

# The Horse Show with Rick Lamb

*Television for America's Horse Lovers*



**R**adio horseman Rick Lamb joins the RFD-TV lineup October 31st with a new half-hour television series certain to hook horse lovers.

The Horse Show with Rick Lamb is a magazine-style program where anything goes. The season opener has Rick preparing for a celebrity cutting in Indiana by taking a lesson from Arizona's legendary Al Dunning. Other programs find him deep in the heart of Texas talking horses and music with country heartthrob Chris Cagle, playing horse soccer in Kansas, or prowling the halls of the Department of Agriculture in Washington, D.C. to find out how the National Animal Identification System will affect horse owners.

Training, travel, health, human interest, and historical segments are slated for the first season. The connecting thread is Rick's insatiable curiosity about everything equine. "I guess I'm obsessed," he says. "I wake up every day wanting to know more and do more with horses, and to share that with my audience."

Many viewers will recognize Rick Lamb. He has hosted two "live" episodes of Downunder Horsemanship on RFD-TV and shares the spotlight with that program's host, trainer Clinton Anderson, on the Wahl Walkabout Tour, an intensive two-day horsemanship symposium that has hit more than 60 cities in the past four years and draws audiences numbering in the thousands.

Lamb is also host of Road to the Horse, the popular colt starting competition held in Murfreesboro, Tennessee each year.

Even more people will recognize Lamb's voice. His syndicated radio programs, The Horse Show with Rick Lamb and The Horse Show Minute, are heard on 130 radio stations and online at [www.thehorshow.com](http://www.thehorshow.com). The shows have earned nine national awards for excellence and have attracted a full roster of premium sponsors, several of which are also underwriting Lamb's move to television.

## More About Rick Lamb

Rick Lamb was born and raised in Wichita, Kansas. He had a passionate interest in horses from an early age but few opportunities to be around them. Instead, he focused on music, turning pro at the age of 14 and fostering talents that he would repeatedly call upon in the coming decades.

As a teenager, Rick ran a newspaper route and became an Eagle Boy Scout. While in college, he led a near-schizophrenic life, playing rock music in bars at night and working days at the city library. In 1973, he graduated cum laude

from Wichita State University with a double major: Math and Philosophy. After graduation, Rick programmed mainframe computers for several years before starting a commercial audio recording business, Lambchops Studios, in Phoenix. During the next two decades, he wrote and produced countless pieces of music for broadcast commercials and won several awards for his work.

In 1990, he married long-time friend, actress Diana Baines. In 1997, they launched a syndicated radio program, The Horse Show

## Rick visits with clinician Clinton Anderson on the Aussie's Ohio Ranch

Heading the creative team on the TV show is Rick's wife, Diana Lamb. Diana spent twenty years in front of the camera as a commercial and film actress, soaking up every nuance of the production process. It gave her the experience and eye for detail she depends upon now as director and primary videographer.

"My goal is to tell each story the best way possible, whatever it is," Diana explains. "Rick is a great interviewer and his enthusiasm for horses really shines through. But the story is the star of this show."

Rick has also proven himself as an author, penning the modern classic, *The Revolution in Horsemanship*, with Dr. Robert M. Miller, and *Horse Smarts for the Busy Rider*. His third book is expected to hit the shelves in late 2007. In print, in person, or on the air, Rick Lamb is considered to be one of the most effective and knowledgeable communicators in the horse industry today.

RFD-TV welcomes Rick and Diana Lamb to its family of programmers. You can count on good things coming into your home every week from this talented couple.

See program listings elsewhere in this issue for details on upcoming episodes of *The Horse Show with Rick Lamb*, or visit [www.thehorshow.com](http://www.thehorshow.com).

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Premiers each  
Tuesday on

**RFD-TV**

with Rick Lamb, and followed it up in 1999 with a second, *The Horse Show Minute*. Rick began writing books and magazine articles on horsemanship in 2003.

A confessed workaholic, Rick enjoys nothing more than being immersed in multiple creative projects. Today, he and Diana live in Phoenix with three horses and a cat. They have three grown children. When he and Diana are not on one of their frequent road trips, Rick still plays music occasionally at a local pizza parlor with his video editor, Jay Casmirri.