



**Welcome to *U.S. FARM REPORT*** America's #1 Agri-business and rural lifestyle program. Now entering its 46<sup>th</sup> broadcast season, ***U.S. FARM REPORT*** offers enhanced weekly coverage of vital Agri-marketing news and rural lifestyle information.

The 2021/2022 season begins the week of August 16, 2021. For more than four decades, ***U.S. FARM REPORT*** has been a weekend staple for a nationwide audience interested in agriculture and rural America. Covering the people, places and issues impacting all corners of farm country, ***U.S. FARM REPORT*** attracts a large farm and ranch audience of all ages. The show also maintains a loyal following of city viewers who want to remain connected with country living and the business of agriculture.

U.S. Farm Report strives to stay relevant to its viewers by following what matters most to farmers, ranchers and rural residents. Each week, host Tyne Morgan takes a deep dive into the markets, bringing in veteran analysts to help producers navigate turbulent times. Meteorologist Mike Hoffman gives viewers a glimpse at weather conditions for the coming weeks and months, conditions that could either hinder or help their production. John Phipps provides thought-provoking commentary, often leaving viewers with an alternative view of the issues they're facing. Andrew McCrea travels the countryside, sharing unique stories with a rural taste, featuring the best of rural America. U.S. Farm Report is truly a one-stop shop, giving viewers a taste of the issues and news impacting agriculture Coast to Coast.

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

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

Thank You.

Sincerely,

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



### ON AIR PROMOTION

Effective and efficient promotion is the lifeblood of any television program. ***U.S. FARM REPORT*** 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 ***U.S. FARM REPORT*** on your station and generate a boost in local sales.

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.

#### ***U.S. FARM REPORT Promo***

[https://www.dropbox.com/s/ziuo02gy328nn88/USFR\\_7\\_19\\_30.mp4?dl=0](https://www.dropbox.com/s/ziuo02gy328nn88/USFR_7_19_30.mp4?dl=0)



## FACT SHEET / PROGRAM NOTES

- One-hour weekly Ag and Rural news Magazine series
- 52 original episodes (no repeats)
- Broadcast window – 8/16/21 – 8/14/22
- Total running time – 58:30
- Barter split: National - 8 minutes / Local – 8 minutes
- Program fed by Pitch Blue via PMI Syndication
- Formats: Email [evongunten@farmjournal.com](mailto:evongunten@farmjournal.com) if you want to be added to receive weekly program formats and updates. Segment times appear in opening slate during the feed.
- Please contact us regarding any changes to traffic email addresses during the season.
- Your contact for final format sheets is:

*Eric VonGunten*  
*Farm Journal Television*

*P: (574)309-9809*

*F: (574)232-8052*

[evongunten@farmjournal.com](mailto:evongunten@farmjournal.com)



## FORMAT EFFECTIVE 08/16/21

Opening slate includes episode number and segment times.

SEGMENT #1	1:01 NATIONAL
BREAK #1	1:01 LOCAL
SEGMENT #2	2:01 NATIONAL
BREAK #2	
SEGMENT #3	2:01 LOCAL
BREAK #3	
SEGMENT #4	1:01 NATIONAL
BREAK #4	1:01 LOCAL
SEGMENT #5	To (28:30 into)
BREAK #5 – <b>Station Break</b>	for local news or local weather report inserts. (1:30)
SEGMENT #6	1:01 NATIONAL
BREAK #6	1:01 LOCAL
SEGMENT #7	
BREAK #7	2:01 NATIONAL
SEGMENT #8	
BREAK #8	2:01 LOCAL
SEGMENT #9	1:01 NATIONAL
BREAK #9	1:01 LOCAL
SEGMENT #10	(program close/credits & logos)

***OFF TIME / TOTAL RUNNING TIME: 58:30***

**Please note:** USFR 2021/2022 season begins the week of August 16, 2021. That first show will be episode #2506 with following shows numbered consecutively (#2507, #2508, #2509 and so on...). USFR produces 52 original episodes, no repeats.



