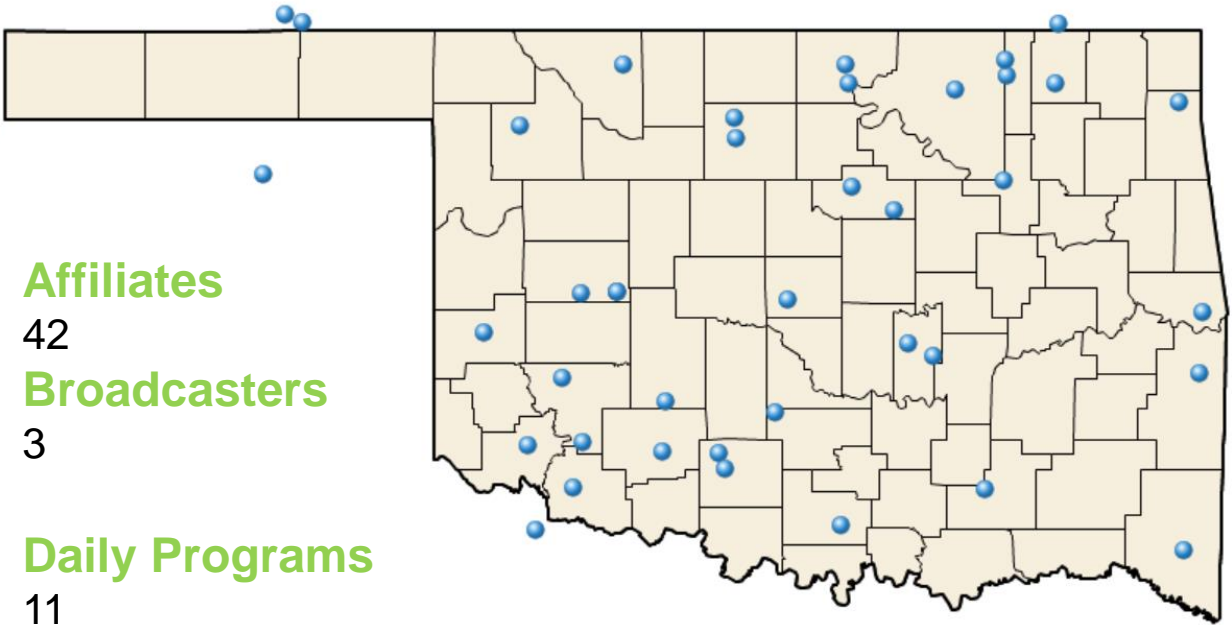


RADIO OKLAHOMA AG NETWORK



Affiliates

42

Broadcasters

3

Daily Programs

11

AMR

59.0 Cume

#1 in state

Worth Noting

- #1 in the state for 20+ years
- Most ag programming in the state
- Two veteran leading farm broadcasters
- Only AMR network in the state

