

UNDER THE LIGHTS...CAMERA, ACTION!

SUCCESSFUL HIGH SCHOOL SPORTS AUDIO AND VIDEO STREAMING TIPS & SALES TACTICS FROM THE PROS



MICHAEL BRANNON



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ABOUT US



MICHAEL BRANNON

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- < INTERNED AT CNN WORLD HQ IN ATLANTA
- < FORMER TV NEWS/SPORTS ANCHOR/REPORTER
- < RADIO SIDELINE REPORTER FOR SOUTH ALABAMA JAGUAR FOOTBALL
- < EXECUTIVE VICE PRESIDENT OF RADIOALABAMA
- < MORNING SHOW HOST
- < BEEN IN FOUR MOVIES / TWO WITH NIC CAGE & ONE WITH ROBERT DE NIRO

- FROM WETUMPKA, AL >
- GRADUATED FROM THE UNIVERSITY OF ALABAMA >
- 32 -- WIFE AND TWO KIDS >
- VICE PRESIDENT, NEWS & SPORTS DIRECTOR OF RADIOALABAMA >
- VOICE OF SYLACAUGA AGGIES >
- HOUSE FLIPPER >
- HAS NOT BEEN IN FOUR MOVIES >



JEREMY LAW





**The number one thing we hear is
"we can't afford to live stream/broadcast" or
"it costs too much money."**

We think you can't afford NOT to do it.

The background of the image is a deep blue gradient, representing a night sky or stadium backdrop. At the top corners, there are clusters of bright, out-of-focus white lights, resembling stadium spotlights. Several sharp, diagonal beams of light extend from these clusters towards the center of the frame. At the bottom of the image, there is a horizontal band of green, textured material that looks like artificial turf or grass.

**This is, and has been, a multimedia world, and
you need to live in it.**



**The truth is: the technology and knowledge to
do this has never been more affordable and
more accessible.**

The background of the image is a photograph of a sports stadium. The top half shows a bright blue sky with several powerful stadium lights at the top corners, creating a lens flare effect. The bottom half shows a green grassy field. The text is centered in the middle of the image.

**There is no 'right way' to stream, broadcast,
produce, or sell high school sports/live events.**

IT'S NOT JUST ABOUT LIVE STREAMING GAMES...

- **Live game video**
- **Booth cam**
- **Coaches shows**
- **Coaches and player interviews**
- **Repurposed content**
- **Team stories**
- **Podcasts**
- **Player of the Week**
- **Photo galleries**
- **Polls**
- **Brackets**



**EQUIPMENT
PRODUCTION**

SALES

GAMEDAY STAFF

BEFORE YOU START

**Foster a relationship with your school.
This doesn't work without it.
(More in Q&A)**

EQUIPMENT

- Cameras
- Fluid head tripods
- CAPABLE laptop/computer
- Capture device
- Internet/hotspot (hard connection preferred)
- Audio mixer/codec

PRODUCTION

vimeo • livestream



PRODUCTION



hudl



SALES

MYTH: More work, less return.

FACT: Invest in resources (people, equipment, processes) and greater return will follow.

SALES

- **Don't be afraid to 'NASCAR' it up**
 - **Sell everything you can -- and then some!**
- **Make your packages simple to understand.**
 - **Don't get lost in the weeds with your clients. Their main concern is that they're part of something special in the community with high listenership and viewership.**
- **Distinguish the difference: advertising vs. contribution**
- **Start small and work your way up**
 - **Tier your packages appropriately for clients**

