



# Reaching Louisiana Farmers



# Agriculture in Louisiana



Louisiana has a vibrant Agriculture Economy. The Louisiana Department of Agriculture and Forestry put the Agri-Business economy at \$12 Billion Dollars for 2014.

From Soybeans to Sugar Cane, Cotton to Rice, Louisiana Farmers grow it all. Louisiana ranchers raise cattle. We have acres and acres of timber. And when it comes to seafood, Louisiana producers lead the way.

**The Agricultural Industry counts on the Louisiana Farm Bureau Agri-News Radio Network**



Bayer CropScience



# RESEARCH



## ***Farmers use Farm Radio!***

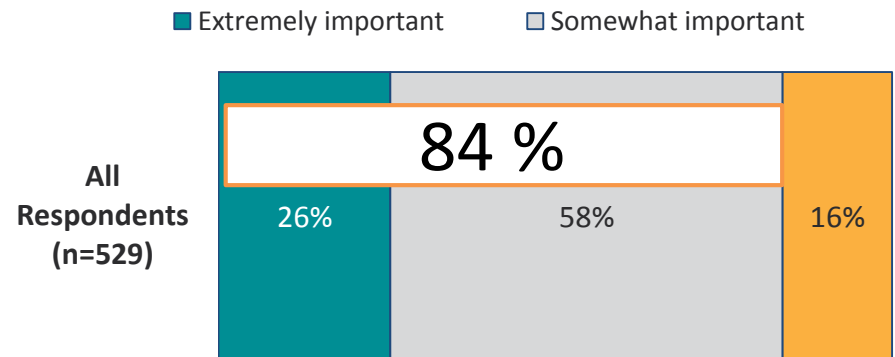
Research from the well respected National Association of Farm Broadcasters (NAFB) shows radio remains one of the most effective ways to reach the agricultural community.

Why? Farmers and Ranchers are more likely to be *heavier users of radio* than any other traditional medium. And radio is the **ONLY** medium that shows above average indices for heavy usage.

Heavy Usage	Index
Radio	113
Television	77
Magazines	73
Newspaper	72

## ***Farmers Count on Farm Radio!***

84 percent of respondents feel farm broadcasting and farm news/information is extremely important/important in the daily decisions and management of their operations. (Source – 2014 Ipsos Study- Verbatim question: *How would you describe the importance of farm broadcasting in the daily decisions and overall management of your operation?* )



