

2025 MEDIA KIT

AGNET WEST RADIO

Affiliates

18

Broadcasters

1

Daily Programs

5

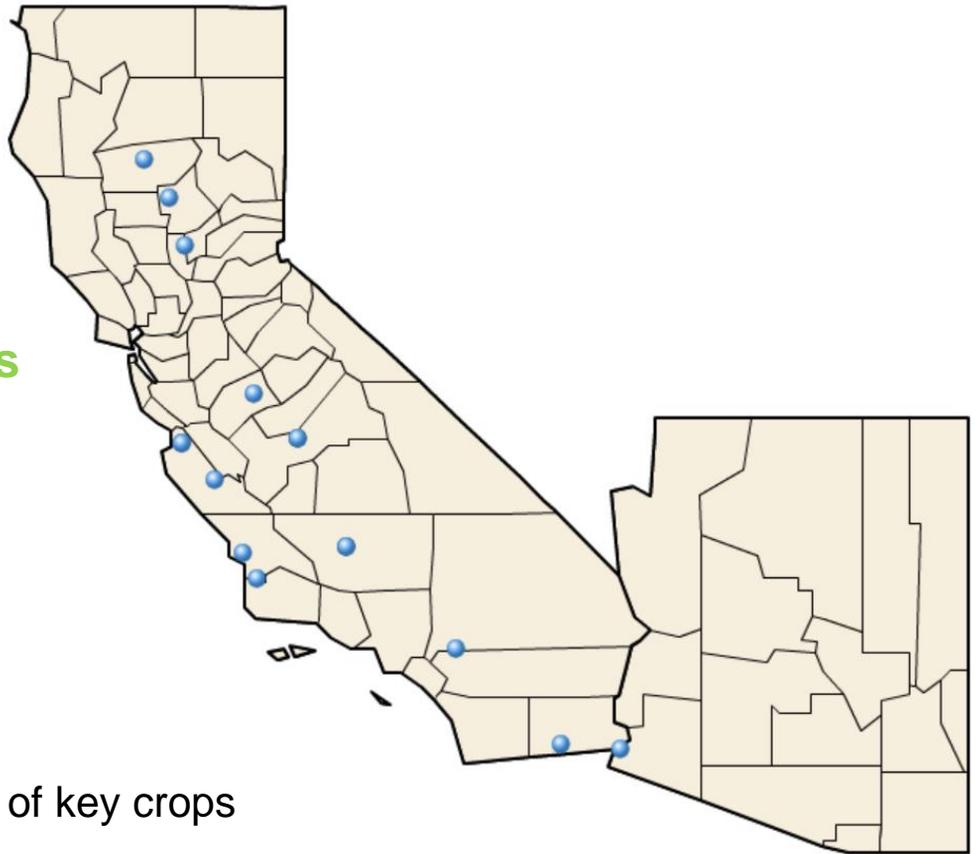
AMR

25.9 Cume

#1 in market

Worth Noting

- Covering 95% of key crops in CA
- Create a customized solution to cover each target



COVERAGE MAP



AFFILIATE LIST

<u>Station</u>	<u>City</u>	<u>County</u>
KCAA-AM	Loma Linda/ San Bernardino	San Bernadino
KERN-AM	Bakersfield	Kern
KERN-FM	Bakersfield	Kern
KFIG-AM	Fresno	Fresno
KION-AM	Salinas	Monterey
KION-FM	Salinas	Monterey
KMYC-AM	Marysville	Yuba
KPAY-AM	Chico	Butte
KRAC/KBLF	Red Bluff	Tehama
KRKC-AM/FM	King City	Monterey
KSMA-AM	Santa Maria	Santa Barbara
KVEC-AM	San Luis Obispo	San Louis Obispo
KXO-AM	El Centro	Imperial
KYNO-AM	Fresno	Fresno
KYOS-AM	Merced	Merced
KBLU-AM	Yuma, AZ	Yuma, AZ

FARM BROADCASTERS



Nick Papagni – AgNet West News Director

With more than 30 years of deep-rooted experience in California's agriculture sector, Nick Papagni has devoted his career to supporting growers, packers, and shippers across the Western United States. A proud Fresno native, Nick has cultivated enduring relationships throughout the Central Valley and beyond, earning a reputation as a trusted partner and innovator within the agricultural community. Nick's journey began with hands-on roles in agricultural sales and packaging, eventually leading him to found Papagni Packaging — a company that specialized in tailored inventory solutions for a wide range of agricultural producers, from fruits and vegetables to dairy and wine. His leadership in agricultural logistics and service delivery set a new standard for supporting the operational needs of farmers and agribusinesses throughout California and Arizona.

Throughout his career, Nick expanded his expertise into critical areas like irrigation and ag-focused product distribution, serving in leadership positions at companies such as Rain for Rent and Seatac Packaging. His comprehensive knowledge of water solutions, packaging, and agricultural supply chains has made him a vital resource for the industry's evolving needs.

Today, as Agriculture News Director at **AgNet West**, Nick leverages his extensive field experience and deep industry insights to deliver timely, trusted news that empowers California's agricultural producers. His understanding of the issues facing farmers — from the ground up — ensures his reporting resonates with those who work the land every day. Nick's passion for agriculture is matched only by his devotion to his community and family. Married to Laurie, and the proud father of four daughters, Nick cherishes his roles as both a family man and a champion for California agriculture.

PROGRAMMING DETAIL

AgNet West Radio				
Programs	Length	Time Frame program airs	# of Dial Positions	Program Info
AgNet West Today	2:00 Minutes	5:00AM to 7:00AM	28	AgNet West headline program covering national issues such as Farm Bill and other Legislation.
Farm and Ranch Headlines	2:00 Minutes	5:00AM to 12:00PM	28	Headline program covering state specific news producers need to know, including state regulations and water.
Specialty Crop News	2:00 Minutes	5:00AM to 7:00PM	28	Headline program covering the state's massive specialty crop industries. Topics include almonds, grapes, citrus, pests and more.
Out and About	2:00 Minutes	5:00AM to 8:00PM	28	Headline program that covers events, calendar items and meetings. Often runs in the lunch hour.
Farm City News Day	60:00 Minutes	5:00AM to 6:00AM	13	An hour-long morning show providing producers with local, state and national news. FCN also includes feature ag-living segments and full length interviews.

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.

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