

# 2025 MEDIA KIT

## OHIO AG NET

### Affiliates

49

### Broadcasters

4

### Daily Programs

19

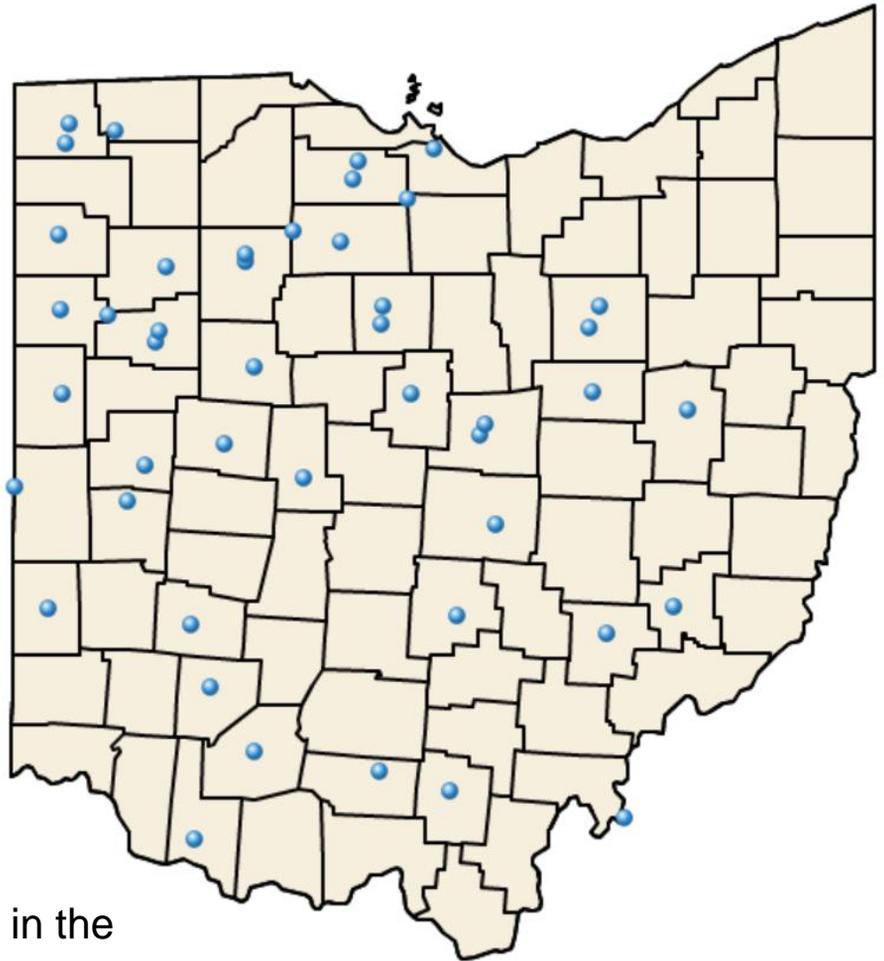
### AMR

64.7 Cume

#1 in state - 22

### Worth Noting

- Largest ag network in the state
- Multi-Media offering with digital and print coverage
- 4 Broadcasters/editors in the state – local coverage and boots on the ground



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# AFFILIATE LIST

<u>Station</u>	<u>City</u>	<u>County</u>
WBCO-AM	Bucyrus	Crawford
WBLL-AM	Bellfontaine	Logan
WBNO-FM	Bryan	Williams
WBUK-FM	Ottawa	Putnam
WBZI-AM	Xenia	Greene
WCIT-AM	Lima	Allen
WCJO-FM	Jackson	Jackson
WCLT-FM	Newark	Licking
WCSM-FM	Celina	Mercer
WDLR-AM-FM	Marysville	Union
WDOH-FM	Delphos	Allen
WEDI-AM	Eaton	Preble
WERT-AM/FM	Van Wert	Van Wert
WFGF-FM	Lima	Allen
WFIN-AM	Findlay	Hancock
WFOB-AM	Fostoria	Wood
WFRO-FM	Fremont	Sandusky
WJAW-FM	McConnelsville	Morgan
WKFI-AM	Wilmington	Clinton
WKLM-FM	Millersburg	Holms
WKSD-FM	Paulding	Paulding
WKTN FM	Kenton	Hardin
WKVX-AM	Wooster	Wayne

<u>Station</u>	<u>City</u>	<u>County</u>
WKXA-FM	Findlay	Hancock
WLEC-AM	Sandusky	Erie
WLOH-AM/FM	Lancaster	Fairfield
WMJK-FM	Fremont	Sandusky
WMTR-FM	Archbold	Fulton
WMVO-AM	Mt. Vernon	Knox
WMVR-FM	Sidney	Shelby
WOHF-FM	Bellevue	Huron
WPTW-AM	Piqua	Miami
WQCT-AM	Bryan	Williams
WQEL-FM	Bucyrus	Crawford
WQIO-FM	Mt. Vernon	Knox
WQKT-FM	Wooster	Wayne
WRAC-FM	Georgetown	Brown
WTGR-FM	Union City	Darke
WTTF-AM	Tiffin	Seneca
WTUZ-FM	New Philadelphia	Tuscarawas
WVNU-FM	Hillsboro	Highland
WVXG-FM	Mt Gilead	Morrow
WWKC-FM	Caldwell	Noble
WXIZ-FM	Waverly	Pike
WMOV-AM/FM	Ravenswood, WV	Jackson



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# FARM BROADCASTERS



## Dale Minyo – NAFB Farm Broadcaster

Dale is the most widely recognized farm broadcaster in Ohio, well known for his continuous promotion of Ohio agriculture.

