

WHY WE TRANSITIONED TO SOCIAL MEDIA: A COST-EFFECTIVE & IMPACTFUL DECISION

Martin Sandoval
Director of Instructional
Television



June 10, 2025

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Handout #1
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Minutes RRBM 06/10/2025

Spectrum Vs. Social Media: Side-by-side cost comparison



Spectrum cost breakdown:

- One-Time Installation Fee: \$6335
- Monthly Fee: \$799/month (\$9,588/Year)
- Enco: A-List Subscription (Loop Videos): \$2388/ Year
- 3 year contract

Total : \$18,311 for the 1st year and \$11,976 every year after. 3 year contract totals \$42,263.

FACEBOOK/
YOUTUBE
COST:
\$0 / Year

Spectrum Reach Vs. Social Media Reach



SPECTRUM VIEWS FOR AUGUST 15, 2023 - AUGUST 15, 2024:

- 958 HOUSEHOLDS PER YEAR
- 2034 HOURS OF VIEWING PER YEAR
- TOTAL POPULATION OF BROWNSVILLE AS OF 2020:
186,738

.5% of Brownsville Residents watched 1301 for an average of 2.12 hours per year/ 20.9 seconds per day during August 15, 2023 - August 15, 2024

SPECTRUM COST:

\$18,311 1ST YEAR/ \$11,976 EVERY YEAR AFTER

VIMEO ADVANTAGES:

- EMBEDDED LIVE STREAMS TO OUR WEB PAGE (BISD.US)
- TWO (2) CONCURRENT STREAMS SIMULTANEOUSLY
- AI SUBTITLE TRANSLATION
- MULTISTREAM TO VARIOUS PLATFORMS (FACEBOOK, X, YOUTUBE, INSTAGRAM)
- 7TB OF VIDEO STORAGE THAT WE CONTROL

VIMEO COST:

\$900

**Spectrum will continue to reach 0.5% of residents at a cost of \$12K/year;
Social Media reached over 220K viewers on a single event for less**

2025 ECHS GRADUATION VIEWS ON SOCIAL MEDIA

11,036 VIEWS ON YOUTUBE

131,300 VIEWS ON FACEBOOK

1,507 VIEWS ON VALLEY CENTRAL



Big Wins on YouTube:

December 1, 2023:

Brownsville Veterans Memorial 5A Division
1 Regional 4 Final Game at Joe Rodriguez
Field at Sam's Memorial Stadium



YOUTUBE VIEWS WORLD WIDE: 220,671

December 8, 2023:

5A Division 1 Region 4 State Semi-Finals at Corpus Christi
Buccaneer Stadium
Brownsville Veterans Memorial Vs. Smithson Valley
Mobile Broadcast



YOUTUBE VIEWS WORLD WIDE: 185,989

COSTS TO RESIDENTS:



CABLE

MONTHLY TOTAL:

\$96.94

Monthly Home Services

TV	Included
VIX Premium Con. Arrangements	\$70.00
Spectrum All Plan Latino	Discount of \$20.00 for 12 months
Standard Rate \$90.00	
Paramount+ Essential	Included
HD Box (es)	\$15.00
Taxes and Other Fees	\$11.94
	\$96.94

One-Time Home Services Charges and Credits

Service Activation	\$50.00
Taxes and Other Fees	\$4.21
	\$34.21

Home services first month total:

\$131.15

Monthly Cost: \$96.94

One Time Installation Fee:

\$34.21

Total: \$131.15

INTERNET

MONTHLY TOTAL:

Monthly Cost \$41.05

Monthly Home Services

Internet	
Spectrum Internet Advantage	\$30.00
Discount of \$20.00 for 12 months	
Standard Rate \$50.00	
Advanced Wi-Fi + Modem	\$10.00
Taxes and Other Fees	\$1.05
	\$41.05

One-Time Home Services Charges and Credits

Service Installation Fee	\$65.00
Taxes and Other Fees	\$5.70
	\$70.70

Home services first month total:

\$111.73

One Time Installation Fee:

\$70.70

Total: \$111.73

Savings 1st Month \$19.42

Savings Every Month After \$55.89

School District Survey

Harlingen CISD uses Social Media (YouTube, Facebook, Instagram, X)

Kingsville CISD uses Vimeo: Had Equipment for cable at \$500/ month and moved to Social Media

Corpus Christi ISD uses Granicus to multi-stream

McAllen ISD uses Social Media and stopped using cable when their equipment broke 5 years ago

Point Isabel ISD uses Vimeo: Did a survey and showed that not many people had a spectrum subscription and they have an older audience.

Edinburg uses Social Media Platforms

IDEA Brownsville uses Vimeo

Jubilee Brownsville uses Social Media Platforms

Expand Digital Reach, Own Server Control

"The Future is already here, It's just not evenly distributed" William Gibson



COST: \$900/YEAR TO DISTRICT
AND NO COST TO RESIDENTS



COST: \$0



COST: \$0



Cost:
\$0

WHY USING SOCIAL MEDIA MAKES SENSE

- **\$900 Cost for Vimeo**
- **Global reach (220K views on one event!)**
- **Improved accessibility for residents**
- **Multiple forms of broadcasting**
- **It's already in our hands, pre-programmed**
- **Funds redirected to equipment upgrades**

**Proposal
For
Brownsville ISD**

Submitted to: Martin Sandoval



May 5th, 2025

CONFIDENTIAL

Executive Summary

I would like to take this opportunity to thank you for considering Spectrum for your Telecommunication service needs. In response to these service needs, we are proposing an HD PEG channel that runs over our fiber optic network to replace your existing SD PEG channel. We will also be moving the service from International Blvd to Palm Blvd in Brownsville.

