LITTLE ROCK
SCHOOL DISTRICT

Message to Community Regarding LRSD's Comcast/U-verse Broadcasts

The Little Rock School District would like to inform our community that, beginning **August 1,** LRSD will discontinue its Comcast (Channel 4) and U-verse (Channel 99) cable partnerships as viewing habits continue to shift toward digital and on-demand platforms. Over time, audience data and viewing trends have shown that more families, staff, and community members are choosing to access information online through mobile devices, computers, tablets, and streaming services rather than traditional cable television.

While this marks a change in how District programming is delivered, it does not change our commitment to transparency and to keeping our community informed. LRSD will continue livestreaming Board meetings, public meetings, special events, and informational programming through our YouTube channel and other digital platforms, providing viewers with easier access to content whenever and wherever it is most convenient for them. Online streaming also offers additional accessibility features, including closed captioning, language translation tools, mobile access, and playback options that better support viewers who may be hearing- or visually impaired, or whose first language is not English. Moving to primarily online streaming also allows the District to be more flexible, reach broader audiences, and focus resources on communication methods that reflect how our community consumes information today.

As an FYI, the public may access monthly Board meetings directly from LRSD's YouTube Channel (www.lrsdlive.com) or the Board's online platform (https://lrsd.community.diligentoneplatform.com/portal/). Stakeholders may even sign up on Diligent to receive advance notifications of Board meetings.

We appreciate the many years of partnership that have helped connect our schools and community through cable programming, and we remain committed to providing accessible, timely, and transparent communication as we continue to evolve to meet the needs of our students, families, staff, and community members.

July 7, 2027