



## **MARION Q & A**

Check out these questions that were asked by attendees at the webinar, answered by Landon West and Tyler Bennett. Not all questions are present, but we are working on those for you!

### **Any tips for building teams/cooperation from staff to help promote the great things happening at the school district?**

Yes, show the value in it. Students are obviously the greatest commodity and asset that a school district has. Some of the value that we have attained is that we've sent Mary Claire to the ranks of ESPN. But we also have other students who have scholarships as videographers at different stadiums. One is a videographer for the football team in Pine Bluff. That's valuable, that's paying for college, that's helping them. This year we decided to stream soccer as much as we could because of COVID. Tyler and I are from East Arkansas and we don't know much about it, but we found a former coach to be color commentary and a guide us and teach us about it.

After our first broadcast of soccer this year, two of our Lady Patriot soccer players received scholarship offers from a new program starting in the state. They're going to college because somebody saw our broadcast. If that's not valuable, I don't know what is in the realm of public education.

### **How easy are push notifications?**

I just demonstrated to myself even on a mobile phone, I can send out a push notification in about 20 seconds. It's that easy. The user interface is great on it.

### **Did your local businesses reach out to you about advertising? How did you grow your sponsorships so much?**

When you go somewhere and they ask you "how do we get involved?" For example, my house was just remodeled recently. The contractor had no problem saying "hey I would love to be a Patriot Partner. I've watched, I've seen the broadcast and the website... how do I get involved?"

It has value in every facet of being a student, a faculty member, an administrator. Knowing that you can go shop somewhere or eat somewhere, and that place supports you because they fly the M... That is incredible. Once we got things rolling, what we actually did was we had a few Patriot partners, which is a community business-based model. A few of them had children who competed or went to school here and they just wanted to support and that was great. Our revenue from the Test Session 2 the first full year with Mascot Media doubled. The next year it quadrupled from that second year. Sponsors are looking for a place where people can see their brand next to our brand and that has some intrinsic value



## How did you start the student broadcasting stuff?

When we started this, we didn't have students because we didn't know where to fit them in, but it was fairly easy to figure out. Once we kind of sat down and said "OK, where are our talents and our abilities and where are we being spread too thin?" We came to a good conclusion that we need camera people and camera work is a good skill to have. It's always in need and it's fairly easy to learn if you facilitate it. We wanted to involve students and give them a new skill.

We go find student volunteers from the National Honor Society and they earn volunteer credit hours with us. The fact that you can earn credit by attending a football game that you want to go to already is powerful. A kid is pretty eager to jump on board with that.

So what we'll do is take them out to practice and then let them learn camera work. We will also go ahead and show them other facets, such as running scoreboard. We want to teach a new skill and as Marie Claire will attest to, it's a transferable skill and it's one that the college level is very intrigued with.

## How do you make sure your brand is represented well?

Stay consistent. Make sure same colors/ logos are being used across all platforms.

## How has this helped Marion? What did the community & parents think?

The community and parents love having a place to show their support through sponsorships. The app and website has given Marion a presence and a "clean" look.

## How easy is it to keep up with if you were a coach trying to do this?

You can upload photos and send push notifications right from your app. Easy to use on computer and phone.

## Are you planning to demo your products?

Yes, we did a short demo of our products at the end of the webinar. Check out the recording!

## What streaming software does Marion use?

Live Stream HD 550 with the Live Stream Studio software built in and that was originally by the suggestion of Blair Cartwright at Mascot Media.

**Do you have more questions? Email us:**  
schoolsales@mascotmedia.net

## **How does Marion deal with music licensing in their commercials?**

There are plenty of online sources that carry copyright free music. Research them and find your favorite. YouTube is actually not a bad place to start.

## **What was the Part 107 license process like?**

Part 107 is a steaming vat of interpretation. But, being an agrarian area, we have local farms and farmers who advertise with us and are more than willing to fly the drones for us they use to inspect crops. I reached out to see specifically what the process was like obtaining the license. I was told it is not terribly difficult. It's much like most certifications in that you study, take the test, jump through some hoops, and take a refresher course every two years.

## **What did you have to pay to use the Patriots logo?**

NFL teams have not made a practice of going after high school who use logos. Ultimately, no one sees a school as a place of business, traditionally. If you are not comfortable with that, you can always hire a local graphic design artist. That is actually a great move these days given the pandemic and dip in work for artists all across the country. I know a guy who redesigned all of the branding at Pulaski Academy in Arkansas and can get you in contact with him to get you started if that is of interest to pursue!

## **What does the different levels of sponsorships look like? Difference between Platinum, Gold, and Silver.**

The differences between the levels of sponsorship involve choices of perks, number of complementary seating at events, broadcasting commercials, and in-stadium advertising (both banner and auditory). I like to follow the Apple model for this in offering a low tier that is for those who just want to contribute something, one or two middle tiers that are good value, then one that costs much more but has a high amount of tickets, perks, seats, and commercial runs. You can always adjust pricing or value as needed.

## **Does Marion also have students write stories that are highlighted on their app and website?**

We do not have students writing for us right now. That has been an option in the past, but it currently is not a part of what we offer. We live in an area where we ARE our own media thanks to the dying of the local paper so we have focused more on broadcasting with students than writing as of this moment. But, I hope that will change soon and I would love for students to lead that.



**Along the lines of broadcasts impacting home attendance, I'd be interested in hearing how Marion and maybe other districts are balancing that issue of having broadcasts lower the attendance at games. There's a revenue aspect and a "game atmosphere" aspect. This is particularly in play post-Covid with attendance restrictions being lifted.**

As far as gate versus broadcasting revenue, I do not have any evidence that supports the claim that broadcasting hurts gate. COVID protocols may be covering it up, though. The route we took pre-covid, was to only stream away-games. Then we added home because of attendance restrictions. My suggestion is to know your facility more than anything. If it is a large facility that could appear empty and less noisy because people are watching at home, maybe stick with only doing the road games. But if the facility is an old-school gym or more intimate than a larger facility, then you probably can stream and not lose any atmosphere. If you do lose atmosphere, you can use music (as your state sanctioning body allows), volume, or other items you control to fill the potential void until you can correct. Or some have even chosen to charge so much for the advertising that it covers the potential losses at gate.

**Do you have more questions? Email us:**  
[schoolsales@mascotmedia.net](mailto:schoolsales@mascotmedia.net)