

(digital, long-form, persuasive)

# Live-streaming videos from schools should be free to their audience

The continued adoption of live-streaming events is substantial and has produced new opportunities for all involved. To maximize these opportunities, these events need to be kept free to watch.

Consider these key factors in this decision:

**Audiences** – This can be broken down into two key types of people most likely to watch: A) alumni, particularly the youngest alumni who are now at college; B) parents and close family living in the area.

Group A isn't going to have a lot of disposable income, so asking them to pay \$4 a game or \$99 (or more) a year is a stretch. Plus, they are not used to paying for this content. They are used to lots of free content on social media, with the exception of high-end streaming (Netflix, Amazon, etc.) for which they may or may not be directly paying (perhaps they share an account with family members).

Group B is already going to be at most games, so to charge them to see a replay of the game (if they would even want that) isn't very welcoming.

These two audiences are your most passionate, and each is hard to turn into paying customers. Also consider your potential audience size, which is relatively small if not tiny compared to other professional content producers.

**Competitors** – Your rivals in this spot, and yes you do have competitors, are Netflix, Amazon, and many, many other free and paid content providers. They provide engaging, highly entertaining and well produced content. And some still struggle to grow a paid audience for certain shows. Can you compete against them in a paid environment?

**Quality** – You can't compete on quality, not video quality and not announcer quality. Your quality will not match most of other streamed content (cameras, camera angles, replays, graphics, buffering, etc.). Instead focus on what makes you different, and that is you have the only stream of the local sports teams. Celebrate that by inviting any and all interested fans to watch.

**Marketing** – The competitors spend lots of time and money (and have lots of established communication channels to reach audiences) to get people to buy their product. A school does not have either of those generally, and as such will struggle to properly market their videos.

**Dependability** – There are many reasons a live broadcast would not occur as scheduled (weather, illness, technical issues, lack of experience with equipment, etc.). If you can't deliver a quality, consistent live-stream event, you will lose customers, and possibly lose money through refunds. When people pay for a product, the level of expectations soars, and for good reason.

**Student interest** – I've listed this last because it's just a hunch: students will care more about having 500 people watch parts of a close football game, than having 50 paid subscribers and only a percentage of those watch each game. The easiest way for schools to gain an audience of hundreds early on is on the school's Facebook page (where you can't charge people to watch the video).

When more people watch the game, more people comment on the game on social media, and more people (including their school friends and staff) tell the students 'thank you.' If these things happen consistently, student engagement will rise dramatically.

For the best interest of students, use of staff time, and the expectation regarding media content, keep your live-streaming events free to the public, and seek to offset costs through donations and sponsorships.

A note on potential revenue loss: Prove it. Prove it to yourself that your stream is so good that people don't want to drive a mile or two to watch it in person, and your gate revenue suffers. Road games will be different. (Technically that's not your gate revenue.) However, you can stream road games to build interest for home games.

(print/digital, formal, long-form)

## **Now 10 years after being principal, Seib still sees benefits**

In order to become a better teacher, Tom Seib had to be principal first.

In fact, when asked if he's a better teacher now than he was before he was principal, he quickly and firmly responds, "Absolutely."

He may not have even expected it at the time.

"One of the things that being principal gave me an opportunity to do was visit and observe hundreds and hundreds of classes during those 10 years, and see so many different styles of teaching, and so many different ways of meeting students' needs, and it made me a better teacher myself."

It's been 10 years since Seib was principal at Lincoln Pius X High School. He traded lots of classrooms for one, and lots of responsibilities for fewer, but added lots of insight overall.

Today the former principal is again a social studies teacher. He was principal for 10 years, and was an assistant principal for 5 years prior to that. And before that, he was in his first stint in teaching (though perhaps he never really stopped teaching).

Today's students might be surprised to know he was once the principal at Pius X, and alumni from 15-plus years ago might be surprised to know he's teaching again.

The biggest adjustment ten years ago – and sometimes since then – is completely stepping back from the top decision-making role.

That means no second-guessing the current principal, Tom Korta, and no commenting to other teachers about how he handled situations when he was principal.

"That was something I really had to struggle with and think about a lot," Seib said. "I made a decision that I really had to totally separate myself as best I could. I promised myself and promised Tom and Fr. (Michael) Morin (former Pius X superintendent) that I would totally remove myself from the leadership part."

