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I watch RFD TV on Direct TV for its Educational Content an example being the National Beef Cattleman's Association program for coverage of commercial cow/calf management and techniques, herd health management, market conditions and trends and pasture management practices, Ag PHD for weed control practices for hay production. I watch RFD TV for entertainment - western series and music shows, and ranch history shows such as The American Cowboy and best of all, Red Steagall's West of Wall Street. I watch RFD TV for the Rural Evening News, and the Hourly Ag Market Reports. Although I have been a Direct TV subscriber for the past 25-years, the cancellation of the RFD programming would have me considering cancellation of my subscription. Please do not allow carriers to discontinue such beneficial programming to rural /urban television markets.