

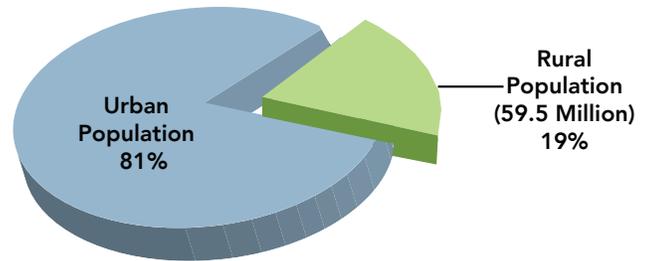
# BROADCAST TELEVISION AND RADIO IN RURAL COMMUNITIES

More than 20.7 million U.S. households representing 53.8 million consumers receive television exclusively through over-the-air broadcast signals – not a pay service such as cable or satellite.<sup>1</sup> In fact, 11 percent of over-the-air only homes live in non-metro areas, representing 2.3 million homes and 5.9 million people.<sup>2</sup>

## RURAL POPULATION ACROSS THE U.S.

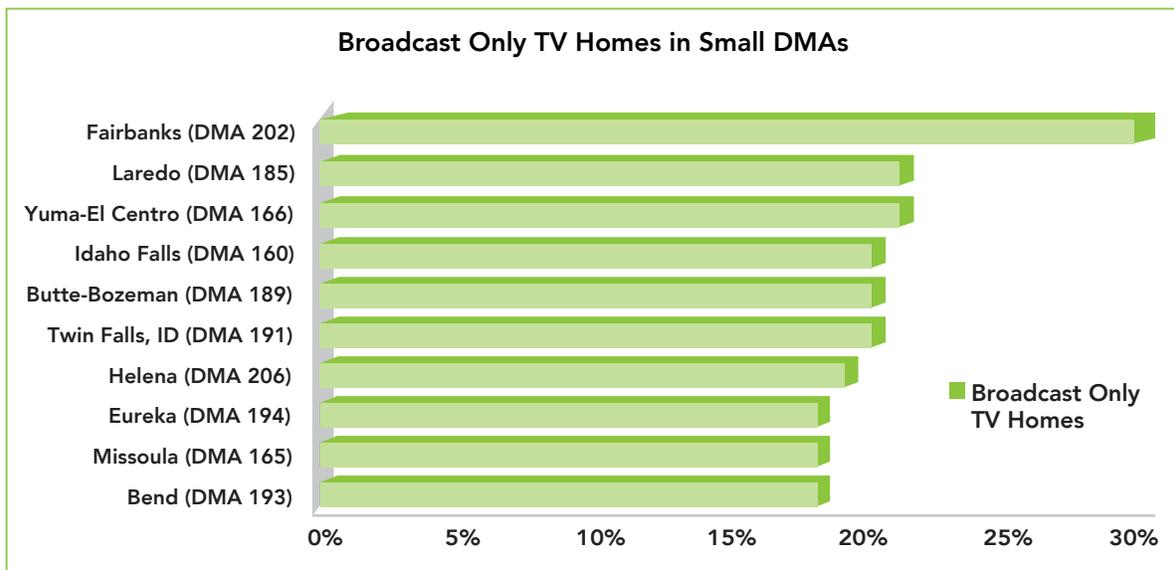
Rural America accounts for one-fifth of the total U.S. population, representing nearly 60 million people. Maine and Vermont are the most rural states with nearly two-thirds of their populations living in rural areas. Texas and North Carolina are states with the largest rural populations, each with more than 3.2 million people in rural areas.<sup>3</sup>

## U.S. Population



## RURAL AMERICANS AND OVER-THE-AIR TELEVISION HOUSEHOLD PENETRATION

Americans in a number of small television markets that include rural areas depend on over-the-air broadcasting more than the general population. The table below provides the percentage of households in a variety of small designated market areas (DMAs) relying solely on free over-the-air television.<sup>4</sup>



Source, Nielsen 2011

## BROADCAST TELEVISION IN RURAL AMERICA

Over-the-air television provides immense local and informational program choice for rural and farming communities across the country. The following table highlights examples of agricultural shows and segments on broadcast television:

