

# digital summit day

## breakout session handouts

20  
10

 *Helping SID's find digital solutions for their size shop*

• **Video production and editing utilizing student help**

*Chris Taylor, Ball State SportsLink*

• **Photoshop/desktop publishing for the web**

*Aaron DeWall, Nevada*

• **Online audio/live streaming**

*Josh Rattray, Butler*

• **Developing your video production budget**

*Brian Beyrer, Iona*

• **Facebook**

*Richard Acosta, Texas-Permian Basin*

• **Twitter**

*Katie Cavender, Mountain West Conference*

• **Don't forget paper!**

*Scottie Rodgers, Ivy League*

• **Maximizing the reach of your FTP site**

*Tammy Wilson, SEC*

• **Building your video media guides**

*Mark Fratto, St. John's*

• **Creating web content from Stat Crew – not just box scores**

*Dan Drutz, St. Peters*

• **What's Next? QR Codes, Foursquare, and more**

*Jamie Weir Baldwin, Michigan State*

Within any given medium there are unique constraints that can affect the way designers make use of the principles and elements of design. These constraints can be based on a variety of different things including materials, technology, processes and standards in the industry. The Web is no different. Designing for a Web-based environment enacts a set of unique issues that need to be considered before implementation can be successful.

## RESOLUTION

### Screen Resolution

Screen resolution is a bit of a misnomer, in my opinion. Almost all computer screens display at the equivalent of 72-96 ppi (pixels per inch). But what most people are talking about (at least in my experience) when they refer to screen resolution is actually screen size, or the number of pixels that are displayed on the screen at any one time. Screen size accurately reflects the amount of space that users have on their screens, and consequently how much information they can have displayed at one time.

According to the most recent statistics I can find, the dominant screen sizes on the Web today are 800 × 600 and 1024 × 768.

### Image Resolution

Image resolution is the overall size and integrity of an image, both on-screen and off. It is usually defined in pixel dimensions and spatial resolution, which work together to create the overall resolution of an image.

#### Pixel dimensions

The pixel dimensions of an image are the number of pixels that make up the image. Dimensions can be related in width and height or megapixels. A megapixel is one million pixels, and can be understood as (width × height / 1,000,000).

#### Spatial resolution

Spatial resolution is image resolution as defined by a number of pixels per inch. Common spatial resolutions include 72 ppi (screen resolution) to 300 ppi (print resolution).

## GRAPHICS COMPRESSION

Graphics compression is used to optimize images for the Web, to make sure they are of the appropriate colors, size, and format to be rendered by the browser. Compressing graphics for the Web can be complicated, and it is often difficult to know which compression to use when. There are three options:

### GIF (Graphics Interchange Format)

The GIF2 is best used for bitmap images, line art, or images with large areas of solid colors.

- Color depth from 1-bit (2 colors) to 8-bit (256 colors)
- Supports transparency
- Supports limited animation
- File sizes are typically 20%-90% of original size

### JPEG (Joint Photographic Experts Group)

The JPEG3 format is best used with more complex photo-realistic images and color patterns.

- Color depth of either 8-bit (256 colors) or 24-bit (16,777,216 colors)
- Allows for quality control set in percentage
- Typically file sizes are 5%-20% of original size

### PNG (Portable Network Graphics)

The PNG4 format was developed as a successor to the GIF, and was intended to replace it. However,

its adoption has been slow and all its features are not supported by all browsers.

- Color depth of either 8-bit (256 colors) or 24-bit (16,777,216 colors)
- Support for alpha channels with variable transparency
- Support for cross-platform gamma correction
- Support for interlacing
- Typically compresses images 5% – 25% better than GIF

## TEXT

Just as there are Web-safe colors, there are Web-safe fonts. For a specified font to appear correctly in a browser, it must be available on the user's computer. To help with this, there are predefined families (combinations) of fonts that relate to the system fonts found on all computers. The use of these pre-defined families ensures that information will be displayed in a consistent and predictable fashion. The browser will use the first available font in the specified combination, and will display the browser's default font if none of the specified fonts are available (usually Times, Times New Roman, or Courier). The following is a list of the most common font combinations.

- Arial, Helvetica, sans-serif
- Times New Roman, Times, serif
- Courier New, Courier, mono
- Georgia, Times New Roman, Times, serif
- Verdana, Arial, Helvetica, sans-serif
- Geneva, Arial, Helvetica, sans-serif

## FACEBOOK

While Facebook is an amazing place to market your program online (and reach millions of potential fans) there isn't a whole lot of variety when it comes to the layout and design of your presence there. I'm speaking mostly about the options available for customizing your Facebook Page, the primary means for businesses to set up shop on Facebook.

There are however some little things you can do as a Facebook page administrator to spruce up the page and make it look unique. Here are a few of the elements of what I'd call a "good" Facebook Page.

### Think outside of the "box" with your logo

After "fanning" your page the first time, most people never return. Instead, updates you post to your Facebook Page "Wall" show up on a users news feed, the page that individual Facebook users see when they first sign in each day. Those wall updates are represented by a miniature version of the picture you select when creating your page the first time (this icon by the way is 50×50).

Can you make out what's in this 50×50 square? Does it adequately communicate to your fans that the message they are reading comes from you? Are you using typography in your logo which is hard to read at a small size

Check out Victoria's Secret "Pink" on Facebook. Pink does a great job with it's logo image. First, the girl in the picture is not only a model for Victoria's Secret, who is wearing VS Pink clothes, but also one of the voices on their page. You can find video interviews and messages from her talking to fans as you browse Victoria's Secrets Facebook Page.

You will also notice the orientation of the image itself – a rectangular, skyscraper with a squared off "PINK" at the bottom. Through clever use of cropping, this makes for a perfectly readable 50×50 square icon at small sizes.

Dunkin' Donuts is doing the same type of thing with their logo, using the large D's in a square as part of their rectangular image, but goes further by utilizing photos of their fans in their image.

### Laying out the image

Taking these two successful Facebook Page logos as examples, here are some recommendations for creating your own.

First, the practical limits for your image are 200px wide by 600px high. Anything greater than that and you run the risk of your logo image being too large (both for Facebook and for downloading).

Next, make sure to leave room in your image for a squared off section that can be resized down evenly to 50×50. Since the practical width of a Facebook Page logo is 200px wide, consider a 200×200 square box for your image.

## DESIGNING A WINNING AD FOR FACEBOOK

Never designed an online ad before? If you're finding yourself watching "Mad Men" for inspiration, the following tips are designed to help you create ads on Facebook that are surprisingly easy and very effective:

1. Target the right people. Reach people who are already interested in your product or service by selecting the best keywords. Keywords are derived from user profiles and provide you with detailed information to be able to precisely target your audience. During the selection process, Facebook may also suggest up to three new keywords for you based on those that are most common among the group of people you have targeted. Adding these keywords will help you increase the size of your ad's potential audience while ensuring you are still reaching people with relevant interests. Also, let the user know what it is you want them to do in the ad copy. Be as clear and specific as possible.

