



# Corporate Profile

The Rural Media Group is a portfolio of media outlets, information and news services distributed across cable, satellite, radio, the Internet, and wireless devices in nearly 100-million homes worldwide. Serving as the parent company for a family of brands, RMG owns and operates RFD-TV, RURAL RADIO on SiriusXM Channel 80, FamilyNet, RFD-TV The Magazine, RFD-TV The Theatre, and *THE AMERICAN*, the world's richest one-day rodeo. RMG corporate headquarters and broadcast operations are based in Nashville, Tennessee.

In the United States, Rural Media Group's flagship network, RFD-TV, is the only cable network dedicated to the rural and Western lifestyles and is the #1 cable network for rural Americans, including boomers, farmers, and ranchers. Launched in 2000, Rural Media Group is a privately held, family owned business, focused on serving the interests of rural America through its mission of "reconnecting city with country." For more than 15 years, RFD-TV has strove to be the ONLY television network dedicated to the interests of rural America with programming focused on agriculture, equine, Western Sports, music and entertainment, and the rural lifestyle.



RFD-TV is the flagship network for RMG. Launched in December 2000, RFD-TV is the nation's first 24-hour television network, featuring programming focused on the agribusiness, equine and the rural lifestyle. Along with traditional country music and entertainment, RFD-TV programming includes *MARKET DAY REPORT*, *RURAL EVENING NEWS*, *Western Sports Weekly*, top rodeo events such as *THE AMERICAN*, and award-winning musical entertainment such as *The Marty Stuart Show*, *Reno's Old Time Music*, *The Molly B Polka Party*, and *Larry's Country Diner*.



Found exclusively on SiriusXM channel 80, is the agribusiness and western lifestyle channel for the U.S. and Canada. RURAL RADIO's program schedule revolves around original productions focused on agriculture, equine, hunting, fishing, western sports, and living the country life in small towns and ranches. Broadcast operations for the station are located in Nashville, Tennessee. The channel airs multiple exclusive series including *MARKET DAY REPORT*, *RURAL EVENING NEWS*, *Western Sports Round-Up*, and reports from CME on *Commodity Wrap*. RURAL RADIO also carries live western sports including PBR bull riding and PRCA rodeo events every weekend.



FamilyNet is America's trusted entertainment network dedicated to providing wholesome and responsible viewing choices for today's diverse family.



RFD-TV The Magazine is the print-programming guide for the networks, which has attracted more than 180,000 paid subscribers nationwide.



RFD-TV The Theatre is a 2,000 capacity soft seat venue in Branson, Missouri where entertainment programming is produced and performed.

For more information on the Rural Media Group brands, visit [rfdtv.com](http://rfdtv.com), [familynet.com](http://familynet.com), or [ruralradio80.com](http://ruralradio80.com).



## DECEMBER 2000

RFD-TV launches on DISH Network to about 4 million homes. Initial programmers include *Texas Country Reporter*, *U.S. Farm Report*, *California Country*, *Georgia Farm Monitor*, *Big Joe*, *AgPhD*, *DownUnder Horsemanship*, *Ms. Lucy*, *FFA*, *Training Mules & Donkeys*, *Classic Tractor Fever*, *Prairie Farm Report*, and some old horse shows.

## JULY 2001

RFD-TV moves into television studios operated by Primedia Productions in Dallas, TX, and begins to uplink its programming nationwide via satellite.

## DECEMBER 2001

RFD-TV produces its first "LIVE" show with Bob Stallman, President of American Farm Bureau Federation, as its initial guest taking viewer phone calls. "LIVE" shows with the National Pork Board, FFA, and National Cattlemen's Beef Association, soon follow.

## MARCH 2002

DIRECTV agrees to add RFD-TV to its program lineup. However, the network is launched on a secondary satellite requiring a Multi-Sat dish for the viewer. Willie Nelson performs "live" from the studios from the DIRECTV launch.

## JUNE 2002

Superior Livestock Auction broadcasts are added, and viewers are now able to watch "live" auctions for both cattle and horses from around the country.

## SEPTEMBER 2002

RFD-TV's first cable agreement is signed with Mediacom.



