



**Presentation to the
Ferguson Township
Board of Supervisors
June 7, 2022**



Township of
FERGUSON
Pennsylvania

2021 C-NET Highlights



- **Hybrid meetings became the norm in 2021**
 - **Most C-NET member organizations, in collaboration with C-NET, arrived at its own solution for providing hybrid meetings**
- **511 Programs produced by C-NET staff in 2021**
 - **Represents an increase of 13% from 2020**
- **Added Amazon Fire to “over the top” viewing options**
- **Board of Directors approved an update to the C-NET Strategic Plan**

2021 Highlights



- **2021 saw an increase in the number of programs which are live streamed on either youtube or cnet1.org. Currently 12 regular programs are live streamed:**
 - **Bellefonte Borough Council**
 - **College Township Council**
 - **Ferguson Township BOS**
 - **Halfmoon Township BOS**
 - **Harris Township BOS and Planning Commission**
 - **Patton Township BOS and Planning Commission**
 - **State College Borough Council**
 - **State College Area Board of School Directors**
 - **Centre County Board of Commissioners**
 - **Centre Region COG General Forum**

2021 Ferguson Township Programming



- **27 Board of Supervisors Meetings**
- **16 Planning Commission Meetings**

TOTAL of 43 Programs

2021 Ferguson Township Programming



- **77 Bulletin Board Messages**
- **Messages are used to advertise meeting agendas and occasional job announcements**
- **Bulletin Board messages are valued as 1/10th of a program**
- **77 Bulletin Board messages = 7.7 “programs”**

