

THE COMMUNICATOR

Newsletter from Your Friends at RC Technologies
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Happy 20th Birthday



Happy Birthday, YouTube!

February 14 marks 20 years of YouTube! Can you believe it?

Founded in February 2005 by three former PayPal employees, Chad Hurley, Steven Chen, and Jawed Kari, YouTube was launched. Their goal was to create a simple platform where users could upload, share, and view videos. Little did they know their humble startup would transform into the world's largest video-sharing platform.

YouTube's Impact on Society

YouTube has allowed anyone with a camera or smartphone the ability to create video content and have their own channel. From pet videos to newly created music and art, building, fixing, and instructing, YouTube has reshaped our world.

As An Educational Resource

YouTube serves as a valuable educational tool, offering tutorials, lectures, and informational videos on a wide range of subjects.

A Cultural Influence

With its global reach, YouTube has become a popular cultural influencer, shaping trends, popularizing new music, and providing a platform for voices from diverse backgrounds to be heard and celebrated.

A Catapult for Business and Marketing

Businesses use YouTube for marketing and brand promotion, employing ads and sponsored content, and influencer collaborations, to reach wider audience and potential customers. It also serves as a platform for product demonstrations and customer engagement.

Our Favorite Channels



Amy Ceroll, Customer Service
"Country music artists!
I love listening to their music."



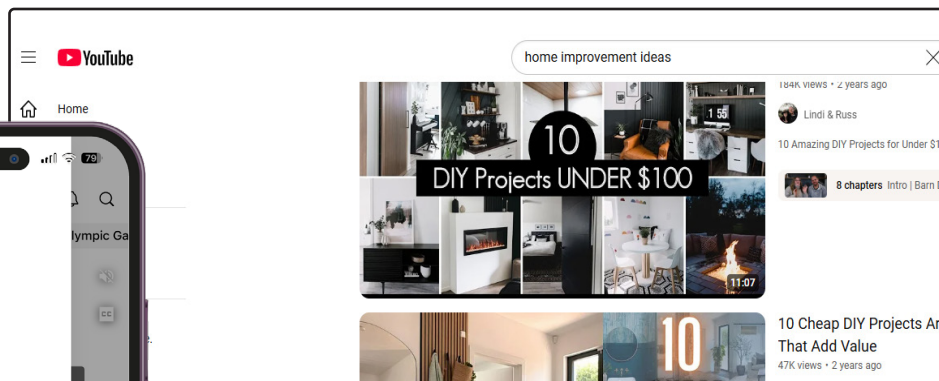
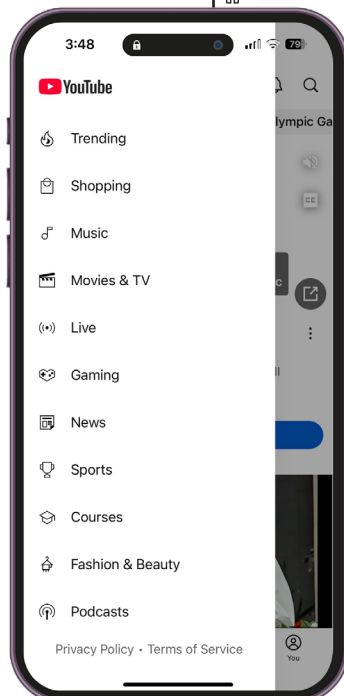
Kaden Bostrom, Technician

"I love watching Cleetus MacFarland, RR Buildings, Matt Risinger, Perkins Builder Brothers..."



TYPES OF YOUTUBE CONTENT

- Gaming content
- Documentaries and docuseries
- Vlogs or lifestyle content
- Science and technology
- Challenges and collaborations
- Interview and live podcasts
- Educational and informational content



Amy Ochs, Marketing
"Unbound Gravel. Trainer Road. Anything biking, wellness, and documentary-related."

