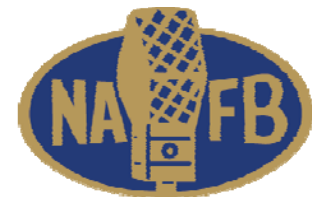


# Farm Radio In The Field

Additional research component. Respondents were asked to submit daily photos based on the following questions:

- Where you are when you listen to farm radio
- Who else is listening to farm broadcasting with you
- What are you doing when you listen to farm radio
- Take a picture of the clock to show time of day, when you first turned the radio on to listen to farm broadcasting
- Take a picture of the radio you use most often to listen to farm broadcasting

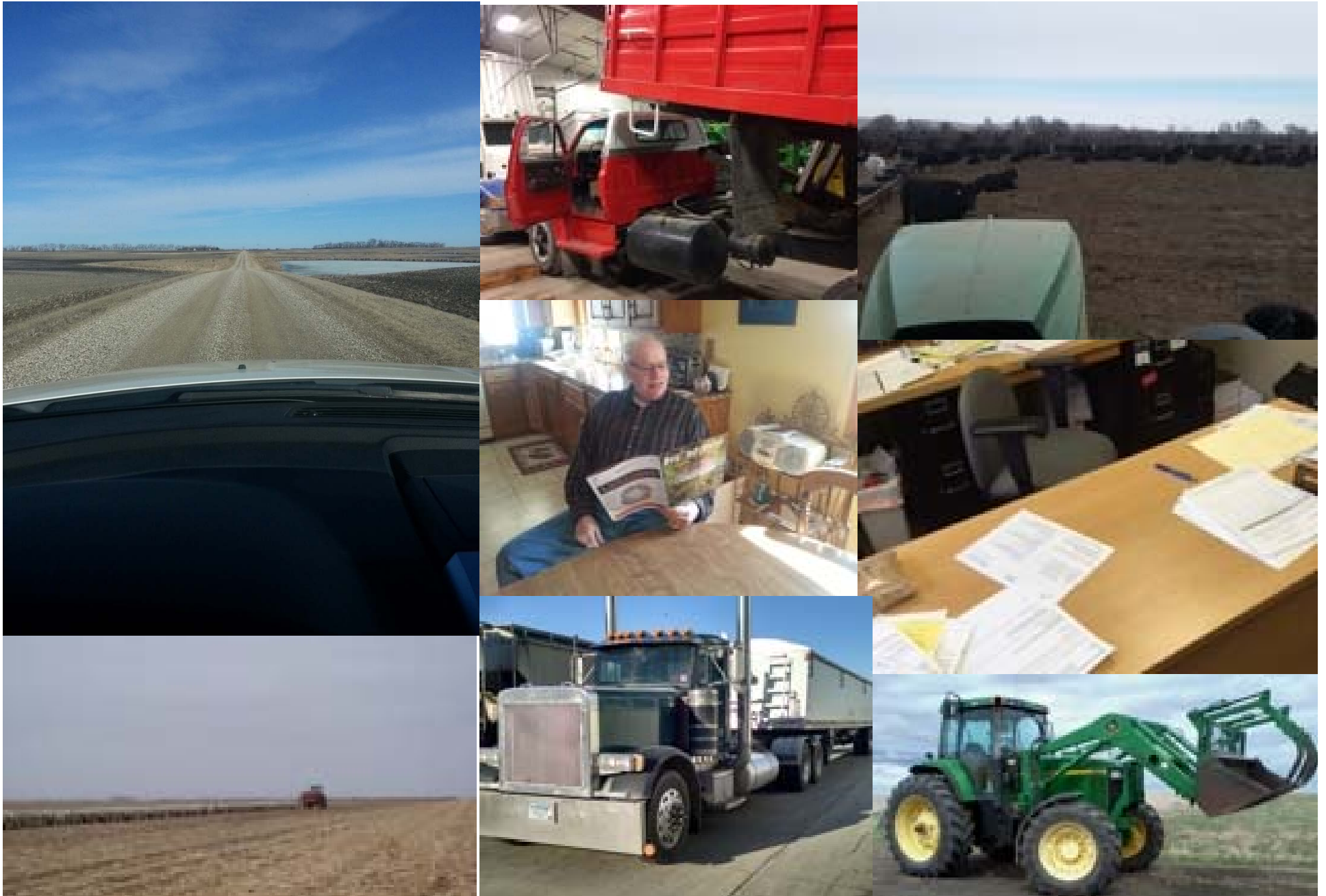


Start every day off feeding cattle where I listen to radio in the feed truck and payloader. It takes me about 3.5 hrs in the morning and another 3 hrs in the afternoon. In between feeding I'm usually running a semi hauling grain, rock, gravel, or dirt. Here I'm dumping grain and grinding corn. The two green boxes on the left side of the picture are 1,000 bushel per hour each. After the corn is ground I'll get a dump truck and haul it back to the bunker to feed to the cattle.



Loading the corn planter in the yard out front of the shop. Gathered information on grain prices and futures.

# Radio Works Alongside Listeners Throughout The Day



Where Are You When You're Listening To The Radio?

ANSWERS REPRESENTATIVE





Radio is Mobile





Everyone Listens



Radios Connect Farmers and Ranchers to Ag News Locally, Regional, Nationally and Around the World.



# Pickup Trucks







Radio Listening Starts Early and Extends Throughout The Day