

IHSAA Executive Committee / Staff Workshop

Monday, September 26, 2016

Indianapolis, Indiana



Present

Chairwoman Debb Stevens, Vice-Chairman Jim Brown, Stacy Adams, Mike Broughton, Victor Bush, Steve Cox, Nathan Dean, Ed Gilliland, Tim Grove, Jimmie Howell, Richard Lance, Charlie Martin, Patti McCormack, Paul Neidig, Brian Strong, Mike Whitten, Rae Woolpy, Dave Worland; Commissioner Bobby Cox, Assistant Commissioners Robert Faulkens, Phil Gardner, Chris Kaufman, Kerrie Schludecker, Sandra Walter; Technology Director Luke Morehead, Sports Information Director Jason Wille, Attorney Bob Baker.

IHSAA Sportsmanship and Marketing Presentation – 360 Group

David Cranfill of 360 Group introduced members of his creative design team, Luke Spencer-Pierce, Eric Murray, Amber Medwitz.

Mr. Cranfill shared his story of partnering with the IHSAA in 1977 in promoting the boys basketball state tournament and later helped negotiate an exclusive 10-year corporate partnership with Indiana Farm Bureau Insurance for \$275,000 per year in 1978.

Beginning in 2000, 360 Group's role with the IHSAA expanded to begin telling the story of education-based athletics.

Eric Murray discussed the many facets and projects that 360 Group is managing with regard to our corporate partners including:

- Managing the IHSAA Broadcast Network.
- Help with solicitation and management of the IHSAA Broadcast Partners.
- Business website: WhyHighSchoolSports.org
- Ads thanking our corporate partners in various state finals programs
- Ribbon board ads at state finals venues
- Billboards and print ads celebrating our mental attitude award winners
- State Finals program covers featuring last year's state championship athletes
- Commercial ads that ran in local spots on NBC during the Summer Olympic Games in Rio de Janeiro.
- Annual Report
- Full page newspaper ads and posters that will recognize the mental attitude award winners
- New social media component featuring mental attitude award winners that pop up in various form
- Tag line "Sportsmanship Has A Face. *Yours.*" Began three years ago. Ivy Tech has been added as a sponsor and included on ads and popcorn boxes.
- #FaceOfSportsmanship on social media and the power of taking a single picture and how it gets retweeted over and over.
- The IHSAA has more Twitter followers than any other state – 72,627 followers as of today.
- 360 Group is starting a social media campaign this year on Instagram, Twitter and Facebook highlighting great action photos along with sportsmanship buzzwords including: Ambition, Leadership, Trust, Passion, Dignity, Character, Respect, Pride, Discipline, Support, Determination. These same photos are being blown up into posters to be hung at schools, posters and more popcorn bags.

Amber Medwitz discussed the execution of the content 360 Group has developed through social media platforms, Instagram and Facebook and reported on the growth we've seen through both from the month of August.

- Goal to get kids to create their own organic content.
- Starting to experiment with Snapchat – very popular with today's high school students - a compilation of photos and short videos (SnapStory).
- Trying out a new photo template on SnapChat where people in the crowd may add their own selfies to the IHSAA artwork that is already available.

Paul Neidig asked about outreach to other parts of the state as most of our efforts seem to be central Indiana-based.

- Mr. Cranfill acknowledged that most efforts do target central Indiana whereas audiences in other areas tend to bleed into surrounding states and additional ad rates apply. He said Mr. Cox reminds them of targeting more of a state-wide audience.
- The IHSAA will have ads running on both Purdue and Indiana universities basketball networks this winter.
- Chris Kaufman reported that we are working on pushing our television content to other areas of the state. LeSea Broadcasting is carrying state championship games over their air to the South Bend television viewership. 360 Group is working on getting games on Fox Sports Chicago to benefit viewers in northwest Indiana.
- Neidig and Mike Broughton added that teams from outlying areas have always had to play Indianapolis teams to gain publicity for their teams and top players (such as Romeo Langford of New Albany) but that the road needs to go both ways.

Chris Kaufman distributed the new blue credentials for Board members that includes their ID on both sides. It allows them access into any event along with an accompanying guest.

The State of High School Sports Television – Rick Vanderwielen

Rick Vanderwielen appeared before the Executive Committee to discuss the future of television. He registered IHSAAtv.org. Last year, more than 39,000 unique viewers watched the boys basketball state championship games on IHSAAtv.org, more than actually bought a ticket. That's first time that has happened.

Fox Sports Indiana charges an undisclosed amount per cable subscriber and makes several million dollars per year through IHSAA state championship events in addition to the Indiana Pacers and Indiana Fever.

Mr. Vanderwielen discussed statistics that indicate that a school's admission receipts aren't hurt just because a particular game is aired on television or streamed online. In fact, it helps add to it. He used a story about the Indianapolis Indians and illustrated the same is true for high school sports but we're still trying to convince high school athletic directors.

The IHSAA is also working with BlueFrame which developed a software package for schools to use and offers a discounted price to any school-based program that wants to stream their games.

Standing Committee Meetings

- Investment Committee
- Student Advisory Committee
- Public Relations Committee
- Technology Committee
- Personnel Committee

The next meeting of the Executive Committee will be at IHSAA headquarters on Thursday, October 6, 2016 at 8 am ET.