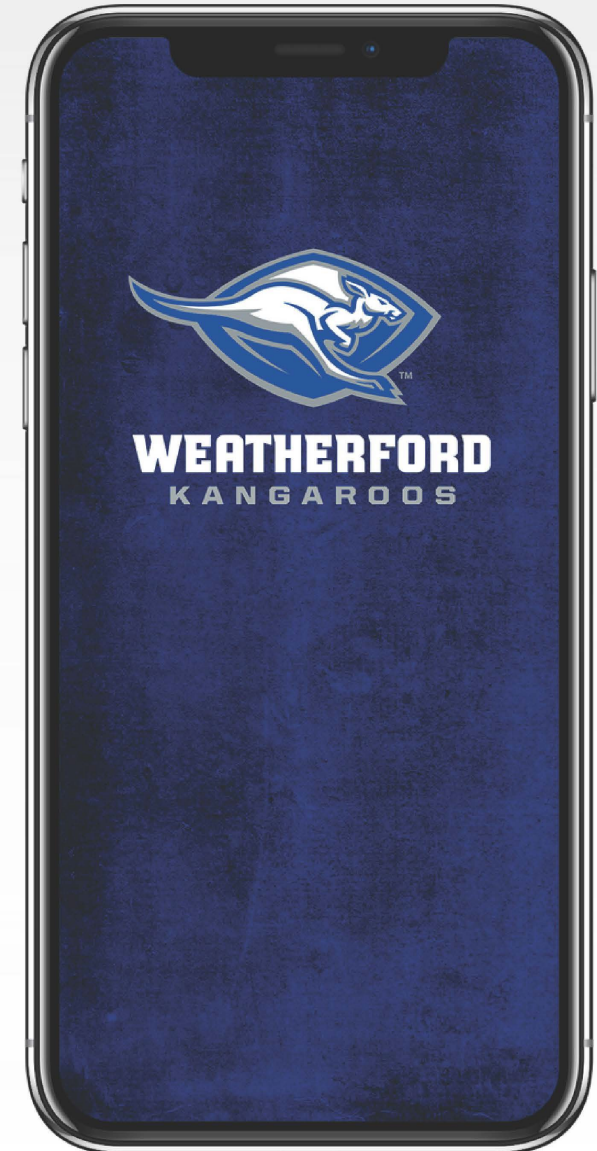


Inside Weatherford's Approach to Content Creation

How Weatherford Masters Content Creation on Their Digital Platform with Joe Kostiha, Asst. AD @ Weatherford High School

 This event will be recorded.





Weatherford High School

Background

6A

Parker County

Weatherford, TX

Population: 30,000 +

Established: 1860

Enrollment: 2,000 +

Grades: 9-12



Joe Kostiha

Assistant Athletic Director

Previous Roles

Athletic Director, Head Football Coach, Defensive Coordinator, and Special Teams Coordinator

Bridgeport, Alvarado, Gordon, Ennis, Weatherford High School

Awards & Accolades

2018 - Inducted into the Beloit College Hall of Honor

2022 - Best Sports Network

2022 - Most Events Broadcasted

2023 - Most Events Broadcasted



WHY CONTENT MATTERS

- Fosters a sense of unity, making community members feel connected and invested in the athletic program
- Highlight the achievements and stories of the athletic program, elevating it beyond the playing field
- Regular updates and communication establish transparency, building trust among parents, students, and the broader community
- Proactive communication saves time for your team in fielding questions on logistics, schedules, camps, etc.



OUR CONTENT MANAGEMENT SYSTEM (CMS)

- Simplifies the content upload process, allowing athletic departments to seamlessly share information across various channels.
- A user-friendly interface ensures that administrators, coaches, and staff can efficiently manage and update content without extensive training.
- Create custom pages to ensure you are getting out all the information you need.