## JANUARY 2003

A master affiliation agreement is signed with the National Cable Television Cooperative making RFD-TV available to another 1,000 independent cable operations in all 50 states.

## JULY 2003

*RFD-TV The Magazine* publishes its first issue, due to popular demand from viewers wanting a printed program guide. It is designed to enlist support from the audience to further expand programming and provide demographics for the network.



## DECEMBER 2003

RFD-TV airs extensive coverage of the BSE (Mad Cow) situation, carrying every USDA press conference "live" along with specials from the NCBA, Iowa State Extension, and TCS to provide important information for all cattlemen and education for the consumer to get through this potential crisis.

## APRIL 2004

RFD-TV moves broadcast operations and uplinking to NorthStar Studios in Nashville, Tennessee to provide a base to further expand programming.

## JUNE 2004

DIRECTV moves RFD-TV to its main satellite location due to demand from their customers, removing the need for a multi-sat dish, adding another 12 million viewers for this network's programming.

## OCTOBER 2004

RFD-TV broadcasts the entire National FFA Convention "live" from Louisville, Kentucky, with over 20 hours of coverage for FFA members, alumni, and the general public back home.



## MAY 2005

A major expansion to the program schedule on RFD-TV is implemented when two more hours of original programming are added to the lineup for each day of the week. Viewers can now watch from 6am-10am ET each day without seeing a single repeat.

## JULY 2005

USDA Secretary of Agriculture Mike Johanns holds the first Farm Bill Forum at RFD-TV's television studio, taking feedback from farmers, ranchers, and rural residents that were both in the studio or calling questions in "live" from all 50 states. The broadcast lasts for 4 hours, and helps to begin shaping the important 2007 Farm Bill.

## AUGUST 2005

RFD-TV expands into South America with its programming agreement with TerraViva, a 24-hour satellite delivered, agricultural television network launched in São Paulo, Brazil.

## OCTOBER 2005

RFD-TV and its viewers support hurricane relief efforts in rural areas with cash donations of \$150,000 to the FFA Seeds of Hope, and \$75,000 to the Farm Aid Katrina Relief Fund through pledges made on air through the network.

## MAY 2006

RFD-TV makes its largest cash donation ever to the FFA Foundation in the amount of \$200,000 to continue its ongoing support of rural youth.

## JUNE 2006

A major cable affiliation agreement is signed with Charter Communications making RFD-TV available to offer to another 6 million homes.

## JULY 2006

A distribution agreement is signed with HITS (Headend In The Sky) through Comcast bringing another potential 9 million cable homes to RFD-TV.

## AUGUST 2006

A distribution agreement is signed with NPS (National Programming Service) making RFD-TV a basic channel to all of their C-band (big dish) homes. RFD-TV donates \$100,000 to the Imus Ranch to support kids with cancer work.

## SEPTEMBER 2006

RFD-TV reaches a major milestone by surpassing 30 million homes reached through its satellite and cable distribution agreements.

## NOVEMBER 2006

*RFD-TV The Magazine* obtains its 100,000th subscriber to this publication.





## MARCH 2007

**RFD-TV The Theatre** opens in Branson, Missouri, with its first concert, Willie Nelson. The theatre is opened to provide a base to further expand family-oriented music and entertainment programming for the network.

## JANUARY 2008

Comcast signs 8-year agreement to deliver RFD-TV to its base of over 24 million homes.

## JUNE 2008

Verizon FIOS TV adds over 2 million homes in east and west cost markets.

## JANUARY 2009

RFD-TV salutes the American farmer and rancher in its first ever Tournament of Roses Parade with a commodity themed float featuring "HEE HAW" in a tribute with Marty Stuart and Connie Smith.

## APRIL 2009

RMG goes global by launching RURAL TV, sister network to RFD-TV.

## MAY 2009

Time Warner Cable and RMG announce multi-year affiliation agreement for RFD-TV.

## DECEMBER 2009

RMG opens corporate headquarters in Omaha, Nebraska. RFD-TV enters its 10th year of broadcasting.

## JANUARY 2010

RFD-TV enters its 2nd float in the Tournament of Roses Parade titled "FFA Today" featuring 50 state FFA presidents and the national FFA officers.