## **FEED INFORMATION**

Until further notice

The '21/22 season will begin the week of August 16<sup>th</sup> with our first feed on Friday, August 20<sup>th</sup> at 11PM EST, for air that weekend.

**\*\*If not using Pitch Blue, an MPEG4 receiver is required to record the stream.**

**Pitch Blue**            212-975-8139  
**Contact/Trouble**    866-437-2583

**Production**            Farm Journal Television  
54516 State Route 933 N  
South Bend, IN 46637-3357

**Feed Times**            USFR is fed once on Friday night at:  
11:00 PM EST  
10:00 PM CST  
9:00 PM MST  
8:00 PM PST



### **PRE-EMPTION POLICY**

Should you pre-empt ***U.S. FARM REPORT***, 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](mailto: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 your Farm Journal Television station sales representative regarding permanent time period changes.

### **AFFIDAVITS OF PERFORMANCE**

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

***Missy Kleva***  
***Farm Journal Television***  
***54516 State Route 933 N***  
***South Bend, IN 46637***  
**[mkleva@farmjournal.com](mailto:mkleva@farmjournal.com)**



## **MUSIC CUE SHEET**

*U.S. FARM REPORT's* theme is American Outdoors, by W.J. Reid, ASCAP, W.J. Reid, Co., Inc., J.R. Nem Music, Publisher.

## **VIEWER INFORMATION**

### ***"TRACTOR TALES"***

Should viewers wish to have their antique tractor featured on the segment, ***"TRACTOR TALES"***, please have them send a horizontal photograph of the tractor and a brief history (1 page typed) to:

***U.S. FARM REPORT  
Farm Journal Television  
54516 State Route 933 N  
South Bend, IN 46637-3357***

All ***U.S. FARM REPORT*** talent can also be contacted or written to at the same address. In addition, program comments can be sent via email to [\*mailbag@usfarmreport.com\*](mailto:mailbag@usfarmreport.com).

## **WEBSITE**

Visit our web site at [www.usfarmreport.com](http://www.usfarmreport.com) where you'll find the latest information on markets, weather and program synopsis.

If you wish to print a copy of each program synopsis and retain them for your FCC files. Visit this link: U.S. Farm Report TV Recaps Link

[https://www.dropbox.com/sh/o2mgo23fxdzvqrj/AAA\\_KycC3lJHGYuXuLPwEDNra?dl=0](https://www.dropbox.com/sh/o2mgo23fxdzvqrj/AAA_KycC3lJHGYuXuLPwEDNra?dl=0)



**Episode Numbers for *U.S. FARM REPORT* – 2021/2022 Season:**

2506 - August 21-22	2532 - February 19-20
2507 - August 28-29	2533 - February 26-27
2508 - September 4-5	2534 - March 5-6
2509 - September 11-12	2535 - March 12-13
2510 - September 18-19	2536 - March 19-20
2511 - September 25-26	2537 - March 26-27
2512 - October 2-3	2538 - April 2-3
2513 - October 9-10	2539 - April 9-10
2514 - October 17-18	2540 - April 16-17
2515 - October 24-25	2541 - April 23-24
2516 - October 30-31	2542 - April 30-May 1
2517 - November 6-7	2543 - May 7-8
2518 - November 13-14	2544 - May 14-15
2519 - November 20-21	2545 - May 21-22
2520 - November 27-28	2546 - May 28-29
2521 - December 4-5	2547 - June 4-5
2522 - December 11-12	2548 - June 11-12
2523 - December 18-19	2549 - June 18-19
2524 - December 25-26	2550 - June 25-26
2525 - January 1-2	2551 - July 2-3
2526 - January 8-9	2552 - July 9-10
2527 - January 15-16	2553 - July 16-17
2528 - January 22-12	2554 - July 23-24
2529 - January 29-30	2555 - July 30-31
2530 - February 5-6	2556 - August 6-7
2531 - February 12-13	2557 - August 13-14