Program	Description	Program Stats
<b>America's Heartland</b> <sup>5</sup>	A magazine style TV series providing positive stories about American agriculture, including music, art and stunning landscapes found only in rural America.	Now in its seventh season, this Emmy Award-winning show can be viewed on over 240 stations covering 60 percent of the U.S. This popular series maintains its audience each week, with more than 1 million people watching each episode.
<b>California Heartland</b> <sup>6</sup>	A TV series that offers compelling stories and relevant information about California's \$27 billion agricultural industry.	Now in its ninth season, this show airs on 11 television stations throughout the Golden State.
<b>The Georgia Farm Monitor</b> <sup>7</sup>	<i>The Georgia Farm Monitor</i> has been providing Georgia's farming community agriculture stories of interest to farmers and the rural community since 1966.	The program has produced more than 2,350 original episodes and airs on 12 stations throughout Georgia each week.
<b>The Idaho Farm Bureau Federation</b> <sup>8</sup>	The Idaho Farm Bureau's TV news department covers stories about agricultural, environmental and natural resource issues that affect Idaho residents.	Twice a week, The Idaho Farm Bureau Federation provides agriculture and natural resource news segments to the following broadcast television news departments: Boise – KBCI Lewiston – KLEW Idaho Falls – KIFI Twin Falls – KMVT

## MOBILE DIGITAL TELEVISION IN RURAL AREAS

Currently, 130 TV stations in 30 states are transmitting mobile television signals. These stations offer more than 150 channels of programming to viewers across the country.<sup>9</sup>

The mobile TV platform enables local TV stations to deliver live, local content to mobile and video devices such as mobile phones, portable media players and laptop computers, without the need for Internet service. Because the technology uses the TV airwaves, Internet service such as WiFi, 3G and 4G are not required, nor is additional spectrum.<sup>10</sup>

Mobile TV has become increasingly popular in smaller markets that include rural populations. Mobile TV is available to rural communities across the country, including Birmingham-Hoover, Ala.; Colorado Springs, Colo.; Fresno, Calif.; Greenville-Mauldin-Easley, S.C.; Lincoln, Neb.; Montgomery, Ala., and Tulsa, Okla.<sup>11</sup>

## AGRICULTURE PROGRAMMING ON BROADCAST RADIO IN RURAL COMMUNITIES

Radio reaches 242 million listeners each week, with all Americans spending nearly 15 billion hours listening to radio each month.<sup>12,13</sup> Local radio continues to provide rural communities with a variety of informational and ethnically diverse programs through more than 15,000 commercial and non-commercial stations across the country. Americans living in rural areas can listen to more than 6,000 broadcast radio stations located in non-metro counties and markets so small they are not even rated by the audience measurement service, Arbitron.<sup>14</sup>

Commercial radio stations in rural areas air agricultural programs and segments that focus on local farming news. Several states and regions have agricultural radio networks that provide localized weather and industry information focusing on the state or region’s farming business. Examples of agricultural radio networks that air on several radio stations throughout the state or region include Iowa AgriBusiness Network, Kansas Farm and Ranch Radio, RFD Illinois Network, Southern Farm Network and Texas Farm Bureau Radio Network.<sup>15</sup>

AgNet West Radio Network recently launched in California with the goal of being a local farm radio network that works with the state’s large agricultural community.<sup>16</sup> The local network reports on an assortment of topics several times throughout the day including crops, livestock, dairy and general agriculture news. AgNet West Radio Network can be heard on 12 radio stations in California, covering 95 percent of all key crop areas in the state.<sup>17</sup>

Station <sup>18</sup>	Counties Covered by AgNet West Radio Network
KCAA-AM	S/W San Bernardino, Western Riverside and Orange County
KERN-AM	Kern, Kings, Tulare, Fresno, San Luis Obispo, Ventura, Santa Barbara
KION-AM	Monterey, San Benito, Western Merced
KION-FM	Monterey, San Benito, Western Merced
KPAY-AM	Butte, Tehama, Sutter, Yuba, Colusa, Yolo, Northern Sacramento, Eastern Napa, Solano
KRKC-AM	Monterey, San Benito
KRKC-FM	Monterey, San Benito
KROP-AM	Imperial, Riverside, Eastern San Diego, Colorado River Basin in AZ
KSAC-FM	Sacramento, Yolo, Sutter, Placer, Yuba, Butte, Napa, Solano, Lake, San Joaquin
KTIP-AM	Tulare, North Kern, Kings, SE Fresno
KYNO-AM	Fresno, Tulare, Stanislaus, Northern Kern, Madera, Kings, San Benito, Monterey, Eastern Santa Clara
KYOS-AM	Merced, Stanislaus, San Joaquin, Northern and Western Fresno

