Cord Cutting Radio Draft 7 | 2102\_132 | 7/27/21

Milestone Due/Approved: Friday, June 4

## Locals :30 (older gentleman)

My wife and I are creatures of habit. We love our daily routines, starting with a delicious breakfast at our favorite coffee shop. After work, we walk our dog, make supper, and watch the local news together. So when our daughter suggested cutting the cord to save some money, we said, “Absolutely not.” But then EPB showed us how we could stream our local channels and save money! So we did! We cut that cord and now we’re saving up for a cruise!

Taylor/CJ:

See how you can stream and save at epb.com/cutthecord

## Choice and Flexibility :30 (middle-age female or male)

I love my partner, but when it comes our TV tastes, we’re VERY different. They like scary, supernatural stuff, while I enjoy relaxing and binge-watching reality TV. When we finally did the math, we were surprised by how many streaming services we had in addition to our traditional TV service. But EPB showed us how cord-cutting would give us more options for less, and now we’re both happy!

Taylor/CJ: Learn how to cut the cord and pay less for TV you love at epb.com/cutthecord

## Save Money :30 (mother)

With three kids, the costs for school, sports, and clothes really add up. That’s why I decided to cut the cord. We were spending way too much on TV channels we didn’t watch, and guess what? EPB helped! I used their free MyBundle tool to see how I could replace my TV package with a few streaming services and still keep everyone entertained while we save money!

Taylor/CJ:

See how you can cut the cord and save at epb.com/cutthecord

## Choice and Flexibility :10

Taylor/CJ:

Thinking about cutting the cord, but worried you’ll lose your local newscasts? We got you! Learn how to stream, save and keep your locals at epb.com/cutthecord

## EPB Helped Me :10

Taylor/CJ:

Hey parents! Overwhelmed by school and sports costs? You might be able to save some cash by cutting the cord! Learn how to stream TV and save at epb.com/cutthecord

## We Can Help :60

CJ: Hey Chattanooga! This is CJ from EPB, and I’m here to talk to you about cutting the cord. You’ve probably heard that cord-cutting can save you money — but is it true? Well, how much you can save depends on what combination of traditional TV and streaming services you have now — and which ones you choose to eliminate or keep. We’ve helped many customers drop traditional TV service and save hundreds of dollars per year! Join the cord-cutting movement and stop paying for TV channels you don’t watch and start finding the best TV services for you at the best price. With our free EPB MyBundle service, you can build the perfect streaming bundle for your household in minutes. Visit epb.com/cutthecord to see how much you could save, or call 423-648-1372 anytime. Cut the cord! We’ll help.

## We Can Help :60

CJ: Hey ya’ll! I’m CJ from EPB. Ever think it’s a bit strange that your TV provider wants to help you cut the cord? I’ll try to explain. National TV providers have been demanding some pretty dramatic price increases from EPB and other providers. We try to keep it from affecting you, but sometimes, those price increases get passed along to you, and that’s no fun! We want you to have the best TV for the best price. Prefer to keep your EPB Fi TV? That’s great! Want to see if you can save money by switching to streaming? We’re happy to help. We’re here for *you*! That’s why we created our free EPB MyBundle service, so you can explore options and build the perfect streaming bundle. Visit epb.com/cutthecord to see how much you could save, or call 423-648-1372 anytime. Cut the cord! We’ll help.