

TO: Dr. Mutchler

FROM: Tom Rogers

RE: Television Production Opportunity

DATE: Monday, January 16, 2012

Geneva Community High School would like to enhance our communication capabilities with the implementation of a pilot program that would allow us to broadcast school events. We are proposing a two year pilot agreement with Rising Up Sports who will assist our television production studio with the broadcasting of sporting events. These events would be recorded and broadcast (tape-delay) on the internet. We believe this is an exciting opportunity for the following reasons:

- The TV production curriculum would be enhanced. Our students would have an additional opportunity to explore and learn exciting skills and techniques used on-camera and behind the scenes during an event broadcast.
- The community would get to see our talented students first-hand. We frequently get phone calls from citizens wondering if our events are broadcast on the radio or cable. Usually, the answer is no. This would provide a great opportunity for people unable to attend the games to not just hear them, but see them.

Broadcasting our school events, in our opinion, is a natural evolution in our communication with the community and it is not an entirely new concept. Several of Geneva High School's games and concerts have been broadcast in previous years. Our television production students worked with the City of Geneva several years ago and were able to broadcast recorded football games and concerts on Channel 10. This year two football games were broadcast by Comcast on cable television.

Our pilot proposal would allow events to be recorded and stored on a site, i.e. "The Viking Sports Network." Students, parents, grandparents, alumni and community members could go to the site and view the events of their choice on demand. The events would be cataloged, allowing people to choose from a menu of options that could potentially be stored indefinitely.

There are several high schools in the area that are currently broadcasting their events – Naperville Central, Andrew and Proviso West high schools have sites that we have previewed. Many of Geneva High School's events are being posted on the internet, youtube, etc. by students or parents unbeknownst to us. This is done without regard for quality or security. As a service to the community we would like to produce professional-grade broadcasts that would be accessible through our school's website.

The pilot agreement appears on page 2. As you will see, there is no cost to Geneva High School. Rising Up Sports will provide the hardware and software necessary for broadcasts. Donna Oberg and Elizabeth Janowiak met with the owners of Rising Up Sports and me, and have reviewed the agreement. If you have questions about the proposal or the agreement, please feel free to contact one of us.

Thank you for your consideration of this matter.

## **Rising Up Sports**

### **High School Pilot Agreement**

#### Geneva High School (GHS) agrees to provide:

- Faculty sponsor, Jason Santo, to serve as day-to-day contact for Rising Up Sports and leader of student team.
- Administrative sponsor, Tom Rogers, to provide support and oversight for all elements of the Pilot.
- Student team to manage and produce all elements required for game broadcasting, entering game statistics and necessary descriptions into Viking Sports Network content management system and uploading video to the Viking Sports Network site via provided laptop and software from Rising Up Sports.
- All video and audio equipment required for filming and announcing games.
- Exclusive, with the exception of potential agreements already in place with local cable access television and/or local radio, broadcasting rights for Geneva High School home games.

#### Rising Up Sports agrees to provide:

- Viking Sports Network site and pilot leader, Chad Ciesil, to serve as day-to-day contact and provide leadership and support for all site related needs.
- Hardware (laptop) and software required for capturing, recording and uploading game video as well as entering game statistics and descriptions.
- Maintenance and support for provided hardware and software.
- All required support and training for using provided hardware and software.
- The Viking Sports Network site. As the owner of the site and domain, Rising Up Sports will cover all costs for the site and its operation. Site can be hosted by GHS (and Rising Up Sports will provide required information) if best for school or Rising Up Sports can host and cover those costs.
- GHS right to refuse any advertising, advertisers or content to appear on Viking Sports Network they feel to be reasonably unacceptable for their students.
- Training and support materials for advertising sales and marketing of the Viking Sports Network.
- 40% revenue share of sponsorships, advertising revenue and game download sales for the Viking Sports Network site.

Geneva High School and Rising Up Sports agree to work together in good faith to provide a positive and successful experience for the students and community broadcasting and viewing GHS games on the Viking Sports Network for an initial term of two years starting January 1, 2012.

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Rising Up Sports	Date	Geneva High School	Date