For more than 60 years, the Nebraska Rural Radio Association has broadcast vital information to farms and ranches, including daily grain and livestock markets, weather and farm reports. Stations in the Rural Radio Network provide these essential updates throughout each work day to farmers and ranchers living in Nebraska, Kansas, Iowa, Colorado and South Dakota.<sup>19</sup>

The Nebraska Rural Radio Association is owned by more than 4,000 farmers and ranchers and includes six local radio stations that are part of the Rural Radio Network.<sup>20</sup>

The Idaho Farm Bureau relies on commercial radio as a valuable source for information important to local farming communities. The “Voice of Idaho Agriculture” features radio segments that deal with agriculture, natural resources and related economic topics. The program airs weekly on the following 15 radio stations in Idaho and Oregon.<sup>21</sup>

Market	Radio Station	Market	Radio Station	Market	Radio Station
Boise-Nampa	KFXD-AM	Lewiston	KRLC-AM	Ontario, OR	KSRV-AM
Grangeville	KORT-AM	Montpelier	KVSI-AM	Orofino	KLER-AM
Idaho Falls	KID-AM	Moscow	KRPL-AM	Rupert	KBAR-AM
Jerome	KART-AM	Pocatello	KWIK-AM	Twin Falls	KLIX-AM
Lewiston	KOZE-AM	Preston	KACH-AM	Mt. Home	KMHI-AM

Southeast AgNet produces farm news programs broadcast on more than 65 radio stations in Alabama, Florida and Georgia with reports customized for each state. Southeast AgNet produces approximately 20 news headline programs each day, focusing on various farming industries such as cattle, citrus, cotton, peanuts and soybeans. These news reports also provide individualized weather reports for these diverse agricultural regions.<sup>22</sup> The table below includes examples of some of the stations that carry farm news segments from Southeast AgNet.

State	Market	Station
Alabama	Athens	WKAC-AM
	Cullman	WKUL-FM
	Monroeville	WMFC-FM
Florida	Lakeland	WLKF-AM
	Zolfo Springs	WZZS-FM
Georgia	Albany	WALG-AM
	Calhoun	WJTH-AM
	Calhoun	WJTH-FM
	Cornelia	WCON-AM
	Sandersville	WSNT-FM

*AgriTalk, The Voice of Rural America*, broadcasts each week from rural areas across the country and can be heard on nearly 70 radio stations in 14 states – Colorado, Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota, Texas and Wisconsin. Host Mike Adams facilitates a discussion about issues and ideas important to rural America.<sup>23</sup>

Several of these radio stations and agriculture news providers are members of the National Association of Farm Broadcasting (NAFB). NAFB represents and supports radio and television broadcasters, as well as agriculture companies and farm organizations across all 50 states. With more than 500 members, NAFB is focused on building and supporting the agricultural and rural broadcasting marketplace through marketing, promotion, research and professional development.<sup>24</sup>

## FARMING COMMUNITIES RELIANCE ON RADIO BROADCAST WEATHER REPORTS

Rural radio stations provide farmers and ranchers with essential local weather reports vital to the success of rural businesses. Radio Ranch KBHB is western South Dakota's farm and ranch radio station providing weather forecasts to listeners every ten minutes.<sup>25</sup> Iowa news/talk radio station 1240 KICD-AM delivers weather and farm updates each weekday morning.<sup>26</sup> Entertainment radio stations, such as KUTT 99.5 FM in Nebraska, also offer listeners critical farming and weather updates throughout the day.<sup>27</sup>

## PUBLIC BROADCASTING'S INFLUENCE ON RURAL AMERICA

Public radio and television stations play an important role in small towns throughout the country. Millions of Americans rely on public broadcasting as a critical lifeline, providing lifesaving emergency news and information to their small communities. Today, more than 95 percent of the U.S. population is able to access public broadcasting's over-the-air signals.<sup>28</sup>