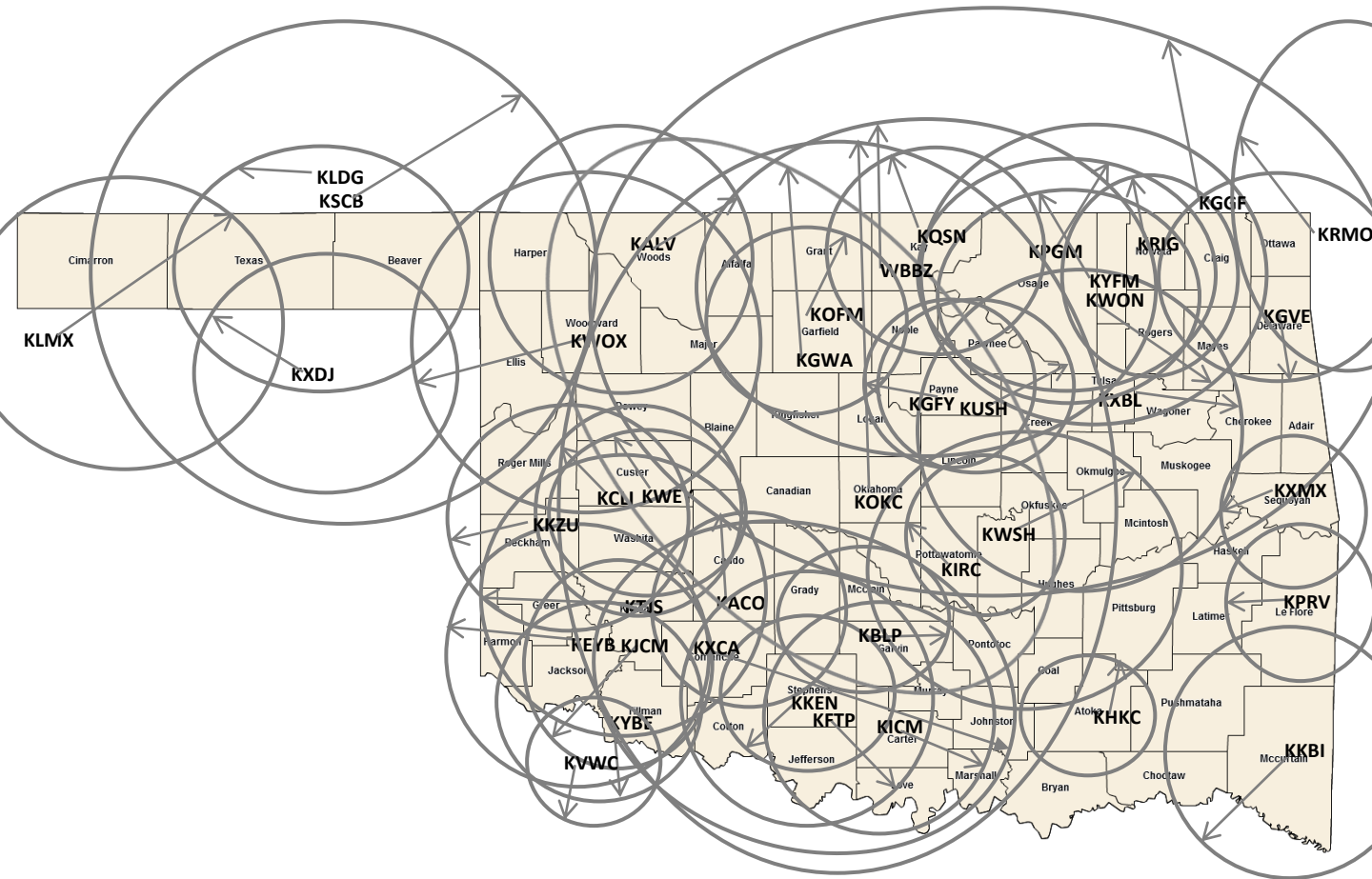


STATE NEWS NETWORK
AG NEWS NETWORK



J.L. FARMAKIS, INC.
LOCAL MEDIA THAT MOVES FARMERS

COVERAGE MAP



AFFILIATE LIST

| Station | City | County |
|----------------|-----------------|---------------|
| KACO-FM | Apache | Caddo |
| KALV-AM | Alva | Woods |
| KBLP-FM | Lindsay | Garvin |
| KCLI-AM | Clinton | Custer |
| KEYB-FM | Altus | Jackson |
| KFTP-AM | Duncan | Stephens |
| KGFY-FM | Stillwater | Payne |
| KGGF-AM | Coffeyville, KS | Montgomery |
| KGVE-FM | Grove | Delaware |
| KGWA-AM | Enid | Garfield |
| KHKC-FM | Atoka | Atoka |
| KICM-FM | Ardmore | Carter |
| KIRC-FM | Seminole | Pottawatomie |
| KJCM-FM | Snyder | Kiowa |
| KKBI-FM | Broken Bow | McCurtain |
| KKEN-FM | Duncan | Stephens |
| KKZU-FM | Sayre | Beckham |
| KLGD-FM | Liberal, KS | Seward |
| KLMX-AM | Clayton, NM | Union |
| KOFM-FM | Enid | Garfield |
| KOKC-AM | Oklahoma City | Oklahoma |

| Station | City | County |
|----------------|--------------|---------------|
| KPGM-AM | Pawhuska | Osage |
| KPRV-FM | Poteau | LeFlore |
| KQSN-FM | Ponca City | Kay |
| KRIG-FM | Nowata | Nowata |
| KRMO-AM | Monet, MO | Barry |
| KSCB-AM | Liberal, KS | Seward |
| KTJS-AM | Hobart | Kiowa |
| KUSH-AM | Cushing | Payne |
| KVWC-FM | Vernon, TX | Wilbarger |
| KWEY-AM | Weatherford | Custer |
| KWEY-FM | Weatherford | Custer |
| KWON-AM | Bartlesville | Washington |
| KWOX-FM | Woodward | Woodward |
| KWSH-AM | Wewoka | Seminole |
| KXBL-FM | Tulsa | Tulsa |
| KXCA-AM | Lawton | Comanche |
| KXDJ-FM | Spearman, TX | Hansford |
| KXMX-FM | Muldrow | Sequoyah |
| KYBE-FM | Frederick | Tillman |
| KYFM-FM | Bartlesville | Washington |
| WBBZ-AM | Ponca City | Kay |



STATE NEWS NETWORK
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FARM BROADCASTERS



Ron Hays –NAFB member, Senior Farm/Ranch Broadcaster

Ron has been serving farmers and ranchers in OK and surrounding states for more than 30 years. With his signature greeting – “Howdy, Neighbors” – Ron has been the voice and advocate for farmers and the industry since 1977. Ron is a past president of NAFB, a winner of NAFB Farm Broadcaster of the Year and has won the prestigious Oscar in Agriculture three times. In 2007, he was inducted to the OK Broadcasters Hall of Fame. He has traveled more than a million miles while covering the business of ag, reporting to and for the farmers and ranchers of OK. Through all the years, Ron has remained close to the rural community. They know he cares and understands their needs. That is why when they hear “Howdy Neighbors” they know it is someone who cares about getting things right and has earned their trust over the years and is proud to be called their friend.



