



# NEWS

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## RFD-TV's FarmHer Nominated for a Cynopsis TV Award in Three Categories

### *Nominated for Best Reality Series in the Family-focused, Food/Lifestyle, and Documentary Categories*

(NASHVILLE, TENN. — January 6<sup>th</sup>, 2017) RFD-TV is proud to announce that its new documentary series "[FarmHer](#)" has been nominated for a Cynopsis TV Award as Best Reality Series in three different categories: Family-focused, Food/Lifestyle, and Documentary.

RFD-TV's series, "FarmHer" premiered in September 2016 and focuses its camera lens on women in agriculture through the eyes of photographer and TV host [Marji Guylar-Alaniz](#). Female farmers have often gone unnoticed, despite making up 30% of the farming workforce and tripling over the past four decades. "FarmHer" takes viewers on a journey through a day in the life of many diverse women, telling their story and aiming to create a dialogue that highlights the importance women play in agriculture. Each episode of "FarmHer" follows a different female farmer and explores their lives on different farms around the country. From an urban goat dairy farm in Tampa to an alpaca ranch in Colorado, "FarmHer" takes you inside the nitty-gritty lives of female farmers.

In recognition of this achievement, each finalist will be highlighted as either a winner or an honorable mention at the Cynopsis TV Awards and 20th Anniversary Gala in New York on Tuesday, February 7, 2017. The event will include an anniversary reception followed by a dinner announcing the TV Award winners.

"I spent my career working in agriculture and never thought about how women were (or rather, weren't) portrayed," said Marji. "I woke up in the middle of the night with the realization that instead of being frustrated, I had the ability to start changing the perception with my camera and show the world that women farm too."

[FarmHer](#) was founded by Marji in 2013 just after the "God Made a Farmer" Super Bowl Ram commercial aired. A few days after the commercial captivated America, she read an article discussing how it was a beautiful representation of America, but where were the women? She struggled with this fact and decided she wanted to utilize her passion for photography to begin changing the image of agriculture to include women and share their stories. The FarmHer concept started as an online community and photo project and has now grown into a new primetime television series on RFD-TV.

This original series is produced by RFD-TV in partnership with "FarmHer" and presented by Syngenta U.S. Additional sponsors include Mahindra U.S., Nationwide Agribusiness and Puracyn.

"There is something to be learned from every woman in the FarmHer series and you do not need to live or work in agriculture to enjoy the show," said Raquel Gottsch, executive producer of FarmHer TV. "There are life lessons, stories of heartache and triumph, and moments of humor that will resonate with anyone watching. It is our goal of the series to not only update the image of agriculture to include women, but to also show the beauty of rural America in an effort to reconnect city with country, the lifelong mission of RFD-TV. Every woman that we have visited has truly inspired me and taught me something new about agriculture that I did not



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know before. Women are amazing communicators and have a way of sharing their love for the land, care for the community and desire to feed the people.”

FarmHer Shayla McCullers, from Frostproof, FL commented that “women involved in agriculture have so much respect from [people] on the outside because we are the salt of the earth. Women are the strong backbone of America.”

“FarmHer” airs Fridays at 9:30 p.m. EST (encore Saturdays at 11 a.m., Sundays at 9:30 p.m., and Wednesdays at 9:30 a.m. EST)

For the full program schedule and more information about RFD-TV and Rural Radio Channel 147 on SiriusXM visit [rfdtv.com](http://rfdtv.com) and [ruralradio147.com](http://ruralradio147.com).

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## **About Rural Media Group, Inc. (RMG):**

Rural Media Group, Inc. is the world’s leading provider of multimedia content dedicated to the rural and Western lifestyle. With a mission of reconnecting “city with country,” RMG is the parent company of RFD-TV, RURAL RADIO, FamilyNet, and RFD-TV The Magazine. RMG networks are distributed to more than 100 million homes worldwide by DBS, telco and cable systems including DISH Network, DIRECTV®, Comcast, AT&T U-Verse, Mediacom, Charter Spectrum, Suddenlink, Cox, and more than 600 independent rural cable systems. Corporate headquarters and broadcast operations are in Nashville, Tennessee.

## **About RFD-TV:**

RFD-TV is the flagship network for Rural Media Group. Launched in December 2000, RFD-TV is the nation’s first 24-hour television network featuring programming focused on the agribusiness, equine and the rural lifestyle, along with traditional country music and entertainment. RFD-TV produces six hours of live news each weekday in support of rural America and is a leading independent cable channel available in more than 50 million homes. [rfdtv.com](http://rfdtv.com)

## **ABOUT RURAL RADIO:**

Found exclusively on SiriusXM channel 147, this is the agribusiness and Western-lifestyle channel for the U.S. and Canada. RURAL RADIO’s program schedule revolves around original productions focused on agriculture, equine, hunting, fishing, Western sports, and living the country life in small towns around rural America. Broadcast operations for the station are located in Nashville, Tennessee. The channel airs multiple exclusive series including “MARKET DAY REPORT,” “RURAL EVENING NEWS,” “RURAL AMERICA LIVE,” and “WESTERN SPORTS ROUND-UP,” as well as “Outside the Barrel,” with Flint Rasmussen, “Commodity Wrap,” with Marlin Bohling, “AgPhD,” “RealAg Radio,” “AgDay,” “FFA Today,” and “Bass Pro Shops Outdoor World.” RURAL RADIO also carries live broadcasts of Western sports competitions such as the PBR, PRCA rodeos, and WPCA Chuckwagon races. [ruralradio147.com](http://ruralradio147.com)

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