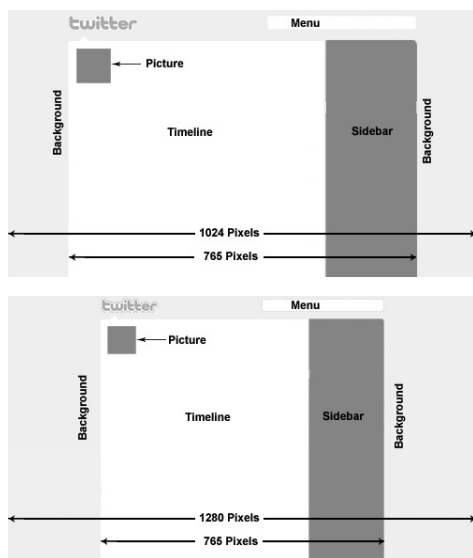
2. Ask people to participate. Take advantage of some of the unique features Facebook ads offer that encourage people to take action directly on your ad. Drive customer awareness to your Facebook page or Web site by highlighting a specific promotion or event right in the ad, or simply ask people to click on your ad. Facebook ads allow people to engage with ads in the same way they interact with other content on the site without leaving the page they're viewing. For example, potential customers can directly engage with your business by clicking on the "Become a Fan" link or the "RSVP to this Event" link. In addition, this action automatically creates a story on the person's profile page and possibly in their friends' home page "Highlights"—generating free distribution for you.

3. Keep it fresh. Keep an eye on your ad and most importantly keep it fresh. You can do this by using different images, trying different calls to action, and even changing up the text and the groups of people you are targeting. One of the best things about Facebook ads is that you can see what ads are working the best and use that information to tweak and change your ads as you go.

Your profile page is the only place on Twitter where you get opportunity to showcase your visual brand and possibly communicate additional information that can last longer than a tweet. You can customize your profile page by changing background, text and link colors. It's as simple as changing the skin, but ability to change background image has allowed designers to create really unique profile pages.

## TWITTER PROFILE PAGE

Most important thing to note is that the main content block in the layout of a Twitter profile page has the fixed width of 765 pixels, and it is always centered. This is good, because it makes it possible for you to show your background image using the extra space created on the both sides of the block when displayed at higher resolutions.



Other things that you should keep in mind:

- timeline background is always white
- menu bar background is always white
- footer bar background is always white
- logo is always the Twitter logo
- picture can be changed
- you can change text color, link color, sidebar background color and sidebar border color
- you can change background image and background color
- you can also tile background image
- the background image start position is always top left corner

Note that if you are only interested in designing a nice profile page, you can easily do that by incorporating a stunning background image and customizing text, link and sidebar colors accordingly. But if your intentions are to be unique, incorporate brand identity and communicate additional information, then you will need to be little bit more creative with your background image.

## GETTING STARTED

### The Main Background

Create a blank image that is of 1900px x 1600px, width and height respectively. I choose this dimension since it will fit most of the display resolutions available, using a smaller sized image would only fill up a part of the screen on larger display.

If you choose to create a image that is only 800px x 600px it would only cover that area in a 1280px x 780px resolution but user a larger one will always fit to width. Of course you can use overlapping (Tile) but our goal is to create a perfect background that would fit all screen resolutions.

### The Header

The header you create should be exactly 100px in height since that is the only dimension that will interline it with the rest of the page, anything shorter or longer would give your page a bad look.

### The Sidebar

The sidebar can be anything between 200px to 250px wide depending on how much breathing space you want to keep between the tweets and your sidebar profile. The height should measure between 350px and 450px so that it would look good on all resolutions.

Unlike the header you have a bit of flexibility with the sidebar and can play around with it.

## CREATIVE IDEAS

### 1. Repeating Background Pattern

The repeating background pattern is the age old website background effect, create a repeating graphic and upload the file to your account. The main advantage is that a repeating pattern will work at any monitor resolution.

### 2. Background Graphic Fading to Color

Using a single graphic on your profile can help add some visual interest, in order to allow this to work at higher resolutions the image is faded out so that it blends into a single colour, which is then specified as the background color.

### 3. Extra Large Background Graphic

The third general approach to Twitter backgrounds is the use of an exceptionally large background image that fills the whole screen. While this approach gives the widest options in terms of visual creativity, it does bring up the issues of image file size and the fact that the image will inevitably cut off on a certain monitor resolution.

## SIDEBAR OR NO SIDEBAR?

One trend that has emerged from the creativity behind Twitter background designs is the use of a sidebar. The sidebar is an area of screen real estate that is put to use to display additional information about the user, such as large profile image, bio and lists of websites and other social networks. Due to the lack of space on 1024x768 resolution monitors, profiles using the sidebar approach usually only accommodate 1280x1024 upwards, with anything less simply being hidden by the main Twitter website content.

I've got a handy template so you can visualise how your theme is going to look on the popular resolutions of 1024x768, 1280x1024, 1680x1050 and 2000x1920. Open up the PSD and place your design under the Template folder. Just email me if you think this template can help you out (adewall@unr.edu).

## ADDITIONAL TIPS WHEN DESIGNING A TWITTER PAGE

### Tip 1: Deal with Diversity

People will view your Twitter page on everything from mobile phones to netbooks to 30" monitors. Because your background image will display differently on each one of these, the ideal background will look good even when part of it is cut off.

### Tip 2: Be Visually Consistent

You've probably already established a visual brand with a logo, business card, and Web site. Though you may choose to take a few liberties, your Twitter background image should reinforce that brand.

### Tip 3: Supply Details

Depending on their monitors' resolution and the size of their Web browser windows, visitors to your Twitter page might see quite a bit of the background to the left and above your status updates. You may want to use this space for information about you or your company, such as a Web site URL, a phone, number, or an email address.

### Tip 4: Make the Load Time Speedy

Twitter's background image requirements are pretty liberal: As long as you upload a GIF, JPG, or PNG file that's smaller than 800k, Twitter will accept it. However, just as people will view your page on all sorts of displays, they'll also have all sorts of Internet connections. The smaller the file size of your background image, the faster it will load. 300K is the maximum I recommend. Photoshop's Save for Web & Devices (under the File menu) makes it easy to experiment with different compression levels until you find an image size/image quality compromise you can live with.

One adjustment you can make that doesn't affect load time at all is to change the colors used to display your page's background, text, and links. When you're logged into your Twitter account, click on the word "Settings" at the top of the page, then select the Design tab. Choose "Change design colors" and the world of hexadecimal Web colors is your oyster.

### Bonus Tip 5: More Resources

If you need inspiration, there's nothing better than wandering around Twitter itself. You can also check out the scads of free Twitter backgrounds online.

When you come across Twitter backgrounds you admire and want a better look at them, try the free peekr. It temporarily removes a Twitter user's updates, bio, and other information so you can view the entire background graphic.

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# TIPS & TWICKS

*Twitter describes itself as a service used to communicate and stay connected through the exchange of quick, frequent, 140-character answers in response to one simple question: "What are you doing?" As a Twitter user, you can post updates, follow and view updates from other users, and send a public reply or private direct message to connect with another user.*

## Getting Started

- Not everyone utilizes Twitter in the same way. Determine the goals of your department and which strategy will be most effective.
- Your tweets can appear insincere if you're too structured in your approach. Be authentic and believable, and use Twitter in line with your organizational mission and core values.
- Create a user-friendly Twitter ID that is easy to remember. The longer your Twitter ID, the more space it takes up.
- Use a profile picture and create a customized background that reflects your personal brand or your organization. Be sure to include biographical information on your organization, including a link to your Web site.
- Track the entire conversation around your brand. Make people aware of your presence. Respond in a timely fashion. Be transparent, engaged and authentic.

