



*The Agribusiness &  
Western Lifestyle Channel*

CHANNEL 80 | EXCLUSIVELY ON

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



RURALRADIO80



RURALRADIO80

[www.RURALRADIO80.com](http://www.RURALRADIO80.com)



CHANNEL 80 | EXCLUSIVELY ON



RURAL RADIO is the ultimate destination for the rural lifestyle, agribusiness news, outdoor living, western sports and rural-themed entertainment

This 24/7 satellite radio channel, found exclusively on SiriusXM, is the home of original radio programming dedicated to the needs and interests of rural America

The channel offers LIVE coverage of Professional Bull Riders events, Wrangler NFR Finals Rodeo and other Western Sports

**On July 15, 2013 Sirius XM Radio (NASDAQ: SIRI) and RURAL RADIO, L.L.C.** — officially launched RURAL RADIO, a 24/7 channel devoted to providing a wide variety of programming for and about rural American life, the western lifestyle, and agribusiness interests.

RURAL RADIO, channel 80, gives SiriusXM listeners all over America, whether driving a tractor cab equipped with satellite radio or driving in city commuter traffic, an unprecedented connection to the rural community. RURAL RADIO broadcasts original programming for rural audiences exclusively for SiriusXM that spans commodity market reporting, lifestyle programming, original and classic entertainment and western sports, such as rodeo and bull riding.

Every weekday, RURAL RADIO delivers extensive information for the rural community in North America, including rural news, weather and market reports during weekday hours as grain, livestock and other commodity futures are being traded globally. Traders can tune in directly to reports from the Chicago Mercantile Exchange.

"SiriusXM's unparalleled programming and easy-to-use technology has been embraced by rural consumers in their cars, pickups, tractors and combines throughout North America," said Patrick Gottsch, Founder of Rural Media Group, Inc. and RURAL RADIO, LLC. "RURAL RADIO is designed to fill the growing demand for more rural content that is being ignored by urban-based broadcasters. I want to publicly thank the SiriusXM executives for seeing this opportunity and stepping up to fill this void. RURAL RADIO is a strong asset to the powerful SiriusXM lineup."

"Rural Media Group has a proven track record of offering great programming for rural Americans and those drawn to the western lifestyle," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "In growing SiriusXM's diverse programming lineup, we are excited to join with Rural Media Group to super-serve the rural audience, thereby further ensuring that SiriusXM, with its truly nationwide coverage, delivers the best audio content for listeners everywhere in America, from city skyscrapers to small towns and farms, from the Super Bowl to rodeos, from Wall Street to the Chicago Mercantile Exchange (CME)."

RURAL RADIO's program schedule provides a wide variety of original productions focused on agriculture, equine, hunting, fishing, western sports and living the country life in small towns and on acreages.

Veteran farm broadcasters Mark Oppold and Janet Adkison, the current and incoming presidents of the National Association of Farm Broadcasting (NAFB) anchor three daily, weekday shows—Commodity Wrap, Rural Evening News and Market Day Report, a live 5-hour daily program featuring reports from dedicated news bureaus located at the CME, Chicago Board of Trade, as well as from USDA headquarters in Washington, D.C. Additional daily ag-related programming are provided through RMG's strong affiliations with the leaders in rural America, including: Farm Journal Media, owners of AGDAY, U.S. Farm Report and AGRITALK, Meredith Corporation's Living The Country Life, various state farm bureaus and Ag PhD featuring the Hefty Brothers of South Dakota.

Equine enthusiasts can now enjoy Horse Talk, a daily, one-hour call-in program that showcases the leading clinicians and horse associations, and airs live coverage from major horse shows that take place all around the world. Vets on Call, another interactive program underwritten by Zoetis, makes its top veterinarians available to answer listener questions and calls on-air.

Western Sports Round-Up (WSR) serves Western Sports news and events, which occupy a large block of programming on RURAL RADIO in the late afternoon, early evening hours and throughout the weekends. Hosted by Flint Rasmussen and Alexis Bloomer, WSR covers Professional Bull Riding (PBR) and the Professional Rodeo Cowboy Association (PRCA) events by interviewing the stars of each association and providing standings. WSR also covers and offers results from all western sports including cutting, reining, roping, barrel racing and both professional and amateur level bronc-riding, including High School & College Rodeo news, as well as Little Britches and Junior High competitions.

"SiriusXM's coast-to-coast coverage gives us the ability to reach listeners nationwide. The line-up of programming we've developed and accumulated for this new channel solidifies and expands our brand across North America. Rural is a way of life, and RURAL RADIO means listeners can tune into it from anywhere at any time," said Randy Bernard, President/CEO, Rural Media Group, Inc.

