



**PRESENTATION TO THE**  
**STATE COLLEGE AREA SCHOOL DISTRICT**  
**COMMUNICATIONS COMMITTEE**

**September 18, 2018**

2017 Highlights:

- 482 programs were produced by the C-NET staff and interns in 2017
- First year of implementation of a new strategic plan for the organization
- Articles of Incorporation were changed to allow Local and County Authorities to become C-NET member organizations
  - This change allowed for the State College Borough Water Authority to become a C-NET member effective January 1, 2018
  - Strategic Plan called for increased metadata for all of C-NET's online programming which dramatically improves the "search capability" available to viewers
- The process to renew the cable franchise with Comcast began in the second half of 2017 and is on-going. Provisions which may be available through the renewal of the Comcast franchise is very important to C-NET's financial health and stability going forward.



## Review of State College Area School District Sponsored C-NET Programming

### 2017

#### 48 Sponsored Programs

- 27 State College Area Board of School Directors Meetings/Work Sessions
- 9 Straight Talk Presentations
- 3 High School Band and Orchestra Concerts
- 3 High School Varsity Football Games
- 1 High School Boys' Varsity Basketball Game
- 2 Community Forums
  - Memorial Field Project
  - Elementary School Designs
- 1 Public Issues Forum – “Reducing Violence in the United States”
- 1 “Where You Go Is Not Who You’ll Be: An Antidote to the College Admissions Mania” Panel Presentation
- 1 2017 High School Commencement Ceremony

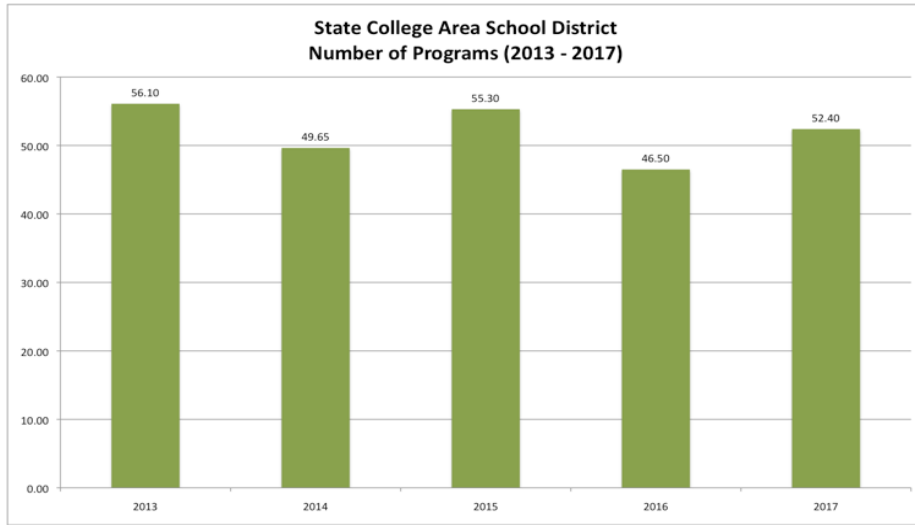
#### 44 Bulletin Board Messages = 4.4 “Programs”

