

NEWS RELEASE

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TVFREEDOM.ORG, ANTENNAS DIRECT JOIN FORCES ON BROADCAST “TV LIBERATION TOUR” STOP IN SAN FRANCISCO

- *Coalition to Giveaway 300 Digital Broadcast TV Antennas in Historic Chinatown, San Francisco*
- *Event is Timed with 2015 OCA National Convention, July 2-5*
- *Viewers will have access to dozens of local broadcast TV channels for free on their home TV*
- **Event Twitter Hashtag: #LoveMyAntenna, #ADBusTour**

Washington, D.C. – This Friday, TVfreedom.org and Antennas Direct are joining forces on a broadcast **“TV Liberation Tour”** stop in San Francisco, CA to give away 300 indoor digital broadcast TV antennas to residents of Chinatown. The event will be held at the **Clayton Hotel, 667 Clay Avenue, San Francisco, CA, beginning at 9:00 AM, PT**. This event, timed with this week’s 2015 OCA National Convention in San Francisco, represents the latest stop in the Coalition’s nationwide **“TV Liberation Tour,”** which began in Washington, DC in 2014 and will include multiple tour stops in cities across America in 2015.

The first 300 patrons who attend the event will receive the latest innovation from Antennas Direct, the ClearStream Eclipse model, a small, self-adhering indoor antenna with a range of up to 50 miles. The total estimated value of the antennas being given away at this tour stop is approximately \$20,000.

“It’s no coincidence we are rolling into town just in time for Independence Day,” says Richard Schneider, president of Antennas Direct. “What better way to celebrate America than to recognize our country’s diversity and offer liberation to hundreds in Chinatown. Everywhere we go, we see crowds of people hungry for the freedom of the best television without the monthly fee. Last year, sales of our antennas doubled, so we know the demand for broadcast is exploding.”

Today’s event is intended to ensure that San Franciscans are aware of the dozens of local broadcast TV channels available via a digital TV antenna for free, including culturally-rich "in-language" programming of their choice, along with network entertainment shows, sports, local news and lifesaving emergency alerts.

“These events demonstrate the power and reach of broadcast television and its ability to connect with immigrant communities,” said Dennis Wharton, executive Vice President, Communications, National Association of Broadcasters. “Our transition to digital television has resulted in an explosion of ‘diginet’ program networks designed specifically to meet the needs of growing ethnic audiences in the U.S.”

The 2015 OCA National Convention, which runs from July 2 to July 5, features a special focus on ways to unify the Asian Pacific community on a national scale. Of special interest to OCA leadership is making a more robust offering via broadcast television and its free, over-the-air service. The antenna giveaway on July 3 serves as a way to promote the power of broadcast to a still underserved community.

Ken Lee, Chief Executive Officer and national past president, [OCA – Asian Pacific American Advocates](#), said, “We are pleased to be part of something that will provide tremendous value and benefits to the Asian American communities we serve. The ability of our members to access local broadcast TV news and programming in their native languages means the world to them and empowers them to stay informed and get involved in their communities, enabling them to contribute to society in a variety of ways.”

Robert Kenny, Director of Public Affairs, [TVfreedom.org](#), said, “Ultimately, consumer access to free, local broadcast TV, and its lifeline to emergency information and America’s most-watched programming, creates a positive disruptive competitive force in the marketplace.”

“Consumers have made clear that broadcast TV is still the king of content, with more than 77 percent of Americans regularly watching scheduled broadcast TV. It is essential that federal regulators account for consumer preferences and help advance the principles of localism and the longterm viability of local broadcasting,” Kenny concluded.

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.

OCA – Asian Pacific American Advocates

A national membership-driven organization dedicated to advancing the social, political and economic well-being of Asian Pacific Americans (APAs). Headquartered in Washington, DC, OCA and its more than 100 chapters and affiliates across the nation are engaged in organizing and developing leadership and community involvement, and establishing strong local programs for youth, professionals, members and their families, and communities across the country.

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