

## SOUTHERN FARM NETWORK

### Affiliates

18

### Broadcaster

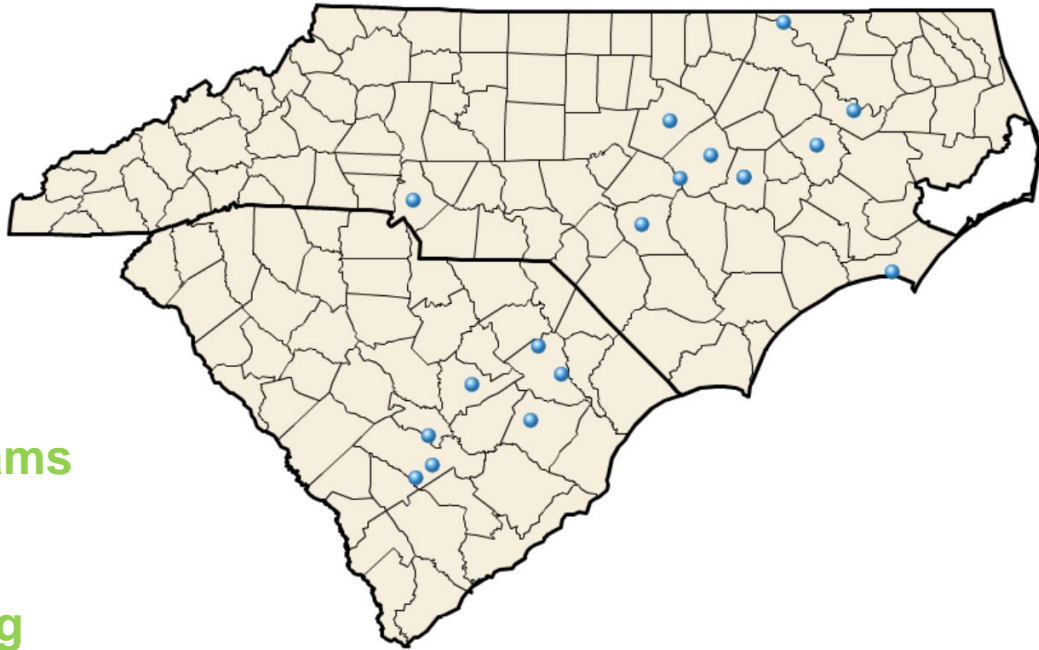
1

### Daily Programs

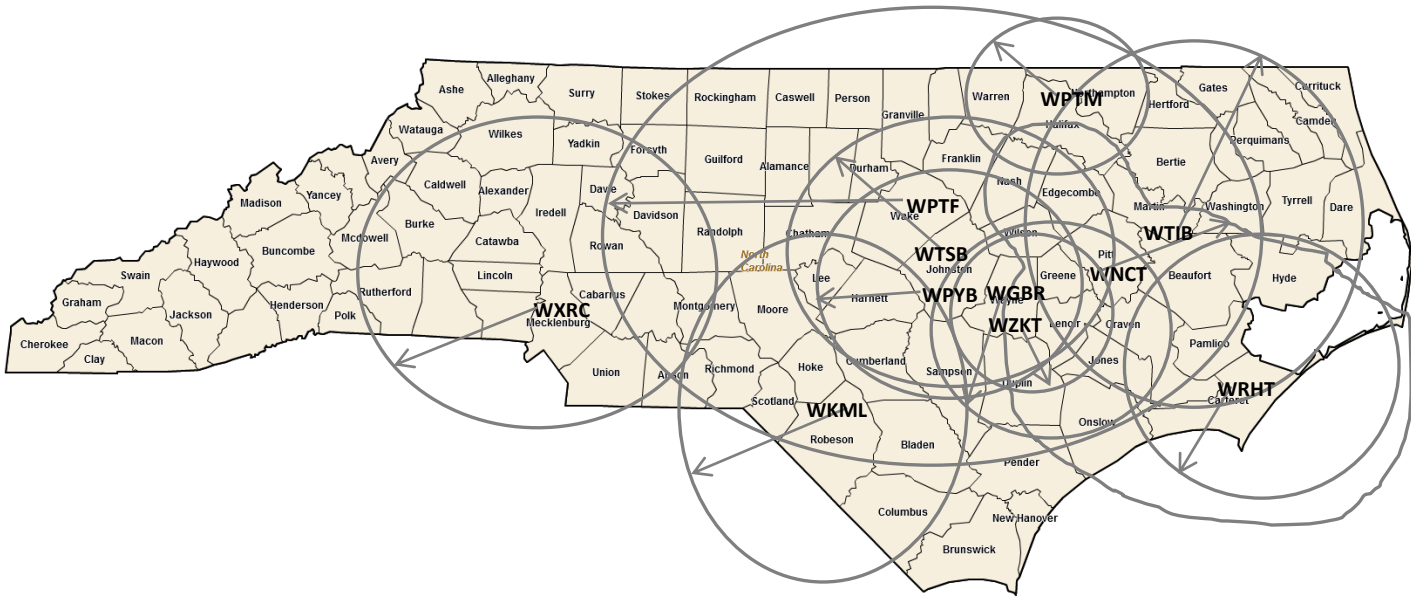
8

### Worth Noting

- Only farm network(NAFB) serving Carolina farmers
- Boomer affiliates provide excellent coverage
- Target your crops in this diverse region



# COVERAGE MAP



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# AFFILIATE LIST

<u>State</u>	<u>Station</u>	<u>City</u>	<u>County</u>
NC	WGBR-AM	Goldsboro	Wayne
NC	WKML-FM	Fayetteville	Robeson
NC	WNCT-FM	Greenville	Pitt
NC	WPTF-AM	Raleigh/Wake	Wake
NC	WPTM-FM	Roanoke Rapids	Halifax
NC	WPYB-AM	Benson/Johnston	Johnston
NC	WRHT-FM	Morehead City	Carteret
NC	WTIB-FM	Williamston	Martin
NC	WTSB-AM	Selma	Johnston
NC	WXRC-FM	Charlotte/Hickory	Mecklenburg
NC	WZKT-FM	Goldsboro/Wayne	Wayne

<u>State</u>	<u>Station</u>	<u>City</u>	<u>County</u>
SC	WFRK-FM	Florence	Florence
SC	WGFG-FM	Branchville	Orangeburg
SC	WMXT-FM	Pamplico	Florence
SC	WSPX-FM	Bowman	Orangeburg
SC	WTQS-AM	Cameron	Calhoun
SC	WWBD-FM	Sumter	Sumter
SC	WWKT-FM	Kingstree	Clarendon

# FARM BROADCASTERS



**Mike Davis**  
**NAFB Farm Broadcaster**

SFN News Director Mike Davis brings more than 40 years of experience to the microphone. He began his broadcasting career in north Georgia in the 1980's before returning to his roots in North Carolina and WETC (We Entertain Tobacco