Percent of Respondents

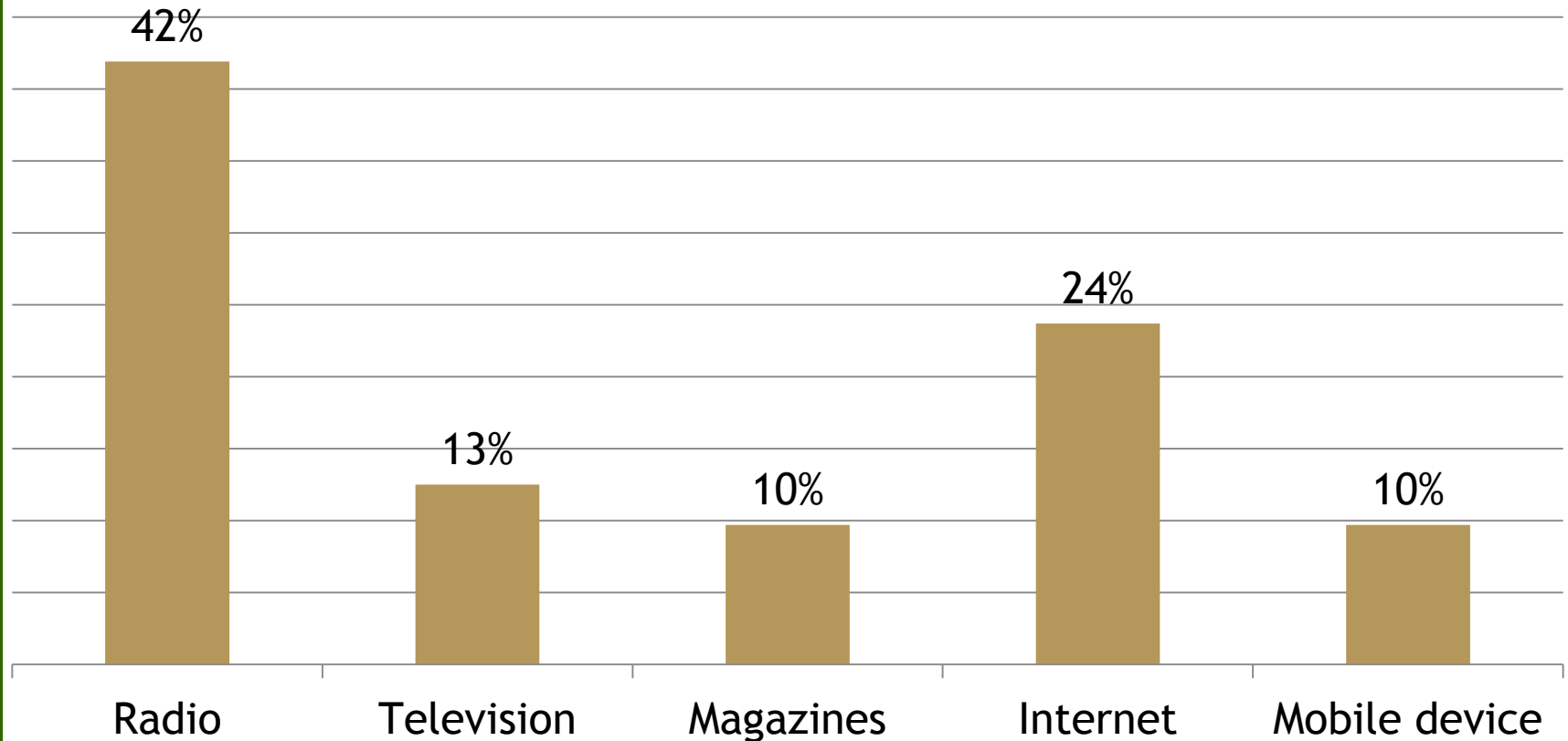


# RESEARCH



## FARMERS TRUST FARM BROADCASTERS!

Thinking about your DAILY use, of the following, what information source do you use most often during the day for farm information?



# RESEARCH



The National Association of Farm Broadcasters commissioned a study of row crop farmers as a part of the 2014 AMR survey of farmers. The results serve as a reminder of just how important farm radio is to growers:

- 89% of all farmers in with \$100,000 GFI\* listen to the radio for farm markets, weather or farm news report in general
- Daily farm radio listeners
  - 62% of all farmers surveyed listen daily to the radio
  - 89% of all farmers surveyed listen three or more days per week
- Very frequent farm radio listeners
  - 53 % of all farmers surveyed listen to the radio more than once a day for farm information.

\*Gross Farm Income

Why do farmers like Farm Radio? For a variety of reasons, according to the 2014 Ipsos study.\*



\*Question to farmers: What information do you want to get from farm news on the radio, what interests you the most?

# Our Programs & Broadcasters



5:00am	<b>Louisiana Cotton Report</b> Summary of Cotton Industry current events.
6:05am	<b>The Morning Report</b> Market information, agri-news and analysis.
7:05am	<b>Market Preview</b> Analysis of the previous days activity, a preview of today.
9:45am	<b>Opening Markets</b> Market prices at the open
10:35am	<b>Mid-Morning Markets</b> The latest on all commodity trading.
11:25am	<b>Livestock Markets</b> Mid-Day cattle & hog prices
12:15pm	<b>Noon Report</b> Commodity pricing updates from major markets, plus news and commentary.
1:50pm	<b>Closing Markets</b> Final grain and cotton prices
2:25pm	<b>Closing Livestock Market</b> Closing cattle and hog prices
3:05pm	<b>Market Finals</b> Settlement prices on major commodity exchanges & analysis.

## ***The Broadcast Team***

### **Don Molino – Senior Farm Broadcaster**

As the longest working Network Broadcaster in Louisiana, Don's experience gives him a keen understanding of what farmers and ranchers want in terms of information. Don is also a past VP of NAFB and a former regional VP for NAFB.

### **Neil Melancon – Farm Broadcaster**

Neil has been with the Louisiana Farm Bureau since 1996 and has served in a variety of public relation functions, including webmaster, "This Week in Louisiana Agriculture" producer, and writer.

In 2005, the National Association of Farm Broadcasters recognized Neil for his efforts in covering the aftermaths of Hurricanes Katrina and Rita.

### **Kristen Oaks – Farm Broadcaster**

For as long as she could remember, Kristen Oaks had a passion for two things in life: agriculture and broadcasting. It was always her goal to prove to everyone that agriculture is much more than "sows, cows and plows."

She grew up on a ranch in Calhoun, La. and in 2004, she served as the Louisiana Cattlemen's Association Queen.

### **Avery Davidson – Farm Broadcaster**

Avery began his career in broadcast journalism the day after he graduated from New Iberia Senior High. In 2008, Avery began working for "This Week in Louisiana Agriculture" as a reporter and executive producer. "It's the people who make a story great," Avery says, "and agriculture is blessed with lots of great people with wonderful stories to tell."