THE OFFICIAL SITE OF
WEATHERFORD HIGH SCHOOL ATHLETICS

LIGHTFOOT
MECHANICAL SERVICES
HVAC • PLUMBING • ELECTRICAL
"We're The Good Guys"



SPORTS NEWS INSIDE ATHLETICS BROADCASTS TICKETING CAMPS RESOURCES MORE ▾

WEATHERFORD

KANGAROOS



BOYS 9TH GRADE A BASKETBALL



BOYS 9TH GRADE BLUE FOOTBALL



BOYS 9TH GRADE WHITE FOOTBALL



BOYS JV 1 BASEBALL

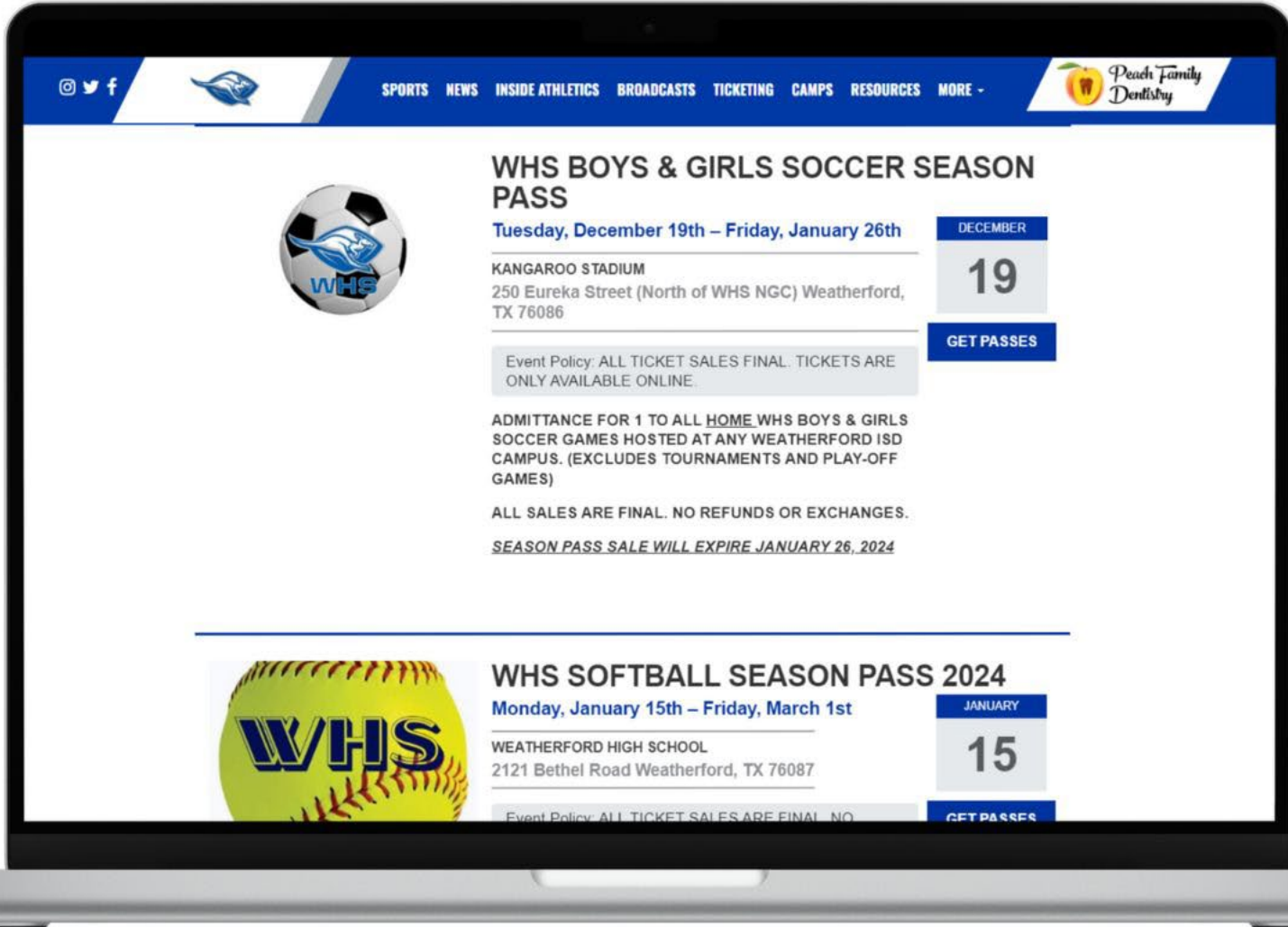


WEATHERFORD
KANGAROOS

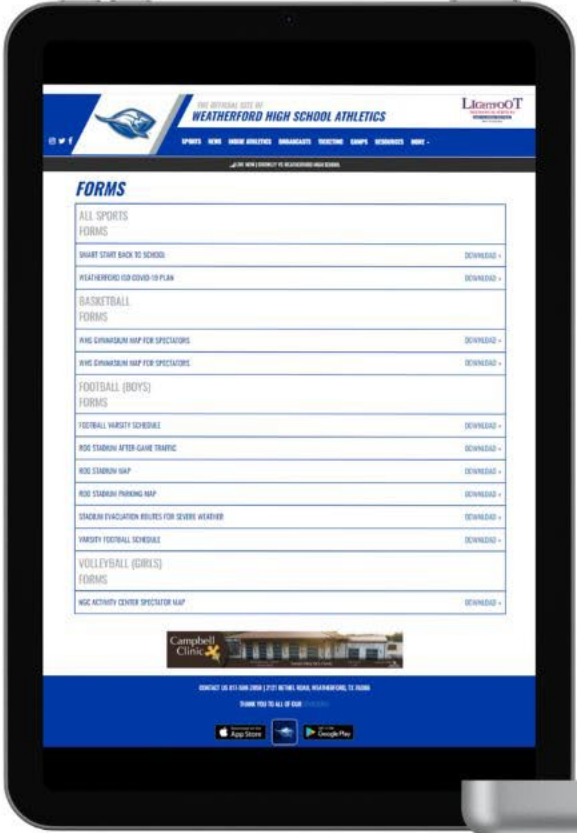
ATHLETE OF THE MONTH



EVERYTHING IN ONE PLACE



The laptop screen displays the main website interface. At the top, there is a navigation bar with social media icons, the school logo, and a menu with items: SPORTS, NEWS, INSIDE ATHLETICS, BROADCASTS, TICKETING, CAMPS, RESOURCES, and MORE. On the right of the navigation bar is the Peach Family Dentistry logo. The main content area features a soccer ball icon with the WHS logo. The title is "WHS BOYS & GIRLS SOCCER SEASON PASS" with the dates "Tuesday, December 19th – Friday, January 26th". Below this is the location "KANGAROO STADIUM, 250 Eureka Street (North of WHS NGC) Weatherford, TX 76086". A large blue button shows the number "19" under the