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I watch RFD-TV on Dish network on a fairly regular basis. I'm a 55 y.o. male in Wisconsin and can say that, personally, I would rather watch this type of programming than most of the other channels that Dish provides. I have seriously considered cancelling my Dish subscription due to the lack of what I would consider "quality programming". RFD-TV is one of the reasons I have not cancelled, being that I gain valuable information on all facets of rural issues. Allowing this, and other independent channels from being aired would make my decision to cancel my subscription to Dish almost a given, as I see little value in many of the "premium" channels.