RURAL RADIO's broadcast operations are based in Nashville, Tennessee along with Rural Media Group, Inc., (RMG). Corporate offices, sales, and marketing are headquartered in Omaha, Nebraska.

More details about the channel can be found online at [www.ruralradio80.com](http://www.ruralradio80.com) or on the channel's social media sites: [www.facebook.com/RURALRADIO80](http://www.facebook.com/RURALRADIO80) & Twitter @RURALRADIO80.

**For more information, visit [www.ruralradio80.com](http://www.ruralradio80.com)**



# MARKET DAY REPORT

# RURAL EVENING NEWS

## SHOW INFORMATION

Every weekday morning Market Day Report delivers "LIVE" coverage of agribusiness news, weather and commodity market coverage from around the world. The market coverage is continually updated every half-hour bringing you the latest on the markets. Market Day Report delivers "LIVE" coverage of agribusiness news, weather and commodity markets. Along with full market updates every half hour during the trading session, our staff brings you stories from our partners at USDA, major commodity and farm organizations, land-grant universities, as well as legislative updates from Washington, D.C.

## RADIO SHOW TIMES

Monday - Friday at 9am-12am ET

## SHOW FEATURES

- RURAL NEWS
- COMMODITY REPORTS
- WEATHER FORECASTS
- AG FEATURES
- UP TO THE MINUTE MARKETS



## SHOW INFORMATION

Rural Evening News is the nation's only prime-time broadcast featuring news, weather and market reports. This is a simulcast of the Rural Evening News on FamilyNet, produced M-F from our Nashville studios. The informative program includes updates from our Chicago/Washington DC news bureaus and reports from our mobile satellite production team that attends a variety of major rural events across the country.

## RADIO SHOW TIMES

Monday - Friday at 8:30pm-9pm ET

Monday - Friday at 11:30pm-12pm ET (repeat)

## SHOW FEATURES

- RURAL NEWS
- COMMODITY REPORTS
- WEATHER FORECASTS
- AG FEATURES
- UP TO THE MINUTE MARKETS

# STATISTICS

## 78.8% OF ALL FARMERS

Listen to farm market reports on the radio

## NEWS/TALK RADIO SHOWS

2nd most popular programming among farmers

## 1.9M FARMERS AND 770,000 RANCHERS

This show fills the needs of more than 2 million farmers and ranchers, plus an additional 30 million homes and businesses that are tied to agriculture prices.

HOME OF THE  
NAFB PRESIDENTS



Tammi Arender - Anchor

Mark Oppold - Anchor

Janet Adkison - Anchor

Scot England - Anchor

Natalie Noah - Meteorologist

C.T. Thongklin - Chief Meteorologist



## SHOW INFORMATION

Half-hour “preview” of all commodity markets immediately preceding the opening bell on the Chicago Board of Trade and the Chicago Mercantile Exchange. Get the latest market information, including live interviews with brokers in pit, as well as respected analysts from around the country.

## RADIO SHOW TIMES

Monday - Friday at 8:30am-8:57am ET

Monday - Friday at 7pm-7:30pm ET (repeat)

Monday - Friday at 11pm-11:30pm ET (repeat)

## SHOW FEATURES

- CORN, WHEAT, SOY
- FEED GRAIN
- CATTLE/FEEDER CATTLE, HOGS
- WEATHER & CROP PROGRESS INFO
- LIVE COMMODITY UPDATES



### JANET ADKISON

#### Host of Commodity Wrap

Houston, MO native, Janet Adkison began her broadcast career more than a decade ago. As a RURAL RADIO host, she delivers your latest market information and talk with a variety of market experts, farm broadcasters and others who live and thrive in Rural America. Janet is currently serving as President-Elect for the National Association of Farm Broadcasting and scheduled to serve as President in 2014.



### ALEXANDRA LIVELY

#### Chicago News Bureau Chief

Using her background in international agricultural policy, news media, and international communications, Alexandra Lively joins RURAL RADIO as its Chicago News Bureau Chief. Alexandra’s credentials help her provide important marketing information through in-depth interviews about agriculture commodities and trends.

# WSR

★ WESTERN SPORTS ROUND-UP ★

## SHOW INFORMATION

There's more to sports than pig skin and hardwoods. Western Sports Round-Up is the go-to source for the dirt, grit, sweat and fun that can only be found in rodeo arenas. WSR will keep you updated on PRCA rodeo results as well as PBR standings for both riders and bulls. From the header and healer to the barrel racer and reining competitions, hear the latest details from across the country and get a preview of upcoming events.

