

NEWS RELEASE

Press Contacts:



Robert C. Kenny
Director of Public Affairs
rkenny@tvfreedom.org
(202) 412-0976
@RkennyTVfreedom

Jeremy Nulik
Director of Public Affairs
jeremy@kolbeco.net
(314) 288-8089
@jeremynulik

FOR IMMEDIATE RELEASE:

October 14, 2015

TVFREEDOM.ORG, ANTENNAS DIRECT PARTNER WITH LOCAL TV STATIONS TO KICK OFF MULTICITY “BROADCAST TV LIBERATION TOUR” IN ALBUQUERQUE, NM

- *Five-City Antenna Giveaway Tour to Visit Albuquerque, Denver, Rapid City, Sioux Falls and Oklahoma City*
- Event Twitter Hashtags: **#ADBusTour, #LoveMyAntenna,**

Washington, D.C. – This Friday, TVfreedom.org and Antennas Direct are joining forces with local TV station KOB-TV in Albuquerque, NM to kick off a four-state, five-city **“Broadcast TV Liberation Tour”** that will give away approximately 2,000 antennas over the course of two weeks. The tour will make additional stops in Denver, Rapid City, Sioux Falls and Oklahoma City as 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 for free.

Not only does the digital antenna deliver a high-quality picture, but it empowers consumers to access the most-watched, culturally-rich broadcast TV news and programming in America.

“We have traveled to over 40 cities – large and small – across the country to spread the good news of free, over-the-air broadcast television. We love the looks on the faces of viewers when they realize all they need to get their favorite television is an antenna,” says Richard Schneider, president of Antennas Direct, an Inc. 5000 Hall of Fame company. “We can’t wait to empower more Americans with access to local news, lifeline weather coverage and the most popular entertainment programming on television.”

The demand for broadcast television has increased as more Americans become aware of the growth in niche programming formats via multicast “diginets,” according to Schneider, who noted Nielsen’s recent finding that more than 650,000 homes switched exclusively to over-the-air TV viewing in the last year. “Ethnic program formats and family-friendly networks have soared on broadcast TV,” said Schneider. “Couple that with the superior picture quality of broadcast over pay-TV and you understand why more people are flocking to over-the-air TV.”

"Viewers' preference for local broadcast TV is undeniable," said Robert C. Kenny, Director of Public Affairs, TVfreedom.org. "Americans continue to rely heavily on local broadcast TV in just about every aspect of their daily lives. It's always on, always providing entertainment and local news that make up the fabric of each community."

At each tour stop, hundreds of 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**):

- **ALBUQUERQUE, NM**
7:00 AM, Friday, October 16, 2015
Broadcast Partner: [KOB-TV](#), News 4
Event Location: American Home Furniture Parking Lot, 3535 Menaul Blvd NE, Albuquerque, NM 87107
- **DENVER, CO**
12:00 PM, Monday, October 19, 2015
Broadcast Partner: [KUSA-TV](#), News 9
Event Location: Pepsi Center, 1000 Chopper Circle, Denver, CO 80204
- **RAPID CITY, SD**
7:00 AM, Wednesday, October 21, 2015
Broadcast Partner: [KOTA-TV](#), News 3
Event Location: Main Street Square, 512 Main Street, Rapid City, SD 57701 (Walkway between park and parking garage)
- **SIOUX FALLS, SD**
6:45 AM, Friday, October 23, 2015
Broadcast Partner: [KELOLAND TV](#), News 11
Event Location: KELO News Station, 501 South Phillips Ave, Sioux Falls, SD 57104
- **OKLAHOMA CITY, OK**
10:00 AM, Saturday, October 31, 2015
Broadcast Partner: [KWTU](#), News 9
Event Location: National Weather Festival, National Weather Center, 120 David L Boren Blvd., Norman, OK 73072 – Located on Oklahoma University Campus.

Also partnering in the antenna giveaway is the National Association of Broadcasters. Dennis Wharton, NAB Executive Vice President of Communications, called the antenna giveaway "another opportunity to remind Washington policymakers of the enduring value of local broadcasting. Even in our fragmented and fast-paced media landscape, local television is the most trusted and reliable source of news and emergency information in America. We're proud to partner in this tour and to provide our free antenna recipients an unparalleled window to the world through free and local broadcast television."

* * *

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 for more information.

###