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### AgriTalk announces NEW internet-based programming

**Lenexa, Kan. July 17, 2009** — The AgriTalk radio program will expand to a second hour this fall, beginning with their LIVE broadcast from the Farm Progress Show on September 1<sup>st</sup>. The programming, titled “**AgriTalk OnLine**” will be carried exclusively on the internet at [www.agritalk.com/online](http://www.agritalk.com/online) from 11:05 - 12:00 central time. The *OnLine* program will cover numerous industry events during the fall, and then run a consistent Monday-Friday schedule beginning January 2010.

According to Mike Adams, Host of the popular talk-radio program that focuses on agricultural and rural consumer topics, this additional hour brings several opportunities for listeners and marketers as well. “Many times we simply can’t field all of the calls from our listeners, and this will give us an opportunity to continue discussions and audience engagement on that topic. Additionally, this will allow us to conduct additional interviews with USDA, government and key industry personnel that sometimes find it difficult to break away from their duties between 10-11, ultimately provide a more robust program.”

The *OnLine* program format will follow a similar format as the AgriTalk radio program, with a couple of exceptions. Rick Patton, Business Lead for AgriTalk, states marketers will have the opportunity to participate in an “*Issues Forum*” once a week, allowing focus on a particular marketplace issue their company is actively addressing. “The *Issues Forum* will allow for a “deep dive” into a particular topic, and we’ll have a mix of company speakers, University or 3<sup>rd</sup> party guests, growers/ranchers, etc. interviewed to provide information and solutions. We’re striving for this to be an educational opportunity for our marketers/advertising clients, while providing for an *exclusive* PR/advertising format.”

Additionally, the AgriTalk *OnLine* programs will be archived on the AgriTalk website for growers/ranchers/consumers to listen at their leisure. According to Patton, “We realize that some of our radio listeners won’t have immediate access to the internet at 11:05, so we’re designing a user-friendly site where they can listen to 5-8 minute segments of each program (or the program in its entirety) when they’re having lunch, at night when they check the markets, or whenever they’re browsing on their computers. We’ll be able to provide listening metrics to our advertising/sponsorship clients, in addition to offering a “pre-roll” audio ad before the listener receives each audio file.”

AgriTalk celebrates its 15<sup>th</sup> year on the air August 1<sup>st</sup>. AgriTalk is owned by Vance Publishing, part of the food360° portfolio of agricultural communications products including *Dairy Herd Management*, *Drovers*, *PORK magazine*, *PORK Exec*, *Bovine Veterinarian*, *CattleNetwork*, *AgProfessional*, *AgNetwork*, *the Packer* and *the CattleStore*.