## RADIO SHOW TIMES

Monday - Thursday at 6pm-7pm ET

Monday - Thursday at 10pm-11pm ET (repeat)

Monday - Sunday at 5am-6am ET (repeat)

## SHOW FEATURES

- BARREL RACING
- PRO BULL RIDING
- HORSE CUTTING
- BRONCO RIDING
- HORSE OBSTACLE



WesternSportsRoundUp



@WesternSportsUp



### FLINT RASMUSSEN

Host of Western Sports Roundup

A well-known rodeo entertainer, Flint Rasmussen is the co-host of Western Sports Round Up along with Alexis Bloomer on RURAL RADIO. Flint, a native of Montana, grew up in a family of rodeo announcers. He has been voted PRCA "Clown of the Year" and the Wrangler National Finals Rodeo Barrelman for 8-consecutive years. In addition to Western Sports Round-Up, Flint is an arena entertainer for the PBR and hosts a live stage talk show in Las Vegas during the PBR World Finals, as well as "Outside the Barrel with Flint Rasmussen" and several awards events with Wrangler NFR.



### ALEXIS BLOOMER

Host of Western Sports Roundup

Alexis Bloomer is the co-host of Western Sports Round-Up on RURAL RADIO. Alexis is a junior at Sam Houston State University majoring in Mass Communications pursuing her broadcast goals. A lifelong western sports advocate, raised in a family long-affiliated with the industry, Alexis has an in-depth knowledge of the western sports world. She has reported on the WNFR, PBR, Rodeo Houston and the National High School Finals. A true Texan, Alexis has a genuine passion to bring global attention to the western lifestyle.



## SHOW INFORMATION

From the trail ride to the show ring, and the draft horse to the backyard pony; Horse Talk is the one-stop-shop for any equine enthusiast. This one-hour program features RFD-TV's most popular horse clinicians, breed association representatives and equine experts as well as product showcases of western wear and tack. Listeners have the opportunity to call-in and ask questions of the equine experts. The Horse Talk team also hits the trails and broadcast "LIVE" from a variety of horse shows and events around the country and around the world.

## RADIO SHOW TIMES

Monday - Friday at 5pm-6pm ET

Monday - Sunday at 2am-3am ET (repeat)

## SHOW FEATURES

- BEHIND THE ACTION
- HANDS ON REPORTING
- TEAM ROPING
- RIDER SPECIALTIES
- THE LATEST "HORSE TALK"

## LIZZIE IWERSON

Host of Horsetalk "LIVE"

Lizzie Iwersen was raised under the big skies of Northwest Montana. It was there where she developed her love for horses and all things related to them. Always eager to learn, Lizzie rode just about any kind of horse she could swing a leg over, and competed in any arena she could find. Over the years, she has had a number of horses that have helped her achieve her goals of becoming an all around cowgirl. Keeping up with new trends, ideas, horse health and management is not only part of Lizzie's job as RFD-TV's Equine Correspondent and host of Horse Talk, it is a part of her life as a horse owner. These days you can find Lizzie taking her horse "Oliver" across the country to compete in team roping, barrel racing and ranch horse shows.



### RURAL RADIO "LIVE"

One-hour "Larry King LIVE" type program with studio guest(s). The program gives an opportunity for companies to showcase their products and services and allows listeners to interact live with the participating company.



### NAFB REPORT

A tour of the country conducting interviews with farm broadcasters from radio stations located all across the United States and Canada. This program establishes a spirit of cooperation between RURAL RADIO and all farm broadcasters, resulting in excellent content not available from any other media source. Hosted by Janet Adkison.



### AG DAY

Simulcast of the daily agricultural news program produced by Farm Journal Media. From Capitol Hill to commodity markets, AgDay provides the information that farmers and ranchers need to succeed.



### COMMODITY WRAP

Half-hour "preview" of all commodity markets immediately preceding the opening of the Chicago Mercantile Exchange. Markets, featuring "live" interviews with brokers in the pit, as well as, respected analysts from around the country. Then, at 7pm, Commodity Wrap recaps the day's commodity price movements.



### MARKET DAY REPORT

The nation's only 5-hour weekday broadcast dedicated to providing the information so important to Rural America which is not being covered by any other cable news or financial channel. Each half-hour contains a rural news, weather, and market report that are constantly updated throughout the broadcast. Content comes from our dedicated news bureaus in Chicago at the CME, and from Washington DC at the USDA. In addition, all the rural associations and company's feed news stories to the network on a daily basis in order to get coverage for their membership and interests. This is a simulcast of MDR which is being produced by RURAL TV in our Nashville studios.