month "DECEMBER". A "GET PASSES" button is also present. An event policy box states: "Event Policy: ALL TICKET SALES FINAL. TICKETS ARE ONLY AVAILABLE ONLINE." Below that, it says: "ADMITTANCE FOR 1 TO ALL HOME WHS BOYS & GIRLS SOCCER GAMES HOSTED AT ANY WEATHERFORD ISD CAMPUS. (EXCLUDES TOURNAMENTS AND PLAY-OFF GAMES)". Another line reads: "ALL SALES ARE FINAL. NO REFUNDS OR EXCHANGES." The bottom of the section notes: "SEASON PASS SALE WILL EXPIRE JANUARY 26, 2024".



The tablet screen shows a "FORMS" page. The header includes the school logo and navigation links: SPORTS, NEWS, INSIDE ATHLETICS, BROADCASTS, TICKETING, CAMPS, RESOURCES, and MORE. The main content is a list of downloadable forms, each with a "DOWNLOAD" link:

- ALL SPORTS FORMS
- SMART START BACK TO SCHOOL
- WEATHERFORD ISD COVID-19 PLAN
- BASKETBALL FORMS
- WHS CONVENION MAP FOR SPECTATORS
- WHS CONVENION MAP FOR SPECTATORS
- FOOTBALL (BOYS) FORMS
- FOOTBALL VARSITY SCHEDULE
- ROD STADIUM AFTER GAME TRAFFIC
- ROD STADIUM MAP
- ROD STADIUM PARKING MAP
- STADIUM EVACUATION ROUTES FOR SEVERE WEATHER
- Varsity Football Schedule
- VOLLEYBALL (GIRLS) FORMS
- WHS ACTIVITY CENTER SPECTATOR MAP

