



September 18, 2018

FM: Patrick Gottsch
RE: Rural Communication Act of 2018

All,

Its CRUNCH time!!!! Because of your continued and tremendous support over the past 4 years for protection of rural programming on cable/satellite, including an unprecedented 202,000+ letters and public comments made to the FCC during their Notice of Inquiry in 2016 for independent programmers, Congress and the Senate are now considering adding the Rural Communications Act of 2018 on to the pending Farm Bill. This Act is designed to:

1. Mandate that 1% of the bandwidth (channel) capacity on all system operators be reserved for dedicated rural programming effective in 2019.
2. That this rural programming be offered by that system on their most basic, lowest priced tier.

This is not a big ask, as for a system with 300-400 total channels, it only requires that 3 or 4 channels have dedicated rural content. As an example, most systems carry 50+ Spanish American channels, and over 10 dedicated African American channels. Rural America is the largest, most underserved population that is being ignored by these new urban-based media conglomerates. And, its getting worse with Comcast recently dropping rural content, including RFD-TV, in all remaining states over the past 6 months. Verizon continues to block rural programming despite all positive efforts to change their attitude since dropping all of their rural content in 2016. These are but two examples of a terrible, irreversible trend. Only legislation will solve this problem, and insure that rural content be included going forward as media evolves. The FCC needs such legislation to enforce, and there is nothing in place to stop this wall from being built between rural and urban America.

At this time, and this is VERY IMPORTANT, please help us get this legislation over the goal line by contacting your two Senators and Congressman today. Just call their Washington DC office, or send them an email, with your name, city & state. Your request is very simple:

1. Please support the Rural Communications Act of 2018.
2. Please support attaching the Rural Communications Act of 2018 into the pending Farm Bill.
3. It is important that content devoted to serving rural America, including farmers and ranchers, be protected in this age of major mega media consolidation.
4. Congress has done so in the past to insure that rural America be treated fairly and receive the same services as urban America. Its time to do it again.

Armed with your 202,000 public comments, we are at the point of getting the Rural Communications Act of 2018 passed. I have personally met with many Democrats & Republicans,



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Conservatives & Liberals, and all those Senators & Congressmen in between, and everyone, and I do mean EVERYONE, is in agreement that this legislation is necessary and needs to be passed now. All they need, at this time, is to hear from the voters from their district or state.

AGAIN, PLEASE CALL OR WRITE YOUR SENATORS AND CONGRESSMAN TODAY. Together we are going to get this done, and insure that rural programming be available on each and every delivery system. The timing is NOW, as the Farm Bill is in its final stages, and may be passed by the end of September, or early October. The Senate and House of Representatives, and the President, want to get a Farm Bill done before the elections. This is our best chance to get this legislation passed. Its bi-partisan, and costs the government nothing. Rural America will be very grateful.

Please have your friends and neighbors do the same. Every call, every letter, every request is important and needs to be done without delay.

More information is on the www.rfdtv.com website, if needed.

As always, thank you for your support. Because of you, we have never given up. We are almost there.

Patrick Gottsch



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