That's not to say that Korta and Greg Lesiak, the school's assistant principal, won't ask him for advice in certain situations.

Seib has been active in accreditation reviews in many other Catholic schools. So during Pius X's recent external visit, he could help the school prepare in order to maximize the benefits of the review. But the decisions resulting from that process, he said, were left to the current administrators.

Back in the classroom, he feels like he can better understand students.

"Teaching is still teaching, but I think that there was some change," Seib said. "I changed because I matured more, I understood more about what a successful teacher is, and again because of my experience as an administrator, I see both sides of teaching a lot more clearly."

(print/digital, formal, long-form)

## Being 'here' just right for students and their full-time chaplain

If students opt for a little less FaceTime (the app) and a little more face time with Fr. Joseph Bernardo, Pius X High School chaplain, it will be a sign the word is spreading:

“He’s here.”

Of course, ‘here’ requires a little defining, but safe to say if he’s not in his office in the high school basement he’s helping with sacramental and spiritual needs elsewhere in the school. He oversees key spiritual events, such as Mass, confession and adoration.

Students can even find a phone number to safely text him anytime to arrange a face-to-face conversation. It’s Fr. Bernardo’s first year as a full-time school chaplain, though he has served as part-time chaplain in the past.

“Having me not teach, if a student needed to come see me, they don’t have to wait for an open period,” he said. “If they need me now, I’m here.”

Pius X has 13 priests and two sisters teach part- or full-time, and they also help with student spiritual needs. For Fr. Bernardo, sometimes ‘here’ means at a sporting event.

Students notice, they thank him, he likes watching a game, and he has a chance to connect with another key audience: parents.

“Go where they are going, and meet them there, and chat with them, or at least they see me there,” he said. “So that sense of presence is huge for parents. Sometimes I get parents who come up and ask a question, so it gives them that outlet as well.”

Back in school, students continue with their own tough questions, sometimes kept to themselves for too long. They range from wondering what to do about a specific issue, all the way up to their purpose in life.

The questions haven’t changed much, he said, even from his own life questions as a student in a Catholic elementary and middle school. He attended a public high school in Guam. Sometimes he needed someone to talk to. Sometimes, he needed silence.

“I think about as great as a school setting is, it can also be a place of anxiety for students,” Fr. Bernardo said. “Who knows what they are dealing with in the hallways? So just to have the place in the chapel just to be away from that, to go be in silence and prayer.”

Part of the education at Pius HS is preparing students for life. What is more important than finding ways to spiritually grow, develop a habit of finding someone to trust, or a place to pray.

Constant texting, chatting online, connecting but through a screen, all of those routes fail what people really yearn for, Fr. Bernardo said.

“I think it makes them more susceptible to that feeling of loneliness,” he said. “So I think that compounds that sense of ‘I want that human connection.’ They may think they are getting it, but the human heart longs to be connected to people on a one-on-one basis.”

That’s why he’s here.

(digital, informal, short-form)

## **Sharing my current sources of passion and ideas**

No, don't worry, I'm not asking to swap links. I'm here to share them, one way, for free (unless you want to share your sources of inspiration with me).

### **First, a book – [The Passion Economy](#)**

Author Adam Davidson (Planet Money and other things) goes into great detail on people and their businesses to uncover what makes their career more of a life, and less of a job. Honestly it's hard for me to read this all at once because I want to stand up and say, 'Why can't this be me!' and then I struggle a bit trying to narrow the passion into a true life-line that pays. (This email helps!)

### **Second, a podcast. [Side Hustle School](#)**

Podcaster Chris Guillebeau is a master of finding interesting side hustles and calling attention to just a few specific key points in about 10 minutes. And he does some form of this – along with regular advice – daily! It's impressive.

### **Google Doc via Twitter (yeah, I know, right?) – [Praytell](#)**

My good, good friend Andy started this company in NYC, and lately they've been super helpful identifying and sharing trends in marketing on a daily basis. Definitely worth a look.

(digital, short-form, informal)

## **Facebook Post (359 Likes, 47 Shares)**

Apple wants people to call its newest phone 'Apple Ten' and not 'Apple X' as it appears. Yeah, we know the feeling.  
#PronouncedPiustheTenth