



We Are High School.

**MHSAA School Broadcast Program
MIPA Conference - October 21, 2013
John Johnson, MHSAA – john@mhsaa.com**

▼ Who are the MHSAA & the NFHS?

- The MHSAA is the service organization for high school sports in Michigan. It assists member schools in their day-to-day administration of their athletic programs.
- Also sponsors 28 post-season sports tournaments.
- Registers over 12,000 officials annually.
- Private, non-profit group. No taxpayer support.

▼ Who are the MHSAA & the NFHS?

- The National Federation of State High School Associations is located in Indianapolis. It is the service organization to state high school associations.
- Primary role is writing the playing rules for high school sports.

▼ MHSAA.tv & the MHSAA Network

- MHSAA Network creates audio and video content for multiple platforms.
- Works with FOX Sports Detroit and over 80 radio stations.
- PlayOn! Sports is platform for online video.
- MHSAA.tv is in fifth year.

▼ School Broadcast Program - History

- Michigan was a pilot state four years ago.
- Program has involved as many as 80 schools. Currently, about three dozen active schools.
- Schools have produced over 6,000 events in first four years.



▼ School Broadcast Program - Today

- Michigan has joined nearly 40 other states on NFHSNetwork.com.
- Aggregation of content similar to Big Ten Network and others. Largest online producer of high school sports.
- NFHSNetwork features regular season SBP content and state association championships, which is what distinguishes it from other services like LiveStream.com, Ustream.tv and Meridix.com.

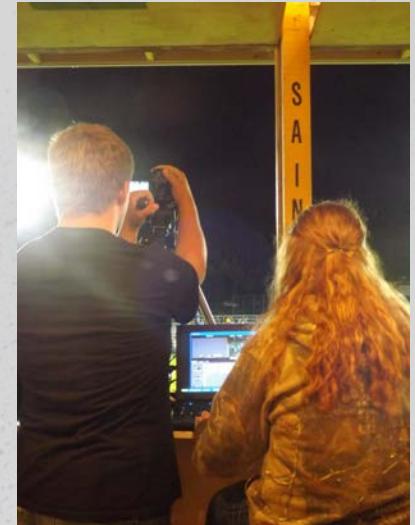
▼ School Broadcast Program-Opportunity

- Education
- Exposure
- Revenue



▼ School Broadcast Program - Education

- Hands-on opportunity in video production
 - Camera ops
 - Producers/Directors
 - Graphics ops
 - Announcers



▼ The Payoff – College Opportunities

- College Athletic Department In-House TV
 - Stadium video board
 - Internet streaming
 - Linear programming



▼ School Broadcast Program - Exposure

- Community Outreach
 - Locally & globally
 - Not just sports

The screenshot displays a web interface for a school broadcast program. At the top, a blue banner reads "ON DEMAND" on the left and "Playoff" and "Championship" on the right. A left-hand navigation menu lists categories: "SPORT" (with sub-items: All Sports, Association Meeting, Baseball, Basketball, Bowling, Cheerleading And D, Cross Country, Field Hockey, Football, Golf, Gymnastics), "SPORTING EVENT", "ACTIVITY", "INTERVIEW", "SHOW", "BOYS", and "GIRLS". Below the menu are search filters for "From" and "To" with calendar icons, and a "CLEAR FORM" button. The main content area is a grid of 20 video thumbnails, each with a title and a small preview image. The thumbnails include: "Blu Tv Specia - Batman", "Daily Morning Announcements 10/18", "Michigan School Broadcast Program Highlights - Week of Oct. 7", "Varsity Football - Paw Paw at Plainwell", "You Know You Want You Blu News", "Morning Announcements", "Powder Puff Football", "Morning Announcements", "Morning Announcements", "Varsity Football - Otsego vs Plainwell", "Blu News 9/13 Daily Morning Announcements", "Michigan School Broadcast Program Highlights - Week of Sept. 3", "Varsity Football - Three Rivers vs Plainwell", "Morning Announcements", "Starr StepUp Kindergarten Graduation 2013", "Underclassmen Award Ceremony 2013", and "Blu News 6/5 LAST Morning Announcements".

