

Rodeo to be featured on CBS Sports Network

This year's Farm-City Pro Rodeo is going digital, in more ways than one.

The rodeo's final performance, held on Saturday, August 11, will broadcast nationwide on Sunday, August 19 at 6 p.m. on the CBS Sports Network.

This level of exposure is thanks to the Professional Rodeo Cowboy Association, which contacted Farm-City with an offer to join the Wrangler Tour and be televised across the country. This year's Wrangler Tour takes the place of the Gold and Silver Tours.

The Wrangler Tour's competitions will take place from coast to coast, including none other than Hermiston.

"TV is great for the rodeo, but it's even better for Hermiston," said David Bothum, member of the Farm City board of directors. "It's a great opportunity to highlight our city."

Hermiston's rodeo will be only one of four selected to be televised on CBS Sports, along with Prescott, Arizona; Nampa, Idaho; and Caldwell, Idaho.

With such a big spotlight shining right on Farm-City, hopes are high for an equally impressive turnout.

"We want to fill every seat," said Bothum. "We've been working on this show since April. People have volunteered their time and put in hard work. We're going to make it look good."

And if fans can't make it to the bleachers or their televisions, the rodeo action can also be caught on your computer. This year is also the first in which the Farm-City Pro Rodeo can be livestreamed.

All four nights of the competition can be found streaming in real time at ProRodeoTV.com.

"Our rodeo is great because it feels like home," said Jon

Gill, also on the board of directors. "But we have to update, or else we'll get left in the dust. We have to maintain that sense of familiarity, but also be able to adapt."

And that change comes in the form of the world wide web. This year, social media has played a big role in both promoting the event, Gill said, as well as expanding its reach. With a new arena to accommodate an already beloved tradition, boosted by the CBS Sports Broadcast and the Pro Rodeo TV livestream, this year's rodeo will reach its biggest audience yet.

"This should be a fantastic show," Bothum said. "We have over 500 contestants over the course of four days. We have the best stock in the country, with some incredible riders. We want everyone to see just how great our rodeo, and Hermiston, is."

At left: Rodeo announcer Randy Corley watches Brady Nicholes of Hoysville, Utah, ride Duck Butter in saddle bronc riding in the new Farm-City Pro Rodeo Arena in Hermiston in 2017.

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