



*The Award-Winning*  
**Wide World of Horses**

***Who's watching the HORSES on Monday Nights!***





## Wide World of Horses - The Weekly Series

Wide World of Horses, a True South Production, is a television show that airs each week. Since it began in January, 2007, this exciting weekly program has highlighted the broad range of events, people, and of course, horses, that make up the contemporary equine scene. In its first year, Wide World of Horses received the prestigious Vaquero Media Award presented by the National Cowboy Hall of Fame & Western Heritage Museum and the National Reining Horse Association. It has also been cited by RFD-TV management as the “new standard in equine programming.”

As the name implies, Wide World of Horses showcases the horse world. But the innovative and unique aspect of the program is that it has been constructed to create broadcast partnerships with equine organizations and events.

By providing air time under the Wide World name umbrella, individuals and organizations can garner national exposure in front of a television audience that numbers in the millions.

Wide World of Horses airs each **Monday night at 10:30 EST (9:30 CST) on RFD-TV** - so it's just as close as your Dish or Direct TV satellite!

But that's just the beginning because, on RFD-TV, each weekly program is run three times so the program also runs Mondays at 4:30 pm EST and Tuesdays at 8:30 am EST. That schedule includes the primetime evening show, plus a morning, and an afternoon showing. So if viewers miss an episode or just want to re-watch one, there are flexible opportunities.

In its sixth year, RFD-TV was the nation's first 24 hour television network dedicated to serving the needs and interests of rural America and in recent years has expanded its distribution to all 50 states with fulltime coverage supplied by DISH Network, Direct TV, Mediacom cable, and NCTC Cable.

The biggest advantage of RFD is that it provides a home for Wide World of Horses in front of a large national audience. And that audience is made up of a high percentage of “horse people”.



## Wide World of Horses Broadcast Partners

Wide World of Horses can provide you with all the advantages of a weekly television program without the exorbitant cost or time commitment of maintaining a weekly presence.

True South, Ltd. sells blocks of time to horse organizations, individuals and entities and telecasts those shows under the the Wide World of Horses umbrella. In other words, one show is "The Wide World of Horses Presents Inside Reining". Another might be "Wide World of Horses visits the National Reining Breeders Classic".

The advantages of this type arrangement are instantly apparent.

Because Wide World of Horses Broadcast Partnerships are available only to the horse world's elite events, organizations and individuals, your inclusion solidifies your identity as an important facet of the equine industry.

Of course, Wide World will work with you to publicize your presence on Wide World of Horses to your audience, so you have the benefit of reaching new viewers and gaining new participants and fans. That's because, since Wide World of Horses airs each week at a set time, the horse world is accustomed to tuning in. That creates a great opportunity for exposure to a wider audience - and that audience is already interested in horses.

Airing at a set time allows the show to build a loyal audience. Being broadcast on RFD-TV gets the show to over 6.9 million adults who watch RFD-TV weekly.

Wide World of Horses conducts a blanket promotion of the show in print and media buys and other types of promotions. Those marketing efforts directly benefit broadcast partners - at no additional cost. Obviously, the more people are driven to watch Wide World of Horses, the more your sponsors and programming benefit! Literally anyone involved in horses will know where to find you.

Most events and horse organizations cannot afford to broadcast a national TV show on a weekly basis and buying airtime through a piecemeal approach has been cost-prohibitive. But by utilizing the buying power of True South, the expense becomes much more manageable.

True South, Ltd. also offers broadcast partners plans for actual video production of your program at an extremely affordable rate, made possible by that same buying power.



## Wide World of Horses - The Program

Along with host, well-known actor and Texas personality Guich Koock, Wide World of Horses regularly features renowned horseman Dick Pieper in programs that explore a cross-section of the horse world. Whether it's a behind-the-scenes look at an over-achieving equine, or a tip from a pro, or just good horse sense, viewers will be entertained, motivated and inspired.

Koock, of San Antonio, appeared in a wide range of movies, including North Dallas Forty and Coal Miner's Daughter and television programs ranging from Laverne and Shirley to Walker, Texas Ranger. Formerly a multiple-appearance guest on Good Morning America, The Tonight Show and the Merv Griffin Show, he co-hosted the LA Sunday Show, as well as the Toni Tennille Show.

A sixth generation Texan, born and raised on a ranch outside of Austin, Texas, Koock later bought the town of Luckenbach, Texas, along with his friend Russell "Hondo" Crouch, and organized the great Luckenbach World's Fair and the Luckenbach Women's Chili Cookoff.

Early on, the charismatic Koock was spotted by casting director, Sherry Rhodes, who cast him in Steven Spielberg's "The Sugarland Express." Koock made a career of playing good ole boys in many films and TV shows, perfecting it in the 1980's sitcom "Carter Country."

"We're thrilled that Guich has agreed to host our initial *Wide World of Horses* programs, noted Cheryl Magoteaux of True South, LLC. "He brings some fun to the format as we focus on the horse world."