Counties). Davis has agriculture in his heritage, dating back to his father's days as an ag researcher at NC State University. He is also active in the burgeoning farm-to-fork movement, serving as emcee for events in the Raleigh area.

# PROGRAMMING DETAIL

**SFN 1—Ag Headlines...2:00 total time, headlines of the day in the ag world, including state-specific info, Washington happenings, etc.**

**SFN 2 – Cash Market Summary – 2:00 total time, North Carolina’s cash market summary, info provided by NCDA’s Market News Service**

**SFN 4 – NC Market Recap – 4:00 total...audio provided by NCDA’s Market News Service, a recap of the day’s cash market activity from around the state**

**SFN 5 – Weather 2:00 total time**

**SFN 6 – Inside Agriculture...3:00 total time, a feature story usually with one or two people talking about whatever is happening at the time in the ag world in North and/or South Carolina**

**SFN 7 – Futures Market Recap, 3:00—a recap of the day’s commodity futures activity**

**SFN 8 – Today’s Topic – 3:00 total time, same as SFN 6**

# MATERIALS AND TRAFFIC

Please send all orders, materials and traffic to Patti Richardson, [patti@jlfarmakis.com](mailto:patti@jlfarmakis.com), in addition to your JLF Sales Representative.

Creative is due at least five business days before your campaign start date.

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