His responsibilities include Ohio Ag Net farm programming along with serving as general manager for Ag Net Communications, the parent company of *Ohio's Country Journal* and Ohio Ag Net.

Dale makes good use of the public speaking skills he learned as president of Ohio FFA (1983-84) when speaking at numerous ag banquets, classes and youth meetings around the Buckeye state.

Raised on a 157-acre poultry and cow-calf farm in northwest Noble County near Cumberland, Dale's experiences in 4-H and FFA are the foundation for his love of agriculture.

Because Dale is one of the most talented and dedicated ag promoters in Ohio, he has been recognized with various awards, including the 2000 Golden Feather Award from the Ohio Poultry Association and the 2000 Meritorious Service Award from the American Soybean Association.

Dale began his career with ABN Radio upon graduating from The Ohio State University with a degree in agricultural economics in 1989. He worked for Clear Channel, Inc. from 2001 through February of 2007. Dale resides in Morrow County, near Mt. Gilead, with his wife, Cynthia. They have two adult sons, Kyle and Ryan.



## Joel Penhorwood – Farm Broadcaster

Joel is returned to Ag Net Communications in Sept. of 2022 with a heavy emphasis on video production, but will work with radio, print, and the podcast as well. Joel started as an intern and worked for Ohio Ag Net as a radio news broadcaster from 2013 to 2019. He also worked extensively with video and print.

In 2019, Joel went to Select Sires Inc. to serve in the cooperative's communications department as the multimedia communications specialist where he developed multi-channel digital marketing and communications for external and internal use. Joel is a graduate of The Ohio State University with a bachelor of science in agricultural communications. Joel serves his local and agricultural communities as a member of the Goshen Friends Church Discipleship team, as well as a 4-H advisor and Logan County Farm Bureau Trustee. Joel also works on his family's row-crop and hay operation and enjoys spending his free time carving rocks with a hammer and chisel. He and his wife, Katie, recently welcomed their newborn son, Maverick.



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## Dusty Sonnenberg – NAFB Farm Broadcaster



Dusty joined the staff of *Ohio's Country Journal* and Ohio Ag Net with Field Leader, an Ohio Soybean Council and soybean checkoff program in 2019. He provides Ohio Field Leader content about soybean agronomics, production research, and nutrient management, among other topics.

Dusty also regularly contributes to *Ohio's Country Journal* and Ohio Ag Net in his role. He is a Certified Crop Advisor and Technical Service Provider writing nutrient management plans. He received his Bachelor of Science Degree from The Ohio State University in Agriculture and earned his Master's Degree in Business from Defiance College.

Dusty has served as a farm broadcaster on various radio stations since 1997.

Dusty and his wife Cheryl, with their sons Cody and Bailey, own and operate Sonnenberg Farms, which is a cash grain and freezer beef operation in Henry County. They raise soybeans, corn, wheat and hay. They also own and operate Jay Calf Ranch, where they raise replacement heifer calves for a local dairy.

## Dave Russell – Farm Broadcaster



Dave joined the Ohio Ag Net broadcast team in 2019.

He began his career in broadcasting several decades ago at WRFD in Columbus, OH. He has been a voice for Hoosier agriculture at WOWO in Ft. Wayne, IN, and as the IN voice for Tribune Radio Networks.

In addition to his career in farm broadcasting, Dave spent 2 ½ years in state government, serving as Agricultural Liaison for the IN Department of Environmental Management.

Dave has also covered agriculture for Baxter Communications, an Indianapolis based video production company, and served IN agriculture as Director Information/Public Relations for IN Farm Bureau, Inc.

You can also find Dave behind the microphone emceeding events, hosting webinars, announcing cattle shows including the Ohio Beef Expo, Ohio State Fair and several BEST shows.



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# PROGRAMMING DETAIL

Program	Length in minutes	Format	Time up on OAN FTP
<b>Morning</b>			
Morning Farm Show	15	News, Markets, and Weather	4:30 a.m.
Morning Ag Net News	3	News	4:45 a.m.
Morning Market Update	4	News	4:50 a.m.
Morning Short Farm Show	6	News, Weather, Markets	4:40 a.m.
Overnight Market Recap	1	Overnight Markets	5 a.m.
Morning Update	1	News & Market Trends	5 a.m.
Morning Update A	1	News & Market Trends	5 a.m.
Morning Ag Recap	2	News	5:10 a.m.
<b>Midday</b>			
Midday Ag News Minute	1	Headlines	5:05 a.m.
Midday Update	1	Headlines & Markets	10:30 a.m.
Midday Ag Net News	3	News & Markets	11:10 a.m.
Midday Farm Show	6	News, Markets & Weather	10:50 a.m.
Midday Ag Recap	2	News, Weather, & Markets	10:40 a.m.
Midday Market Update	1	Markets	10:37 a.m.
<b>Afternoon</b>			
Afternoon Market Close	1	Markets	2:55 PM
Afternoon News	1:30	News	2:45 PM
Afternoon Ag Net News	3	News & Markets	3:30 PM
Afternoon Market Recap	1:30	Markets - CBT & Livestock	3:45 PM
Afternoon Farm Show	6	News & Markets	3:15 PM



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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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