



FOR IMMEDIATE RELEASE

Wisconsin farm organization releases radio PSA's promoting safe driving with youth and community

MEDIA CONTACT:

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MADISON, Wis. (April 15, 2014) — The Wisconsin Custom Operators, Inc. (WCO) is pleased to announce the release of four 30-second radio public service announcements (PSA's) that promote safe driving and "sharing the road" with Wisconsin farmers during the upcoming spring planting season. Recorded in both male and female voices, the PSA's pay special attention to parents of young drivers and young drivers themselves.

Wisconsin farmers are our friends and neighbors. Just as community members commute to work in vehicles, farmers use roads to travel from field to field during spring planting with tractors and other farm machinery. Agricultural equipment is large and very slow moving, and during this busy time it's important to use caution when sharing the road with machinery. This PSA campaign focuses on parents and young drivers because inexperienced drivers haven't yet developed the skills to safely drive when faced with farm machinery on roads. Our goal is to spread a message that will promote safe driving.

Custom farmers (also called custom operators) usually operate larger equipment than the average farmer. They also often travel from farm to farm providing services like nutrient application and harvesting. As such, WCO is very focused on transportation and safety issues – especially when it comes to Wisconsin roadways.

Eight (8) fully produced audio files are attached and authorized for use. There are four (4) PSA's – recorded in female and male voices.

WCO is an organization comprised of individuals throughout the state who derive their income in whole or part from providing custom farming services. To learn more about the Wisconsin Custom Operators, Inc. including membership and events, go to www.wiscustomoperators.org or email info@wiscustomoperators.org

Producer Notes:

[Word Document] PSA Scripts

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