## Tips and Twicks

- Include your Twitter ID in your e-mail signature, Web site, publications, weekly releases, e-mail blasts and newsletters, PSAs, and other promotional materials.
- Work with other departments within your organization to plan promotional events, offer ticket packages, create tweet-ups, and more!
- Don't just broadcast your content. Engage your followers, and make it personal and fun.
- Promote others and share your best information. Don't be shy about sharing information from other parts of your campus.
- Write well. SIDs are characteristically great communicators, and it should not be different on Twitter.
- Be timely with your posts, but remember not to be hasty. It always helps to proofread your Tweets a few times before sharing them with the world!
- Make sure your department commits to tweeting. This will help you to establish relationships, build a community and become familiar with those who follow you. Infrequent participation and engagement will reduce the effectiveness of your messages.
- Find a balance in your posts and don't over-tweet. Your content will become less valuable when followers see that multiple tweets are sent in a row, or if they see the same thing repeated too many times.
- When establishing your department's Twitter strategy, remember to also create guidelines about who your account will follow.
- Track retweets, mentions and the entire conversation that surrounds your brand.
- If possible, try to keep your tweets within 120 characters. This will provide your followers with room to retweet.
- Twitter is now distributing "Verified Account" badges to popular accounts that have had problems with impersonation or identity confusion. Should you work with a well-known coach, administrator, student-athlete or alum that needs such a badge, visit [Twitter.com/help/verified](http://Twitter.com/help/verified) for more information.
- Be consistent. Become known for the unique ways in which you use the service, and stick with what works for you, your media relations department and your organization.
- Scour the Internet for third-party Twitter services that will save you time and will provide valuable information. There are thousands of sites out there, from Twitter directories to URL-shortening services, from posting photos, music and videos, to scheduling tweets to be posted at a specific time.
- Several services allow you to post to multiple social media accounts simultaneously. These are convenient, but be mindful that Twitter limits its posts to 140 characters, while other services (e.g. Facebook) allow for longer updates.
- Find out who some of the big players in the Twittersphere are. Research what other athletic departments are doing, as well as professional teams and leagues, and organizations in the business sector.
- Share information with colleagues at other organizations and stay informed with the latest news and information in the world of Web 2.0 and social media. The more involved you become, the more you will benefit from Twitter!

**Remember: Twitter is not about the number of followers or tweets that you have accumulated. It's about forging interesting connections and conversations with others and building a relationship as a trusted source of information for media, supporters of your organization, and the general public.**



## Best practices for YOUR size shop (mini-panel): Facebook

Richard A. Acosta  
The University of Texas of the Permian Basin  
*CoSIDA - San Fransisco Wednesday, July 7 – Digital Summit Day*

### Why Facebook?

Even if you have live stats, you can provide so much more information via Facebook. Facebook gives you a venue for the following:

- Fan Interaction
- Score Updates
- Breaking News
- Upcoming Events
- Game Pictures
- Live Mobile Updates

All of which are sent out to your fan base ... FREE OF CHARGE.

### Marketing Your Facebook Page

#### Step one, page one, chapter one, Section “A”:

Find or become an expert on the things you want to do.

- Nothing will make you lose fans faster than an inactive, stale, nonfunctional site.

#### Under promise and over deliver:

A simple concept that is often forgotten in the field of marketing.

- It is better to have a simple page that lives up to the hype.
- When you are ready to add something ... ease into it and do it right and well.

#### Name your product:

Lots of schools have a “Facebook Page” but UTPB offers an opportunity to become a “Falcon Insider.”

- “For live updates, scores, highlights and breaking news sign up to become a Falcon Insider.”
- Or “For more information, go to: <http://www.facebook.com/UTPBathletics>.”

As a “UTPB Insider” you get news, scores and information first. We post news, scores and information on our Facebook page about an hour before the media receives it. (Note: All the local TV media now follow UTPB on facebook to get quick score updates right before they go on air)

#### Get the word out:

Coke, Pepsi and McDonalds do not make you go to their websites to find out what is going on. They send their messages to you.

- Email:
  - Send an email to all the students and ask them to pass on the site to their parents and family.
  - Send an email to your alumni as a means of keeping up with the team.
  - Add the links to all mailings that concern athletics in anyway.
  - Add the link on your web page (UTPB has both a “Become a Falcons Insider” and “Follow us on Facebook” links to cover all of our bases).

As the administrator of your Facebook pages your updates will appear on every fan’s Facebook site and, if they have the option turned on, on their mobile devices.

## Too Much?

For baseball and softball, UTPB posts an update every half inning with a small narrative of what has happened.

- Example: Heading into the bottom of the 2nd UTPB 2 St. Mary's 2 (0 runs, 2 hits, 1 errors, 3 LOB)

That may seem like a lot ... BUT here is what our research showed us:

- UTPB currently has 500 Facebook Fans.
- There have been 42 unsubscribers (some of which were visitors who wanted game updates).
- Only 40 fans have blocked the update.

So, 460 people are OK with the amount of updates; in fact, UTPB receives emails asking for more.

We have added starting lineups, substitutions and pitching changes.

Each update comes with a score and base runner update.

- Example: Now pitching for the Falcons #6 Drew Kendrick ... UTPB 2 St. Mary's 2 runners on 1st and 2nd with 2 outs.

## Be Creative

UTPB is going to attempt to make money from its page starting in the fall of 2010. Facebook provides you with demographic information each week when you create a page. UTPB is going to approach companies to advertise on its site for give aways.

- Example: If a volleyball player gets 10 kills, everyone (in the Odessa-Midland area) will get a free small dip cone from the Dairy Mart and Tire Store.
- We post this on our Facebook site along with the company's logo.
- If a players gets 10 kills, we post a coupon good for a set amount of time where insiders can print it out or show it on their mobile device.

You are only limited by your imagination and the NCAA ... speaking of which ...

## Follow the rules

You may post whatever you like on your page as long as it is within the rules and regulations of your governing bodies (your school, NCAA, NAIA, Conference, etc.).

- Never respond directly to a fan. You never know who you are talking to (e.g. prospective student-athlete).
- You really should do your own posts whenever you can.
- Report violations immediately.

### Monitor your page:

Fan interaction is great – until it is not.

- You have the power as the administrator to remove any post you feel are not appropriate for your page.
- Check your page at least four times a day; it is better to be safe than sorry.

### Remember the purpose of the page:

For most parents, this is the only means to get live updates on their child's sport. We do not post opinions on our page and I quickly remove any negative remarks.



Scottie Rodgers  
Associate Director, Communications  
Council of Ivy Group Presidents

## Don't Forget Paper!

Maintaining Your Physical Archives in This Digital Age

As college athletic media relations continues its shift to producing the majority of its written content (e.g., press releases, game notes, media guides, etc.) in more of online presentations, it is very important to not lose the concepts of archiving your information in easily accessible methods that are cataloged in a physical space. Even with the increased technology demands to maintain and develop an interactive, multimedia-rich website, media relations offices still have to be able to respond rapidly to requests for information, especially from key external constituents, so having your historical and statistical data archived properly remains a vital aspect of your office's core responsibilities as the primary historian for athletics.