## JULY 2010

RFD-TV becomes the new caretakers of Trigger and Bullet after becoming the successful bidders at the Christie's Roy Rogers Auction.

## OCTOBER 2010

**RFD-TV The Bus** is unveiled and begins traveling across America to events throughout the country.



## JANUARY 2011

RFD-TV enters its 3rd float in the Tournament of Roses Parade titled "One Nation" encouraging reconciliation between Native Americans and featuring the music of Brulé.

## DECEMBER 2011

RFD-TV surpasses 40,000,000 homes reached through its satellite and cable distribution.

## JANUARY 2012

RFD-TV enters its 4th float in the Tournament of Roses Parade titled "Happy Trails" celebrating Roy Rogers 100th birthday.

## FEBRUARY 2012

RURAL TV, sister network to RFD-TV, is launched on DISH Network 232. Anchoring the weekday program lineup is a 5-hour **MARKET DAY REPORT** and half-hour **RURAL EVENING NEWS**.

## JUNE 2012

RURAL TV purchases satellite uplink van to provide extensive coverage of rural events across America.

## AUGUST 2012

RFD-TV breaks Guinness Book of World Records for Largest Parade of Classic Tractors. RMG purchases FamilyNet and adds the new network to its media portfolio to expand family-oriented programming.

## OCTOBER 2012

Rural Communications donates \$1,000,000,000 to the FFA, the largest unrestricted donation in the history of the National FFA Foundation.



## JANUARY 2013

RMG welcomes its entire staff to Pasadena, CA, for the Tournament of Roses Parade. RFD-TV debuts the "Classic Tractor Fever" float and wins the Tournament Special award.

## JULY 2013

RMG launches RURAL RADIO on SiriusXM Channel 80. RURAL RADIO celebrates launch by achieving the Guinness Book of World Records Largest Parade of Pickup Trucks at Indy Motor Speedway.

## DECEMBER 2013

RFD-TV broadcasts live from Las Vegas featuring the Cowboy Experience during the Wrangler National Finals Rodeo.



## JANUARY 2014

RFD-TV enters its 6th consecutive float in the Tournament of Roses titled "You Make My Dreams Come True" featuring Daryl Hall. **MARKET DAY REPORT** and **RURAL EVENING NEWS** move to anchor RFD-TV's new program schedule.

## MARCH 2014

RFD-TV produces the world's richest one-day rodeo at AT&T Stadium, THE AMERICAN, crowning the first ever million-dollar cowboy, Richmond Champion.

## SEPTEMBER 2014

RFD-TV signs master affiliation with AT&T U-Verse launching RFD-TV into approximately 6 million new homes.

## MARCH 2015

RFD-TV broadcasts live from its new studios and corporate headquarters on Music Row in Nashville, Tennessee.



**B**orn and raised in Elkhorn, Nebraska, Patrick grew up on his family's farm and cattle feeding operation and learned first-hand the importance rural America plays in the everyday lives of Americans. After attending college at Sam Houston State University in Texas, he moved to Chicago in 1977 and worked as a commodity broker on the Chicago Mercantile Exchange until 1982. Patrick then returned to his home state of Nebraska where he started E.T. Installations, a company that sold and installed C-band home satellites. Working with Birdview Satellite Broadcast and Communication Association (SBCA), E.T. Installations introduced over 2,000 satellites into the Midwest and was recognized as the nation's largest privately owned home satellite retailer in 1987.

In March 1991, Patrick moved to Fort Worth, Texas and served as the Director of Sales for Superior Livestock Auction from 1992 to 1996. Superior Livestock Auction was the first to introduce satellite video marketing to the livestock industry and has since grown to become the largest livestock auction enterprise in the United States.

Pulling all of these experiences together, Patrick decided to dedicate himself full-time to creating a 24-hour rural television network. In December 2000, Rural Free Delivery Television (RFD-TV) was successfully launched on DISH Network. Distribution of this one-of-a-kind station expanded to DIRECTV in March 2002 with all major cable agreements quickly to follow including Mediacom, Charter, Optimum, Suddenlink, Comcast, Verizon, Time Warner Cable, Bright House, and Cox. Today, RFD-TV is available in more than 41 million homes nationwide. Rural Media Group, Inc. has since expanded to include RFD-TV The Magazine (2003), RFD-TV The Theatre (2007), RFD HD (2008), RURAL TV (2009), and most recently RURAL RADIO (2013) on SiriusXM channel 80.