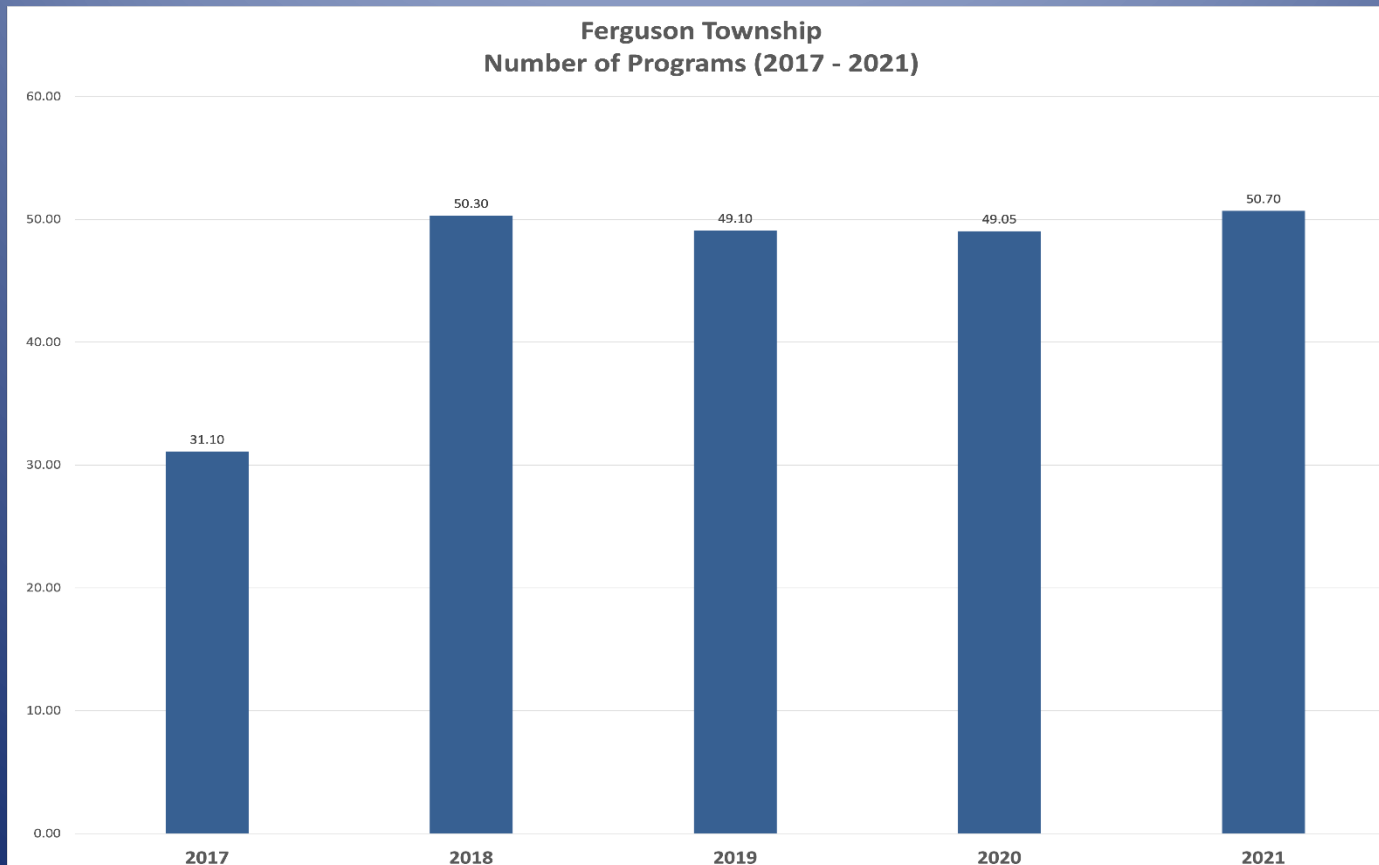
2021 Ferguson Township Programming

- 43 Programs
+ 7.7 Bulletin Board Messages
50.7 Total Programs in 2021



- Ferguson Township sponsored **9.5%** of all programming by C-NET members in 2021.
- Ferguson Township sponsored **9.5%** of all programming by C-NET members in 2020

Ferguson Township Programming 2017 - 2021



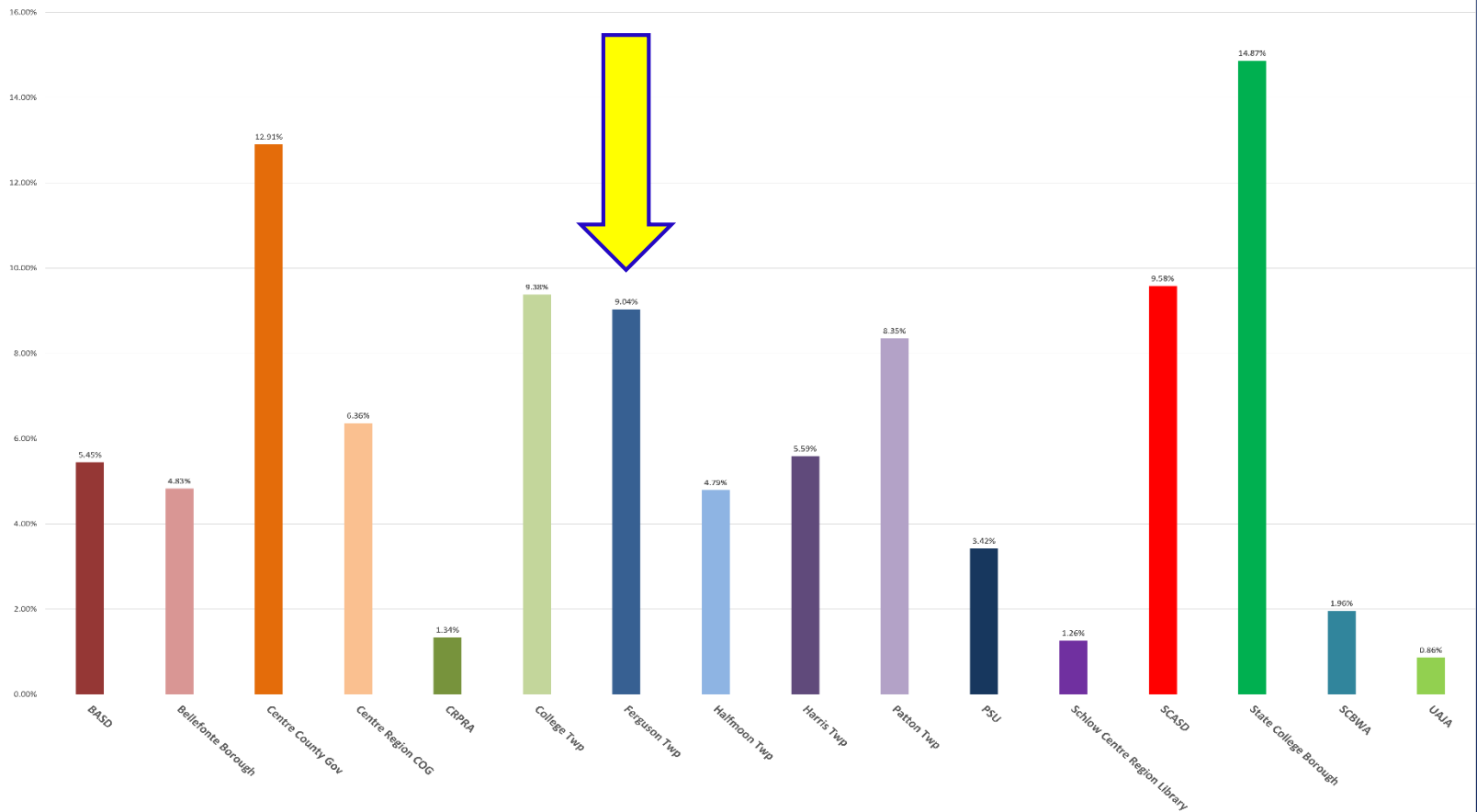
Ferguson Township Programming 2017 - 2021