Here are some tips and ideas to maximize your archiving approach:

### Develop A Plan

Before beginning the daunting task of organizing your archives, take time to develop a plan:

- Determine your archiving needs.
- Identify the types of information (e.g., media guides, releases, stats, photos, etc.) that needs to be captured and how best to organize them.
- Create the practices regarding organizing your archives and check-and-balance system to make sure these practices are followed consistently among all members of your office.
- Develop a storage plan to short and long-term housing of physical archives, consulting with an archiving expert such as a library collections coordinator on your campus or in your community.

### Attack Those Stacks

Have those huge stacks of media guides and photos on the floor or on shelves in your office? If so, take care of that first. That backlog of unorganized content can cause storage problems or may hinder efficient access to information as you add more recent historical data to your archive area. It is imperative to set aside the time for your entire office to deal with the backlog to make sure this information is filed appropriately to avoid any gaps in your historical data.

### Making Archiving Fun!

It may sound silly to make archiving fun but you can by turning it a team-building exercise for your staff with a reward upon the project's completion. While you want to make it fun, you a clear expectation from the onset that every staff member must participate and be involved in the process. Encourage your staff members to dress down on the days you plan to organize your archives so everyone will be properly dressed for tasks at hand. And once the project is done, reward everyone with a group social outing or give everyone credit for some time away from the office that can taken at each person's discretion.

### Digitalizing...The Next Frontier

More and more athletic departments are embarking on sustainability initiatives to be more environmentally friendly, which may dictate that your archiving plan moves to more of a digital solution. Digital conversion of physical archives has advanced rapidly in recent years, but instant access to all your athletics or conference history is still more than a mouse click away. It is important to resist the urge to digitize everything and destroy your paper archives. Digitization is an excellent way of providing access to archival information, but the technology is still developing, especially for use by athletic departments and conference offices. So while you want to embrace technology and be on the cutting edge, just remember to don't forget paper! It is just as a viable option now as it has ever been to preserve history.

# You CAN Do Video Breakout

## Setting up and maximizing the reach of your FTP site

Tammy Wilson, SEC (twilson@sec.org)



- SEC partnered with XOS last year for both our general website and the SEC Digital Network.
- As part of the SEC Digital Network, a FTP site was set up to use for VNR content.
- Also, introduced the SEC DN Widget. The widget provides video content for websites and is the only way for websites to legally get SEC video footage.

### BENEFITS OF USING FTP FOR VNR CONTENT

- Elimination of satellite time expense.
  - This holds for both the school/conference and for the media.
  - SEC paid almost \$100,000 each year for satellite feeds.
- Increase distribution of content to media partners.
  - Without the limitation of using exact satellite time, uploads come more often. You can upload highlights / press conferences / full games as often as you wish during an event.
  - It can stay up for an infinite time period. No more "I missed the feed" calls.
- Improved user experience
  - Media can pick exactly what they want to download, be it a specific game, highlight or presser.
- Ability to track usage
  - We know who / what / when for every piece of video we provide.

### INS AND OUTS

- For quality and upload/download time MP4 format is best. All our content is HD.
- XOS uses Signiant software which is quicker than a standard FTP server. It's the same software ESPN is using for World Cup production.

## SEC VIDEO WIDGET

- The widget is the ONLY way for websites to legally receive and use SEC video.
- SEC has allowed websites affiliated with news, TV and radio organizations as well as some blogs to utilize the widget on their sites.
- In order to use the widget, the website must agree to give us placement on their site. We provide the code for them to get the content and it must be embedded in.
- The SEC and XOS provides daily content for the widget. The content includes games, previews, press conferences, etc.
- The widget is regionalized. Each website can pick up to three schools to receive content on.





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## 2010 CoSida Workshop San Francisco, CA

### Table Topic: Creating Web Content for StatCrew

***ONE OF THE GREATEST THINGS ABOUT STATCREW IS THAT IT COMES ALREADY TO WORK WITH YOUR WEBSITE TO ELIMINATE ANY TEDIOUS WORK. THEIR HTML OPTIONS COME READY MADE AND DON'T REQUIRE ANY CODING. THEIR HTML PAGES ARE SELF CONTAINING AND CAN BE USED IN A VARIETY OF DIFFERENT WAYS. YOU CAN INCREASE YOUR WEB CONTENT EXPONENTIALLY BY USING ALL OF STATCREW'S HTML OPTIONS***

#### **CREATE MORE THAN JUST BOXSCORES FOR YOUR WEBSITE WITH STATCREW**

- You can create full season stats for every sport with just a couple of clicks
- You can create a full career, season and game records web package for every sport with just a couple of clicks
- You can tailor the output to fit your website by utilizing their advance HTML tailoring, which includes color changes and logo insertion
- You can drop their HTML pages either directly into your already created web template or they can be self containing by opening a new tab or window

#### **HERE ARE A COUPLE OF THINGS TO REMEMBER BEFORE YOU GET STARTED WITH A STATCREW INTEGRATED WEBSITE**

1. You must first find out what your FTP or file upload capabilities are. This is a major factor in uploading all the appropriate files to your website.
2. Be sure that all of your stat files are up to date, including your career stats with historical data. Statcrew can be very easy and helpful in creating a historical database of statistics for all sports.
3. Use all the options that Statcrew offers. You should generate all the stats it allows you to generate to increase your web content.
4. You must next decide how to integrate. You can either make the pages stand alone or integrate them into the template you already have. Most web companies want you to integrate, but sometimes it just doesn't look good.

#### **WHY SHOULD I INTEGRATE STATCREW ON MY WEBSITE**

- To give the media greater access to your information. The media will now have countless pages of statistics to use and with media guides fading away its a great source for up to the minute updated information
- Fans of your school and teams can also easily access information throughout the season
- It gives your website more content. With the addition of all Statcrew pages on the Saint Peter's website, the number of pages is in the thousands.
- Get your monies worth. We pay a great deal every year for Statcrew so use it all. As Burt Reynolds says in Mystery Alaska, "You paid for the whole stick, you might as well use it all."

## INCORPORATE TWITTER INTO YOUR STATCREW GENERATED LIVE STATS

You can now incorporate Twitter updates into your live stats templates by just copying code already created by an assistant in my office.

Go to <http://swbndi.ipower.com>, which is the Saint Peter's College Live Stats Landing Page. Click on one of the baseball games below and the live stats screen will pop up.

**Longwood vs Saint Peter's (May 21, 2010) - Windows Internet Explorer**

<http://swbndi.ipower.com/Baseball1/xlive.htm>

**LW Inn SPC**

**LANCERS • 13 Final 6**

	1	2	3	4	5	6	7	R	H	E
Longwood	7	1	2	0	0	3	0	13	18	0
Saint Peter's	0	1	1	3	0	1	0	6	12	3

Last play: Mancini grounded into double play 2b to ss to 1b; Lynch out on the play.