-- Each Bulletin Board Message is valued at 1/10<sup>th</sup> of a program

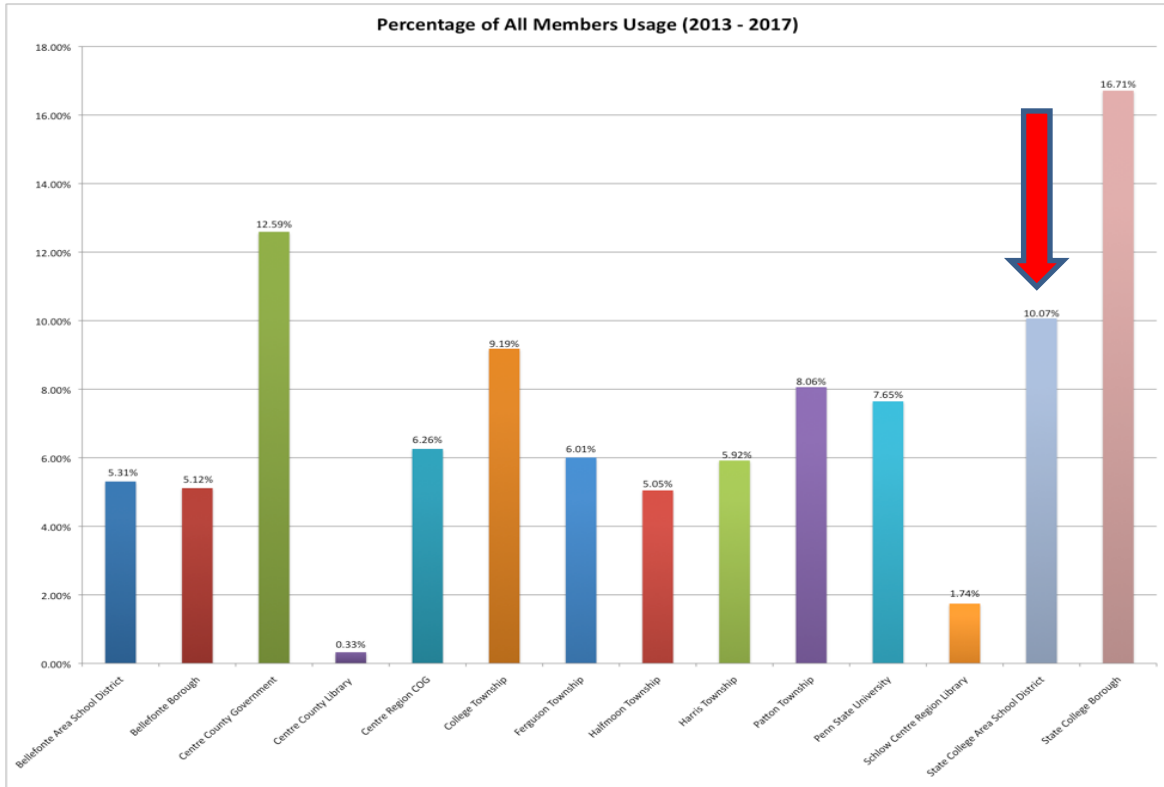
### **2017 Total Sponsored “Programs” = 52.4 (2016 total = 46.5)**

- SCASD’s C-NET sponsorship equaled 10.7% of the total sponsorship by all C-NET members in 2017. (2016 percentage = 9.5%)
- SCASD’s C-NET sponsorship over the past five years (2013 – 2017) has equaled 10.7% of the total usage of C-NET by all members in 2013 - 2017. (2012 – 2016 = 9.6%)


## SCASD Program Sponsorship 2013 – 2017



## All C-NET Member Organizations Use of C-NET Services 2013-2017



## How and Where to Watch

- C-NET Channel 98 – SCASD Board Meetings televised LIVE with additional airings at:
  - Wednesday at 3:00 pm
  - Thursday at 7:00 am
  - Friday at 11:00 am
  - Saturday at 9:00 am and 8:00 pm
- SCASD Board Meetings streamed LIVE via 
  - CNetCentreCounty/live
- Cnet1.org
  - Programs available on-demand with chaptered and “clickable” agenda items
- ROKU Set Top Box or Streaming Stick
  - Search Channels for “Peg.tv” and look for the C-NET logo
- DVD copies of all SCASD meetings are available to check out at Schlow Centre Region Library (cost of \$10 per meeting)

## SCASD Online Programming Data



	<b>2017</b>	<b>2018 (Jan – Aug)</b>
<b>BOARD OF SCHOOL DIRECTORS MTGS</b>	<b>AVG – 89.5 MEDIAN – 72.5</b>	<b>AVG – 108.6 MEDIAN - 101</b>
<b>STRAIGHT TALK PRESENTATIONS</b>	<b>AVG – 124.8 MEDIAN - 112</b>	<b>AVG – 131.2 MEDIAN - 118</b>
<b>SPORTING EVENTS/CONCERTS</b>	<b>AVG – 156.5 MEDIAN – 140.5</b>	<b>AVG – 113.6 MEDIAN - 107</b>
<b>COMMENCEMENT CEREMONY</b>	<b>101 (cnet1.org) 1.1K (youtube)</b>	<b>465 (cnet1.org) 878 (youtube)</b>