▼ School Broadcast Program - Revenue

- Represents new money
- Supporters looking for a way to stand out
- Subscriptions

The image shows a screenshot of a school website's subscription page. At the top, there is a red banner for 'P&G' with the text 'PROUDLY SERVING NORTHEAST MICHIGAN SINCE 1937' and 'Honesty · Integrity · Innovation · Reliability · Commitment to Community'. Below this is the school's logo and name: 'KALAMAZOO CENTRAL HIGH SCHOOL' with 'Kalamazoo, Michigan' underneath. A navigation bar includes 'SCHOOL SITE' and 'SUPPORT YOUR SCHOOL. CLICK FOR FULL ACCESS!'. The main content area features the heading 'SUPPORT KALAMAZOO CENTRAL HIGH SCHOOL' and a 'Subscribe Now' button. Below the button, there are three bullet points with checkmarks: 'Watch on your computer, smartphone, or tablet', 'Full access for only \$14.95/month – includes all NFHS Network regular-season and post-season coverage including playoffs, tournaments, and championships from across the country', and 'Subscriber-only access to all content through NFHS Network mobile app'. At the bottom, there are images of a smartphone and a laptop displaying sports content. On the left side of the page, there is a vertical blue button labeled 'SCHEDULE'.

▼ SBP – The Fun Stuff

- Scalable Production
 - Single or multiple camera –
 - with or without talent
- Live or On-Demand
 - Live productions must be subscription
- Football highlights for FOX Sports Detroit
- Full Graphics Capabilities



▼ Full Graphics Capabilities

PlayON! Producer

Overlay Preview

On Demand ✖ Recording

The screenshot displays the PlayON! Producer interface. The main preview window shows a blue background with the MHSAA Network logo and a scoreboard for the 2013 MHSAA Football Playoffs. The scoreboard lists Bangor Vikings (6-2) and Brighton Bulldogs (6-2) at Waldo Stadium, Kalamazoo, MI. A lower third overlay on the left identifies Willie Barnes as the Brighton Head Coach. The configuration panel at the bottom allows for customizing these overlays.

Willie Barnes
Brighton Head Coach

MHSAA NETWORK
2013 MHSAA Football Playoffs
Bangor Vikings 6-2
Brighton Bulldogs 6-2
Waldo Stadium
Kalamazoo, MI
MHSAA

Start Recording Mark In

Overlays Video Sources System

Team Locator - Logos
Lower Third
Scoreboard

Line 1 Willie Barnes
Line 2 Brighton Head Coach
Logo team_logo.brightc

Submit Hide
Ctrl + Enter Shift + Enter

▼ Full Graphics Capabilities

PlayON! Producer

Overlay Preview On Demand ✕ Recording

Overlay Preview: Bangor 14 Brighton 7 1st & 10 1st Qtr

MHSAA NETWORK
2013 MHSAA Football Playoffs

Bangor Vikings 14
Brighton Bulldogs 7
Half

Start Recording Mark In

Overlays Video Sources System

Scoreboard - Logos

Score Bug - Bottom

Score Bug - Top

Visitor Name	Visitor Score	Visitor TOs	
Bangor	14	3-Timeouts.png	<input checked="" type="checkbox"/>
Home Name	Home Score	Home TOs	Down
Brighton	7	3-Timeouts.png	1st <input checked="" type="checkbox"/>
Distance	Quarter	Optional	
10	1st Qtr		<input checked="" type="checkbox"/>
Flag	Time Out	Logo	Sponsor Logo
<input type="checkbox"/>	<input type="checkbox"/>		sponsor_logo_MH <input checked="" type="checkbox"/>

Submit Hide

Ctrl + Enter Shift + Enter

▼ Full Graphics Capabilities


PlayON! Producer

Overlay Preview On Demand **X** Recording

Bangor Vikings

85 Williams - DE	71 Roberts - DT
70 Smith - DT	80 Calivn - DE
52 Levy - LB	50 Dalton - LB
55 Albert - LB	42 Snooze - CB
26 Nugent - FS	30 Monson - SS
44 Bunting - CB	


Coach
Paul Morgan



Brighton Bulldogs

85 Wilson - TE	55 Kostrzewa - C
88 Bohannon - SE	33 Varga - FB
79 Smith - T	61 Milan - G
12 Bush - QB	4 Funnell - FL
66 Johnson - G	77 - Binkowski - T
22 Bollman - RB	