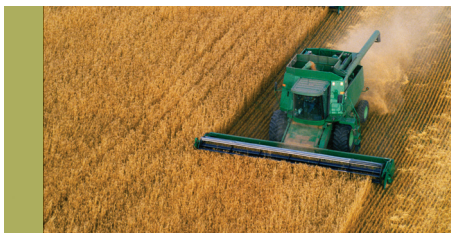
Patrick lives in his hometown of Elkhorn where his brother continues to raise corn and soybeans. Patrick has two daughters—Raquel and Gatsby. Raquel currently serves as the Executive Vice President of Corporate Communications for Rural Media Group, Inc. while Gatsby serves as Executive Vice President of Finance.





# Featured Programming

RFD-TV programming is focused on five main primary programming categories targeted toward viewers interested in agriculture, Western sports, music and entertainment, equine, and the rural lifestyle.



## AGRICULTURE PROGRAMMING

**Delivering 2.7 Million Adult Impression Weekly**

RFD-TV is home to the most comprehensive lineup of agriculture-based programs ever assembled on one channel. Shows from around the world give agriculture professionals and hobbyists the widest variety of news and information available to fit every interest and operation. Agriculture programming is featured on RFD-TV and RURAL RADIO Channel 80 on SiriusXM where we deliver the news that serious farmers and hobbyists can truly use.



## EQUINE PROGRAMMING

**Delivering 1 Million Adult Impression Weekly**

Man's love of the horse goes back for centuries. We celebrate the horse at RFD-TV including educational programming from the top horse trainers in the world, the "Gentle Giants" and much more.

## WESTERN SPORTS PROGRAMMING

**Delivering 600,000+ Adult Impression Weekly**

### WESTERN SPORTS WEDNESDAYS WED 9-11:30 PM ET

Wednesday nights are dedicated to the latest happenings in the world of western sports. Hosted by Brice Long and Amy Wilson, *Western Sports Weekly* gives viewers an inside look from the top. This one hour weekly program features the latest headlines from rodeos across the country, interviews with top athletes, and weekly standings from Professional Bull Riding (PBR) and Professional Rodeo Cowboys Association. In addition, the show presents weekly segments such as the athlete of the week, college team of the week, and the tip of the week. Western sports highlights are also featured on *RURAL EVENING NEWS* and RURAL RADIO SiriusXM Channel 80.



### THE AMERICAN RODEO

Rural Media Group also produces a rodeo, *THE AMERICAN*, the world's largest and richest one-day rodeo held at AT&T Stadium in Dallas. The event brings underdogs, stars, and legends to the same arena for a record breaking payout of over \$2 million and 60,000 attendees from all across the country.



## MUSIC & ENTERTAINMENT PROGRAMMING

**Delivering Over 5.8 Million Adult Impression Weekly**

From traditional country to polka; artists on the rise to legends from days gone by; new programming or classic shows, you'll find them all on RFD-TV. Our evening lineups are must see TV.



## RURAL LIFESTYLE PROGRAMMING

**Delivering Over 1.4 Million Adult Impression Weekly**

RFD-TV is home to the most comprehensive lineup of programs for rural Americans ever assembled on one channel. Shows from around the world give agriculture professionals and hobbyists the widest variety of news and information available to fit every interest and operation. Programming highlights include the *Texas Country Reporter* and *Small Town, Big Deal*.







CHANNEL 80 | EXCLUSIVELY ON

**SiriusXM**<sup>®</sup>  
SATELLITE RADIO

Launched July 2013, RURAL RADIO SiriusXM Channel 80 is the first and only national radio network serving rural America and Canada, reaching 27 million subscribers. Found exclusively on SiriusXM channel 80, RURAL RADIO features 60+ channels with programming focused on agribusiness, live and western sports, news, live market reports, talk, entertainment, daily recaps, and the latest music...all commercial free!