National Public Radio (NPR) creates and distributes news, information and music programming to a network of 959 public radio stations throughout the U.S., reaching 26.4 million listeners every week.<sup>29</sup> About 93 percent of the U.S. population can hear at least one station that carries NPR programming.<sup>30</sup>

Public Broadcasting Service (PBS), America's largest public broadcasting network, provides trusted programming through its more than 350 member television stations serving all 50 states. Over the course of a year, 91 percent of all U.S. television households and 236 million people watch PBS.<sup>31</sup> In 2011, PBS provided 500 hours of arts and cultural programming, watched by 121 million people.<sup>32</sup>

PBS offers educational programming for a wide range of ages, interests and genres. PBS is available to all children across America, providing content to young children who are not able to attend preschool.<sup>33</sup> Children living in rural areas are able to receive programs that improves their critical skills. PBS children's programming teaches children valuable life skills, as well as improves performance in school. Research has shown that children who watch PBS's "Sesame Street" in preschool spend more time reading for fun in high school, which results in higher grades in key subjects such as English, math and science. Additionally, other PBS programs, such as "SUPER WHY," have been shown to increase children's literacy skills by 46 percent.<sup>34</sup>

Public television and radio is a vital resource in rural areas. In November 2011, the U.S. Department of Agriculture announced funding to help rural public television stations transition to digital broadcasting. The Public Television Digital Transition Grant Program provided \$4.75 million in grants to noncommercial educational broadcast television stations serving rural areas across 15 states.<sup>35</sup> Also, it is one of several programs designed to help rural communities expand and modernize their technology so public television stations can provide viewers important emergency information.

## EDUCATIONAL AND PUBLIC PROGRAMMING ON DIGITAL MULTICAST AFFILIATES

In addition to broadcasting on primary channels throughout the U.S., public television provides a variety of local and educational programs on 577 multicast digital television (DTV) channels. On the following page are examples of such digital multicast channels across the U.S.<sup>36</sup>

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Public and Educational DTV Multicast Channels	Number of Channels	Public and Educational DTV Multicast Channels	Number of Channels
Create/Create HD	204	PBS-HD	8
PBS Encore	111	Wisconsin Channel	6
PBS	62	PBS World	5
PBS Kids	62	Ohio Channel	5
MHz Worldview	26	ThinkBright	4
MN Channel	16	OETA OKLA	4
Kentucky Channel	16	PBS East/PBS East-HD	4
PBS West	11	360 North	3
Educational/ Educational-HD	12	Montana Legislature	3
Florida Channel	10	Indiana Channel	2

Source: SNL Kagan Data Services: TV Station Database

## FAITH-BASED PROGRAMMING IN RURAL AREAS

Religious broadcast station owners are a growing presence among broadcasters with 34 owners operating 119 full-power broadcast television stations across the U.S.<sup>37</sup> Many faith-based radio and television stations are located in small markets that include rural areas. For example, KWOG, a local broadcast station in Arkansas affiliated with Daystar Television Network, offers religious programming through free over-the-air broadcast signals.<sup>38</sup>

In addition, 223 faith-based multicast networks offer programming to their respective audiences throughout the nation.<sup>39</sup> Below are examples of faith-based multicast channels.<sup>40</sup>

Religious DTV Multicast Channels	Number of Channels
JCTV	34
Church Channel	34
Smile of a Child	34
Enlace USA	33
Religious	21
LeSea	8
TCT Family	8
TCT HD	8
TCT La Fuente	8
CTNi	7
My Family TV	6
SonLife	3

Source: SNL Kagan Data Services: TV Station Database

The National Religious Broadcasters (NRB) is an association of Christian communicators, including radio and television broadcasters, whose member organizations represent millions of radio listeners and television viewers. NRB provides educational, ministry and fellowship opportunities for its radio and television members located across the U.S. A survey conducted by the NRB reveals that 141 million people in America listen to, or view, the programming of Christian broadcasters at least once a month.<sup>41</sup>

