



**For Immediate Release**

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## **RACA Statement on Access to Broadcast TV in Rural America**

**Washington, DC – February 4, 2014** – The following statement can be attributed to Jack Alexander, President, Rural & Agriculture Council of America (RACA), charter member of TVFreedom.org, a new coalition which was launched today. TVFreedom.org represents a new effort initiated with the goal to protect America’s TV viewers and ensure that rural regions across the country continue to have access to critical TV broadcasts. The reliable and continued access to emergency alerts and warnings and other public safety-related information during natural and man-made disasters is a focus of this new effort and one that RACA supports:

“TV broadcasters provide real-time information and alerts during times of crisis to help American citizens make informed decisions and take appropriate action in critical and sometimes life-threatening situations. Broadcasters are an especially critical resource for rural America. Those in the Congressional and Federal arena have an obligation to advance policy and initiatives that allow for and promote continued access to such local and regional specific information. These alerts and reports are a basic necessity to many of those within rural communities across the U.S. who might not have access to satellite or cable programs. Broadcast TV and the news and content offered are more readily accessible to such rural areas and provide the needed access to local weather, news and education programs and as such, should remain a viable resource, regardless of how this news and content is accessed via broadcast-TV.”

“RACA is pleased to be a member of TVFreedom.org. Policies that ensure TV broadcasters receive a fair compensation for their programming and services through retransmission consent agreements are essential to continuing the current availability of TV access across rural America. The current system works and RACA looks forward to coordinating with likeminded groups to continue the support for this effort and maintain these critical communication structures across rural America.”

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