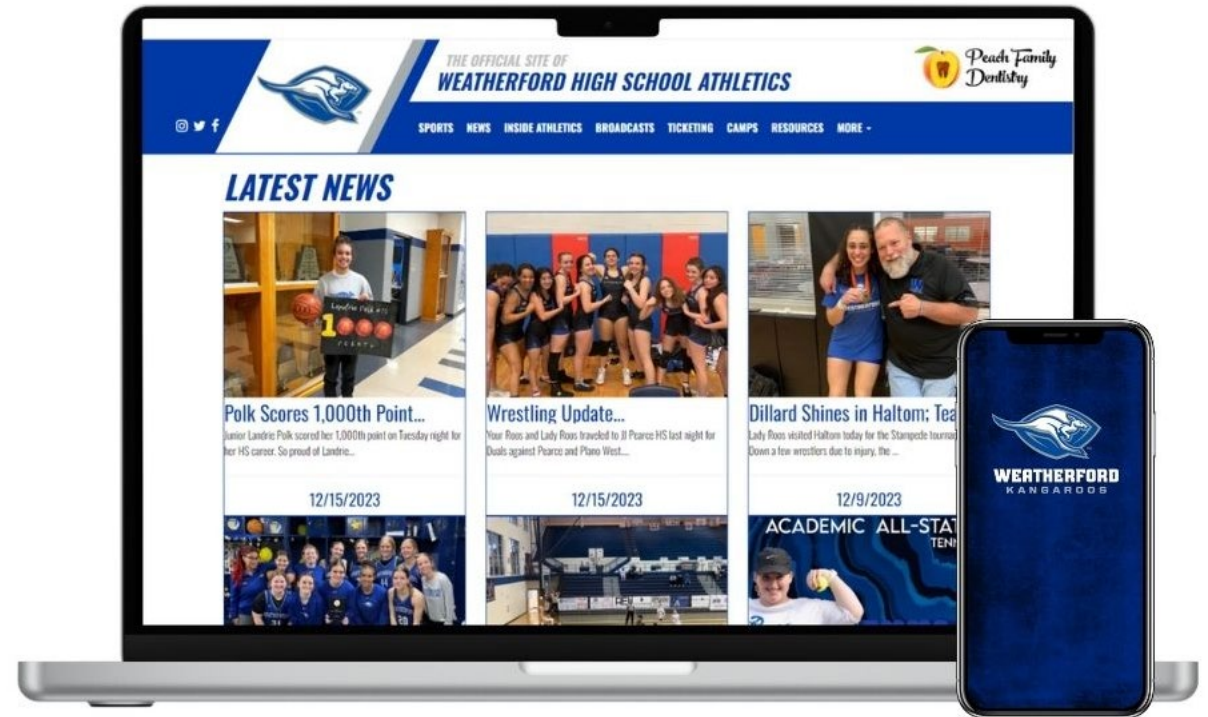
At the bottom, there is a Campbell Clinic logo and a footer with contact information and app download links for the App Store and Google Play.