# Additional Offerings



## Daily E-Letter from Don Molino

Every Monday-Friday, Farm Director Don Molino sends his Agri-News report via email to over one thousand members of the Agri-Business community. Your ad and link can be a part of that daily feed.



### Quick Links

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### Support Our Sponsors!



## Today's Update!

### CORN EARWORM OR BOLLWORM THRESHOLDS IN SOYBEANS

LSU Extension Service Entomologist Dr. David Kerns at the Macon Ridge Research Station in Winnsboro has been involved in a multi-state project with one primary goal-to re-visit corn earworm or bollworm thresholds in soybeans. Kerns says most of the current treatment thresholds were developed on older, longer maturing varieties and they needed to be looked at again to see if those treatment numbers were still valid.

A number of field trials were held in Louisiana, Mississippi, Arkansas and Tennessee. Kerns and other researchers put cages on soybean plants and released corn earworm moths to lay eggs on the plants at different densities. They then measured yield response versus how many larvae were in the cases. That data will show when thresholds have been reached and treatment is needed.

According to Kerns, the treatment thresholds should remain about the same even though they're pretty high...38/100 sweeps. Farmers are used to dealing with the pest in cotton and they do a lot more injury to cotton plants than soybeans. The reason?

## TWILA TV



TWILA-TV is "This Week in Louisiana Agriculture". This ½ hour TV program airs on RFD Television, and 50 times each week on a variety of television stations and cable channels across Louisiana. Special Segments are available for sponsorship on a weekly, bi-weekly or monthly basis.

All sponsorships include billboard identification with local placement. Some also include a :30 second commercial on select stations around Louisiana.



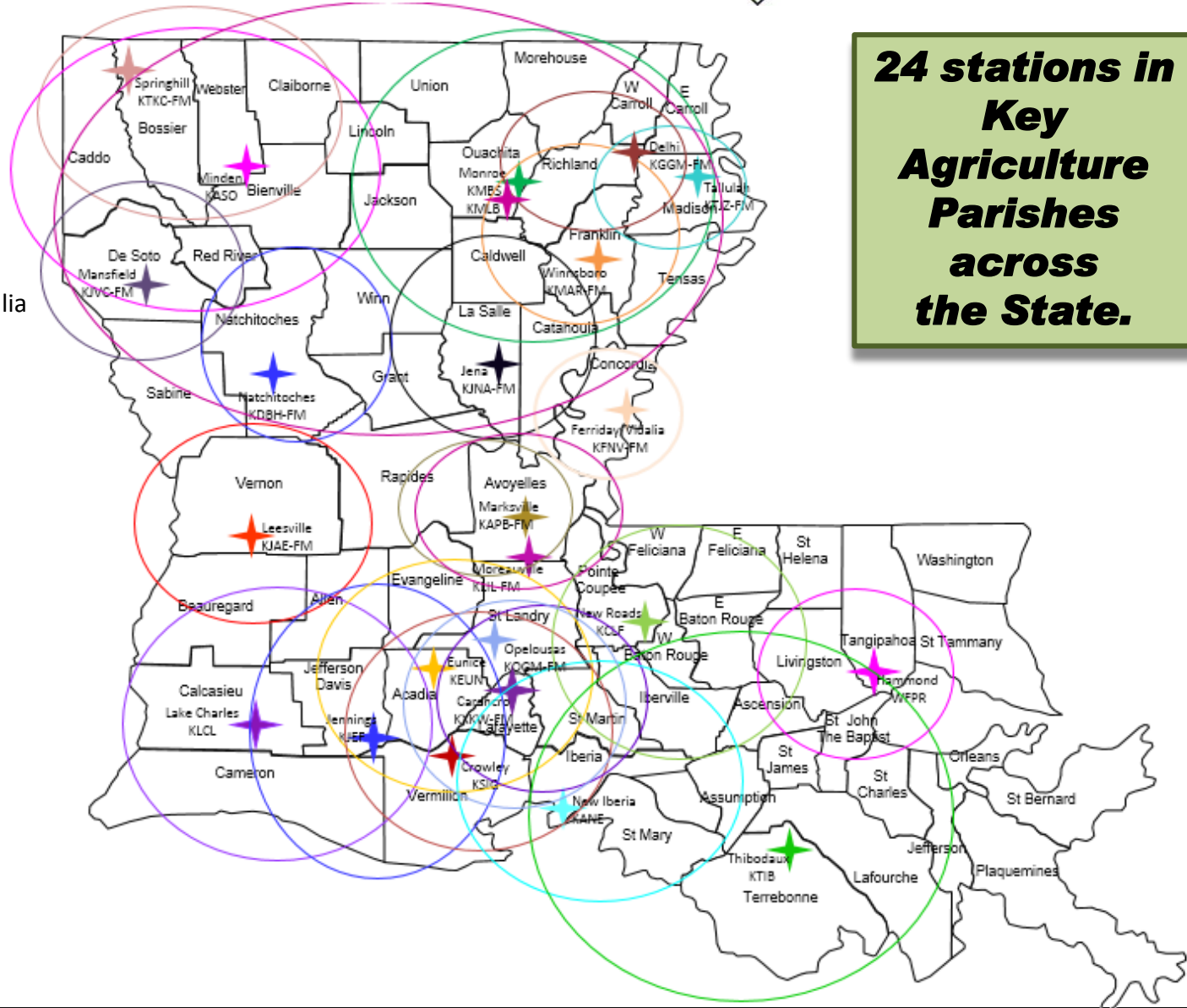
# We cover Louisiana like a blanket!



