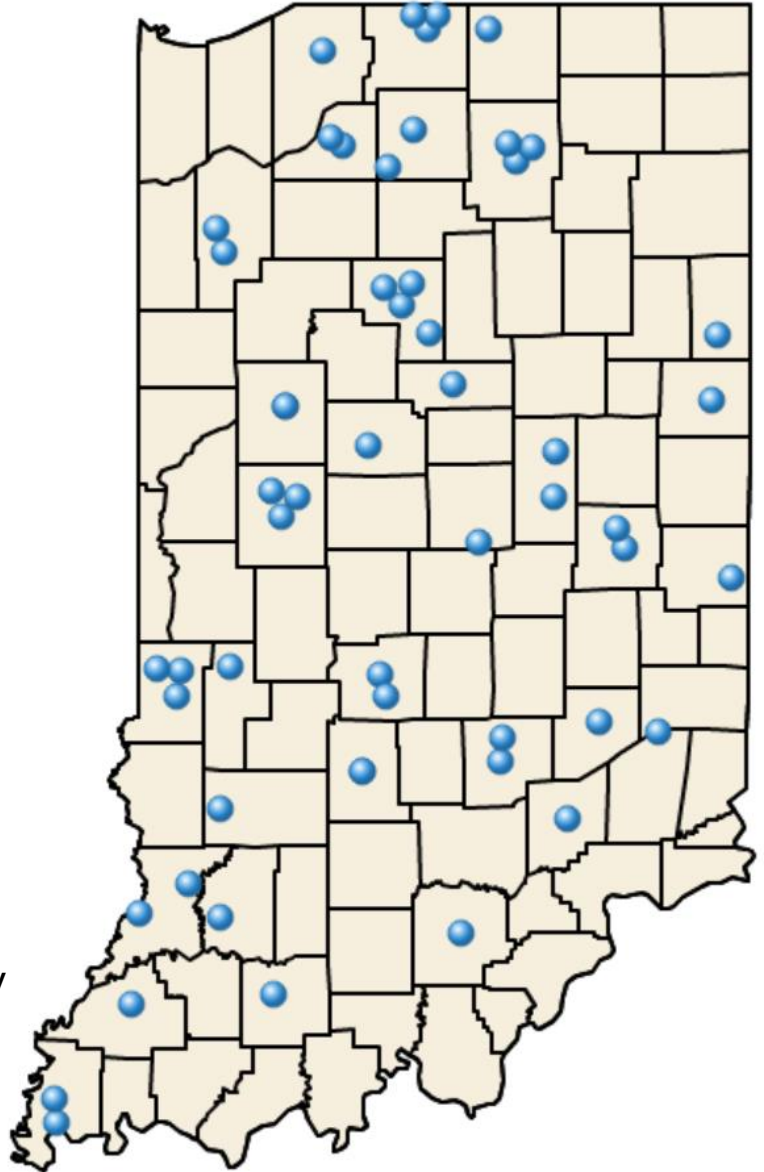
AMR

40.8 Cume

#1 in market

Worth Noting

- 65+ years of broadcast experience
- More programming than any other network in the state