## Advertising

Advertising on Wide World of Horses can help make your company and products visible to a broad cross-section of the horse community. This target rich venue is tailor made for attaining maximum saturation in the widely diverse horse world.

Thirty seven per cent of RFD-TV viewers own horses, so it's a perfect home for **Wide World of Horses**. With 6.9 million RFD-TV Viewers, and 28 million households having access to RFD-TV on DISH Network Channel 9409 and DirecTV Channel 379, that means exposure plus for your marketing investment.

And compared to print advertising, this is a economical venue for exposure in the horse world.

At \$1000 or less per 30-second sponsorship spot, with the potential audience in the millions instead of mere thousands, **Wide World of Horses** can deliver.

### Cost of 30 Second Advertising Spots

1 spot	\$1000 per program (airs three times)	\$1,000
3 spots	\$825 per program (9 total air times)	\$2,475
6 spots	\$712.50 per program (18 total air times)	\$4,275
10 spots	\$600 per program (30 total air times)	\$6,000



## **Individuals and Events For Success in the Horse World**

In the contemporary equine world, everyone competes for many of the same sponsorship dollars. Garnering industry support for your event or your business often comes down to what additional benefits you can offer to entice sponsorship support.

Measurable advantages for sponsors are exponentially increased when sponsored shows or competitions are televised and exposed to a national audience. Broadcast partners who include exposure on Wide World of Horses in their sponsor benefit package enhance their ability both to sell sponsorships and to get top dollar for them.

Wide World of Horses provides Broadcast Partners with a new alternative for gaining nationwide attention. With a potential audience excess of 28 million viewers on RFD-TV, Wide World can help grow events and organizations.

## **For Associations**

Association Managers have the job of balancing dual priorities - being a careful caretaker or limited funds plus doing everything possible to promote the organization. Until Wide World of Horses, the cost of securing air time and paying for production has been prohibitive for small-to-medium sized equine organizations. Not surprisingly, the opportunities for television exposure have been extremely limited for many such entities.

Now you can have a partner in getting your organization the attention it must have to advance to the next level.

With Wide World of Horses, you benefit from a team effort as a Broadcast Partner. TV visibility will help in attracting Corporate Partners and Sponsors. Common goals such as growing membership, increasing attendance at events and increasing awareness are all reachable through a Broadcast Partnership with Wide World of Horses.



## Opportunities and Options

For a single program or for a series of segments Wide World of Horses offers an opportunity to grow your event and your business. It can become a huge factor in your overall yearly marketing plan.

If you envision multiple programs, we can help you select which frequency will be best for you. If yours is a single program project, we will work with you to select the perfect dates to derive maximum benefits.

Maybe your budget won't allow the commitment and expense of air time and production cost for an entire program. Or maybe you have a special message, program or news items that doesn't warrant an entire episode. The Segment Option lets you opt for just a portion of a time slot and this works well because of the variety show concept of Wide World of Horses.

**Pro  
Management**

### We Promote You!



True South, LLC has engaged the services of Pro Management, Inc. to manage, publicize and promote the Wide World of Horses. And all efforts to publicize and promote Wide World, carry your message along, as well.

Pro Management, based in Byars, Oklahoma, has been a leader in the horse industry, with projects ranging from creating and running some of the world's largest equine events - to publicizing and marketing projects for an A-list of clients. Those clients include the National Reining Breeders Classic, the National Reined Cow Horse Association, the United States Equestrian Federation, the National Reining Horse Association, Women's Pro Rodeo Association, American Quarter Horse Association, the American Hunter-Jumper Foundation and others.

Pro Management staffers know the horse industry and at True South, we count on them to keep Wide World of Horses in the forefront of the equine industry. Pro Management even supplies Broadcast Partners with a guide to maximizing your Wide World of Horses exposure.



## Funding Your Television Project

It only takes a little creativity to fund some or all of the cost of putting your segment on television or to even make it a profitable venture!

With each 24 minute segment comes the opportunity for sales of sponsorship/advertising. We recommend 15- and 30-second spots.

Many Broadcast Partners will have their own sponsors or products to promote and advertise; others will be soliciting new ones.

Wide World of Horses' varied array of programming provides a tremendous menu for businesses that want to reach the equine industry - and with the programming choices, it's easy to target specific markets.

Our advisors can help potential sponsors identify and target a market based on program content.



## Services Menu

### Cost of Air Time for Broadcast Partners per Program

One-time	24-minute program	\$6,750 per program
2-9	24-minute programs	\$6,000 per program
10-19	24-minute programs	\$5,250 per program
26 or more	24-minute programs	\$4,500 per program

*Note: 24 minute program can include up to ten 30 second spots.*

### Segment Option

Per Segment 5 minute segment \$2,625 per segment

*Note: 5 minute segment can include one 30 second spots.*

Per Segment 7 minute segment \$3,375 per segment

*Note: 7 minute segment can include two 30 second spots.*

### Production

Broadcast Partners may opt to secure and direct their own production.

