

## Hoosier Ag Today Begins 4<sup>th</sup> Year of Operation

Hoosier Ag Today, Indiana's only Hoosier-owned farm radio network, began its 4<sup>th</sup> year of operation in September. Founded to serve the informational needs of the Indiana farm community, Hoosier Ag Today has grown to become the most listened to radio network in the state according to the 2008 AMR study. Programs featuring farm broadcasters Gary Truitt and Andy Eubank can now be heard on nearly 40 radio stations covering all the major agricultural areas of the state. In addition, Hoosier Ag Today operates a popular web site, a multi-media blog, and a daily e-newsletter and podcast.

HAT was founded to fill a void in the broadcast coverage of Indiana agriculture. Since its inception, HAT has focused on covering all the aspects of Indiana's growing and dynamic agricultural economy. Every day HAT covers the developments in Indiana agriculture that are important to Hoosier farmers. In addition, HAT reports on national and world news that will impact the farming operations and agri-businesses in the state. "In the past four years, there have been some tremendous changes in Indiana agriculture as well as in the technology used to produce food and communicate with farmers," said Truitt.

In 2006, construction was just beginning on ethanol and biofuel plants in the state, the State Department of Agriculture was just being launched, and podcasts were the new rage on the Internet. Hoosier Ag Today has chronicled the growth of Indiana into a major player in renewable energy, the emergence of ISDA as one of the most productive and influential state agencies, and the development and adoption of social media networks and wireless technology by farm families around the state. Hoosier Ag Today has also helped raise the awareness of agriculture by the general public. A large number of the local radio stations that now air HAT programs did not broadcast any agricultural programming prior to September of 2006.

"Hoosier Ag Today has been a great partner for Indiana Farm Bureau since it was founded. Gary Truitt has been a key voice at a critical time when communication with the public is dearly needed. HAT is a leader in ag news and is a voice I rely on for my daily information," said Don Villwock, President of Indiana Farm Bureau.

Hoosier Ag Today continues to add to its on-air and on-line presence. This summer, radio stations WNUY-FM in Bluffton, IN and WIKI-FM in Madison, IN joined the network. HAT also launched its new wireless service, Hoosier Ag Today Mobile, this summer. This free service allows farmers to access market, weather, and news on their wireless devices.

Hoosier Ag Today is owned and operated by Truitt Communications with national sales representation by J.L. Farmakis Inc. Hoosier Ag Today is a member of the National Association of Farm Broadcasting, The National Agri-Marketing Association, and the Indiana Broadcasters Association.

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