YouTube's Next Decade

As YouTube enters its third decade, the possibilities are endless! With advancements in technology and an ever-evolving digital landscape, we can expect even more innovation and creativity. **Here's to another 20 years of connecting, creating, and sharing on YouTube!**

2025 Scholarship Opportunities



Happy Valentine's Day! Friday, Feb. 14th
Reminder, RC Offices will be closed on
Monday, Feb. 20th, President's Day.

Families of High School Seniors graduating in 2025! There are a lot of scholarship opportunities available for your students. Scholarship information is listed below and online on RC's website... <https://www.tnics.com>
Click on **About Us**, then **Scholarships!** Some deadlines are approaching soon!



FOUNDATION FOR
RURAL SERVICE

FRS Scholarship

Open | **Deadline February 14, 2025**

The Foundation for Rural Service annually awards scholarships to an exceptional group of rural students for their first year of college or vocational school. All applicants require sponsorship by an NCTA The Rural Broadband Association member company to be eligible. RC Technologies is an NTCA member. **Go online to <https://frs.org/programs> for scholarship details.**



TECHNOLOGIES

RC Technologies Scholarship

Open | **Deadline March 31, 2025**

RC Technologies individually awards two \$500.00 scholarships to graduating high school seniors whose families are current patrons of RC Technologies. Qualified applicants will be asked to submit an application along with a personal essay, two letters of recommendation, and a chronological list of organizations and/or work history. All documents will be reviewed by a scholarship committee as part of the selection process. **For application or other information, go online to <https://www.tnics.com/scholarships>**

Build Dakota Scholarships

Open | **Deadline March 31, 2025**

2025 High School Seniors, are you a Doer, Fixer, or Solver?
Do you want a career that uses your hands as much as your mind?

Build Dakota is a scholarship program created for skilled scholars entering high-demand programs at South Dakota technical colleges... Southeast Technical College, Mitchell Tech, Lake Area Technical College and Western Dakota Technical College. And, you can do it 100% free, with the Build Dakota Scholarship. **For more information, go online to <https://www.builddakotascholarships.com>**



SDTA Scholarships

2025 Scholarship Opportunities TBA

South Dakota Telecommunications Association (SDTA) annually awards scholarship under two separate programs or scholarship funds administered by the South Dakota Community Foundation, those two programs/funds include **SDTA Memorial Scholarships** and **Brian Meyer Memorial Scholarships**. For details about these scholarships and how to apply, go online to <https://sdtaonline.com> and click on **Scholarships**.



Your Source for All Things TV & Streaming

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STREAMING PRO TIPS

Pro Tip #1: Streaming can save you money.

The best kept secret is finally getting around to people— Streaming can save you money on the TV you want to watch.

For teens, college students, and young adults, streaming has been the perfect fit and budget-friendly option for them. Apps, like **Netflix**, have given them access to a rotating library of shows and movies for \$7.99 or less, and **YouTube** for free.

For some young families with kids, the Disney+ app has been the sole streaming choice. The **Disney+** Basic Plan for \$9.99/month has been an affordable option, while allowing them to access to an entire collection of content under the Disney umbrella: *Disney, Pixar, Marvel, Star Wars, Marvel, National Geographic*, and more!

For older adults, retirees, and seniors who've been wanting Live TV (local news, weather, sports, and other favorite channels) without breaking the bank, many have made a choice to switch to streaming with Live TV apps, such as **Hulu + Live TV**, **YouTube TV**, or **Fubo TV**. Plans range from \$72.99-\$94.99 monthly, saving people anywhere from \$20-\$50 per month.

When beginning to stream, there can be an initial investment of some streaming devices which can range \$39.99-\$59.99 for 4k & 4K Max sticks per TV. In Pro Tip #2, we'll explain why.

Pro Tip #2: Smart TVs can be dumb.

For a person looking to buy a TV, it's next to impossible to find a non-Smart TV, as nearly every TV out there is built with smart technology. As tech professionals, we want to share with you that some of the Smart TVs out there are dumb.

Smart TVs come out of the box pre-loaded with some apps. Some of these apps you may want; some you could care less about.

Additionally, Smart TV may not allow you to Add (+) or Download an app that is not in the TV manufacturer's "built-in" app library. This can be frustrating, especially after spending good money on a Smart TV!