- C-NET's Funding Formula is determined by a 5-year rolling average – Programming in 2017 – 2021 will determine the Township's 2023 C-NET "dues"
- Ferguson Township sponsored **9.04%** of all programming by all C-NET members in 2017 – 2021
- Percentage of programming sponsored in 2016 - 2020 = **8.57%**

All C-NET Member Programming 2017 - 2021

Total Member Usage
Percentage of Programs (2017 - 2021)





How and Where to Watch



- **C-NET Channel 7**
 - **Tuesday night Board of Supervisors' meetings are televised at the following times:**
 - **LIVE Tuesday at 7:00 pm**
 - **Thursday at 9:00 am**
 - **Friday at 6:00 am**
 - **Saturday at 12:00 am**

- **Streamed LIVE on Youtube (CNETCentreCounty)**
 - **C-NET's Youtube Channel currently has 871 subscribers**



How and Where to Watch



- **C-NET1.org**
 - **ALL C-NET programs are available to view Online, OnDemand at cnet1.org.**
 - **Meetings are generally online within 48 hours of recording, often sooner**
 - **Meetings are “chaptered” by agenda items**
 - **Meetings remain available online for a minimum of 12 months**



How and Where to Watch

The Roku logo, consisting of the word "Roku" in a white, bold, sans-serif font, centered on a purple-to-black gradient rectangular background.

Roku

Set-Top Box or Streaming Stick

The Apple TV logo, featuring the word "tv" in a white, lowercase, sans-serif font, with a white Apple logo to its left. The text is centered on a black rectangular background with a thin white border.

tv

Set-Top Box

The Fire TV logo, featuring the words "fire tv" in a white, lowercase, sans-serif font, with the Amazon smile logo (a white arrow pointing from the 'i' to the 'a') below it. The text is centered on a red-to-orange gradient rectangular background.

fire tv

Streaming Stick

Online Programming Average # of Views

MEETING	Jan 2021 - April 2022 CNET1.ORG	Jan 2021 – April 2022 - YOUTUBE
FERGUSON TOWNSHIP BOARD OF SUPERVISORS	AVG # = 92.17	AVG # = 40.1
FERGUSON TOWNSHIP PLANNING COMMISSION	AVG # = 70.39	N/A

**** Keep in mind these are only online views – cable television viewing data is not available**



Franchise Basics



- **Ferguson Township Franchise with Comcast**
 - Franchise was negotiated between Comcast and the 8 municipalities of the Centre Area Cable Consortium
 - All 8 municipalities have an identical franchise with Comcast
- **Franchise agreement provides for**
 - Franchise fees to Ferguson Township are equal to 5% of Comcast gross revenue within the Township (\$250,421 in 2021)
 - A subscriber pass-through of approximately 32 cents per subscriber per month for C-NET capital needs
 - Provision for one HD channel in the future
 - Continued access to the Comcast Digital Guide to display C-NET programming on the Guide



Help Us Help You

- **Tips for Successful Meeting Coverage**
 - **Avoid leaning back too far away from your mic**
 - **Make sure that your microphone is directly in line with your mouth**
 - **Insist that all presenters and speakers come to and remain at the podium to speak**