The channel airs multiple exclusive series including *MARKET DAY REPORT*, *RURAL EVENING NEWS*, *Western Sports Round-Up*, *Destination Radio*, and reports from CME on *Commodity Wrap*. In addition, RURAL RADIO SiriusXM Channel 80 also carries live rodeos including PBR bull riding and PRCA rodeo events every weekend, along with live broadcasts of the World Professional Chuckwagon Association (WPCA) Pro Tour, in partnership with the World Professional Chuckwagon Association.

- The first and only national radio network serving rural America
- SiriusXM Radio attracts 54.6 million listeners
- 50% of all farmers subscribe to RURAL RADIO SiriusXM Channel 80
- Represents 23% of all network radio listening
- 2nd largest subscription service with over 27 million subscribers
- SiriusXM listeners spend nearly three hours in their vehicles, with 70% of that time listening to SiriusXM
- Well-earned and valuable relationship with programmers and rural associates





# MARKET DAY REPORT

MONDAY-FRIDAY 9 AM-2 PM ET



## THE ONLY DAILY FIVE HOUR TELECAST DEVOTED TO AGRIBUSINESS

The all-new *MARKET DAY REPORT* is RFD-TV's most watched weekly live news program, broadcast into 48 million homes across the country. The only daily five-hour telecast devoted to agribusiness, *MARKET DAY REPORT* delivers "live" continuous coverage focused on the latest news, trade analysis, national weather, in-depth commodity market updates, and more!

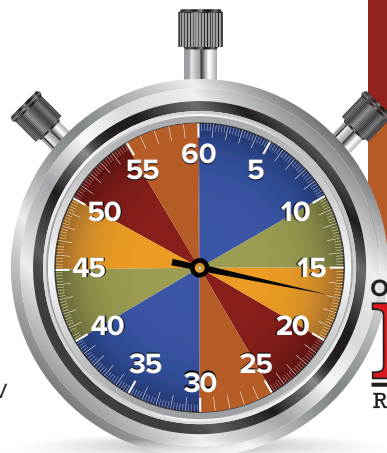
- 1.1 million weekly viewers
- Top rated weekly program for RFD-TV and RURAL RADIO SiriusXM Channel 80 and continues to drive viewer growth
- Dedicated news bureaus in Washington, D.C. and Chicago, delivering up to the minute news content for viewers
- Simulcast on RURAL RADIO SiriusXM Channel 80

**MONDAY-FRIDAY 9 AM-2 PM ET**

**RFDTV.com**

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 **officialRFDTV**



### **NEWS** *Top of the hour and :30*

- Breaking agriculture world news
- Live industry reports
- Live in-depth interviews
- Exclusive policy coverage from our Washington, D.C., and Chicago bureaus
- 2016 election coverage

### **WEATHER** *At :10/:40 each hour*

- Covering the U.S. and Canada
- Ag-focused weather
- In-depth tracking

### **GRAIN REPORT** *At :15/:45 each hour*

- Live, real-time data
- Expert analysis from the CME
- Cash and futures markets

### **LIVESTOCK REPORT**

*At :20/:50 each hour*

- Live, real-time data
- Expert analysis
- Industry organization updates

### **FEATURES** *At :25/:55 each hour*

- Corporate feature
- Farms of excellence
- Industry awards

ONLY ON  
**RFD-TV**  
Rural America's Most Important Network



# RURAL EVENING NEWS

MONDAY-FRIDAY 7:30 PM ET | 11:30 PM ET



## THE NATION'S NIGHTLY RECAP FOR THE LATEST NEWS AFFECTING RURAL AMERICA

Tune in weekdays for RFD-TV's *RURAL EVENING NEWS*, your nightly recap of the day's headlines from around the globe. Hear the latest stories from the world of agriculture, market reports, and all the up-to-the-minute action in Western sports.