Or if desired, True South can provide turnkey production through our network of production companies. Production costs will vary, based on project, but generally, the costs will near to those listed below.

Per Show \$6,900-\$9,900 \* plus expenses

Per Segment \$2,500-\$3,500 \* plus expenses



*Wide World of Horses is owned by Cheryl Magoteaux and Jack Covington.*

**Jack Covington** of Lucas, Texas, has a rich background in sales and marketing. His company, Sales Southwest, achieved top sales volume status, nationwide, for manufacturers including Coca-Cola Foods, Welch Foods, Bausch and Lomb, among others, marketing food, cosmetics and general merchandise to Wal-Mart, Sams and Albertsons.

Covington has been equally successful in the horse world, receiving laurels as an owner, breeder and Non Pro rider in tough national reining competition. He's been a finalist at the National Reining Horse Association Futurity and Derby, and has earned championships and reserve titles at the Kansas Futurity, the North Central Reining Horse Association Futurity, the Southwest Reining Horse Association Futurity and the National Reining Breeders Classic. In addition, horses Jack has bred have gone on to win prestigious championships throughout the country.

As a partner of True South, LLC, and the Sales Manager for Wide World of Horses, Covington's background merges business with the equine world and his ability to clearly understand both facets allows him to help broadcast partners and sponsors to reach the maximum potential in their promotional efforts.

**Cheryl Magoteaux**, like Covington, has been successful both inside the arena and out. She is a former college horsemanship instructor who is a Professional Womens Rodeo Association barrel racing national champion and Womens National Finals Rodeo qualifier.

Cheryl has written, edited and done photography for an immense range of publications, earning national awards and recognition both for photography and writing and co-authored the highly successful, *Charmayne James on Barrel Racing* book in 2005. She has also done color video commentary for *Waltenberry's Reining Video Monthly*.

Her company, Pro Management, Inc., provides management, advertising, publishing, media and publicity services for some of the giants in the western horse industry – including the National Reining Breeders Classic (NRBC) and the National Reined Cow Horse Association (NRCHA). Pro Management also publishes over a dozen publications each year, including the NRCHA's official bi-monthly magazine, *Stock Horse News*. Pro Management staff oversees the production of the NRBC, the world's largest added money reining, and all the NRCHA's premier events, including the NRCHA Snaffle Bit Futurity.

Cheryl is the Marketing Manager for Wide World of Horses, and a partner of True South, LLC, and her vision and creativity helps insure that Wide World of Horses will attain and maintain a position of prominence in the equine world.



## RFD-TV Delivers!

RFD-TV Viewers with 3.5 or more acres of land form a great marketing target. Consider these demographics from the National Association of Farm Broadcasters 2006 National Rural Lifestyle Study.

<b>Products Owned</b>		<b>Number of Horses</b>	
All Terrain Vehicles	37.1%	1	22.7%
Utility Vehicle	15.7%	2	28.1%
Pickup Truck	72.7%	3	14.4%
Pickup Truck (less than 1 year old)	22.1%	4	1.4%
SUV	27.8%	5	12.1%
Riding Lawn Mower	77.3%	6 or more	21.5%
Snow Blower	11.1%		
Snowmobile	2.7%		
Chain Saw	83.2%		
Powered Lawn Equipment	60.2%		
Horse Trailer	20.3%		
Livestock Trailer	27.4%		
Rifle or Shotgun	66.1%		
Boat	29.8%		

### NEILSEN AUDIENCE MEASUREMENT

In Designated Market areas not dominated by a purely large metropolitan market such as San Francisco or New York, RFD-TV ranks consistently in the top 15 network tier and ranks higher than more recognized networks such as MSNBC, Outdoor Living Network (OLN) and Great American Country (GAC). With the change to commercial status for RFD-TV, these figures should continue to rise.

## RFD-TV Viewer Survey Results

*The following is a recap of the first 10,000 returns tabulated from RFD-TV's 2006 Viewer Survey.*

In what state do you live?

Texas	9%	WI, VA, PA, GA, NC, TN, NY, MN	3%
CA, MO, IL	5%		
FL, OH, IA, MI, IN	4%	AL, KY, OK, CO, AZ, KS, SC, WA, AR, OR	2%

What best describes the location of your home? Farm - 23% Ranch - 8% Country Home - 33%  
Urban (5000+ pop) - 15% Small Town - 20%

Primary Income derived from Agriculture?

Yes - 13% No - 87%

Products owned or being considered for a purchase:

Small Tractor (50 hp or -)	47%	Animal Health Products	31%
Large Tractor	23%	Chemical or Fertilizer	30%
Pickup Truck	66%	Seed Products	25%
SUV	25%	Feed Products	44%
Personal Car	52%	Equine Tack & Equipment	30%
ATV	26%		