LOUISIANA FARM BUREAU  
AGRI-NEWS RADIO NETWORK

## ★ Base Stations

KANE, New Iberia  
KAPB-FM, Marksville  
KASO, Minden  
KCLF, New Roads  
KDBH-FM, Natchitoches  
KEUN, Eunice  
KFNV-FM, Ferriday/Vidalia  
KGGM-FM, Delhi  
KJAE-FM, Leesville  
KJEF, Jennings  
KJNA-FM, Jena  
KJVC-FM, Mansfield  
KLCL, Lake Charles  
KLIL-FM, Moreauville  
KMAR-FM, Winnsboro  
KMBS, Monroe/West Monroe  
KMLB, Monroe  
KOGM-FM, Opelousas  
KSIG, Crowley  
KTIB, Thibodaux  
KTJZ-FM, Tallulah  
KTKC-FM, Springhill  
KXKW-FM, Carencro  
WFPR, Hammond





# Base Network Affiliates



<i><b>MARKET</b></i>	<i><b>STATION</b></i>	<i><b>PARISH</b></i>	<i><b>FREQ</b></i>	<i><b>FORMAT</b></i>
Carencro	KXKW-FM	Lafayette	87.7 MHZ	Country
Crowley	KSIG	Acadia	1450 KHZ	Oldies
Delhi	KGGM-FM	Richland	93.9 MHZ	Gospel
Eunice	KEUN	St. Landry	1490 KHZ	Variety
Ferriday/Vidalia	KFNV-FM	Corcordia	107.1 MHZ	Classic Hits
Hammond	WFPR	Tangipahoa	1400 KHZ	Easy Listening
Jena	KJNA-FM	LaSalle	102.7 MHZ	News/Talk
Jennings	KJEF	Jefferson	1290 KHZ	News/Talk
Lake Charles	KLCL	Calcasieu	1470 KHZ	Country
Leesville	KJAE-FM	Vernon	93.5 MHZ	News/Talk
Mansfield	KJVC-FM	DeSoto	92.7 MHZ	Country
Marksville	KAPB-FM	Avoyelles	97.7 MHZ	Country
Minden	KASO	Webster	1240 KHZ	Variety
Monroe/West Monroe	KMBS	Ouachita	1310 KHZ	Southern Gospel
Monroe	KMLB	Ouachita	540 KHZ	News/Talk
Moreauville	KLIL-FM	Avoyelles	92.1 MHZ	Country
Natchitoches	KDBH-FM	Natchitoches	97.3 MHZ	Oldies
New Iberia	KANE	Iberia	1240 KHZ	Country
New Roads	KCLF	Pointe	1500 KHZ	Classic Country
Opelousas	KOGM-FM	St. Landry	107.1 MHZ	Country
Springhill	KTKC-FM	Webster	92.9 MHZ	Classic Country
Tallulah	KTJZ-FM	Madison	97.5 MHZ	Gospel/AC
Thibodaux	KTIB	Lafourche	640 KHZ	News/Talk
Winnsboro	KMAR-FM	Franklin	95.9 MHZ	Country

Affiliate list subject to change without notice.

# Additional Services



*\*Ask your Network representative if you are interested in adding any of these stations. Prices may vary based on time of year and availability.*

**KEEL, Shreveport**  
**KHLA-FM, Jennings**  
**KJLO-FM, Monroe**  
**KJMH-FM, Lake Charles**  
**KPEL-AM, Lafayette**  
**KRRV-FM, Alexandria**  
**WBBV-FM, Vicksburg, MS**  
**WQNZ, Natchez, MS**

*\*Please note airtimes vary for optional stations.*

