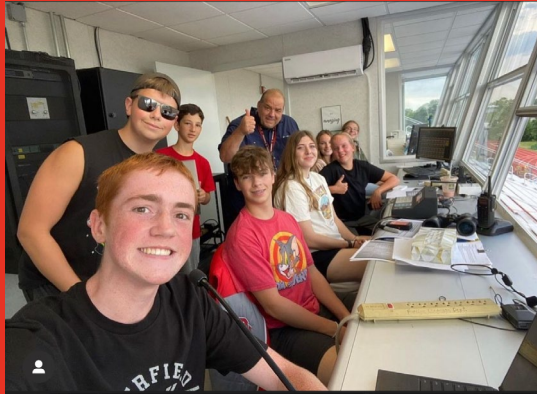


DEERFIELD SPORTS INFORMATION TEAM





MAXIMIZING GAME MEDIA COVERAGE WITH STUDENT SID PROGRAMS



NATHAN FLANNERY & MOLLY TOMLINSON
DEERFIELD HIGH SCHOOL





MAXIMIZING GAME MEDIA COVERAGE WITH STUDENT SID PROGRAMS

Nathan Flannery, CMAA
Deerfield High School
Athletic Director, Dad,
Husband, Coach,
Cancer Survivor

Molly Tomlinson, RAA
Deerfield High School
Asst. Athletic Director,
Mom, Wife, Coach





Favorite thing about DSI?



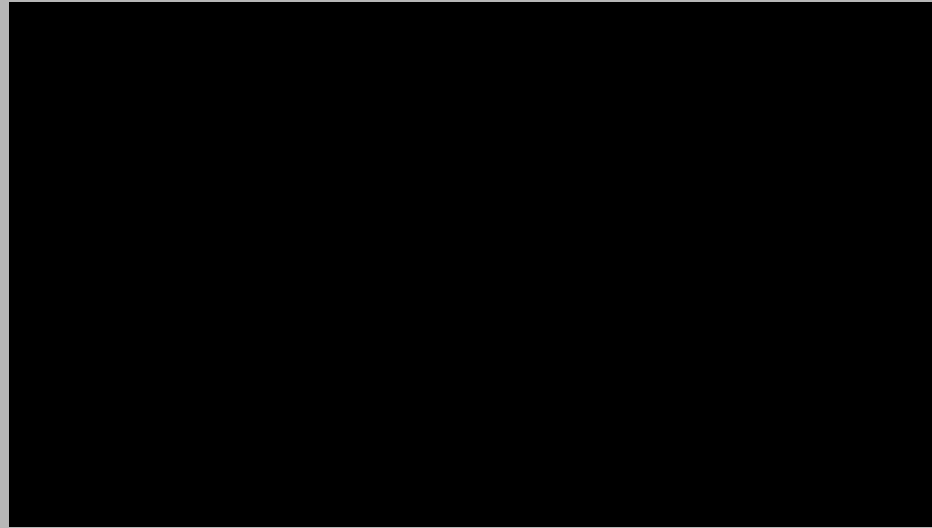
CURRENT DSI TEAM MEMBERS



What skills have you gained from being an acting team member of DSI?

Words of wisdom for other schools?

DSI Alumni Testimonials



THE WHAT?

- PA Announcing
- Streaming
- Scoreboard
- Scorebooks
- Stats
- Sendoffs & Signing Days
- Music



THE WHO?

- **Club Leader / Sponsor - Mr. C**
- **Students**
 - **Out of Season Athletes**
 - **Desire for Broadcast Journalism**
 - **Sports Junkies**
 - **Newbies**
- **Broadcast Journalism Majors**





THE WHY

- Positive for students who aren't able to play
- Future career paths for students
- Student Engagement
- Shortage of adult workers
- Students are phenomenal with technology
- Technology leads to revenue



THE HOW?

- **Application; full onboarding**
- **Monthly Club Meetings**
- **Game Operations Calendar**
- **Operations Resource Tabs on Calendar**
- **Training - NFHS**
- **Strong student leaders**
- **Resources (NFHS, YouTube)**
- **Streaming data review; what works, what doesn't**
- **Start slow, frosh work frosh games**



THE WHEN?

- Year Round
- Seasonally
- Pre and post work
- Engagement

ADDITIONAL THOUGHTS

- Pay?
- Stay in Control
- Show Appreciation
- Include all teams



DEERFIELD HIGH SCHOOL ATHLETICS

INSTAGRAM
@DHSWARRIORATHLETICS

"X" @DHS__ATHLETICS

DEERFIELD WARRIOR
ATHLETICS
YOUTUBE CHANNEL



WANT ACCESS TO THIS
PRESENTATION?



THANK YOU

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