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If you look at a US map; you will see a chunk of states between the cities of LA and NY. The majority of these states have people who ranch for a living; farm for a living or own livestock for the sake of it. Do you think that these people are interested in the same shows as someone in downtown LA? Probably not. I would suggest looking at the other states and the types of people who live in those states and appeal to those folks. Please keep RFD TV.