Coach
Ben Jarvis



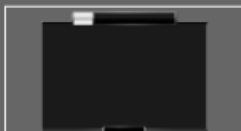
Start Recording
Mark In
🔊

Overlays


Video Sources

System

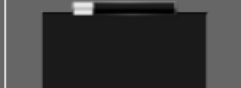
Starters - Def. - Visitor



Starters - Def. - Visitor - Logo



Starters - Off. - Home



Home Name	Home Mascot	Coach	
<input type="text" value="Bangor"/> <input checked="" type="checkbox"/>	<input type="text" value="Vikings"/> <input checked="" type="checkbox"/>	<input type="text" value="Paul Morgan"/> <input checked="" type="checkbox"/>	
Starter	Starter	Starter	Starter
<input type="text" value="85 Williams - DE"/> <input checked="" type="checkbox"/>	<input type="text" value="71 Roberts - DT"/> <input checked="" type="checkbox"/>	<input type="text" value="70 Smith - DT"/> <input checked="" type="checkbox"/>	<input type="text" value="80 Calivn - DE"/> <input checked="" type="checkbox"/>
Starter	Starter	Starter	Starter
<input type="text" value="52 Levy - LB"/> <input checked="" type="checkbox"/>	<input type="text" value="50 Dalton - LB"/> <input checked="" type="checkbox"/>	<input type="text" value="55 Albert - LB"/> <input checked="" type="checkbox"/>	<input type="text" value="42 Snooze - CB"/> <input checked="" type="checkbox"/>
Starter	Starter	Starter	
<input type="text" value="26 Nugent - FS"/> <input checked="" type="checkbox"/>	<input type="text" value="30 Monson - SS"/> <input checked="" type="checkbox"/>	<input type="text" value="44 Bunting - CB"/> <input checked="" type="checkbox"/>	

Submit
Hide

Ctrl + Enter Shift + Enter

▼ Full Graphics Capabilities

The screenshot displays the PlayON! Producer interface. At the top, it shows 'Overlay Preview' and 'On Demand' with a red 'X' over 'Recording'. The main preview area is split into two sections. The left section shows a team roster for 'Bangor Vikings' with the following players and positions:

Bangor Vikings	
85 Williams - DE	71 Roberts - DT
70 Smith - DT	80 Calivn - DE
52 Levy - LB	50 Dalton - LB
55 Albert - LB	42 Snooze - CB
26 Nugent - FS	30 Monson - SS
44 Bunting - CB	

Below the roster, it lists 'Coach Paul Morgan' and the 'MHSAA' logo. The right section of the preview shows a live video feed of a football field with a large banner that reads 'RAIDERS NORTON'. Below the video feed are 'Start Recording' and 'Mark In' buttons. At the bottom, there are tabs for 'Overlays', 'Video Sources', and 'System'. The 'Video Sources' tab is active, showing a 'Video File' list with 'FootballPregame.mp4'. To the right of the list are 'Loop', 'Play', and 'Stop' buttons. At the bottom of the interface are 'Add', 'Save', and 'Open' buttons.

▼ Full Graphics Capabilities

The screenshot displays the PlayON! Producer software interface. The main window is titled "PlayON! Producer" and features a dark theme. At the top, there are status indicators for "On Demand" and "Recording" (with a red 'X' icon). The central area is divided into two main sections: "Overlay Preview" on the left and a video preview on the right. The "Overlay Preview" section shows a list of players for the "Bangor Vikings" team, including names and positions, along with the coach's name, Paul Morgan. The video preview on the right shows a woman, Alaina Sharp, with the text "Alaina Sharp Albion Gymnastics" and "Why Do You Officiate?". Below the video preview are buttons for "Start Recording" and "Mark In". At the bottom, there are tabs for "Overlays", "Video Sources", and "System". The "Video Sources" tab is active, showing a list of video files, including "FootballPregame.mp4", "PLAY-Gaming-640-360.mp4", "PlayOn_Promo.mp4", "Lansing-640-360.mp4", and "13FB-Safety-640-360.mp4". There are also buttons for "Add", "Save", and "Open".

PlayON! Producer

Overlay Preview

On Demand ✗ Recording

Bangor Vikings

85 Williams - DE	71 Roberts - DT
70 Smith - DT	80 Calvin - DE
52 Levy - LB	50 Dalton - LB
55 Albert - LB	42 Snooze - CB
26 Nugent - FS	30 Monson - SS
44 Bunting - CB	

Coach
Paul Morgan

MHSA

Alaina Sharp
Albion
Gymnastics

Why Do You Officiate?