Dave Lanning –NAFB member, Markets & Production

Sooner born and Sooner bred, Dave Lanning is a 35+ year broadcast veteran. Starting his career as a weekend DJ at KNOR radio in Norman in 1984, Lanning has served as Sports Director for WKY Radio in the mid to late 80s to Network Operations Director for Clear Channel Networks to Producer and Pre-Game host on the Sooner Football Network, to an Ag Broadcaster for the past ten years. He’s served at such stations as WKY, KTOK, KOMA, WWLS, KATT, Voice of Southwest Agriculture in San Angelo, Sports Texas Radio Network, ONN, and the Radio Oklahoma Ag Network.



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FARM BROADCASTERS



KC Sheperd –NAFB member, Farm Director & Editor

KC Sheperd grew up on her family's farm (Gilbert Cattle Company) in Canute Oklahoma raising wheat and cattle. While on the farm she showed heifers, earning enough money from her winnings to buy her first pickup.

KC was active in 4H and FFA throughout her younger years singing at the State FFA Convention and participating in public speaking events. KC graduated with a Master's degree in English from Southwestern Oklahoma state university, and that is where she also found her passion in radio.

KC has been in the radio business for many years. She began an internship her freshmen year of college working for Harold Wright at Wright Radio and slowly worked her way into a fulltime gig. From there she went on to do mornings at KWEY, Wright Radio, KOUL in Corpus Christi Texas, and King Country in Oklahoma City before Radio Oklahoma Ag networks, Ron Hays found her doing afternoons on HANK FM and asked her to come on board where she currently serves as Farm Director.

KC is married to Jordan and they have twin girls, Crosslee & Londyn who also enjoy spending time on the farm, listening to good music, and helping their Pa with farm chores.

PROGRAMMING DETAIL

| | |
|-------------------|--|
| Mon-Fri | |
| 6:00 AM | Radio Oklahoma Ag Network Programming |
| | Morning and midday farm news: Mornings and again at midday, we offer the latest Oklahoma farm and ranch news, anchored by Ron Hays. Hays has the best sources and covers the Oklahoma farm and ranch news scene as only the Dean of Farm Broadcasters in the state can. (Satellite Feed times 6:00 am, 6:35 am, 11:30 am and 11:35 am) |
| | <u>Market Recap:</u> Weekday mornings, we offer a recap of the cash and futures markets important to Oklahoma Farmers and ranchers. Anchored by Ron Hays, this report features a look at the feedlot trade, wholesale beef markets, feeder auctions and livestock, grain, cotton and energy futures. (Satellite feed time is 6:30 am) |
| | <u>Beef Buzz:</u> Weekdays, Ron Hays shares his tremendous experience in the covering the beef industry scene- usually spotlighting one of the hot topics of the day important to the Oklahoma cattle producer. (Satellite feed times are 6:25 am and 6:45 am) |
| | <u>Futures Markets Updates:</u> Anchored by Dave Lanning and Leslie Smith, we cover the futures markets most important to the rural audience in Oklahoma. From the opening bell to settlement- we follow the markets tick by tick in Chicago, Kansas City and New York to keep those depending on this information in the know. (Satellite feed times are at 25 after the hour- 9 am through the 1 pm hour) |
| | <u>Stocker Feeder Review:</u> Mid-days, Ron Hays delivers a complete overview of the cash livestock markets in the southern Great Plains. That includes the midday word from feedlot country, the midday wholesale boxed beef trade and numerous feeder cattle auctions. (satellite feed times are 12:05 pm and 12:15 pm) |
| | <u>Market Wrap:</u> Leslie Smith is joined by respected commodity analyst Tom Leffler to provide an end of the day roundup of not just the futures settlements- but also the “why” of that day’s market. (Satellite feed time is 2:05 pm and 2:30 pm) |
| 9:00 AM | Opening Markets |
| | Opening market call....3 minute program |
| 12:00 Noon | Profit Matters |
| | Hour long weekday program. |
| 2:00 PM | Closing Market Report |
| | Fast paced closing market summary featuring commodities of specific interest to Iowa producers including grains, ethanol, precious metals, livestock, fertilizer, etc. |



MATERIALS AND TRAFFIC

Please send all orders, materials and traffic to:

Patti Richardson, patti@jlfarmakis.com

And your JLF Sales Representative.

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

Radio Oklahoma Ag Network
7401 N. Kelley
Oklahoma City, OK 73111



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