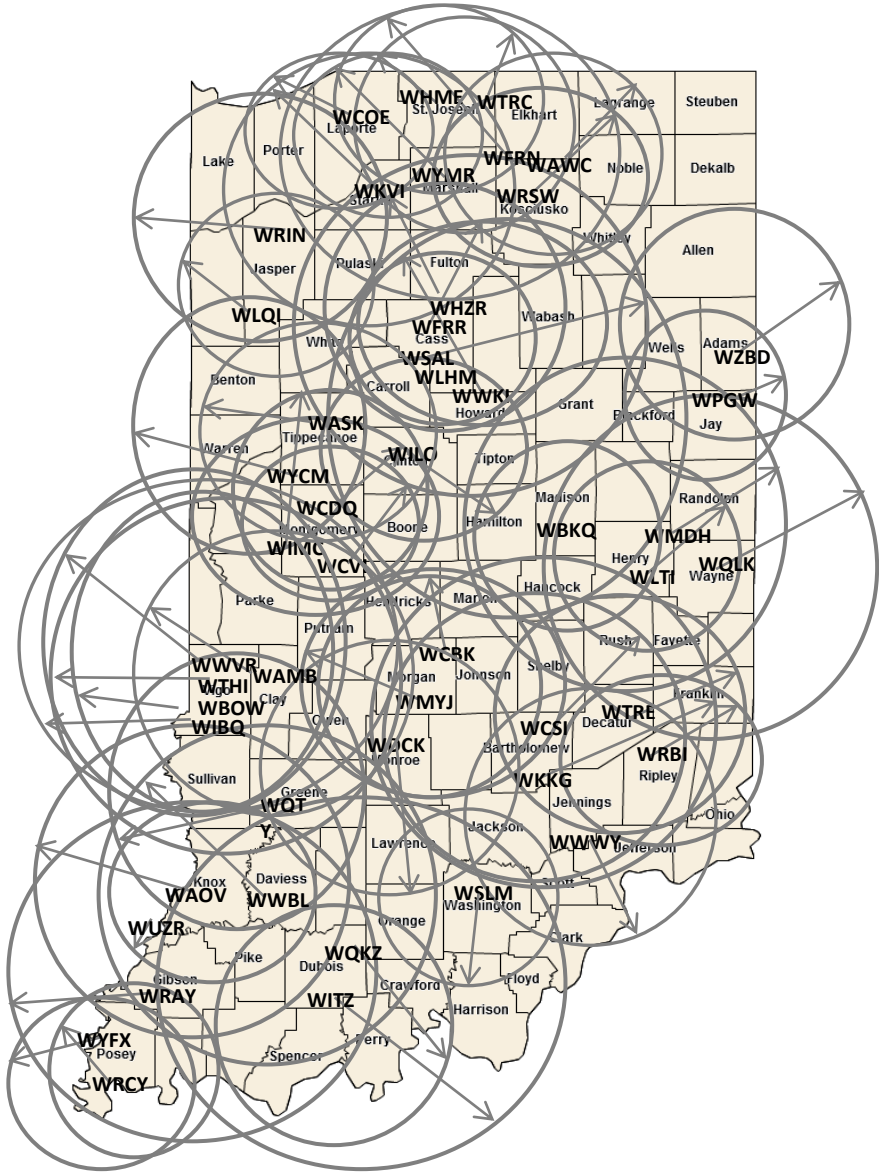


HOOSIER
AG TODAY



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LOCAL MEDIA THAT MOVES FARMERS

COVERAGE MAP



AFFILIATE LIST

Station	City	County
WAMB-FM	Brazil	Clay
WAOV-AM	Vincennes	Knox
WASK-FM	Lafayette	Tippecanoe
WAWC-FM	Warsaw	Kosciusko
WBKQ-FM	Alexandria	Madison
WBOW-FM	Terre Haute	Vigo
WCBK-FM	Martinsville	Morgan
WCDQ-FM	Crawfordsville	Montgomery
WCOE-FM	La Porte	La Porte
WCSI-AM	Columbus	Bartholomew
WCVL-AM	Crawfordsville	Montgomery
WDCK-FM	Bloomington	Monroe
WFMS-FM	Fishers	Hamilton
WFRN-FM	Elkhart	Elkhart
WFRR/WFRI	Walton	Cass
WGCL-AM	Bloomington	Monroe
WHBU-AM/FM	Anderson	Madison
WHME-FM	South Bend	St. Joseph
WHPZ-FM	Plymouth	Marshall
WHZR-FM	Logansport	Cass
WIBQ-AM	Terre Haute	Vigo
WILO-AM	Frankfort	Clinton
WIMC-FM	Crawfordsville	Montgomery
WITZ-FM	Jasper	DuBois
WKKG-FM	Columbus	Bartholomew
WKVI-AM	Knox	Starke
WKVI-FM	Knox	Starke
WLQI-FM	Rensselaer	Jasper

Station	City	County
WLHM-FM	Logansport	Cass
WLTI-AM	New Castle	Henry
WMDH-FM	New Castle	Henry
WMVI-FM	Mt Vernon	Posey
WMYJ-AM	Martinsville	Morgan
WPGW-AM/FM	Portland	Jay
WPIW-AM	Mt Vernon	Posey
WQKZ-FM	Jasper	DuBois
WQLK-FM	Richmond	Wayne
WQTY-FM	Linton	Greene
WRAY - AM/FM	Princeton	Gibson
WRBI-FM	Batesville	Ripley
WRIN-AM	Rensselaer	Jasper
WRSW-AM	Warsaw	Kosciusko
WRSW-FM	Warsaw	Kosciusko
WSAL-AM	Logansport	Cass
WSLM-FM	Salem	Washington
WTHI-FM	Terre Haute	Vigo
WTRC-AM	South Bend	St Joseph
WTRC-FM	South Bend	St Joseph
WTRE-AM	Greensburg	Decatur
WUZR-FM	Bicknell	Knox
WWBL-FM	Washington	Daviess
WWKI-FM	Kokomo	Howard
WWWY-FM	North Vernon	Jennings
WYCM-FM	Lafayette	Tippecanoe
WYMR-FM	Culver	Marshall
WZBD-FM	Berne	Adams



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FARM BROADCASTERS



Andy Eubank – NAFB Farm Broadcaster

Andy Eubank is a veteran Indiana broadcaster who understands the power of local radio. His 45 years of radio experience in rural communities has made him a master at producing programming that enables local radio stations to reach and serve their agricultural audience. Eubank's work has been honored by the National Association of Farm Broadcasting and the Purdue Cooperative Extension Service. Since joining **HAT** in 2007, Eubank has traveled extensively covering agriculture, including an agricultural trade mission to China.



