

Cutting the Cord

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Gaston County Communications Director

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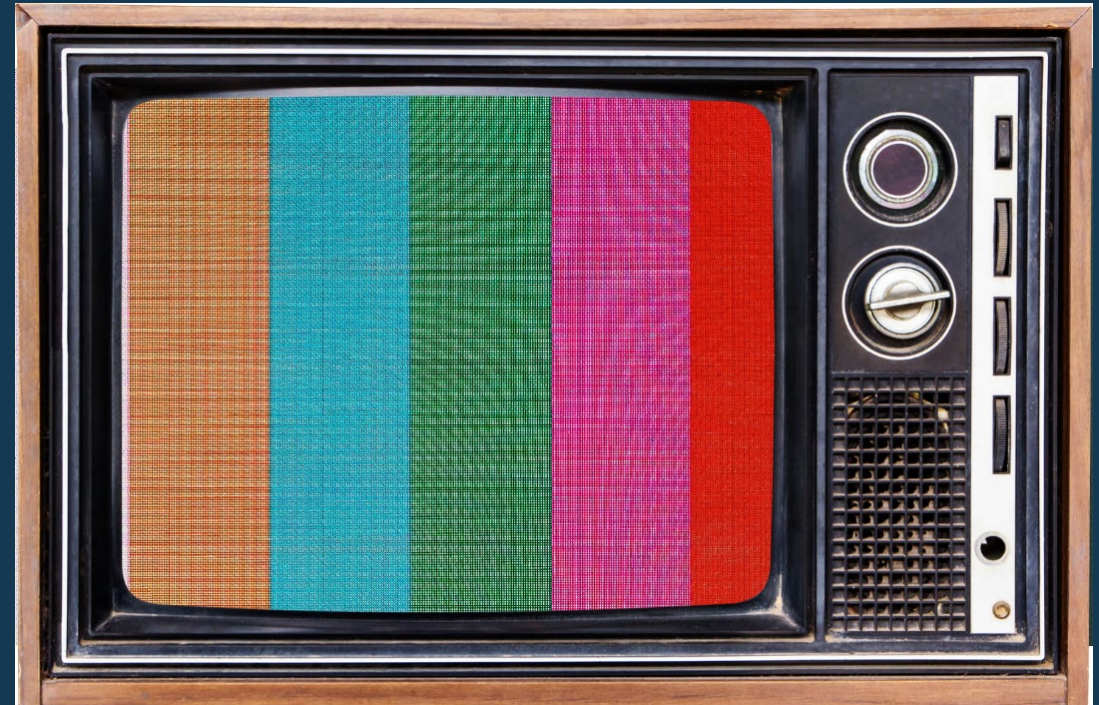


Cable Access Channel History

- Agreement w/ City & County - 1999
- Made sense in late 90s when nearly 90% of U.S. households had cable TV
- Used to broadcast Board of Commissioners meetings and one Gastonia City Council Meeting
- Bulletin Board of department/municipal updates

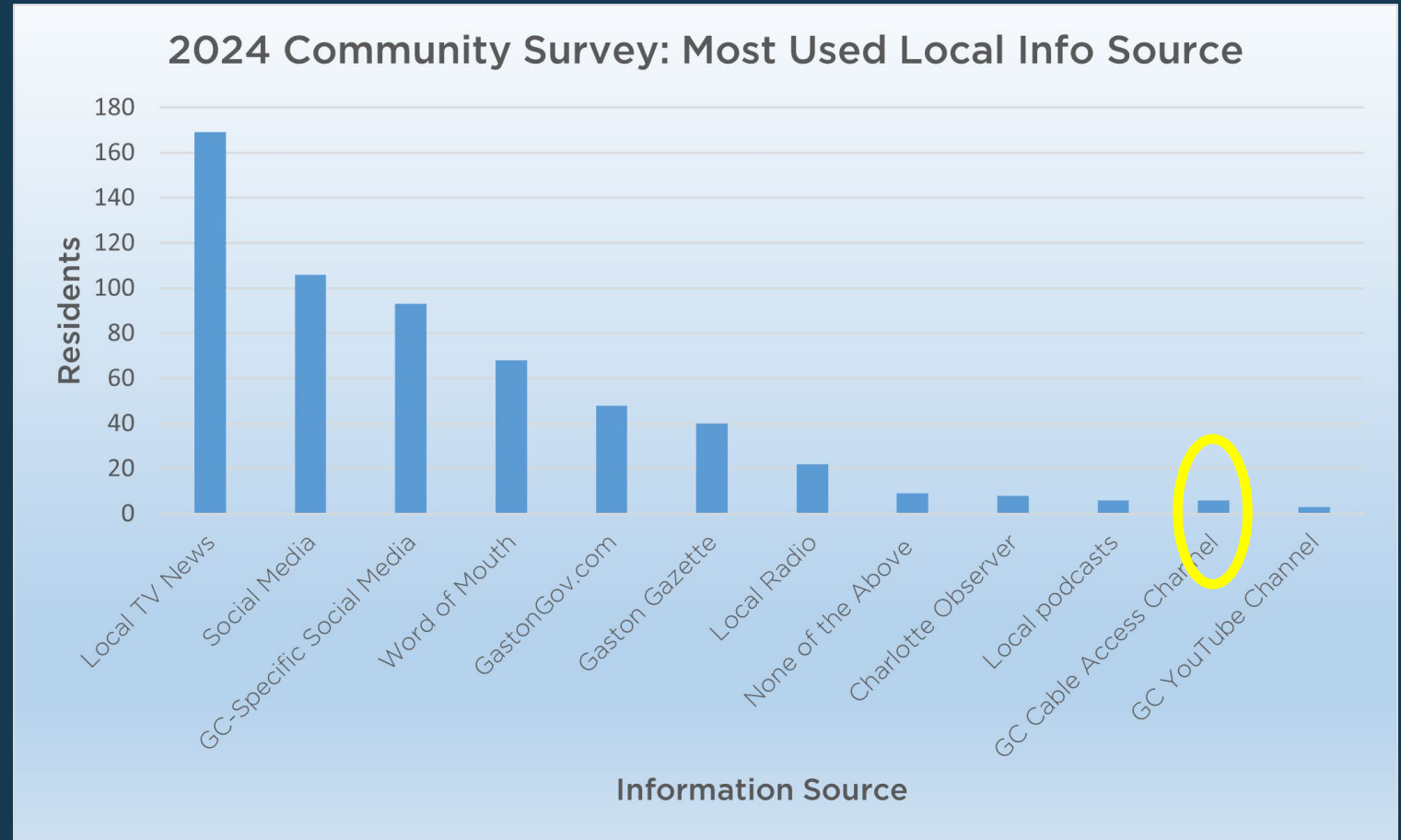
Cable TV's Shifting Landscape

- Only 36% of US households now have cable TV (2025)
 - 15% of that number is for satellite TV
 - Less than 30% of county households can even *access* our channel



Gaston County Community Survey

- Sent with tax bills in July 2024
- Over 625 respondents
- Only a handful use Cable Access Channel the most for local info



The Cost

- Aging equipment and software
- Digital Media Manager comes in on nights/weekends when channel goes down
- Producing an inferior product (standard definition) because of cable company requirements



The Duplication

- Live meetings already available through website (Granicus) and on YouTube
- Can also livestream to Facebook
- Web, YT offers on-demand viewing of any of our programming; Access Channel cannot

The Bottom Line

- End broadcast of Cable Access Channel on Dec. 31, 2025
- Continue to record and broadcast meetings live
- Save money by not replacing outdated equipment used only for feeding Access Channel
- Free up staff member's time to do more work on video production

Questions?

