



The Pacific Northwest (PNW) Ag Network, where the Inland Northwest comes for the most in depth agriculture news and information has an immediate opening for the position of **program director**.

Duties:

- **Oversee all broadcast content creation for the PNW Ag Network including but not limited to:**
 - Produce 5 a.m. hour-long show M-F – “NW Ag Today”
 - Produce four 3-minute short-form ag reports per day, M-F
 - Produce one 3-minute "Tip of the Day" segment per day, M-F
 - Produce one 10-minute "Power Segment" per day, M-F
 - Put all relevant stories into written and podcast form and add them to the PNW Ag Network website and social media in a timely manner
 - Oversee distribution of all broadcast content across PNW Ag Network delivery technology to affiliates, including the addition of embedded network advertising commercials and PSAs
 - Coordinate with content contributors from Townsquare O&O properties and outside contributors to collect and generate stories and interviews for the PNW Ag Network broadcasts
 - Maintain relationships with ag commodity group leaders, university spokespeople/research leaders, political leaders, and leading farmers/ranchers for relevant and timely content contribution
 - Attend in-person ag shows, conventions, field days, and press conferences when in the region and deemed relevant by management

- Work closely with the sales team by attending sales calls, occasional sales meetings, and ag shows; be generally available to strategize, create, and present new and creative marketing solutions for potential advertisers
- Assist in managing affiliate acquisition and relationship maintenance by offering custom voice work, promos, imaging, etc.

Send materials and inquiries to: Kevin O'Rorke, Market President, Townsquare Media, Tri-Cities: Kevin.ororke@townsquaremedia.com

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