To get around this, adding a streaming stick (device) to your Smart TV will allow you to download any app you want.



The moral of this Pro Tip story is...“Some Smart TVs are not as smart they as seem.” If you're not finding a certain app you want in the collection of apps within your Smart TV, you may need a streaming device to watch the app. And, if the Wi-Fi chip were ever to go out on a Smart TV, know you may still be able to use it, with a streaming stick/device. Hooray!!

Pro Tip #3: There's an app for that.

If you have not yet considered streaming, is it because you are worried you may lose some of your favorite programming or a regional sports channel? It's okay. There are apps for that.

Both ag networks and college sports teams have apps. Some content is free and some may require a paid subscription. Examples... **The Cowboy Channel app** has some FREE Western sports content while **Cowboy Channel+** with subscription offers On Demand library, PLUS Live Events and National Rodeo Finals. **RFD Now app** is much the same. **NSIC Network app (Northern Sun Intercollegiate Conference)** is free, airing many regional college sports teams. (nsicnetwork.com) **The Midco Sports Plus app** starts a \$9.99/month, does include The Summit League (Jacks, Bison, & Yotes).

Types of Streaming Service Apps

Free Streaming Apps

Free To Watch



Freevee, The Roku Channel and YouTube are Free to watch a nice On Demand library of shows. Zero to extremely little Live weather/news, and it's not local.



On Demand Apps

Not Live from an On Demand Library

Netflix, Disney+, Apple TV+, Hulu (not Live) are apps that allow access to shows and movies from a rotating library, not LIVE. Subscriptions fees are less in cost.



Paid Streaming Apps

Live TV with 90+ Channels

Hulu + Live TV | YouTube TV | Fubo TV Live and local news, weather and sports, PLUS On Demand library and DVR. Prices range from \$72.99 to \$94.99



♥ February ♥



**Show times are listed in Central Time (CT). Network programming is subject to change without notice.

Friday, Feb 14 | Valentine's Day

Streaming - Fault In The Stars, Hulu

Saturday, Feb 15

6:00 p.m. - NASCAR Xfinity Series in Daytona, Live TV streaming apps and The CW (9)



Saturday, Feb 1

7:00 p.m. - Hallmark's All New Original Romances, streaming on Hulu + Live TV & YouTube TV Hallmark+, and Hallmark Channel (83)

Sunday, Feb 2

6:00 p.m. - 60 Minutes, streaming on Hulu + Live TV & YouTube TV and on CBS (3)

7:00 p.m. - Grammy Awards, streaming Live TV apps and CBS (3)

7:00 p.m. - Super/Man: The Christopher Reeve Story streaming on Live TV apps and CNN (55)



Wednesday, Feb 19

WIN or LOSE:
It's All How You Look At It, Disney/Pixar's First Original Comedy Series streaming on Disney+

8:00 p.m. - Good Cop/ Bad Cop, streaming on Live TV apps & The CW (17)

Thursday, Feb 20 (Holiday)

Streaming - Zero Day, Robert DeNiro and Angela Bassett, Netflix

Streaming - Reacher, Prime Video

Sunday, Feb 23

Streaming - 1923, Paramount+

6:00 p.m. - The Americas, Narrated by Tom Hanks, streaming on Peacock on 2/24

8:00 p.m. - Suits LA, NBC (5)

8:00 p.m. - The Food That Built America, History Channel (103) & on Live TV streaming apps

9:00 p.m. - Grosse Pointe Garden Society, NBC (5)

Monday, Feb 24

7:00 p.m. - Kids Baking Championship, Live TV streaming apps and Food Network (88)

Wednesday, Feb 26

7:00 p.m. - Survivor, Live TV streaming apps and CBS (3)



Sunday, Feb 9 | BIG GAME DAY

1:00 p.m. - Puppy Bowl XXI, streaming on Hulu + Live TV & YouTube TV and Animal Plant (116)

5:30 p.m. - SuperBowl LIX, Fox (7) streaming on Hulu + Live TV & YouTube TV