

# Inc!

## Catering to Those Who Want Their Gun TV

Perry Massie knows what real men want: guns and trucks.

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### Leisure

Perry Massie knows what real men want. His hunting-and-fishing-heavy Outdoor Channel is an unlikely independent success in the cable industry, which is dominated by News Corp. and Viacom. Revenue rose 24%, to \$21.4 million, last year; Massie's family owns 59% of the thinly traded public company, which is based in Temecula, Calif. Massie, 41, started out in 1987 making infomercials for the family gold-prospecting business. ( Seriously. ) Today, his channel boasts 23 million viewers and a lineup that includes *Ted Nugent Spirit of the Wild*. Though there's more competition these days -- TNN is now Spike TV ( think Lifetime Television for men ), and a Maxim channel is in the works -- Massie isn't concerned. "Our shows appeal to guys who shoot guns and drive trucks," he says, "not Madison Avenue types."

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