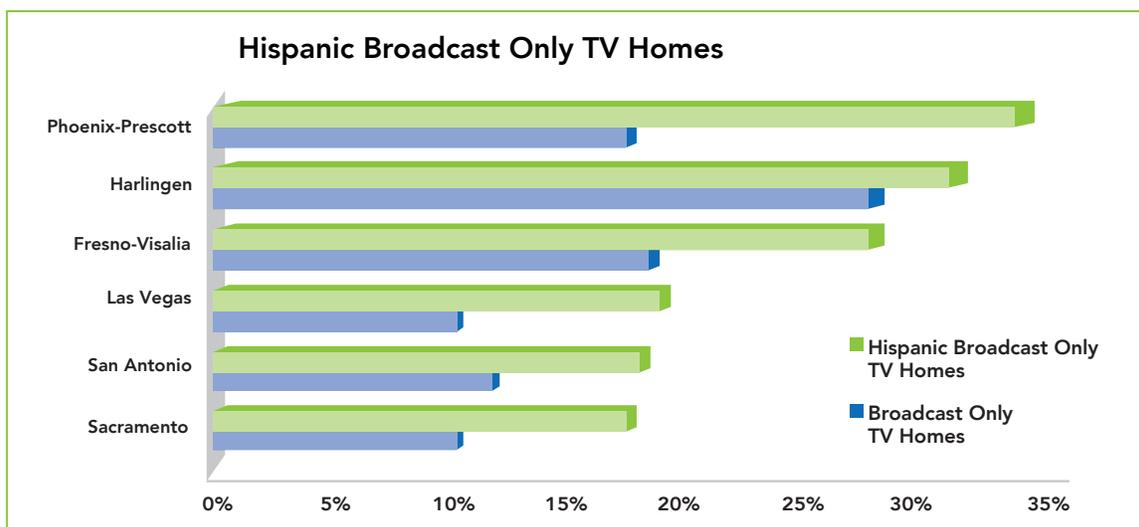
## HISPANIC POPULATION IN RURAL COMMUNITIES

Since the 2000 Census, the Latino population has grown 43 percent, accounting for more than half of the nation's total growth.<sup>42</sup> Significant gains in the Hispanic population account for increases in the rural population throughout the U.S.<sup>43</sup> The Latino population more than doubled in several states where one-third of the state's population lives in rural areas – Alabama, Arkansas, Kentucky, Mississippi, North Carolina, Tennessee, South Carolina and South Dakota.<sup>44</sup> The table below provides Hispanic population change for rural counties in several states across the Midwest.<sup>45</sup>

State	Rural Counties – Hispanic Population Change 2000-2010
Iowa	124%
South Dakota	86%
Nebraska	80%
North Dakota	73%
Minnesota	70%
Wisconsin	57%
Kansas	47%
Montana	32%
Wyoming	31%

For the most part, Hispanics continue to rely disproportionately on the over-the-air TV and radio that local broadcasters provide. Reliance by Hispanics on free and local TV and radio, multicast and Spanish-language programming is significant across the American landscape, and broadcasting continues to provide a vital and irreplaceable resource to Hispanic communities.

In the chart below, Hispanic broadcast only TV homes represent Hispanic homes where free, over-the-air broadcast television is viewed exclusively (and there is no cable or satellite subscription service). Likewise, broadcast only TV homes represent all homes where free, over-the-air broadcast television is viewed exclusively.<sup>46</sup>



Source, Nielsen 2011

## LOCAL TELEVISION AND RADIO ECONOMIC IMPACT

Local broadcasting generates billions of dollars in annual gross domestic product (GDP) and thousands of jobs in states with large rural populations. The table below shows the economic impact of local television and radio in states with 40 percent or more of the state's population living in rural areas.<sup>47</sup>

State	Percent of Rural Population <sup>*48</sup> (thousands)	Total Economic Impact <sup>49</sup> (billions)	# of Jobs (thousands)
Maine	61%	\$3.9	9.4
Vermont	61%	\$1.8	4.5
West Virginia	51%	\$5.3	12.2
Mississippi	51%	\$8.2	19.6
Montana	44%	\$2.9	7.3
Arkansas	44%	\$9.1	21.3
South Dakota	43%	\$3.0	6.9
Kentucky	42%	\$14.6	33.4
Alabama	41%	\$14.7	33.8
North Dakota	40%	\$2.2	5.3

Local radio and television stations are a vital and irreplaceable resource to rural communities, providing them with entertainment and important news and emergency information they rely on each day. Broadcast stations are innovating to provide more services and diverse content to their viewers, such as ethnic, faith-based and agricultural programming. Working together, rural groups and local stations can ensure the strong growth of broadcast radio and TV and successfully meet the needs of rural communities across America.

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October 2012



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