



Welcome to AGDAY... Celebrating its 39th year on the air in 2021, **AGDAY** has earned its place as “The Country Experience”. Along with providing the nation’s farmers and ranchers with the latest news, weather and business headlines, **AGDAY** reaches out to every household in an effort to tell the fascinating story of American agriculture. **AGDAY** is proud to be the nation’s only daily television program focused entirely on agriculture and rural America.

As the 2021/2022 season begins, your viewers can count on the same vital information they need to succeed. Hosted by Clinton Griffiths, **AgDay** has been on the air since 1982. Clinton is joined each day by award-winning meteorologist Mike Hoffman. Together they provide up-to-the-minute news and analysis that producers can use to make better decisions for their operations.

This season **AGDAY** will continue to focus on the people and places of rural America, along with a continued focus on explaining and highlighting the business of agriculture to a nationwide audience.

To those stations who have been airing **AGDAY** for many years, Farm Journal thanks you. To those just joining our line-up – **WELCOME!**

Please review this operational material and distribute it to the proper personnel at your station such as Traffic Managers, Satellite Coordinator, and Chief Engineers.

If you have any questions after reviewing this information, please don’t hesitate to call.

Thank You,

Missy Kleva
Director of Distribution
Ph: (574) 309-9811
Cell: (574) 876-1177
Fax: (574) 232-8052
mkleva@farmjournal.com



ON AIR PROMOTION

Effective and efficient promotion is the lifeblood of any television program. **AGDAY** is promoted in all of Farm Journals' publications as well as on its popular website AgWeb.com. These outlets provide vital and targeted national promotion to America's farmers, ranchers and rural residents.

We ask that you supplement our national promotion by running local promos/shared IDs on your station or web banners on your website. One promo a day between 8AM and 11 PM will make a significant difference in viewers of **AGDAY** on your station and will provide a boost in your local sales.

Here is a link to a station ID and promo for **AGDAY**, for use on your station.

AgDay Station ID and Promo

[AgDay Promos](#)

We do produce customized local promos for your use and can provide web graphics for your website. It is possible to schedule one of our talents for a personal appearance. This is on a limited basis and there is a fee involved however it can be a powerful event and a revenue producer. To participate in any of the above programs please contact Missy Kleva at (574) 876-1177.

AGDAY Minute Update

Now entering its 3rd year, the **AGDAY Minute Update** is exclusive for our **AGDAY** affiliates. In an effort to fulfill requests of a daily Ag minute and inform news viewers of the latest in Agribusiness, as it impacts our daily lives, **AGDAY** is producing a new daily Ag news feature available to air in your local news. Farm Journal and the producers of **AGDAY** are offering a daily, :90 Ag news update for use in your local early or late evening newscasts. This timely and relevant food and farming agribusiness update will be available daily at 3:30PM (EST) via Hightail. Script will be emailed prior to update to confirm delivery. This exclusive **AGDAY** affiliate update will end with a generic message, encouraging news viewers "to watch **AGDAY** weekday mornings on this channel."

AGDay Minute Update Sample

<http://farmjournaltv.gallery.video/ott/category/videos/agday-minute>

If interested in being added to the **AGDAY** Minute Update, please email me the correct news contact to send script and Hightail link to at your station.

AGDAY Minute Update Promo

[AgDay Minute Promos](#)

Missy Kleva, Director of Distribution mkleva@farmjournal.com or call 574-876-1177.



FACT SHEET / PROGRAM NOTES

- 30-minute daily Ag and Rural news Magazine series
- 260 original episodes (no repeats)
- Broadcast window – 8/16/21– 8/14/22
- Total running time – 28:30
- Program fed by Pitch Blue via PMI Syndication
- Formats: Email evongunten@farmjournal.com for your stations AGDAY format. Eric can also add you to an email list for format updates, if interested. Segment times appear in opening slate during the feed.

Segment # 1 Open/Teases 6:00
Break

Segment # 2 Ag Analysis 4:00
Break

Segment # 3 Weather 4:00
(local weather insert :15)
Break

Segment # 4 Partner Content Feature 3:00
Break

Segment # 5 In The Country 3:30
Close

Out @ 28:30

Note: All times except show length are approximate

- Please contact us regarding any changes to traffic email addresses or if you need the link to be sent to you.
- Your contact for final format sheets is:

*Eric VonGunten
Farm Journal Television
54516 State Route 933 N
South Bend, IN 46637-3357
574-309-9809
evongunten@farmjournal.com*



PRE-EMPTION POLICY

Should you pre-empt **AGDAY**, you must inform Farm Journal Television by contacting:

Eric VonGunten
Farm Journal Television
54516 State Route 933 N
South Bend, IN 46637-3357
(574) 309-9809
evongunten@farmjournal.com

Make-goods for National spots must be done in a comparable and mutually agreed upon time period, preferably within seven days. Affidavits reflecting the make-goods will be required.

Spots for make-goods are to be pulled from the program tape or satellite recording.

Contact us regarding permanent channel or time period changes.

AFFIDAVITS OF PERFORMANCE

An affidavit of performance should be prepared at the end of each month and mailed to the address below.

Missy Kleva
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54516 State Route 933 N
South Bend, IN 46637-3357
(574) 876-1177
mkleva@farmjournal.com



MUSIC CUE SHEET

AGDAY's theme is from ID Music, composed and produced by John Mennella. Farm Journal Television owns all rights to the **AGDAY** theme for its unrestricted use.

VIEWER INFORMATION

***AGDAY Television
54516 State Route 933 N
South Bend, IN 46637-3357***

All **AGDAY** talent can also be contacted or written to at the same address. Please call (574) 876-1177 for additional comments.

WEBSITE

Visit our web site at www.agday.com where you'll find the latest information on markets, weather and program synopsis.

You may print a copy of each program synopsis and retain them for your FCC files at the link below.

AGDAY TV Recaps Link

- [AgDay TV Recaps](#)