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For Immediate Release

Farm Journal Media Creates University of Wisconsin Scholarships

Philadelphia, PA (November 5, 2014)—Farm Journal Media announced the creation of a ten-year, \$60,000 scholarship program with the Life Science Communications (LSC) department of the College of Agricultural and Life Sciences (CALs) at University of Wisconsin-Madison to promote agricultural journalism as an exciting career path for students.

The program began this fall semester at UW CALs-LSC and offers two scholarship opportunities co-funded by Farm Journal and its CEO, Andy Weber. The first scholarship is an annual \$3,000 scholarship called “The Farm Journal/Andy Weber *Discover Ag Media* Scholarship” and will be granted to a UW sophomore who expresses interest in pursuing ag journalism through an application process. The second scholarship is an annual \$3,000 scholarship called “The Farm Journal/Andy Weber *Explore Ag Media* Scholarship” and will be awarded to a UW junior upon completion of a seven-week internship at one of Farm Journal’s main content hubs in Mexico, Mo., Cedar Falls, Iowa, South Bend, Ind., or Washington D.C.

“This is the latest in a number of similar programs with the land-grant universities to promote ag journalism, starting with the ‘Farm Journal/Sonja Hillgren Field Reporting Institute,’ created eight years ago at the University of Missouri,” explained Farm Journal CEO, Andy Weber. “Obviously, UW Ag Journalism has been very important to my career, and we want to give back to help young people realize just how rewarding a career in ag media can be.”

In accepting the scholarship award for UW CALs-LSC, department chair Dominique Brossard said, “This is very exciting for our students and such a wonderful opportunity. We are thankful to Farm Journal Media for investing in this scholarship. Not only will it benefit our students, but in the long run, it will also promote quality content in reporting about agricultural issues, which are important to us all.”

About Farm Journal Media

Farm Journal Media is the nation’s prominent agricultural media company. Its magazines are the 138-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company’s broadcast division produces and distributes two national television programs, “AgDay” and “U.S. Farm Report,” and three daily radio programs, “AgriTalk,” “American Countryside” and “Market Rally.” In 2014, the company introduced *My Farm Radio*, a 24/7 digital mobile radio channel. The company produces the industry-leading web portal *AgWeb.com* and dominates mobile communication through “Farm Journal Mobile,” including *Commodity Update*. Farm Journal provides a national peer-to-peer advisory program for executive farmers and ranchers called Top Producer Executive Network™ and publishes *Pro Farmer* and *LandOwner* newsletters. In 2013, the company launched Machinery Pete, LLC and hosts more than 70 live events each year. Farm Journal compiles and licenses detailed producer/industry data through its FarmReach database and in 2011, the company established The Farm Journal Foundation along with its “Farmers Feeding the World” initiative dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.