



Hoosier Ag Today Announces Major Expansion *Network adds 12 new stations*

(2/3/14-Clermont, IN) Hoosier Ag Today, Indiana's leading agricultural communications company, is proud to announce a major expansion of its radio network. A dozen new radio stations in the Hoosier State are now airing HAT programs on a daily basis. "This is the largest expansion in our radio division since our inception in 2006," said Gary Truitt, President and founder of Hoosier Ag Today. "We started with 10 stations in 2006; and, over the next few years, we would add one or two new stations at a time." Truitt attributes this sudden growth to a desire by local broadcasters to obtain locally relevant program content. "With so much nationally syndicated programming out there, local stations are looking to add programs that their local audiences can relate to -- programming that is produced in their state and deals with events and issues with which their audiences are involved. HAT programming meets that need," said Truitt.

The list of new HAT affiliates covers all the major agricultural production areas of Indiana. New additions to the HAT network include: WSHP- FM, Lafayette; WKKG-FM, Columbus; WCSI-AM, Columbus; WRBI-FM, Batesville; WCJC-FM, Marion; WBAT-AM, Marion; WMRI-AM, Marion; WXXC-FM, Marion; WIOU-AM, Kokomo; WTRC-FM, South Bend; WCOE-FM, La Porte; and WLTZ-FM, Worthington.

Hoosier Ag Today affiliates with stations that serve their local communities and are in touch and involved with the agricultural sector of their service area. These stations value the locally-oriented content that HAT provides. "News/Talk 1010, WCSI and Indiana Country, 101.5 WKKG are pleased to be joining the Hoosier Ag Today family. It renews an old relationship we've had with Gary Truitt, and we know his connection to the Indiana farm scene is unmatched," said John Foster, Station Manager. "The information our listeners will hear is targeted and meaningful to them."

The addition of WSHP-FM in Lafayette represents HAT's first entrance into the Tippecanoe County area. Farmers in this key agricultural area now have access to a timely and locally-relevant farm programs throughout the day. The addition of WCOE-FM in LaPorte expands and strengthens HAT's coverage in NW Indiana. The addition of WRBI-FM in Batesville represents a major expansion of HAT coverage in SE Indiana.

About Hoosier Ag Today

Hoosier Ag Today was founded in 2006 for the specific purpose of serving the informational needs of the Hoosier agricultural community. HAT currently has 55 radio stations broadcasting its programs. In addition, HAT operates a multi-media web site, smartphone app, and publishes a daily e-mail newsletter. In 2008 and 2010, and 2012, Hoosier Ag Today was rated the most listened to farm radio network in Indiana by Ag Media Research. Hoosier Ag Today is represented nationally by J.L. Farmakis, Inc.

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