**Game status**  
 Play-by-play  
 Visitor box  
 Home box  
 Team stats  
 Refresh  
 Print

**Longwood**

##	Pos	Player
1.	30	ss Kimble, Scott
2.	9	2b Jones, Brant
3.	12	1b Havers, Casey
4.	35	3b Cerreto, Phil
5.	21	lf Smiy Jr., David
6.	1	rf Long, Kyle
UP 7.	13	c Newman, Robby
8.	7	dh Lacy, Justin
9.	17	cf Bailey, Robbie
11	p	Harting, Lance

**Saint Peter's**

##	Pos	Player
1.	10	2b Carter, Justyn
2.	11	ss Mullee, Conor
3.	50	3b Schroeder, Brian
4.	43	1b Koster, Brian
5.	13	c Lynch, John
6.	7	dh Haack, Cody
7.	8	rf Mancini, Matt
• 8.	16	cf McFadden, Sean
9.	20	lf LaCava, Michael
12	p	McMillan, Brandon

**Saint Peter's 7th**  
 0 runs, 2 hits, 0 errors, 1 LOB.  
 Koster singled up the middle.  
 Lynch singled through the right side; Koster advanced to second.  
 Haack struck out swinging.  
 Mancini grounded into double play 2b to ss to 1b; Lynch out on the play.  
 0 runs, 2 hits, 0 errors, 1 LOB.

**Game Over**  
 W-Harting (10-0)  
 L-Bayse (0-2)  
 S-None  
**Longwood:**  
 28-19  
**Saint Peter's:**  
 17-34

**Peacock Nation**  
 peacocknation

Men's and Women's Basketball Coaches Receive Contract Extensions  
<http://www.spc.edu/page>  
<http://home/qawf03b>  
 11 days ago reply

Prospective Student-Athletes Sign National Letters of Intent  
<http://www.spc.edu/page>  
<http://bit.ly/aplAm2>  
 14 days ago reply

**twitter** Join the conversation

**At bat: #13 c - Newman, Robby (1-3, 2 run, BB, SO)**

You will notice in the lower right hand corner that there is a twitter feed integrated in our live stats. This is done by simply inputting code into the sponsor text option on your Statcrew Live Stats set-up page. Anyone interested in the specifics of the coding can contact David Freeman at [davidafreeman@verizon.net](mailto:davidafreeman@verizon.net).

## CAREER STATS

One of the seldom used components of Statcrew is its career stats database. You have the opportunity to put all your historical data in place where it can be updated instantaneously following a game. For more information on career stats please check your manuals or go to: <http://www.automatedscorebook.com/docs/addenda/bb44car.pdf>.

**AS ALWAYS ANYONE NEEDING MORE HELP SHOULD CONTACT ME BY PHONE OR EMAIL ANYTIME**

# Utilizing Students: The Ball State Sports Link Model

*Presented by Chris Taylor | Ball State University's College of Communication, Media & Information  
Instructor of Telecommunications/Sports Immersion & Media*

2010 CoSIDA National Convention | Digital Media Summit | July 7, 2010 | San Francisco, California

## About The Program:

Ball State Sports Link is an immersive learning experience. The program allows students to write, report, shoot, produce and host a variety of sports programs.

The program is the first and only program in the nation where students are totally immersed (for class credit) in sports and electronic media.

In the 2009-2010 academic year, each student logged nearly 1,000 "real-life" sports experience to combine for well over 14,000 student hours for sports media and production.

As a whole, in three semesters students have dedicated nearly 20,000 hours for sports production.

Ball State Sports Link is supervised by a TCOM faculty member (Chris Taylor), graduate assistant (Steven Albritton) and a Teleplex professional staff member (Bill Bryant).

During the semester, students produce a broad range of media from live remote productions, live-to-tape events, television programs for statewide and regional distribution, student-athlete features and webcasts. Other facets of the immersion program include radio, newspapers, podcasts and the use of mobile technology and interactivity via the web.

In 2010-11, the program will partner with the University's Emerging Media and iMedia program to create the school's first iPhone and iPad sports applications for BSU Athletics.

TCOM is a member of one of the largest undergraduate communication colleges in the country -- the College of Communication, Information and Media.

The Sports Link offices and studios are located in the Ball Communications Building, while the David Letterman Communication and Media Building is a world-class facility offering state-of-the-art options for all students.



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## CoSIDA Digital Summit Day Presentation Points -- The Three 'O's' To Utilizing Students

1. **Opportunity:**
2. **Ownership:**
3. **Obligation:**



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# Ball State Immersion Program Creates Next Generation of Sports-Production Pros

By: Ken Kerschbaumer, Sports Video Group Editorial Director | Published: February 3, 2010 | [www.sportsvideo.org](http://www.sportsvideo.org)

In 2008, Ball State University launched an innovative TV-sports-production program called Sports Link. To gain real-world experience in all aspects of sports production, university telecommunications students rotate among different disciplines from one production to the next in an effort to prepare for a career. Less than two years later, the program is an unqualified success, giving students an advantage in a competitive job market, the athletic department greater exposure, and local and national media outlets access to highlights, feature stories, game coverage, and more.

"Within a short amount of time, the number of students signing up for the program grew, and, when we began this past fall semester, the students knew they were part of something special," says Chris Taylor, instructor in Telecommunications/Sports Immersion and Media. "This immersive learning experience is a real cornerstone and differentiates us from other telecommunications programs. It's unique for students to be able to earn college credits while working on sports productions."

Taylor was hired last year on a full-time basis to run a program that, in 2009-10, produced over 200 features and 18 live productions. Currently, 17 students are signed up for the spring semester, up from 10 in the fall. Students have a chance to sample a number of job duties, working the same position for two consecutive productions. That allows them to get their feet wet on one production and have a chance to apply lessons learned to a second.

"The challenge is scheduling the remotes so there is an opportunity for proper learning in class between the events," says Taylor. "The students meet as a class twice a week for two hours and then pull together story ideas, schedule guests, cover press conferences, and work on the remotes."

## Priceless Experience

Producing all that content gives the students a tremendous amount of real-world experience. Last semester, the 10 students logged more than 5,000 hours during the 14-week program.

Rick Johnston, a senior telecommunications major currently in the program, says the experience has been priceless, giving students a chance to work in such diverse positions as EVS replay, cameraperson, audio mixer, and more. His career goal is to be a play-by-play announcer, but his skill set has him ready for any potential opening.

"When I graduate in May, I am going to be head and shoulders above others who are graduating, no questions asked," he says. A typical live-remote day involves getting on-site at 7 a.m. for pre-production and to set up cameras. Then, it's off to class and back to the venue at 3 p.m. to begin working on the show.

"We can also practice as much as we want out at the truck and build up our comfort level and work experience," he says. "We really have the outlets to do what we want."

Taylor says it isn't only the program's students who learn. Because the athletes get interviewed on camera more often, they become more accustomed to answering questions, an important skill for future professional athletes. "The experience this

provides our students on a daily basis and the exposure it creates for the athletes and university make it worth any school to try and figure out how to do a sports program."

The exposure extends well beyond campus, with content seen across Indiana and across the country. Content is streamed via the Internet nationally, but the local campus PBS station broadcasts programming. Content is also available on-demand via the local Comcast system. And a network of TV stations across the state receive highlight reels via FTP (File Transfer Protocol), and audio reports are heard on 18 radio stations in Indiana.

