



DOTIF

DOWN ON THE FARM
RADIO NETWORK

2014 Radio Affiliation Guide



What is Down On The Farm Radio?

Since 1995, *Down On The Farm* has provided Texas listeners with the latest news and information regarding agri-business. Covering livestock, crops, futures, weather and industry news, *Down On The Farm* is heard in markets like San Antonio, the Coastal Bend, Victoria and the Rio Grande Valley.

DOTF's hosts bring a wealth of real-world agricultural experience. Owner and founder Larry Marble has served as a commercial farm manager and Texas A&M extension agent. Host J.R. Gulley has a background in farming and equipment and implement sales. The *Down On The Farm* team has decades of broadcast experience.

Each *Down On The Farm* program is produced for the specific market and station where it airs. The content is local, topical and specific.



Which stations have partnered with Down On The Farm?

KKYX/San Antonio | KTFX/Corpus Christi | KTEX/Harlingen-McAllen-Brownsville
KOOK/Junction | KNBT/New Braunfels | KCTI/Gonzales
KSAQ/Charlotte | KVNN/Victoria

What will Down On The Farm Radio bring to my station?

As an affiliate of the *Down On The Farm Radio Network*, your station will provide a unique and local product to the listeners in your community. Since DOTF programming is station and market specific, it's like having your own farm and ranch news department.

Each program is content-focused with extremely limited commercial inventory. The program is provided in a "turn-key" format and is delivered to your station over the internet (DropBox or FTP) prior to airtime.

What are listeners saying?



“I am an avid listener to your program... Each and every day I cannot wait until noon. Keep up the good work.”

Larry W. - Beasley, TX

“When I am in the pickup during the noon hour I listen to your program. Especially the cattle market reports.”

Bob M. - Gatesville, TX



“I just want you to know that I listen to your broadcast whenever I can and have found it very informative, educational, and amusing. Keep up the good work!”

John R. - New Braunfels, TX





For more information or to secure
Down On The Farm Radio for your station,
please contact:

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The *Down On The Farm Radio Network* is a voting member of the
National Association of Farm Broadcasters