### LIVING THE COUNTRY LIFE

Daily 3-minute vignettes produced by Meredith with tips focused on living on a small acreage.



### AG PHD RADIO

Hosted by brothers, Darren and Brian Hefty, Ag PhD provides you with all the latest information you need for your agricultural endeavor. Around the country and around the world, agriculture producers watch and listen to Ag PhD on RURAL RADIO. Tune in to the Heft brothers for their best news, interviews, tips and their helpful "weed of the week" segment. This is just the sort of farming inspiration you need to help take your operation from good to great.



### THE BACKYARD FARMER

"LIVE" call-in program that invites listeners to ask gardening questions to expert guests in the horticulture world. Pest control, seed, fertilizer, and design for the lawn and garden will dominate the hour.



### BASS PRO OUTDOOR

A Saturday morning "live" show originating from a different Bass Pro Shop each week. The show focuses on an outdoor topic more specific to that particular area, and promotes local tourism.



## VETS ON CALL

Sponsored by Zoetis Animal Health, this "LIVE" call in show where producers and consumers with pets and livestock may ask questions to qualified veterinarians. Listeners will have the opportunity to discuss in detail all aspects of their animals health.



## HORSE TALK

A one-hour program devoted to the equine world featuring interviews with RFD-TV's popular horse clinicians talking about their television show topic, along with product showcase of western wear, tack, and the various breed associations. Horse Talk also originates "live" on location from many horse shows and events from around the country, and around the world.



## WESTERN SPORTS ROUND-UP

Sports reports and standings not covered by the current sports channels. This show features on PRCA rodeo results, the PBR standings for both riders and bulls, as well as recaps from the many events held around the country of interest to equine owners including barrel racing, cutting, reining, team roping, and other participant sports. In addition, WSR looks ahead to preview upcoming events. Hosted by Flint Rasmussen and Alexis Bloomer.



## RURAL EVENING NEWS

The nation's only prime-time production featuring news, weather, and market reports delivered from a rural perspective. This is a simulcast of the RURAL TV RURAL EVENING NEWS produced M-F from our Nashville studios, in conjunction with our Chicago/ Washington DC news bureaus and a mobile satellite production team attending major rural events.



## FFA TODAY

Weekly report from the nation's premier youth organization. With 558,000 current members aging from 16-22, and another 8 million alumni throughout the country, the radio program updates FFA supporters on the news for the organization, including a state by state report. This group is extremely connected through Facebook and Twitter, and provides a huge lift to RURAL RADIO's efforts to connect with a younger demographic. RFD made a \$1M donation to FFA in October/2012, the largest single unrestricted gift in the history of FFA. The FFA National Convention, held each year in October in Indianapolis, will also provide excellent exposure for XM/Sirius to the 55,000 attendees.



## THIS WEEK IN AGRIBUSINESS

Orion Samuelson and Max Armstrong recap the nation's top agricultural news, weather and markets each weekend on RURAL RADIO.



## US FARM REPORT

Premiere weekly broadcast devoted to agriculture news, weather, and features will air each weekend on RURAL RADIO. US Farm Report will air in the evenings on Saturday and mornings on Sunday. Produced by Farm Journal Media.



## PBR "LIVE"

PBR "LIVE" on RURAL RADIO provides commentary and instant results while they happen for the PBR fan. Broadcasting live prior to each event, PBR "LIVE" updates listeners on the latest PBR news and draws.



## RURAL REMOTE

This will be a test of Rural Media Group's most popular entertainment programming.

## COWBOY CHURCH

A non-denominational service that features the Bible from the cowboy perspective, hosted by Susie Luchsinger, the sister of Reba McIntyre. Broadcast from a different location each week, this program is tuned in by those going to, and coming from, their Sunday church service.



## SUPERIOR LIVESTOCK

"Live" carriage of the video auctions featured on RFD-TV that result in excess of \$2.5B in sales for feeder cattle and bred stock each year. As each auction has a physical catalog printed, it makes no difference to most cattlemen whether they see the auction on television or listen on the radio. It is the ultimate price that is important. No longer are cattlemen tied to watching on RFD-TV, and now have the freedom to be in their pickup to continue daily chores during the auction.



## 4-H ROUNDUP

Another attempt to connect with the youth of rural America. 4-H boasts over 4,000,000 members aging from 5-years-old to 18. 4-H is responsible for all of the displays and competitions at county and state fairs. This show focuses on the news of 4-H and interviews kids from around the country regarding their 4-H project or awards.