"Students learn that this is a deadline-oriented profession as they work late making melt reels for local TV stations," Taylor adds.

And even ESPN has tapped into the Ball State program. On Jan. 14, *The Malik Perry Story*, a program produced by Ball State Sports Link seniors Seth Tanner and Nick Yeoman and sophomore Ben Wagner, aired on the network.

"We've built a strong relationship with ESPN, and, from the production side, we can send them and any of the networks events as needed," says Taylor. ESPN on-air talent, including Linda Cohn and Andy Katz, have also stopped by to teach students about a career in broadcasting.

## Starting a Program

He believes that every college or university with a telecommunications department and an athletic department could offer a similar program. The key is finding believers at the top ranks of the school.

"You need an AD who sees this as important and also a dean and a president who think it is important," he explains, noting, "Sports is one of the most consistent PR and marketing tools a school has throughout the entire year."

Taylor's background working in an athletic department makes him a believer in the power of electronic media. As more and more departments move towards electronic online media guides, for example, video and audio content will become a necessity.

"With the exception of the majors and a few mid majors, most schools don't have the resources or a video department that can create that content," he explains. "But we've been able to put together 60 athlete profiles that have been viewed more than 10,000 times."

In most cases, Taylor believes it is best for the Athletic Department to reach out to the educational side because it is ultimately the Athletic Department that has the need for content.

Perhaps most important, there is a revenue component to a properly run program. First Merchants Bank has stepped up as a corporate sponsor, and the students support the effort by building video billboards and other content.

"First Merchants Bank has been blown away by what the students do for them," says Taylor. "And that makes the athletic department look great but also fulfills the academic mission. It's a win-win, and we see that continuing."



# What's **NEXT?**



SOME UP-AND-COMING TECHNOLOGY APPLICATIONS THAT WILL BENEFIT SID'S

## QR Codes

A QR Code is a matrix code (or two-dimensional bar code) created by Japanese corporation Denso-Wave in 1994. The "QR" is derived from "Quick Response", as the creator intended the code to allow its contents to be decoded at high speed.

QR Codes (the black-and-white boxy designs you see at the top of the page) are common in Japan - most current Japanese mobile phones can read this code with their camera. While used more extensively there, this is relatively new for the American consumer - and it has tons of applications for an SID office.

QR codes storing addresses and URLs may appear in magazines, on signs, buses, business cards, or just about any object that users might need information about. Users with a camera phone equipped with the correct reader application can scan the image of the QR code, and the phone's browser then launches and redirects to the programmed URL.

At Michigan State, we discovered this when the Detroit Red Wings started using them in their gameday programs. A 2-3 page story on one of their players contained a QR code, which redirected the user back to DetroitRedWings.com for a more extensive look at the player, video links, statistics, etc.

In this age where an emphasis is more and more on "being green" - and more and more people are carrying smartphones - the QR code can help provide the end user a multitude of information at their fingertips. You, as the producer of content, can have said information sent further and wider than through traditional means.

Say there's a great article on your star soccer player in your local newspaper on a Thursday. You have a game on Friday ... you can plug in the URL into the free online code generator, and put the code in your one-page game program that you produce in your office. Voila! The fans at the game can scan the code box and be automatically directed to the game story on your newspaper's site.

The example above, of course, implies that your local paper is still doing features on a soccer player. The newspaper industry being what it is, we are all becoming our own media outlets on our websites - and what better way to promote the work that you and your staff are doing than by getting it out to more people at events?

Maybe you did a neat video feature - provide the link in your gameday program, alumni newsletter, etc. Your athletic director can put them in the annual report, if you produce that. Truly, the applications are countless.

Brainstorming, here's a few ideas we've come up with for QR codes:

- Provide a link to a CSV file, which allow fans to download your schedule into outlook.
- Press Conference Video
- Feature Stories
- Video features
- Live game streams, either audio or video
- Live statistics
- Your Facebook page
- Your Twitter page
- Promotions Calendar
- Online Auctions

The technology keeps developing - QR codes are now being designed that send metadata to existing applications. Eventually, this is how you will be able to update software. Perhaps it will develop into a way to automatically deliver information to customers.

The best part? Right now ... all this is free!

### Reading QR codes

Visit

<http://www.mobile-barcodes.com/qr-code-software/> to find the appropriate free download for your personal device. Our office just got the new Blackberry Tour, and a QR reader can be found in with the BBM contacts. iPhone has a QR reader application as well. The link above has several options available for any smartphone user (and some for non-smartphones, too!)

### Generating QR codes

I use <http://zxing.appspot.com/generator/> to generate my QR codes. It offers the ability to have the QR code represent someone's contact information, email address, Geo Location, Phone Number, SMS, Text, URL, or Wifi Network information. If you scan the two QR codes in the header at the top of this page, one will direct you to our official facebook page, the other to our official website, [www.msuspartans.com](http://www.msuspartans.com).

### Helpful Tips

- Make sure that the code is large enough to be read by the smartphone. We've encountered codes that are too small to be read. It will frustrate the end user.

## Foursquare

### Recognition for Brand Loyalty

In perusing your Facebook, have you ever seen that someone has "checked in" at a local restaurant, or that they are "The Mayor of Starbucks"? They are using Foursquare - a new interactive program used with Facebook and/or Twitter that is rewarding customers for brand loyalty.

Most likely, someone "checking in" at Starbucks - for the fourth time in five days - is getting them \$1 off of a large latte. A "Mayor" is usually the person who has checked in the most frequently in the last 60 days. People can earn "badges" for frequenting types of places (for instance, five different airports).

What is the athletics benefit of Foursquare? Driving attendance to your events by offering these incentives.

Here's the official link: <http://foursquare.com/>. Officially, it touts "*Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things.*" Why shouldn't one of those "new things" be your nationally-ranked baseball team?

For us at MSU, there is a large, passionate following for our men's basketball and football teams - everyone knows about the Izzone. Those members have to "earn" their way into the lower bowl at the Breslin Center, based on their attendance. Interest can be generated or attendance driven up by creating an incentive-based program - maybe its a pizza party with student-athletes at the end of the year for the person who has attended the most events. Maybe its some other recognition at the final home field hockey game of those who have "checked in" at the most games that season. Maybe its a pair of free tickets to the hottest event on campus for someone has attended the most contests. Utilizing this software can help you build attendance at some of those sports who could use the help.

### *More on Foursquare use and applications:*

- Foursquare for business: <http://foursquare.com/businesses/>
- Foursquare: Why it may be the next Twitter <http://mashable.com/2009/07/25/foursquare-app/>
- Foursquare Shows The Business Potential Of Location-Based Services <http://tinyurl.com/328eae>
- Foursquare 101 for PR Pros <http://tinyurl.com/2chfd89>



## Building Video Media Guides – With YOUR hardware, YOUR software, YOUR staff, and YOUR stuff!

*Mark Fratto, Associate Athletics Director for Communications, St. John's University*

2010 CoSIDA National Convention | Digital Media Summit | July 7, 2010 | San Francisco, California

### OBJECTIVE:

To replace the printed media guide's function as it relates to external constituency groups (e.g. alumni, fans, families, donors, prospective student-athletes), St. John's University decided to partner with CBS Interactive and NewTek to produce online video guides covering each of the Red Storm's 17 varsity athletic programs.

