How to Teach the Most Popular Class in Technology: Cut the Cord

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Justin McEachron
Our Story

It started as Netflix 101
In this class, we’ll explain:

- Why you should teach “Cut the Cord”
- How to teach the class
- What resources you’ll need
- How to apply these ideas to other classes
Why Teach “Cut the Cord”?
High Demand

Average attendance

Other Tech Classes: 5
Cut the Cord: 22
Technology classes should help the patron save:

- Time
- Money
- Frustration
What do we mean by “cutting the cord”?
Cord Cutting Options

Streaming On Demand
❖ Netflix
❖ Hulu
❖ Amazon Prime Video
❖ HBO Now
❖ YouTube
❖ And more . . .

Internet TV
❖ Sling TV
❖ YouTube TV
❖ Hulu Live TV
❖ AT&T Watch TV
❖ AT&T TV Now
❖ fuboTV
❖ Philo
❖ PlayStation Vue

No Internet Required
Antenna
Define Key Concepts . . . and Build on Them

What is the Cloud?
- A place where data can be stored remotely via the internet.
- Allows remote access to data from other internet-connected devices.

What is DVR?
- Stands for Digital Video Recorder.
- Allows you to record live TV and then play it back later.

Like Cloud DVR

What is cloud DVR?
- A way of saving TV recordings without downloading them onto any single device.
- Allows access to these recordings from any device.
Antenna

Not this . . . .

This.
Explaining Streaming Media
Understanding Streaming Devices

Streaming
- Data transmitted from the internet in a continuous flow.
- Most videos on the internet are streamed.

Streaming players
- A internet-ready box or stick for the TV.
- Turns your TV into a kind of smartphone.
- Brands:
  - Roku
  - Amazon Fire
  - Apple TV
  - Google Chromecast

Smart TVs
- A TV with streaming player functionality (and more) built into it.
- Brands:
  - LG Smart TVs
  - Samsung Smart TVs
  - Fire TVs
  - Roku TVs
  - Android TVs
Equipment: Show and Tell

❖ Show the physical devices, if you or your library owns one.
❖ Bring a TV.
❖ Set up the TV and streaming device, if time permits.
Streaming On Demand Services

NETFLIX  hulu  prime video  Disney+

kanopy  hoopla
Internet TV Services

- YouTube TV
- Hulu
- AT&T TV NOW
<table>
<thead>
<tr>
<th>Feature</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>Does it fit my budget?</td>
</tr>
<tr>
<td>User Interface</td>
<td>Is the service pleasing to use and navigate?</td>
</tr>
<tr>
<td>Compatibility</td>
<td>Will the service work with my TV or device?</td>
</tr>
<tr>
<td>Channel Selection</td>
<td>What channels do I want?</td>
</tr>
<tr>
<td></td>
<td>Are local channels and sports available?</td>
</tr>
<tr>
<td>Cloud DVR</td>
<td>How many hours of TV can be recorded?</td>
</tr>
<tr>
<td></td>
<td>Is there an extra fee involved?</td>
</tr>
<tr>
<td>Simultaneous Streams</td>
<td>How many screens be be used from the same account at the same time?</td>
</tr>
</tbody>
</table>
# Internet TV Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
<th>Channels</th>
<th>DVR Storage</th>
<th>Simultaneous Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YouTube TV</strong></td>
<td>$50</td>
<td>70+</td>
<td>Unlimited</td>
<td>3</td>
</tr>
<tr>
<td><strong>Sling TV</strong></td>
<td>$30 / $30/ $45</td>
<td>32 / 47 / 53</td>
<td>10 Hours, or 50 Hours for $5/month</td>
<td>Orange: 1 / Blue: 3 / Both: 4</td>
</tr>
<tr>
<td><strong>Hulu Live TV</strong></td>
<td>$54.99</td>
<td>65+</td>
<td>50 Hours</td>
<td>2</td>
</tr>
</tbody>
</table>
## More Internet TV Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
<th>Channels</th>
<th>DVR Storage</th>
<th>Simultaneous Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT&amp;T Watch TV</td>
<td>$15</td>
<td>37</td>
<td>None</td>
<td>0</td>
</tr>
<tr>
<td>AT&amp;T TV Now</td>
<td>$65 / $80</td>
<td>45+ / 60+</td>
<td>500 hours</td>
<td>3</td>
</tr>
<tr>
<td>Philo TV</td>
<td>$20</td>
<td>59+</td>
<td>Unlimited</td>
<td>3</td>
</tr>
</tbody>
</table>
Streaming Services: Show and Tell

Demo a streaming service:
- Show the user interface
- Briefly show content
- Show how the DVR works

You may even allow students to take the remote and try it out for themselves.
Class Management
Stay up to date

❖ Changes happen month to month and even week to week.
❖ Double check the information the day before class.
❖ Common changes include:
  ➢ Price
  ➢ Content
  ➢ Channel selection
  ➢ Service name changes
  ➢ Even the existence of the service!
Resources to stay up to date

- Tom’s Guide (tomsguide.com)
- TechBoomers (techboomers.com)
- CNET (cnet.com)
- YouTube (youtube.com)

Most importantly . . . go to the source.
Give Handouts

❖ Especially with information on the services, like:
  ➢ Price
  ➢ Compatibility
  ➢ Channel Selection
  ➢ Simultaneous Streams

❖ The most valuable handout when talking about Internet TV is the “CNET Compares” spreadsheet:
shorturl.at/qtBF1
Fielding Questions

❖ Use analogies to ubiquitous technology, like smartphones.
❖ Hold off-topic and case-specific questions until after class.
❖ Don’t let the class get away from you.
❖ Let the handouts answer the questions.
Other Tips

❖ Be available to patrons after class.
❖ Be okay with not pleasing everyone:
  ➢ Some patrons may have a different idea about what “cord cutting” means.
  ➢ The class may be too simple for some and too complicated for others.
❖ Don’t pretend to know everything.
Get Ready to Do it All Over Again!

- Let the questions from the previous class inform the next.
- Never forget to check and recheck your information for currency.
- Throw out material that didn’t work or isn’t relevant anymore.
Thanks for coming!

This Presentation: shorturl.at/xJ346

Our presentation for students: shorturl.at/ADFGN

Handouts for class with more info: shorturl.at/stzBQ

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