Eric Pfeiffer – Farm Broadcaster

Eric Pfeiffer brings broadcast and newsgathering experience as well as a technological background in mobile communications to his position as Vice President of News for **Hoosier Ag Today**. Having worked at Indiana radio operations, he also worked at AT&T where he gained experience in mobile communications technology. Eric focuses on covering Indiana agricultural news and bringing it to the farmers of the Hoosier State via radio, web, and social media. Eric joined **Hoosier Ag Today** in 2018



C.J. Miller – Farm Broadcaster

Veteran broadcaster C.J. Miller joined the **Hoosier Ag Today** team in early 2022. Born on a Shelby County farm, Miller is excited to be working in agriculture. He 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, and WKKG



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FARM BROADCASTERS



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

Hoosier Ag Today has announced that Sabrina Halvorson will become a contributor to the broadcast team. Halvorson, a nationally known farm broadcaster, will regularly contribute material that will be broadcast on **HAT** radio, 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 **Hoosier 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. **Hoosier 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 Indiana which has a significant specialty crop industry including tomato production, apples, melons, mint, and berries.

FARM BROADCASTERS

Ryan Martin – Farm Broadcaster



Martin's training as both a Meteorologist and agricultural commodity broker allows him to bring a new depth to weather content from Hoosier Ag Today. Martin produces weather content for **HAT** radio stations as well as the digital platforms operated by **HAT**. Martin focuses on weather trends for the Hoosier State and incorporates how these trends will impact farming operations and market prices. Martin graduated from Purdue University in 1996 with a B.S. Degree in Applied Agricultural Meteorology. Based in Warsaw, IN, Martin has developed a weather, risk management tool using weather derivatives to mitigate the problems that weather brings to all market sectors, not only the agricultural industry.

Elise Koning – Farm Broadcaster



Elise Koning joined the **HAT** team in 2022. Koning, an experienced journalist, photographer, and broadcaster, brings extensive video and digital media skills to the network and plays an integral role in the network's video, podcast, and on-line content. Koning has an agricultural communications degree from Purdue University and a Masters in Agricultural and Extension Education from Pennsylvania State University. She also has international experience having lived in New Zealand while working in the agricultural sector

Gary Truitt – Farm Broadcaster & Founder



Gary Truitt has been delivering the farm news and markets to Hoosier farmers over radio stations across the state for over 33 years. Truitt has received numerous industry awards including two Oscar in Agriculture awards and Farm Broadcaster of the Year from the National Association of Farm Broadcasting. In 2020, Truitt was inducted into the organization's Hall of Fame. In 2006, Truitt founded **Hoosier Ag Today** as a way to better serve the informational needs of Indiana farm families.

PROGRAMMING DETAIL

Daily, Monday - Friday

5:00 AM	HAT Morning Edition A 15-minute podcast that includes the latest farm news coverage, farm weather forecast, and review and analysis of previous days market action. Available on-line and on favorite podcast platform
5:15 AM	HAT Morning Energy Report Crude oil prices, retail gasoline prices, and ethanol processor bids
5:30 AM	Indiana Farm Forecast Exclusive Indiana agricultural forecast with Indiana based HAT Chief Meteorologist Ryan Martin
5:45 AM	HAT Market Preview Preview of current days market action with market analysts
6:00 AM	HAT Morning Farm News In-depth coverage of Indiana and national farm news with Gary Pruitt, Andy Eubank, and Eric Deiffer
7:00 AM	HAT Newsminute Top farm news story of the day
7:30 AM	Hoosier Ag Today Perspective Indiana farm feature story
9:00 AM	Dollars and Sense Before the opening bell report and analysis of stocks, grains, metals and energy markets
11:50 AM	HAT Mid-Day Market Update Mid-day prices for corn, soybean, wheat, live cattle and lean hog futures.
12:15 PM	HAT Mid-Day News Update Updated coverage of Indiana and national farm news
12:30 PM	HAT Mid-Day Energy Report Crude oil prices, retail gasoline prices, and ethanol processor bids
12:00 PM	HAT Mid-day Markets and Weather Updated Indiana agricultural forecast with Ryan Martin and how weather may be impacting market
3:00 PM	Weekdays Closing Market Report Closing prices for corn, soybean, wheat, live cattle and lean hog futures.
4:00 PM	HAT Market Review - Airs day of or next morning In depth review and analysis of days markets

Saturday

6:00 AM	Saturday - Hoosier Ag this Week Half Hour program featuring a review of the markets during the week, the biggest news stories of the week, and the brand new Indiana Farm Forecast. On radio and in podcast format
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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.

Hoosier Ag Today Network
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