

## CRreed Global Media's Centrell Reed Discusses the Future of Government Communication on the Government Video Podcast

Recently, our very own Centrell Reed, founder and CEO of [CRreed Global Media](#), was featured on the [Government Video Podcast](#), brought to you by [Cablecast Community Media](#), to talk about how over-the-top (OTT) streaming and mobile apps are transforming communication strategies for local governments. With technology advancing rapidly, and many municipalities struggling to keep pace, Centrell highlighted how these platforms offer a powerful, cost-effective solution to better connect with their communities.



In the episode, titled [Ep. 10: Exploring OTT and Mobile Apps for Government Communication](#), Centrell shared her insights on how local governments—especially in cities like Houston with younger, tech-savvy populations—can use these technologies to reach wider and more diverse audiences. She explained that traditional methods, such as public access channels and newsletters, often miss key demographic groups who rely primarily on mobile devices and streaming platforms for information.



### Why OTT and Mobile Streaming Matter for Local Governments

OTT apps offer local governments a dynamic way to share content such as emergency alerts and public announcements, while also providing valuable data on viewer engagement. Unlike traditional TV broadcasts, these platforms give governments insights into who's watching and how to better target their communications.

## Partnering to Overcome Tech Challenges

Budget constraints often make it difficult for governments to maintain cutting-edge technology in-house. Centrell emphasized the benefits of partnering with companies like CReed Global Media, which offer comprehensive streaming solutions that allow governments to stay future-forward while focusing on their core mission.

Interested in learning more about OTT streaming and mobile apps? [Check out the full podcast episode here.](#)

Our team is here to help you navigate this exciting technological shift and ensure your message reaches the people who matter most. ***Is your city ready to explore OTT and mobile apps for better communication? [Contact us via our website.](#) via email at [info@CReedGlobalMedia.com](mailto:info@CReedGlobalMedia.com), or by phone at (713) 892-5717!***