



Harvesting the Power of Farm Broadcasting Curriculum

To assist students, teachers and young media professionals in learning how to utilize the power of Farm Broadcasting in a media marketing plan, the NAFB Foundation has create a web-based classroom curriculum with brief descriptions of how to evaluate and utilize the broadcast media, the unique demographics of the farm audience, types of farm audience research available and advice from several leaders in the agri-marketing industry.

The complete “Harvesting the Power of Farm Broadcasting” curriculum is made available online for no charge. To access it, [click here](#).