



CREATIVE BRIEF AND SHOW DESCRIPTION

POSITIONING : SMALL TOWN BIG DEAL is a fun, family friendly program. Its message is simple...America is full of fascinating people and unique events and there are millions of local stories to tell...and those stories are so relatable that they transcend borders and miles between. Everybody is connected in some way to a SMALL TOWN.

Our goal is to shine a spotlight on many of these stories and introduce your market's viewers to the people who "star" in them. In promoting the show, remember that the simple message is the best approach for SMALL TOWN BIG DEAL: It'll make you laugh... and things you'll see every week will add to conversations "around the water cooler".

It will give you the taste of all the fun we're having out there around the country with our hosts and camera teams. They all get splattered with mud, water, cow's milk and "other" stuff found around the barnyard... and your viewers will love every minute of it.

LOGO USE: Please do not alter the show logo/brand. Keep the integrity of the colors and style. You can reproduce it in black and white but make sure that the half-tone percentage is 50% so the words POP.

ANIMATED LOGO: We are supplying clean animated graphics for you to use in any on-air or sales reel needs. If you need additional elements, feel free to ask and we'll get back to you asap.

COPY POINTS AND DESCRIPTION: It's true... some of the very best stories ARE *SMALL TOWN* stories! That's where people are real and we capture those unrehearsed moments and happenings while we are with them. Whether you're in the "Big City" or on Main Street in *Small Town* America, the charm, character, ingenuity and home-spun-fun of local people, customs and culture is what **SMALL TOWN BIG DEAL** is all about. The people we meet and the [sometimes] crazy things they do and events they put on are what make America tick. Our two hosts, Jann Carl and Rodney Miller are taking **SMALL TOWN BIG DEAL** camera teams all over the United States to take part in every local event and activity they can find... and they'll introduce viewers to some of the most unique and interesting people who put them on!

SMALL TOWN BIG DEAL is family friendly and one of those shows that is entertaining no matter when you join in. On the air since 2012 on RFD-TV, **SMALL TOWN BIG DEAL** debuts in broadcast syndication with an already-built-in audience in the fall of 2015.

POSSIBLE TAG LINES: These are some tag lines that you can use when promoting the show in your market.

- The best stories come from small towns !
- Big things come from small towns ! See it to believe it !
- Small Town Big Deal, it's home-grown family entertainment !
- It's what makes America tick... SMALL TOWN BIG DEAL !
- Telling America's best stories: One Small Town at a time !
- MADE IN AMERICA never looked so good! Small Town Big Deal !
- An American original! Small Town Big Deal !
- The new definition of "ORGANIC": Small Town Big Deal
- The new definition of "ALL ORIGINAL": Small Town Big Deal
- The new definition of "AMERICAN MADE": Small Town Big deal