When coupled with printed and online versions of each sport's record books, St. John's Athletic Communications is able to meet the needs of reporters and all other external constituencies with these cost-effective, simple online products.

### HARDWARE:

- NewTek TriCaster Studio
- Canon GL2 cameras
- Sennheiser lavalier microphone

### SOFTWARE:

- NewTek Speed Edit video editing system, built into the TriCaster Studio
- Adobe After Effects
- Netitor, CBS Interactive's content management tool
- CBS Interactive FTP software

### STAFF:

- STJ Athletic Communications staff (four full-timers, four graduate assistants, part-time Director of Multimedia Services, undergraduate students)
- CBS Interactive web designers



# With Video-Heavy Virtual Media Guides, St. John's Offers Something for Everyone

Carolyn Braff, Managing Editor | Published: January 6, 2010 | [www.sportsvideo.org](http://www.sportsvideo.org)

Printed media guides may soon be a thing of the past, per a pending NCAA rule, but that's just fine for the staff at St. John's University. Relying on a NewTek TriCaster, design support from CBS Interactive, student labor, and creative direction from the Red Storm athletics communications unit, St. John's has already taken the paper product virtual, and at an affordable price.

Utilizing the same equipment the department uses for live game streaming, Associate Athletics Director for Communications Mark Fratto and his team have produced more than 130 videos that will serve as the backbone for 12 new Websites, home to virtual media guides for each of the university's varsity sports.

## THE END OF PRINT

Citing cost containment and green initiatives, the NCAA may elect to do away with printed media guides in the coming weeks. To meet that need, a variety of online guides have begun to hit the market, ranging from static PDF files of the print version to multimedia experiences involving audio, video, and interactivity.

Instead of relying on an outside company to replicate what he has seen elsewhere, Fratto took the job in-house at St. John's, utilizing the video equipment his department already owns for online streaming. He put his graduate assistants and undergraduate staffers to work shooting, editing, and producing 132 videos on 12 sports. The result is two separate products, one designed to serve the informational needs of the media and the other for alumni, donors, and fans of the program.

"We're making a distinction between those two big groups for whom the traditional media guide served," Fratto explains. "We thought that, in moving the guides online, there needs to be a product that is easily printable and scannable, for media and others that need access to records and team information quickly. But we also wanted our online product to have both informational and entertainment value for other external groups, such as alumni, fans, and boosters."

## A MEDIA GUIDE FOR THE MEDIA

One part of the media guide, he adds, is strictly information-based and must be easy to access.

"The media is still going to want something that's printable, where they can highlight information, make themselves notes, and reference it in their hands during a game," Fratto says. "If you're a TV announcer, you can't be looking through a Website trying to look things up."

For that group, the official record book of each sport will be available online as a printable PDF file. To capture the imagination of fans, alumni, boosters, and friends of the program, Fratto dreamed of something more interactive, so his team produced video pages featuring 10-12 short videos that highlight different aspects of each sport, timed to garner the attention of viewers without their having to spend hours browsing the sites.

"Given that 70% of all new online content is video, we wanted to go with short, easily-digestible video segments," he says.

## A MEDIA GUIDE FOR THE FANS

Each sport's media-guide page will offer 10-12 one-minute videos highlighting "everything you'd need to know about each one of our athletic programs," says Fratto, "and that you can easily get through in 10-15 minutes."

He wanted to ensure that fans and others would not be overwhelmed with too much text or with videos too lengthy to digest, so he arrived at an average 15 minutes of video per site, viewable in 60-second pieces. Narrated by coaches and current student-athletes, the videos illustrate everything from current highlights to history to academic support and facilities. They were all shot with the three Canon GL2 cameras that Fratto's team purchased to produce live Webcasts and run the video-board productions at Carnesecca Arena.

"This is something that would specifically serve in part to replace a key function of the formerly printed guides and cater to all of those external groups," he says.

Web partner CBS Interactive built the pie crust of the site design, and Fratto's team provided the creative filling.

## KEEPING COSTS TO A MINIMUM

"Other sites can cost \$80,000-\$100,000 for one to three of them, but we've built 12 sites for less than \$20,000, plus the NewTek, Canon, and other hardware investments we've made over the last five years," Fratto says. "That's just over \$1,000 per sport, plus the hardware investment, which is unbelievably cost-effective for us and a great learning experience for our students on the production end."

The 12 sites — which cover each of St. John's 17 varsity sports — will also include links to team rosters and player bios, links for making ticket purchases, social-media tie-ins, and the PDF record book for each sport. St. John's has purchased URL reflectors for each sport as well, so the site names are simple to remember: STJBasketball.com, STJWomensSoccer.com, etc.

Says Fratto, "That makes it easier for coaches and administrators to put on the back of their business cards when they make contact with alumni, parents, fans, or anybody that they see on the road."

The men's basketball video site is now live at [www.stjbasketball.com](http://www.stjbasketball.com).



# 2010 CoSIDA Table Topics

## Audio For The Web

July 7, 2010 - San Francisco

by Josh Rattray, Butler University

### **1. RECORD YOUR AUDIO**

#### a. Recorders - Low Cost/Basic/Good Value

Olympus WS-400S (approx. \$50 on Amazon.com) (I use this model...it serves what I do well)

- built-in USB (goes directly into PC or Mac)
- voice activation (will record immediately when it picks up sound)
- 21 hours of battery life and 272 hours of record time
- WMA recording format (need converting software for MP3 format...see below)

Olympus VN-6200PC (approx. \$45 on Amazon.com)

- built-in USB (goes directly into PC or Mac)
- voice activation (will record immediately when it picks up sound)
- 3 different recording modes: Standard Playback (SP), Long Playback (LP), High Quality (HQ)
- 444 hours of uninterrupted recording time in LP mode
- WMA recording format (need converting software for MP3 format...see below)

#### b. Recorders - High-End/Intricate/Top Of The Line

Zoom H4n Handy Recorder (approx. \$300 online) (regarded as the best in portable recording)

- built-in USB (goes directly to Mac or PC)
- can record 4 channels simultaneously
- higher quality microphones for clear, crisp sound
- MP3 and WAV format

### **2. EDIT YOUR AUDIO**

#### a. Free Editing Downloads

Audacity -- [audacity.sourceforge.net](http://audacity.sourceforge.net)

- PC and Mac compatible
- most popular/common (I've been using this for 3 years and I love it)
- easy to use however must be mp3 or WAV format

WavePad -- <http://www.nch.com.au/wavepad/index.html>

- free version available for non-commercial use (has most of the features)
- like Audacity function-wise, but is compatible with almost all audio formats

Wavosaur -- <http://www.wavosaur.com>

- only PC compatible but supports many different audio formats (MP3 and WAV)
- contains all the classic editing functions as well as a multiple document interface

### **3. HAVING AUDIO FORMAT ISSUES?**

a. MediaCoder (free download) -- <http://www.mediacoderhq.com>

- easy program that converts files from one audio format to another
- is necessary with Olympus recorders (takes WMV file and converts to MP3, WAV, etc.)
- it's one extra step, but only takes a few seconds