Start Recording

Mark In

Overlays Video Sources System

Video File

- FootballPregame.mp4
- PLAY-Gaming-640-360.mp4
- PlayOn_Promo.mp4
- Lansing-640-360.mp4**
- 13FB-Safety-640-360.mp4

Loop

Play Stop

Add Save Open

▼ More Stuff - iPhone App Landing Page

The image shows a screenshot of the NFHS Network website and its mobile app. The website header includes the NFHS Network logo, the tagline "We Are High School.", and navigation links for "SPORT", "STATE", "SCHOOL", "SCHEDULE", and "DVD". A search bar is also present. The main content area features a large background image of a hand holding an iPhone displaying the app's interface. The app screen shows "Events" with a "LIVE NOW" section for the "2013 Boys Volleyball Championship: Semifinal" and a "NEXT 7 DAYS" section for the "2013 GHSA 4A Football Championship". A blue button with the Apple logo and the text "Download on the App Store" is positioned below the text. At the bottom left, there is a smaller image of an iPhone displaying a live game video player.

**1,000s of Athletes.
100s of Games.
1 Destination.**

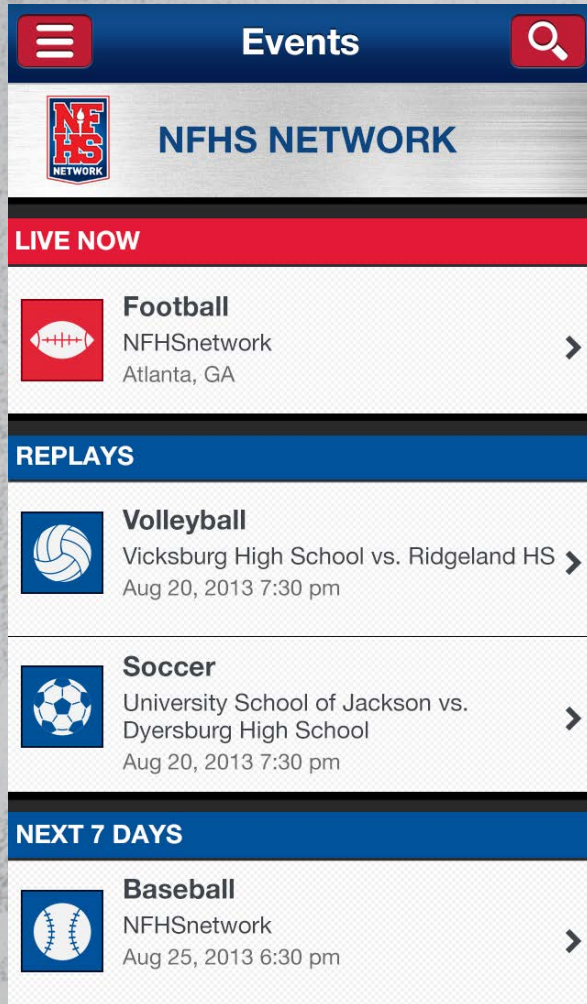
Watch featured games live and see top highlights of high school sports coverage from across the country.

[Download on the App Store](#)