In choosing Spectrum as your provider, Brownsville ISD will have the assurance of partnering with a vendor that implements state of the art technology with world class customer support. Our experience allows us to provide reliable, flexible services that are competitively priced. With our extensive cable experience and robust fiber optic network, we have progressed into the Metro Ethernet and Dedicated Internet market offering hundreds of thousands of route miles of fiber and thousands of on-net buildings across the nation.

Spectrum Fiber Internet Access and Metro Ethernet Features and Benefits include:

- **Flexibility to scale from 25 Mbps to over 100 Gbps.**
- No Equipment Purchase Required: Spectrum provides all necessary equipment, installation, and maintenance.
- No Technical Expertise Required: Dedicated, toll-free technical support available 365x24x7 frees your staff from potential support issues.
- Financial Stability: Charter Communications (NASDAQ: CHTR) is America's fastest growing Internet, Voice Cable TV company, and continues to pace the industry with annual revenues exceeding \$10B.
- 100% Fiber Network that is wholly owned and operated by Charter: A Proactively Managed Network with aggressive Service Level Agreements on all Fiber Services
- Trusted Business Partner: Charter is currently the second largest cable operator provider in the United States. The company has achieved growth through innovation and acquisitions of cable properties, most recently completing transactions with Time Warner Cable and Bright House Networks.

Please let me know if you have any questions regarding our solution offerings. I look forward to the opportunity of earning your business.

Best Regards,

Parker Tennet

Parker Tennet

Major Account Executive- Government & Education

Spectrum Enterprise

Direct: 726-241-7602 | Email: Parker.Tennet@charter.com

Proposed Services

PEG Channel

Address	Service	Quantity	Term	Monthly Recurring	NRC (INSTALL)
708 Palm Blvd., Brownsville, TX	HD PEG Channel	1	36 Months	\$799	\$6335

Monthly Recurring Charge (MRC): Monthly Recurring Charge prior to any applicable surcharges, fees, or taxes.

Non-Recurring Charge (NRC): One Time Non-Recurring Charge for the installation of services.

Service Order and Activation Process: Please reach out to Parker Tennet at Parker.Tennet@charter.com or 726-241-7602 (direct) to communicate which service option quoted above you have selected, and he will forward the Service Agreement/Order to you for authorization. Once you email Parker the signed Spectrum Service Agreement/Order, Parker will partner with his Project Manager to fulfill the order. The Project Manager will communicate milestones of service delivery, and coordinate scheduling. Once services are installed, Parker will remain your main point of contact for all things Spectrum related.

**ENCO**

Products

Services

Support

Sales

Contact Us



Stream Hosting Platform

ANYSCREEN is a monthly stream hosting subscription service that converts your uploaded streaming signal for delivery to virtually all media devices, including PC, iOS, Android, Roku and more

[User Guide](#)[Single Sheet](#)[Request Info/Quote](#)

The ANYSCREEN stream hosting subscription is a perfect complement to any of our automation or production systems, providing a complete producer-to-viewer solution.

Our service also includes traffic and network status monitoring to provide an extremely reliable method for delivering your content to a worldwide audience.

Features & Pricing

Standard	Premium
\$199 per month	\$599 per month
\$399 One Time Startup Cost	\$399 One Time Startup Cost
1TB Download Bandwidth 50GB Cloud Storage (VOD)	5 TB Download Bandwidth 200GB Cloud Storage (VOD)
• 24x7 live streaming channel (HD/SD) • Unlimited viewers • No ads • Embeddable player • Google Analytics • Web Viewing & Mobile Viewing • Facebook & Twitter integration • Mobile viewing <i>iOS & Android</i> • Smart TV viewing <i>Custom Roku channel</i> • HD Broadcasting • Player customization • Custom Roku Channel	• 24x7 live streaming channel (HD/SD) • Unlimited viewers • No ads • Embeddable player • Google Analytics • Web Viewing & Mobile Viewing • Facebook & Twitter integration • Mobile viewing <i>iOS & Android</i> • Smart TV viewing <i>Custom Roku channel</i> • HD Broadcasting • Player customization • Custom Roku Channel • Direct HLS & DASH feeds • 3rd party players and apps • Full domain control • Custom embed URLs

Note: Multi-bitrate encoding requires a dedicated hardware encoding system

**Brownsville Independent School District
PO Reference Report**

NOT A PURCHASE ORDER

VENDOR ADDRESS:

ENCO SYSTEMS INC.
41551 WEST 11 MILE ROAD
NOVI, MI 48375

SHIP TO:

PALO ALTO SERVICE CENTER
3760 ROBINDALE RD.
BROWNSVILLE, TX 78526

CONTACT: *** DELIVERY HOURS: 7:30 am to 3:30 pm ***
9565488375

REQUESTED BY: Giovanna Gonzalez	PURCHASE ORDER NO. P421071
REQUESTED DATE: 07/27/2023	REQUEST NO. PR496498
VENDOR NO. V020367	PRINT DATE: 07/31/2023
	PO STATUS: FP

ITEM #	QTY	QTY. RCVD.	UNIT	UNIT PRICE	DESCRIPTION	ACCOUNT	EXTENDED PRICE	PAID ¹	BALANCE
0001	1.00	1.00	EA	704.00	1-CH A-LIST SUPPORT & SOFTWARE	199-12-6249-00-875-Y-99-000-Y	704.00	704.00	0.00
0002	1.00	1.00	EA	2,149.00	ANYSCREEN ANNUAL STREAM	199-12-6249-00-875-Y-99-000-Y	2,149.00	2,149.00	0.00

PURCHASE ORDER TOTAL:	2,853.00	2,853.00	0.00
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Requisition Codes

PO

NOT A PURCHASE ORDER

1- Includes Sales Tax & Freight

D- Deleted Item

**Handout #3
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Minutes RRBM 06/10/2025**



Outlook

RE: [EXTERNAL] Request for Quote and Updated Information for BISD Channel on Spectrum 1301

From Tennet, Parker L <parker.tennet@charter.com>

Date Mon 5/5/2025 9:49 AM

To Martin Sandoval <msandoval3@bisd.us>

📎 1 attachment (223 KB)

BISD PEG Proposal Updated.pdf;

Handout #4
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Minutes RRBM 06/10/2025

CAUTION: This email originated from outside of Brownsville ISD. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good morning Martin,

Attached is the proposal for the HD PEG channel. It came down in monthly cost a little bit from the previous proposal.

For the viewership analytics from 8/23-8/24 it looks like there were 958 unique households that watched the channel over that period. There were 10882 unique events (each time someone tuned to that channel), and an overall total of 2034.6 hours of viewership. Pretty close to what we had sent before.

Let me know what you think, and if you would like to jump on a call to go over what all is included here.

Parker Tennet| Major Account Executive- Gov/Ed
Parker.tennet@charter.com| 726-241-7602

Charter
COMMUNICATIONS

Spectrum
BUSINESS



RE: [EXTERNAL] Proposal

From Tennet, Parker L <parker.tennet@charter.com>

Date Thu 5/8/2025 7:12 AM

To Martin Sandoval <msandoval3@bisd.us>

CAUTION: This email originated from outside of Brownsville ISD. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Martin,

I have checked with my finance department and due to the nature of the buildout costs associated with the project, we cannot go any lower than what I previously proposed.

To be transparent- the monthly cost would've stayed the same regardless of HD vs SD. In some cases where there are low/no construction costs, we see a reduction in the one time cost portion of the proposal, but as I said in this case we are unable to do so.

Regards,

Parker Tennet| Major Account Executive- Gov/Ed
Parker.tennet@charter.com 726-241-7602



From: Martin Sandoval <msandoval3@bisd.us>
Sent: Tuesday, May 6, 2025 9:11 PM
To: Tennet, Parker L <parker.tennet@charter.com>
Subject: [EXTERNAL] Proposal

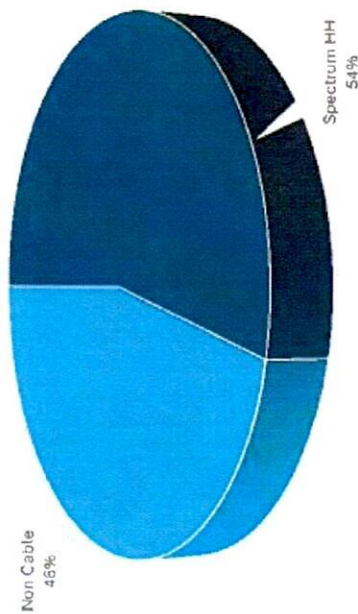
CAUTION: The e-mail below is from an external source. Please exercise caution before opening attachments, clicking links, or following guidance.

Good evening Mr. Tennet,

My school board tabled the proposal and asking for the price of a regular SD channel and not in HD format. Could you please provide me with this information? Thank you

Get [Outlook for iOS](#)

RGV Total HH 375,321
Cable HH 201,160



• Spectrum HH • Non Cable

Harlingen 25,560
Cable HH 16,027



• Spectrum HH • Non Cable

Brownsville 58,633
Cable HH 32,427



• Spectrum HH • Non Cable

Mission 31,937
Cable HH 16,961



• Spectrum HH • Non Cable

Pharr 25,428
Cable HH 14,592



• Spectrum HH • Non Cable

McAllen 50,945
Cable HH 25,828



• Spectrum HH • Non Cable

Edinburg 33,622
Cable HH 16,510



• Spectrum HH • Non Cable

Weslaco 15,873
Cable HH 8,353



• Spectrum HH • Non Cable

Spectrum
REACH

Source: Spectrum Subs 1Q25 Data