

How Metro TV is Expanding Community Reach & Increasing Engagement.



Metro TV, Louisville's government broadcast channel, serves over 800,000 residents with essential local programming, emergency situations coverage, and community events.

Before adopting Switchboard Live, the Metro TV team faced frequent streaming disruptions, platform unreliability, and inconsistent quality.

They were **looking for a platform that would integrate with their existing systems**, something that the six-person team could readily implement, and that was **reliable and simple to use for their varying levels of technical expertise**.

Enter Switchboard Live.

Reliability and Emergency Response

Metro TV relies on Switchboard not just for everyday broadcasting but for critical emergency livestreams as well.

The platform was instrumental in covering historic snow and flooding press conferences, ensuring timely and uninterrupted public safety updates.

Thanks to Switchboard's dependability, the station is now a trusted source for urgent citywide communications.

"Our issue prior was reliability and consistency—now we have that."

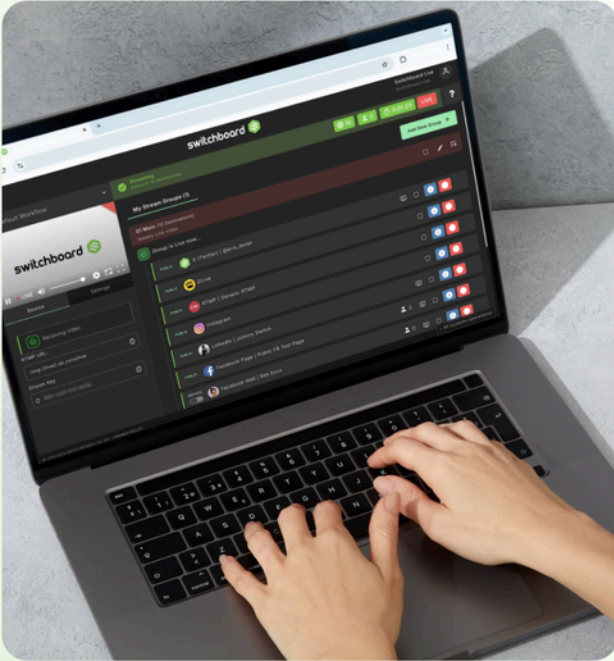
We feel confident that we will be able to stream a reliable feed throughout the entire event, where before, we never had that confidence level.

Switchboard has helped us achieve that."

Gary White
General Manager, Metro TV



Implementation & Growth



The learning curve for Switchboard Live was minimal, allowing all team members – even those without technical backgrounds – to collaborate effectively.

Soon after getting started, Switchboard Live transformed Metro TV's workflow, providing confidence in streaming reliability, while integrating seamlessly with their existing tools.

Since implementing Switchboard:

Metro TV has been able to expand the programming and streaming of local government events, but they have also expanded into more community spotlight programming.

With improved platform reliability, Metro TV is now working to **expand coverage across all 26 local districts, ensuring valuable cultural and educational programming that benefits both residents and local economies**

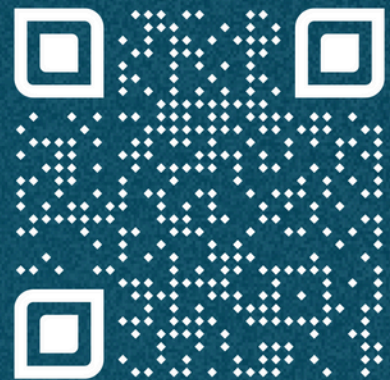
Metro TV now has the resources to **increase their community engagement** opportunities even beyond their local area. **This year, they will be covering the Kentucky Derby Festival**, and the events leading up to it. Previously, platform instability forced them to decline certain broadcasts.

By streaming across multiple platforms (all major social media platforms, plus Louisville's Metro Government website), Metro TV built trust with its audience, leading to higher engagement and more sustained community involvement since implementing Switchboard Live.

Looking Ahead

Metro TV's successful adoption of Switchboard Live has transformed their ability to deliver reliable, scalable streaming, strengthening their impact across the community.

With livestreaming now a cornerstone of their operations, Metro TV continues to expand—from broader local programming to collaborative citywide distribution, where Switchboard plays a crucial role in streamlining multi-agency broadcasting.



Learn more at switchboard.live