

## NEWS RELEASE

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### FOR IMMEDIATE RELEASE:

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### TVFREEDOM.ORG, ANTENNAS DIRECT PARTNER WITH LOCAL SINCLAIR BROADCAST TV STATIONS ON MULTICITY "BROADCAST TV LIBERATION TOUR"

- *The 2016, Five-City Tour to Visit Little Rock, AR; Macon, GA; Charleston, SC; Asheville, NC; and Baltimore, MD*
- *Tour Twitter Hashtags: #ADBusTour, #LoveMyAntenna | [Bus Tour Landing Page](#)*

**Washington, D.C.** – This Friday, [TVfreedom.org](http://TVfreedom.org) and [Antennas Direct](http://AntennasDirect.com) are joining forces with local Sinclair broadcast TV station KATV in Little Rock, AR to kick off a five-state, five-city **[“Broadcast TV Liberation Tour”](#)** that will make additional stops in Macon, GA, Charleston, SC, Asheville, NC and Baltimore, MD over the next two weeks. The tour is part of an ongoing public awareness and educational outreach campaign to help inform consumers that they can access dozens of local broadcast TV channels via an advanced digital antenna in high-definition for free.

“We have traveled to over 60 cities – large and small – across the country to bring the free local TV experience to thousands of Americans and have given away over \$1 million in antennas,” said Richard Schneider, president of Antennas Direct. It’s refreshing to see all the smiling faces at each tour stop when they realize that all they need to watch their favorite broadcast programming is an HD TV antenna.”

“We are proud to be working with Sinclair TV stations at each tour stop to provide TV antennas to so many people seeking to access their local news, lifeline weather coverage and the most popular entertainment programming on television for free,” Schneider said.

Not only do the TV antennas deliver a high-quality picture, but it empowers consumers to access the most culturally-rich broadcast TV news and programming in America. The demand for broadcast television has increased significantly in the past year. A [new study by GfK](#) shows that 17 percent of US TV households now rely on broadcast-only reception via an antenna, up from 15% in 2015.

The GfK study found that broadcast-only reception is more common in TV households earning under \$30,000 per year and those with Hispanic residents.

"American's preference for broadcast TV is only getting stronger in today's increasingly high-tech world," said Robert C. Kenny, Director of Public Affairs, TVfreedom.org. "One of the biggest reasons for its popularity is the fact that viewers across the country rely on their local TV stations for breaking news, investigative reporting, severe weather coverage, election coverage and so much more. People care about what's going on in their local communities and broadcasters are there every day to help keep them informed."

At each tour stop, the first 300 patrons will receive the most advanced indoor/outdoor digital antennas, with the ability to pick up dozens of local broadcast TV signals as much as 50 miles away from their residence. Below, please see details for each tour stop (**all event start times are local**):

### **LITTLE ROCK, AR**

**6:00 AM, Friday, August 19, 2016**

Broadcast Partner: [KATV](#), ABC 7 - [@KATVNews](#)

Event Location: Promenade at Chenal, 17711 Chenal Pkwy, Little Rock, AR 72223

Antenna: ClearStream Eclipse Indoor TV Antenna

### **MACON, GA**

**6:00 PM, Monday, August 22, 2016**

Broadcast Partners: [WGXA-TV](#), ABC 16 and Fox 24 - [@WGXAnews](#)

Event Location: Papa John's, 265 Tom Hill Sr. Blvd, Macon, GA 31210

Antenna: C2V indoor/outdoor TV Antenna

### **CHARLESTON, SC**

**6:00 AM, Wednesday, August 24, 2016**

Broadcast Partner: [WCIV-TV](#), ABC 4 - [@ABCNews4](#)

Event Location: WCIV-TV, 888 Allbritton Blvd, Mt. Pleasant, SC 29464

Antenna: C2V indoor/outdoor TV Antenna

### **ASHEVILLE, NC**

**6:00 AM, Friday, August 26, 2016**

Broadcast Partners: [WLOS-TV](#), ABC 13 - [@WLOS\\_13](#)

Event Location: Bryan Easler Toyota, 1409 Spartanburg Hwy, Hendersonville, NC 28792

Antenna: C2V indoor/outdoor TV Antenna

### **BALTIMORE, MD**

**6:00 AM, Monday, August 29, 2016**

Broadcast Partner: [WBFF-TV](#), FOX 45 - [@FOX Baltimore](#)

Event Location: Grace Bible Baptist Church, 1518 N. Rolling Road, Baltimore, MD 21228

Antenna: C2V indoor/outdoor TV Antenna

Also partnering in the antenna giveaway is the National Association of Broadcasters. Dennis Wharton, NAB Executive Vice President of Communications, who said, "Local television is the most trusted and reliable source of news and emergency information in America and we're proud to partner in this tour with Antennas Direct, TVfreedom and Sinclair. Year after year free and local broadcast TV news, entertainment and live sports programming dominates Nielsen viewer ratings."

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**About TVfreedom.org**

TVfreedom.org, is a coalition of local broadcasters, community advocates, network television affiliate associations, multicast networks, manufacturers and other independent broadcaster-related organizations committed to helping protect consumer interests, ensure emergency and weather related programming access, promote the value of broadcast-TV programming, and preserve a fair and free video marketplace.

**About Antennas Direct**

Antennas Direct is the leader in antenna technology, reinventing the antenna for the digital era. With a heritage in over-the-air antennas specifically tuned for core DTV frequencies, Antennas Direct has invested major resources into the discovery and implementation of new antenna designs for digital reception. Founded in 2003, the firm is a member of the Inc. 500|5000 Hall of Fame and Future of TV Coalition. Visit [antennasdirect.com](http://antennasdirect.com) for more information.

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