

NFHS Network School Broadcast Program Agreement

August 25, 2020

SUMMARY:

This item requests approval of the NFHS Network School Broadcast Program Agreement. This agreement will allow Denton ISD to live stream all football games played at CH Collins stadium as well as most athletic events played at all four Denton high schools. The events on campus that can be broadcast include volleyball, football, soccer, and basketball. This is a five-year agreement and will allow Denton ISD supporters, both in and out of the district, to purchase monthly or annual passes to view these events.

PREVIOUS BOARD ACTION:

None

BACKGROUND INFORMATION:

Due to Covid-19, the UIL issued a 1-year exception to the Friday night live broadcasting rule of Texas high school football. They are allowing districts to live stream Friday night football for the 2020-21 football season. Live streaming of high school athletic events other than Friday night football was already allowed by the UIL. The NFHS network is already partnered with the UIL to broadcast all high school playoff events. This agreement will allow access for our community to be able to watch our Denton ISD teams compete if they are unable or uncomfortable coming to a live event due to Covid-19.

SIGNIFICANT ISSUES:

8 Pixellot cameras will be installed across the district: one at each high school gym and one at each high school on-campus stadium. CH Collins will use our existing cameras to broadcast games using the NFHS network platform.

FISCAL IMPLICATIONS:

There is no cost to the district for the Pixellot cameras or to install the Pixellot cameras. There may be a cost to revenue sharing but that will not occur until a later date, if at all.

BENEFIT OF ACTION:

The district will receive a revenue share from each annual pass sold for the duration of the purchased subscription. The more Annual passes the district sells, the higher the payout to the district from each Annual pass. There are other methods of revenue for the district, such as selling advertising sponsorships.

PROCEDURAL AND REPORTING IMPLICATIONS:

None

PUBLIC COMMENT RECEIVED:

None

ALTERNATIVES:

No alternative actions are proposed at this time.

OTHER COMMENTS:

None

SUPERINTENDENT'S RECOMMENDATION: Request the approval of the NFHS school broadcast program agreement to allow the live streaming of Denton ISD athletic events.

STAFF PERSONS RESPONSIBLE:

Joey Florence, Athletic Director

ATTACHMENT:

NFHS School Broadcast program agreement
Revenue sharing program memorandum

APPROVAL:

Signature of Staff Member Proposing Recommendation: _____

Comments: _____

Signature of Divisional Assistant Superintendent: _____

Comments: _____

Signature of Superintendent: _____

Comments: _____