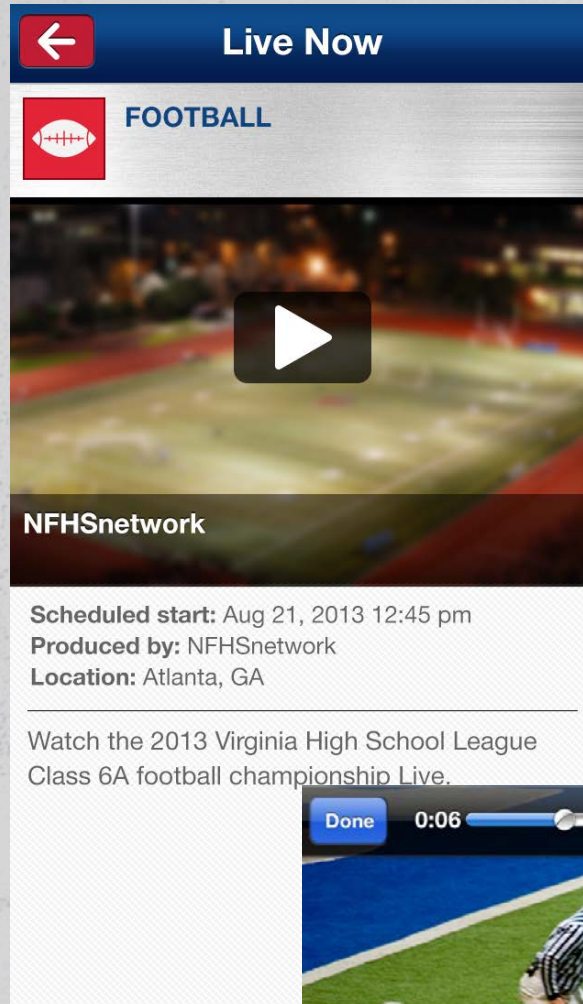
Never miss a game

NFHS Network subscribers get exclusive mobile access to live games on the go. Watch your favorite high school sporting events when you want, where you want.

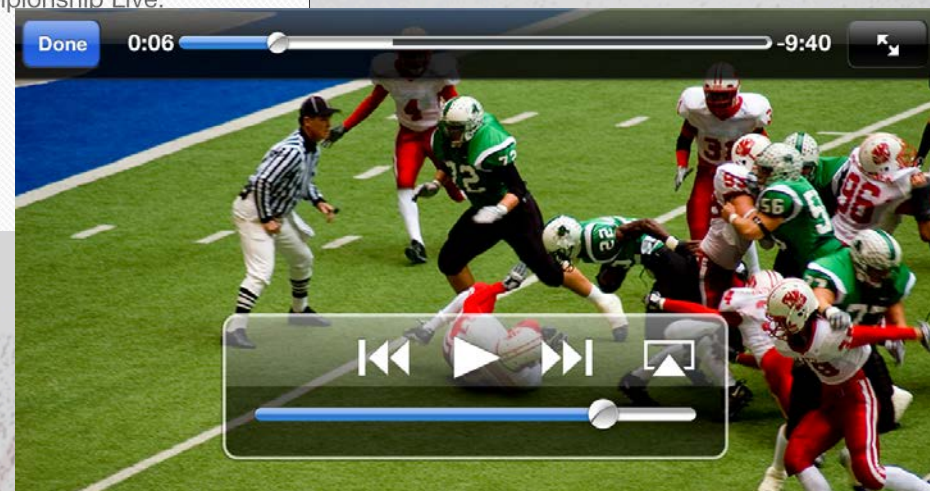
More Stuff - Mobile Web and iPhone App



The screenshot shows the NFHS Network mobile app interface. At the top, there is a blue header with a hamburger menu icon on the left, the word "Events" in the center, and a search icon on the right. Below the header is the NFHS Network logo and the text "NFHS NETWORK". A red banner with the text "LIVE NOW" is positioned below the logo. Underneath, there are three main sections: "Football" featuring a football icon and the text "Football NFHSnetwork Atlanta, GA"; "REPLAYS" with a blue header, containing "Volleyball" (with a volleyball icon) and "Soccer" (with a soccer ball icon); and "NEXT 7 DAYS" with a blue header, containing "Baseball" (with a baseball icon). Each item in these sections includes a right-pointing chevron icon.



The screenshot shows the "Live Now" page in the NFHS Network mobile app. It features a blue header with a back arrow on the left and the text "Live Now" in the center. Below the header is a red banner with a football icon and the text "FOOTBALL". The main content area is a large video player showing a blurred football field with a play button in the center. Below the video player, the text "NFHSnetwork" is displayed. Further down, there are three lines of text: "Scheduled start: Aug 21, 2013 12:45 pm", "Produced by: NFHSnetwork", and "Location: Atlanta, GA". At the bottom of the page, there is a paragraph of text: "Watch the 2013 Virginia High School League Class 6A football championship Live."



The screenshot shows a video player interface displaying a football game. The video shows players in green and white uniforms on a field, with a referee in a black and white striped shirt. The player interface includes a "Done" button, a progress bar showing "0:06" out of "-9:40", and standard video control icons (play/pause, stop, next, previous, and full screen).

▼ The Big Question

- **How Much
Does It Cost?**

- **Licensing program or Subscription program available**

▼ Let's Play A Little

- We've got two laptops up here with PlayOn! Production Manager on them for you to test drive briefly.



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