



NAB Offers KeepMyTV.org

NAB has developed a new resource to help stations explain the retransmission consent process to their viewers. This new consumer website - www.KeepMyTV.org - doesn't use the words "retransmission consent." Viewers don't connect with that. But it does talk about the great local news, weather, emergency information and entertaining shows they love on broadcast TV.

The site gives viewers options – like making a one time antenna purchase to get digital broadcast channels for free or switching to another pay TV provider – to ensure they never lose their great broadcast channels. NAB asks that we encourage you, our members, to use this site to help viewers understand the importance of broadcast television.