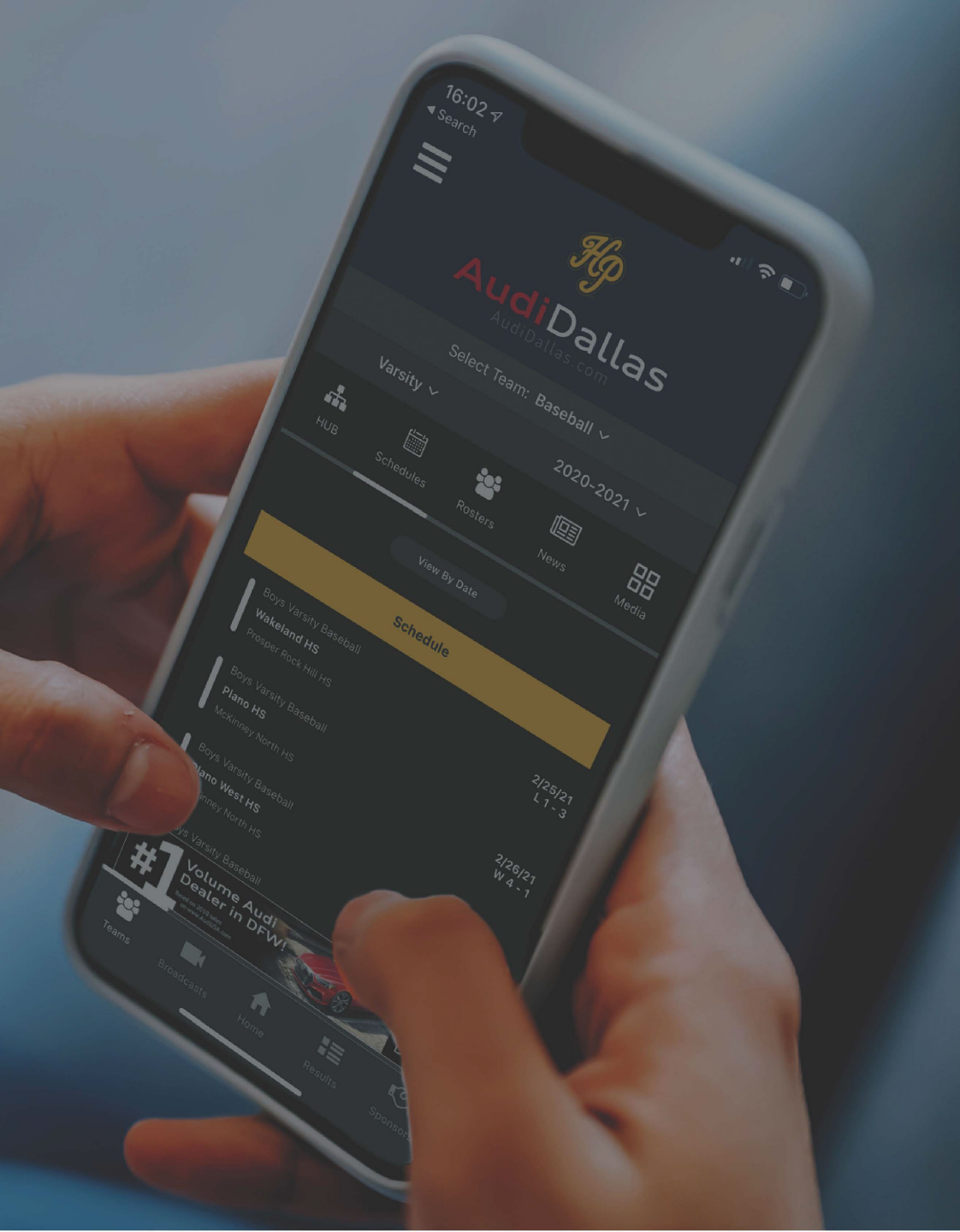


The smartphone screen displays the "WHS SOFTBALL SEASON PASS 2024" page. The header includes the school logo and navigation links. The main content area features a softball icon with the WHS logo. The title is "WHS SOFTBALL SEASON PASS 2024" with the dates "Monday, January 15th – Friday, March 1st". Below this is the location "WEATHERFORD HIGH SCHOOL, 2121 Bethel Road Weatherford, TX 76087". A large blue button shows the number "15" under the month "JANUARY". A "GET PASSES" button is also present. An event policy box states: "Event Policy: ALL TICKET SALES ARE FINAL. NO REFUNDS OR EXCHANGES." Below that, it says: "ADMITTANCE FOR 1 TO ALL HOME WHS SOFTBALL GAMES HOSTED AT ANY WEATHERFORD ISD CAMPUS. (EXCLUDES TOURNAMENTS AND PLAY-OFF GAMES)". The bottom of the section notes: "SEASON PASS SALE WILL EXPIRE JANUARY 26, 2024".

THE MASCOT MEDIA PLATFORM

- Effortlessly create engaging content. From images and videos to articles and event details, showcase your athletic journey like never before.
- Bring the action directly to your fans with live streaming capabilities.
- Update game schedules, event details, and last-minute changes seamlessly, keeping everyone in the loop.
- YOUR central hub for all things related to your athletic program that consolidates crucial information
- Fans can easily share this info to their own social media profiles.
- All on a collegiate-style app & website that is branded to your school.





Create your own Sports Network.



schoolsales@mascotmedia.net



www.mascotmedia.net/build-your-brand/

Get more information on the post-attendee page in your browser.