EXAMPLE STAT SHEET



135,625

ONLINE SPORTS
VIDEO VIEWS



33,000

UNIQUE LISTENER SESSIONS



900+

HOURS OF LIVE
RADIO COVERAGE



280

HOURS OF LIVE
VIDEO COVERAGE



10,183

NETWORK & GAME PROMOS
WITH SPONSOR CREDIT



207

LIVE GAMES BROADCASTED



390,000

CLIENT AD IMPRESSIONS ONLINE



1,200,000

POTENTIAL OVER-THE-AIR LISTENERS
*IN COVERAGE AREA

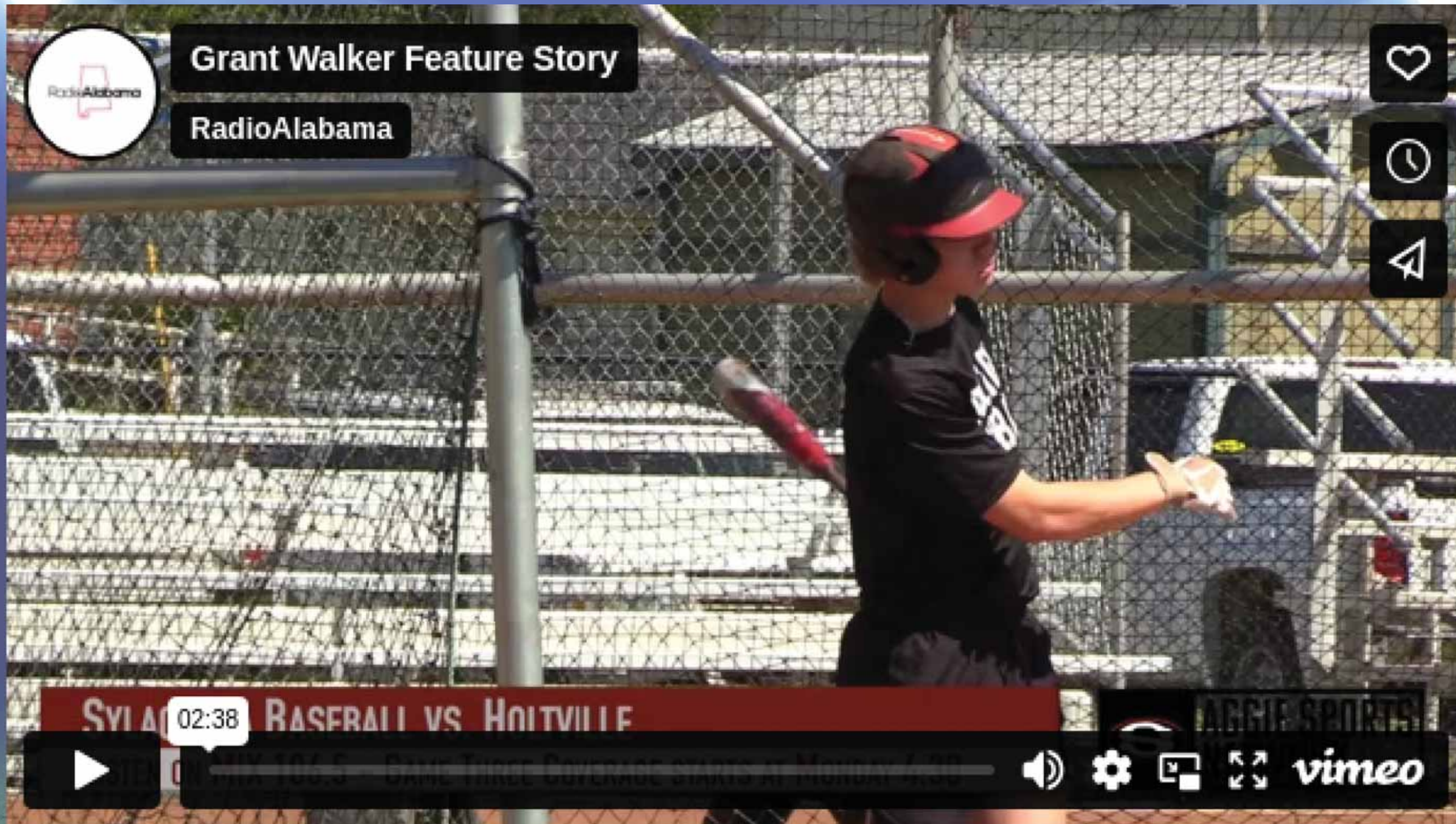
GAMEDAY STAFF

- **Your current on-air radio talent**
 - **Play-by-play, color, sideline**
- **As little as one camera operator**
 - **Yes, it's that simple.**
- **One producer to operate video broadcast**
 - **Graphics, instant replays, and commercials can be easily switched with one person.**
- **It can be bigger but it can be this simple.**

GAME BROADCASTS



TEAM STORIES



INTERVIEWS

 Coach Smelley previews a pivotal region matchup with Valley

Share

One-on-One



WITH COACH SMELLEY

VALLEY PREVIEW



Watch on  YouTube

SPONSORED CONTENT



November 5, 2021 · 🌐

[BOOTH CAM] Sylacauga vs. Andalusia on The Aggie Sports...