# 2010 CoSIDA Table Topics

Audio For The Web (continued)

July 7, 2010 - San Francisco

## **4. LAME ENCODING - For MP3**

- this is what is needed to export files as an MP3.
- free download with Audacity: <http://lame.sourceforge.net/>
- another site with a free download: [http://www.free-codecs.com/download/lame\\_encoder.htm](http://www.free-codecs.com/download/lame_encoder.htm)

## **5. HEY IT WORKS! WHAT DO I USE IT FOR?**

- Interviews
  - serves as easy and effective multimedia supplement for game notes
- Distributing audio files containing quotes instead of typing quotes verbatim
- Game wraps
  - audio recaps read similarly to a news report; can paste in quotes and deliver as package
- Recording press conferences
  - this can be a good alternative to video if the presser is a long one
  - this was helpful at the Final Four, as video there can be difficult to obtain
- Record radio shows or play-by-play radio calls for use on the web
  - Experiment with the internal mic settings on your computer and record live/streamed radio
  - I posted a page for Butler football that was photo galleries and radio play-by-play calls

## **6. STREAMING INFORMATION**

- Streaming Software
  - MP3 SoundStream (PC only): <http://mp3soundstream.com/>
  - 1-time purchasing cost, no monthly fees
  - Allows you to try before you buy
- Streaming Companies
  - SportsJuice.com (one of the early ones; I worked with them as early as 2002)
  - TeamLine (common in NCAA D-I)
  - AudioSportsOnline.net (cost effective and helpful because they save the archive for you)

# Developing Your Video Production Budget

## ON-DEMAND

On-demand video can be created in a variety of ways. With some simple and cheap equipment and software, your athletic communications office can produce high-quality professional on-demand video in minimal time.

### What you need to understand for on-demand video creation:

- File formats and conversion techniques
  - Recorders
- Editing software
- Service hosts

### File Formats and Conversion Techniques

- Like images with different file formats such as JPG, TIFF, GIF, video can come in several varieties: WebM, MPEG4, 3GPP, MOV, AVI, MPEGS, WMV, FLV, etc.
- The format you will encounter will vary by your recorder, editing software and service host
  - Current Flip Video Camcorders use MP4 format, old generation AVI
  - Motorola Droid saves video in 3GPP format
  - Windows Movie Maker software supports only AVI and WMV
  - Neulion/Jump TV players support either Flash (FLV) or Windows Media (WMV, AVI)
- Converters for each type of media format that you will encounter are available with a simple google search
- In order to use Movie Maker with video captured from a Droid, I found a 3GPP to AVI converter by searching just that
- At times, converters are not necessarily needed if you have a proprietary editing software (such as Adobe Premiere or Final Cut Pro)

**COST:** As mentioned, you can find free converters online. Most are available on free trials with a nominal fee (<\$50) to register thereafter. Proprietary programs can run between \$100 and \$500

### Recorders

- Flip Video Camcorders, Kodak Zi Video Cameras, etc.
  - Most of us know about these revolutionary tools. With the push of one button, you can capture interviews, game highlights.
- Cell Phone Video Recorders (Android, iPhone, BlackBerry, etc.)
- Digital Camera Videos
  - Many of the latest digital cameras we use for photography can also be used to capture video

**COST:** The latest generation of Flip, Kodak and Samsung Camcorders range in price between \$150-\$225; Many of us have cell phones and digital cameras that are already capable of capturing video.

### Video Editing

- The Flip Camera comes with its own editing software.
- Professional, proprietary programs are available but video editing software comes packaged with operating systems for both Windows (Movie Maker) and MAC (iMovie) users.
- Several open-source software packages are available for free online.
- Newtek's TriCaster also has a built in video editor
- A comprehensive list of video editing software can be found on Wikipedia (search "List of video editing software").

**COST:** Windows Movie Maker and iMovie are both free, built into the operating system; open source programs are also free. Other software online can range from \$100-1000 while Newtek's Tricaster starts at about \$5000.

### Video/Audio Hosts

- In addition to your official web site host's on-demand video hosting capabilities, a number of other video hosting options remain available. Facebook, YouTube, MySpace, etc.
- A comprehensive list of web sites that will host video can be found on Wikipedia (search "List of video hosting websites").

**COST:** Social media hosts are free and embeddable, many of your official web sites have on-demand hosting capabilities built in.

### In Practice:

- Inside Iona Athletics, Game Previews and Reviews
- 5-10 minute "Coach's Show", Q+A's with our head coaches and select student athletes
- Produced Using a Flip Camera, a regular camera tripod, Windows Movie Maker and Photoshop

## LIVE STREAMING

Offering Live streaming video is not as difficult or expensive task as it once was. You may already have the tools available to you to pull off a live stream for any sport.

### What you need to understand for live streaming video:

- Cameras
- Digital Video Conversion
  - Software Encoders
  - Service hosts
- Multiple Cameras
- Connecting Audio
- Internet Connections

### Cameras

- Anything from a basic camcorder with an AV output to a professional Canon GL2 can work for streaming video
- Tap into cameras that are already being used to film for team review
- Use student-workers to operate the cameras

**COST:** Basic cameras are available for a couple hundred dollars to the prosumer cameras like the GL2 for about \$1900; Many programs already have their own camcorders they use to film the game, use splitters to tap into that video feed

### Digital Video Conversion

- Grass Valley ADVC products commonly known as Canopus boxes connect to your via composite RCA or S-Video connections. They in turn connect to a computer via firewire.
- Some cameras already have the capability to connect directly to a computer via firewire

**COST:** Grass Valley ADVC 110 - \$200

### Software Encoders

- Windows Media Encoder, Flash Video Streaming encoders
- NewTek TriCaster, Sony Anycast
  - An all encompassing solution including the ability to stream directly from the product as well as connect multiple video and audio sources

**COST:** WME, free on microsoft.com; cost of flash encoders range from free to about \$400 from Adobe; NewTek TriCaster is available starting at \$5k up to \$20k+ options; Sony Anycast - \$10k+

### Multiple Camera Shoots

- NewTek TriCaster, Sony Anycast
- Basic video switchers

**COST:** DataVideo Video Switcher ~\$1,000, TriCaster and Anycast prices listed above.

### Video Hosting

- Stretch Internet, KenCast, professional streaming hosts
- Your web site host
- Free options Ustream.TV,

**COST:** Provider costs can range from a per event fee, a per season fee with a subscriber based model with revenue opportunities; Ustream is FREE

### Connecting Audio

- Using what you already have, connect to already existing radio feeds
- Headsets and basic audio mixers
  - Talent can be found anywhere from students to professional local broadcasters
- Video with just the ambient crowd and environment audio.
  - Use an already existing PA announcer

**COST:** Sennheiser HMD280 headset ~\$250; audio mixer ~\$100

### Internet Connections

- Wired internet is preferred but not necessary
- You can stream over wireless, but not with the quality as a dedicated Internet line
- Using a Broadband Card
  - KenCast offers software that combines the signals from multiple broadband card carriers to make a stronger signal

**COST:** Broadband cards can be found for \$30-50 a month. Use existing broadband cards that you already use when you're on the road.