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LOGO launches just in time for Pride

After years of requests, Time Warner Cable debuts LGBT channel in Charlotte market

by Matt Comer . Q-Notes staff

In the years since MTV announced the creation of its LGBT specialty channel, LOGO, LGBT Carolinians have been clamoring for the opportunity to tune in. South Carolinians got that opportunity a while back, but folks in North Carolina remained waiting.

For those LGBTs living in and around Charlotte, all those letter, email and calling campaigns have made the dream a reality.

On July 25 — the same day as Pride Charlotte — Time Warner launched LOGO in one of their largest Carolinas metro markets. The network now appears on channel 197 on the digital tier in Charlotte, Mecklenburg County and several other cities

and towns in the greater metro area.

LOGO features more than 300 LGBT films, documentaries, newscasts and original shows and specials.

"Time Warner Cable is committed to providing diverse programming that appeals to the dynamic demographics of the Charlotte area," Time Warner Cable



Carolinas' Melissa Buscher, direc-

tor of media relations, told Q-Notes via email. "We are always looking for ways to expand our digital channel line-up with programming that is of interest to our customers."

LOGO is available on channel 146 on South Carolina's digital tier.

Time Warner also added sports channel YES Network on Aug. 1 and says they are in the process of adding more HD channels. ▀

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