

# BROADCAST

2021



## **HOST: CLINTON GRIFFITHS**

#### **DISTRIBUTION:**



Affiliates: 112 Stations in 39 States



RFD-TV: 7:30 AM central, M-F SiriusXM/Rural Radio: 3x daily M-F

2020 RATINGS:

**258,250** \*12,000 FROM RFD

#### THE TOP THREE:

- 1. Timeliness ... Agriculture's "Newscast of Record"
- 2. Original Reporting
- 3. Big Reach ... The Ag to Consumer Connection



# S. FARM EPORT

# U.S. FARM REPORT

#### **HOST: TYNE MORGAN**

#### **DISTRIBUTION:**



Affiliates: 129 Stations in 43 States



RFD-TV: 9 AM central SAT/3 PM central SUN SiriusXM/Rural Radio: 6 PM central SAT/6 AM central SUN

2020 RATINGS:

**451,000** \*48,000 FROM RFD

#### THE TOP THREE:

- 1. Impact ... Single Biggest Reach Platform in all of Agriculture
- 2. Original Content ... John Phipps, Market Round-Tables, Farm Journal Report
- 3. On the Road ... Live Tapings, College Roadshow, From the Farm

# **FARM S**JOURNAL



#### **HOST: GREG PETERSON**

#### **DISTRIBUTION:**



Affiliates: 50 Stations in 24 States



RFD-TV: 4PM central TUE/12:30 PM central SAT

#### 2020 RATINGS:

**150,000+** \*98,000 FROM RFD

#### THE TOP THREE:

- 1. Price Discovery & Story Telling
- 2. The Emotional Connection to Iron
- 3. Important Business Applications from a Highly Trusted Source

# FARM & JOURNAL



#### **HOST: CHIP FLORY**

### **DISTRIBUTION:**



Affiliates: 109 Stations in 19 States



SiriusXM/Rural Radio: AgriTalk AM airs 2X daily, M-F

AgriTalk Podcast: 125,000+ downloads monthly

#### 2020 AMR/Average Quarter Hour

- 1. AgriTalk: 24%
- 2. Brownfield: 23%
- 3. Iowa Ag Radio Net: 13%
- 4. RFD Illinois: 11%

#### THE TOP THREE:

- 1. Attitude ... a "real" talk show for agriculture
- 2. The Farmers' Voice ... We ask questions they would ask!
- 3. More than Sound Bites ... Heady Conversations, Serious Analysis

# FARM & JOURNAL