-------- Original Message --------
Subject: RFD Letter
From: Steven Cochran <scochran@wideopenwest.com>
To: Kooiker Sam <Sam.Kooiker@rcgov.org>
CC:

Mayor Kooiker,

Thanks for the call today. Attached is the letter we discussed on the call. The letter does not mention the number of alternatives that also offer RFD-TV as that varies from 2 – 4 in various markets, but I think is an important point as you think about your citizens access to this programming. Please confirm receipt of this e-mail and I look forward to meeting you in the future.

Steven Cochran
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It's that kind of experience.

December 12, 2012

Mayor Sam Kooiker
Rapid City, SD

Dear Mayor Kooiker:

I write this letter in response to your concern regarding the decision to remove RFD TV from the Knology channel line-up. It is always our goal to provide customers with programming that appeal to a wide variety of demographic interests at a fair price. Therefore, the decision to discontinue offering the RFD network was not made without much consideration.

Programming decisions are made in part on customer demand for a network and the viewership of RFD TV has remained in the lower tier of our channel line-up. However, customer demand and viewership is not the only decision point.

The bigger issue behind these difficult decisions is the reality of dealing with large content providers with the ability to bundle their network holdings into one offer package for carriage on our cable network. The fees for these networks continue to increase and as a cable provider we have little leverage in dealing with these companies. The fees for these networks are based on the number of total subscribers in our system, not just those that will watch a particular network. In addition, the broadcast networks (ABC, CBS, NBC, Fox) have the right to charge re-transmission fees which continue to rise significantly. Consequently, independent programmers such as Rural Media Group are more likely to be eliminated in order to keep cable rates fair and reasonable for all viewers. It is important to note that dedicated viewers of RFD TV do have options to view their programming. Anyone with an Internet connection can subscribe to RFD through its website.

Please be assured that we desire to continue our strong partnership with Rapid City and the elimination of the RFD network from our system was difficult and deliberated with care. We continue to fight regulatory rules that favor large networks and broadcasters which disadvantage not only cable TV subscribers, but also small and independent programmers. If you have additional questions or concerns, please feel free to contact me.

Sincerely,

Scott Schroeder
VP and General Manager
Knology
Scott.Schroeder@Knology.com