

Public Relations

The public relations department is responsible for telling the farmer's story. The PR team produces the statewide television program "*This Week in Louisiana Agriculture*". The program currently airs on 17 affiliates across the state and across the country on RFD-TV on Direct-TV and the DISH Network. The program also airs in 14 European countries through global distribution by the Global Broadcasting Company in Los Angeles.

>> Watch "*This Week in Louisiana Agriculture*" at www.twilatv.org

The PR department also operates the Louisiana Farm Bureau Radio Network. The LFB RN is the largest agricultural radio network in Louisiana, reaching 24 affiliates all across the state. It broadcasts a variety of programs that air at times when farmers need them, with market news, analysis and the latest events in agriculture.

>> Listen to the LFB Radio Network at www.twilatv.org/lfb-radio-network

Michael Danna is the director of public relations and host of "*This Week in Louisiana Agriculture*". He can be contacted by e-mail or phone at 225-922-6226.

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