



As students participate in this project-based learning experience, they will use real-world tools and technologies. Beginning with videos and resources from GrandStadium, they will produce a meaningful product that demonstrates creativity, comprehension, and critical thinking.



Booster Club support is also available for fund raising.

Participating schools receive:

- \* A percentage of all pay-per-view games viewed
- \* School sponsorship revenue

**For More Information Contact:**

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## Introducing GrandStadium.TV!

GrandStadium.tv is the place to play. A full-featured Internet broadcasting solution, GrandStadium gives high schools and middle schools a simple, sophisticated, and powerful way to harness student energy and initiative to bring sporting events and other activities to their wider school family communities.

## For Students: Hands-On Experience & an Outlet for Creativity

Digital video is nothing strange or intimidating to today's students. They're the primary drivers of the evolution and spread of online services like YouTube and Facebook. Already, student webcasting teams have used GrandStadium to set up and run productions in venues ranging from their own community stadiums and field houses to the technology-intensive homes of professional sports teams.



With GrandStadium, students point the cameras, run the switchers, conduct the interviews, and even broadcast the games. In the process, they learn real world skills and how modern media operates.

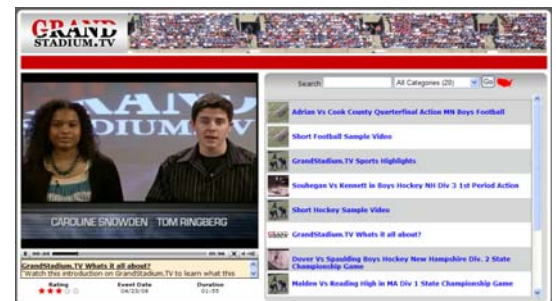
## For Teachers: Practical Training & New Mentoring Resources

By encouraging active connections with local broadcasters, GrandStadium puts teachers in direct touch with media professionals in mutually beneficial partnerships. As they work with communications professionals, teachers broaden and deepen their own understanding of how the professional field actually works; information and insight they can pass along in their own classrooms. At the same time, GrandStadium provides educational rigor: KSPN (the Knowledge Sports Production Network), our free, proven project-based-learning curriculum for middle schools and high schools, immerses students in the business of sports and sportscasting by managing the production, editing, and posting of school athletic events:



- ➡ They work in cooperative learning groups to plan and implement programming.
- ➡ They conduct interviews and manage all aspects of producing a live event.
- ➡ They create school-focused commercials and public service announcements.
- ➡ They produce a meaningful product that demonstrates creativity, comprehension, and critical thinking skills.

Students assume real-life roles as researchers, analysts, writers, producers, editors, announcers, and more. Best of all, there is no cost for this comprehensive project-based curriculum.





## Technical Overview:

### • Live Broadcast

- › Requires no-cost Adobe Flash Media Encoder
- › Requires encode card or Firewire-equipped PC / Mac
- › Schedule within one minute of live event
- › Create video files for on-demand viewing

### • Video-on-Demand

- › Upload native video files
- › Auto transcode to high-quality Flash format
- › Auto video thumbnail creation
- › Alternate thumbnail replace option
- › Name, title, date and keyword search
- › User search by most viewed or most recent

### • DVD Store

- › Browse a library of DVD assets available for purchase
- › Professional-grade printed and labeled DVDs

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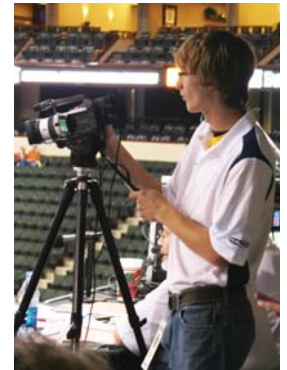
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## For Schools: Community Connections & Lasting Media Relationships

Consistently, school sporting events have proven to have great value as a form of community outreach across this audience spectrum. In fact, for most schools, it's the only regular media exposure they receive. With GrandStadium, your local communities need no longer wait a day, a week, or longer, to read sparse accounts about activities at your schools, or be content with a couple of quick clips on the local news.. Meanwhile, your local media have broadcast-quality video on which to draw for their own reporting.

## For Districts: Visible Innovation & New Sources of Revenue

The value of seeing broadcast-quality programming produced by high-school and middle-school students is incalculable. It demonstrates not only the teamwork and competitive excellence of student athletes, but the creative competence of the students working behind the cameras and other production equipment – not to mention the recognition for other student talent with the school band and half time show.



## For Broadcasters: Hyperlocal Programming & Audience Recognition

Broadband access is up and costs are down. At the same time, video technology is on the rise and prices also are dropping. The cost reductions for both bandwidth and video technology, and the benefits of wider availability, have made their way to students and their schools. Encouraging student interest in video and tying class work to real world opportunities provides a unique opportunity for broadcasters to leverage a school at the center of every community to serve the best interests of everyone involved. In return for providing school broadcast production teams the exposure and credibility they deserve, the professional broadcaster receives high-grade video that is locally produced. And with GrandStadium, the technology foundation for this 21st century partnership between schools, districts, major professional broadcasters, and the world community is available today. Your local media will welcome the timely addition of hyper-local programming.



GrandStadium makes it all possible. Today. What are you waiting for?

**This is the best game in town. Get into it now!**

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