[BOOTH CAM] Sylacauga vs. Andalusia on The Aggie Sports Network presented by Coosa Pines FCU


👍❤️ 26

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2.6K
People reached

104
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and shares

1.9K
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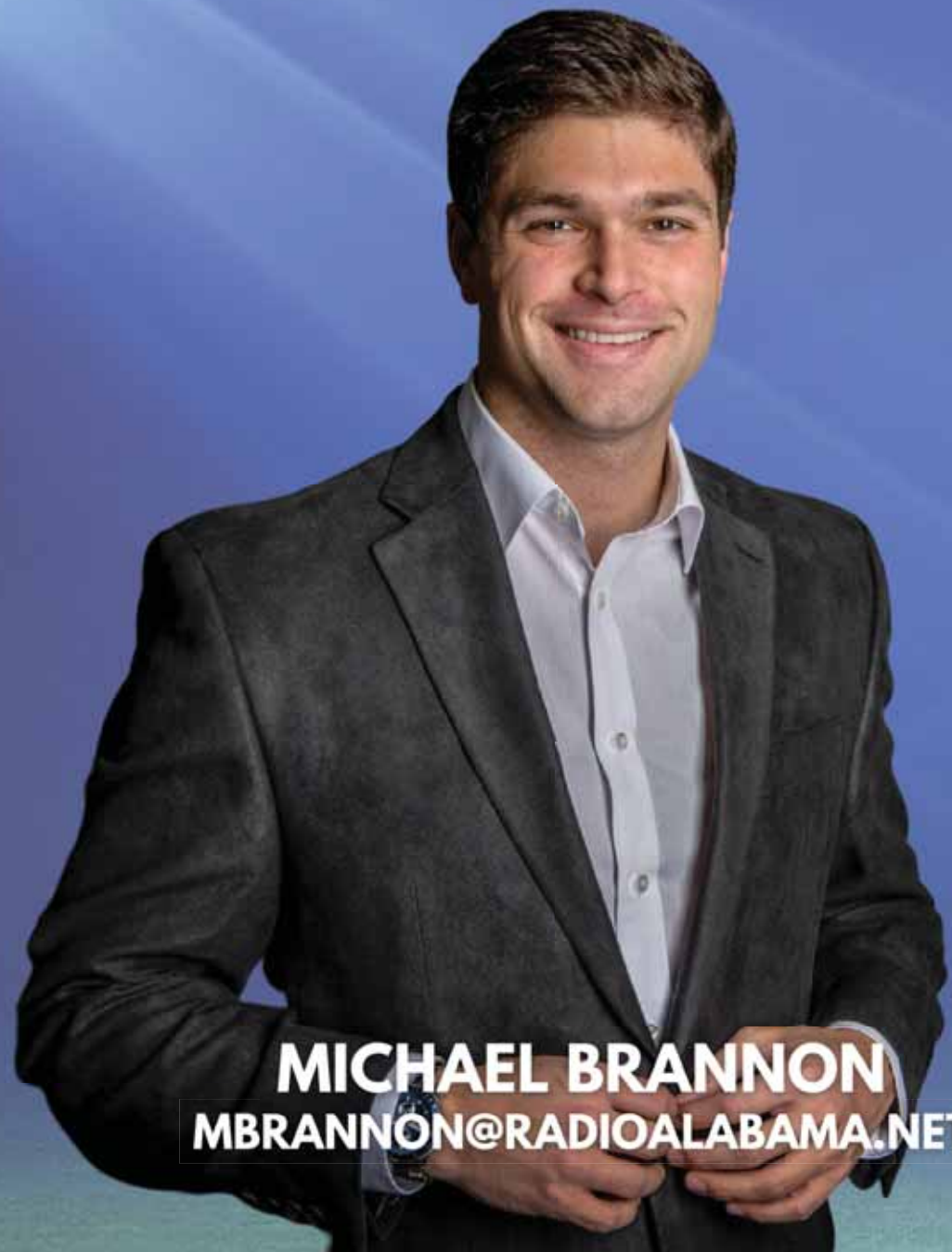
Becky Miller Porch Wilson · 1:02:47
Pretty sure the AHSAA doesn't allow local live broadcast of playoff games.

RadioAlabama Sports transforms athletic departments and uniquely engages audiences for advertisers.

Our commitment to covering and broadcasting high school athletics helps expose your brand via game broadcasts on video and/or on the radio/audio streams.



THANK YOU!



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