## JIMMY STURR

Experience the best in Polka music with Jimmy Sturr and RURAL RADIO. At the time that rock was reaching its crescendo, and in the era when Country was dazzling the nation, a strange phenomenon was taking place. In essence, this phenomenon was the rising popularity of Jimmy Sturr as the hottest musical attraction in the polka field. The reigning king of the field is a sweet-sounding, crooning charmer with brown hair, blues eyes and the charisma of a true musical entertainer.



## MARTY STUART

The Marty Stuart Show is a must for any RURAL RADIO listening. Each exciting show features Stuart, a new legend in country, his band, The Fabulous Superlatives, and his Country Queen wife, Ms. Connie Smith, who together have made the show a celebrated success. The Marty Stuart Show regularly features guest appearances from some of country music's most revered superstars. Radio personality Mr. Eddie Stubbs shares the stage as both Mr. Stuart's sidekick and the show's announcer.



## RALPH EMERY SHOW

For more than 40 -years, broadcast legend Ralph Emery has been the voice and the face for country music through both radio and television. Recorded LIVE from Nashville, Tennessee, Ralph's star-studded guest lineup includes icons like Reba McEntire , Louise Mandrell, Wynonna, and Billie Dean, just to name a few.



## AMERICA'S HEARTLAND

America's Heartland is more than a place, it's a state of mind. Providing food, fuel and fiber for America, and the world, is an act of passion on the part of our farmers and ranchers: big or small, mainstream or specialized. America's Heartland captures both the challenges and triumphs of farm and ranch families across the U.S., and showcases their commitment to quality food and animal safety, and environmental stewardship. The beliefs and ideas of America's Heartland are shared.



## TEXAS COUNTRY REPORTER

Travel every road of the state of Texas and meet folks who will inspire you for life. In the style of traditional American "man on the ground" reporting, our Texas reporter brings you stories about people you've probably never heard of before and possibly will never hear of again. Ordinary people who often are doing extraordinary things with their lives. This is reporting from the backroads, with heart, soul and character..





## JUST THE FACTS

1. Officially launched on July 15, 2013.
2. RURAL RADIO channel 80 is exclusively on SiriusXM between Radio Disney (79) and Doctor Radio (81).
3. RURAL RADIO is SiriusXM's only "Agribusiness and Western Lifestyle channel."
4. The web site for RURAL RADIO is: [www.ruralradio80.com](http://www.ruralradio80.com)
5. The social media addresses are: Twitter: @RURALRADIO80 & Facebook: [www.facebook.com/RURALRADIO80](http://www.facebook.com/RURALRADIO80). Western Sports Update, the weekly afternoon series, can be found on Twitter: @WesternSportsUp & Facebook: [www.facebook.com/westernsportsroundup](http://www.facebook.com/westernsportsroundup)
6. Network operations are located in Nashville, TN along with RFD-TV, RURAL TV and FamilyNet.
7. Paul Aaron ([paul@rfdtv.com](mailto:paul@rfdtv.com)) is the General Manager for RURAL RADIO.
8. News & Talk Radio Shows are the 2nd most popular radio shows among farmers
9. 78.8% of all American Farmers listen to farm market reports on the radio
10. Farmers are 53% more likely to listen to Satellite radio
11. There are 1.9M farmers and 770,000 ranchers in the United States
12. RURAL RADIO's Agribusiness shows fill the needs of more than 2-million farmers and ranchers plus an additional 30-million homes and businesses that are tied to agriculture prices.
13. There are 25-million Western Sports fans in the United States alone, who attend events in person or watch them on TV
14. There are 16-million bull riding fans. The Professional Bull Riders has a social media following of well over 500,000.
15. There are more than 15 million rodeo fans in the United States alone, who attend events in person or watch them on TV.
16. Western Sports fans are 55% more likely to live in the country (C&D counties).
17. Western Sports fans are 74% more likely to listen to events on the radio, merely given their travel and competition schedules, which have them frequently outside the home.
18. RURAL RADIO has a Chicago News Bureau Chief, Alexandra Lively, who presents "Commodity Wrap" directly from the Chicago Mercantile Exchange.
19. RURAL RADIO has signed broadcast deals with the Wrangler National Finals Rodeo, Las Vegas Events, Pro Rodeo Live and the Professional Bull Riders (PBR).
20. Major sponsors of RURAL RADIO programming include: Bass Pro Shops and Zoetis.