- Dedicated news bureaus in Washington, D.C. and Chicago, delivering up to the minute news content for viewers
- Simulcast on RURAL RADIO SiriusXM Channel 80

MONDAY-FRIDAY 7:30 PM ET | 11:30 PM ET

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Rural America's Most Important Network







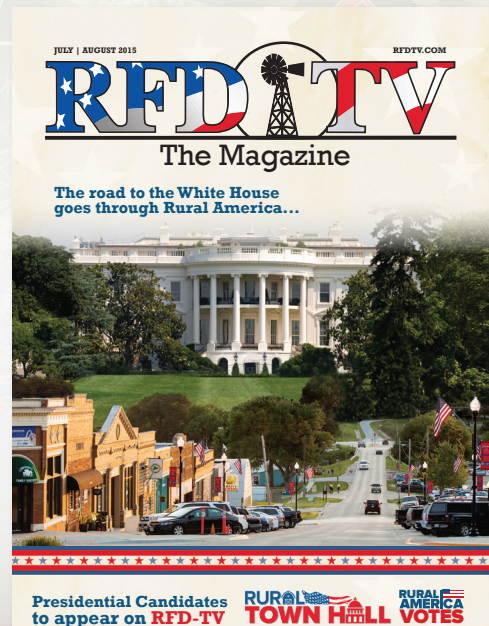
## The Magazine

Now in its 11th year, RFD-TV The Magazine serves as a valuable resource for viewers and fans. Published **bi-monthly**, the magazine reaches **over 180,000 subscribers nation-wide** and covers the latest program schedules for RFD-TV, RURAL RADIO SiriusXM Channel 80, and FamilyNet, along with rural lifestyle features, special programmer events and announcements, superior livestock auction schedules, and more!

[RFDTVtheMagazine.com](http://RFDTVtheMagazine.com)

 [officialRFDTV](https://www.facebook.com/officialRFDTV)

 [officialRFDTV](https://twitter.com/officialRFDTV)




## The Theatre

RFD-TV The Theatre, located in Branson, Missouri, features concerts by **national headliners** as well as live tapings of RFD-TV favorites. Located in the heart of Branson's theatre entertainment district and opened in March 2007, RFD-TV The Theatre showcases a **popular lineup** of family-oriented entertainment, live shows, musical performances, magic acts, and other **LIVE** performances each month.

[RFDTVtheTheatre.com](http://RFDTVtheTheatre.com)

 [officialRFDTV](https://www.facebook.com/officialRFDTV)

 [officialRFDTV](https://twitter.com/officialRFDTV)



# RURAL AMERICA

**LIVE**

MON 7 PM ET | THURS 10 PM ET



*RURAL AMERICA LIVE* delivers detailed, long-form, and interactive programming targeting rural Americans. Participants have the unique opportunity to directly communicate with customers on a national basis.

**MONDAYS 7 PM ET | THURSDAYS 10 PM ET**

**RFDTV.com**

 [officialRFDTV](#)

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- Guests answer viewer questions and offer real time information and advice
- Simulcast on RURAL RADIO SiriusXM Channel 80

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**RFDTV**  
Rural America's Most Important Network



# WSW

## WESTERN SPORTS WEEKLY

WEDNESDAYS 9 PM-11:30 PM ET



Wednesday nights are dedicated to the latest happenings in the world of Western sports. Hosted by Brice Long and Amy Wilson, *Western Sports Weekly* gives viewers an inside look from the top. This one-hour weekly program features the latest headlines from rodeos across the country, interviews with top athletes, and weekly standings from Professional Bull Riding (PBR) and Professional Rodeo Cowboys Association (PRCA). In addition, the show presents weekly segments, such as the athlete of the week, college team of the week, and the tip of the week

- Weekly live and phone interviews with experts from the world of Western sports
- Simulcast on RURAL RADIO SiriusXM Channel 80

**WEDNESDAYS 8-11:30 PM ET**

**RFDTV.com**



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ONLY ON

# RFD TV

Rural America's Most Important Network





FamilyNet Television is the best destination to watch programming for and about families, reaching 25 million homes. Acquired in 2012, FamilyNet continues to focus on high quality, family friendly entertainment and has an extensive programming library available through a partnership with Sony Pictures Television. FamilyNet's lineup features TV favorites such as *I Dream of Jeannie*, *Bewitched*, *Starsky and Hutch*, *T.J. Hooker*, *Charlie's Angels*, *Fantasy Island*, *All in the Family*, and *The Monkees* to name a few. In addition, FamilyNet airs as well as award-winning movies on Saturday nights, which include titles such as *Groundhog Day*, *Roxanne*, and *Guarding Tess*.

**FAMILYNET.com**

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