



CONNECTED COMMUNITY EXPERIENCE

Phone **763.533.8196**
Email **info@ccxmedia.org**
Web **ccxmedia.org**

Northwest Community Television
6900 Winnetka Avenue North
Brooklyn Park, MN 55428

March 17, 2025

Dear Members of the House Legacy Finance Committee:

I am writing in support of HF1740 appropriation for community cable television stations like CCX Media, which provides essential local coverage and public information to the cities of Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Plymouth, Osseo, and Robbinsdale.

CCX Media is projecting an ongoing substantial loss of franchise fee and PEG (Public, Educational, Governmental) fee revenues due to the marketplace trend of cord cutting, as traditional cable television subscribers migrate to streaming TV services that are not required to support local community PEG programming.

The Legacy Fund appropriation will provide funding for valuable community programming at the most local level. At CCX Media, that means support for recording and disseminating 400+ city meetings recorded annually, 20+ forums streamed annually during an election year, 1250+ news stories published each year, 120 live high school games, parades and events streamed each year. Staff also work with community nonprofits, veterans' groups, arts organizations, and historical societies to tell and share their stories.

HF 1740/SF2289 will help stations like CCX Media continue serving the needs of our community through promoting government transparency and hyperlocal news.

Please let us know if you need further information. Thank you for your work on behalf of our residents and our community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Schulz'.

Dr. Mark Schulz
President, CCX Media Board of Directors

A handwritten signature in black ink, appearing to read 'Shannon Slatton Schwartz'.

Shannon Slatton Schwartz
Executive Director

NEWS

SPORTS

CITIES

CREATE

Brooklyn Center • Brooklyn Park • Crystal • Golden Valley • Maple Grove • New Hope • Osseo • Plymouth • Robbinsdale