



FROM CAMERA TO COMMUNITY

More than a broadcast.
A stronger community.

WHY SCHOOL STREAMING MATTERS

Expanding access. Sharing stories.
Creating opportunities.

Live and on-demand streaming helps schools share what makes their community special. It connects people, celebrates students and creates new opportunities across your district.



GREATER ACCESS

Brings events to more people, including family and friends who cannot be there in person.



STRONGER COMMUNICATION

Keeps families, alumni and the community informed and more connected to your schools.



BROADER VISIBILITY

Showcases student achievement, creativity and the unique culture of your district.



MORE STUDENT OPPORTUNITY

Creates real-world experience and helps students build valuable skills for the future.



Streaming helps your district share today's stories
and build a stronger community for tomorrow.

EXPANDING THE IMPACT

From individual events to a districtwide opportunity.

A well-planned streaming program can do more than broadcast games. It can amplify the entire student experience and create lasting value across your district.



BROADER CONTENT

Capture more than athletics. Stream fine arts, academic events, student programs and other important moments.



MORE PEOPLE INVOLVED

Give more students, staff and volunteers opportunities to learn, contribute and be part of something meaningful.



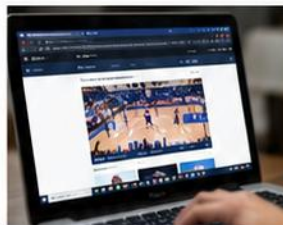
MULTIPLE DESTINATIONS

Share your content across live streams, on-demand video, social media, your school website and district communications.



GREATER DISTRICT VALUE

Increase visibility, strengthen community connections, and create a lasting record of the people, programs and achievements that define your district.



A bigger vision turns individual events
into a stronger, more connected district.

OPPORTUNITIES ACROSS THE DISTRICT

A single streaming program can support every part of your school community.



ATHLETICS

Bring games, meets and tournaments to more people, showcase student achievement and build school spirit.

- Live and on-demand game coverage
- Highlight reels and student features
- Greater community engagement



FINE ARTS

Share concerts, theatrical productions and other performances with families near and far.

- Live and recorded performances
- Expanded audience opportunities
- Recognition for student talent



ACADEMICS

Showcase academic events, student projects and classroom learning in action.

- STEM, robotics and academic competitions
- Classroom and program features
- Celebration of student learning and achievement



DISTRICT & COMMUNITY

Keep families informed, share important updates and highlight the people and programs that make your district unique.

- Board meetings and district updates
- Community events and partnerships
- Stories that build connection and trust



One program. Countless opportunities to inform,
celebrate and connect across your entire district.

ONE PROGRAM. MULTIPLE PLATFORMS.

Create once. Produce well.
Reach more people.

A single, well-planned production can be used in multiple ways, extending the value of each event and reaching different audiences across your district.



CREATE & PRODUCE

DISTRIBUTE

1



CAPTURE

Record high-quality video and audio at your events.

2



PRODUCE

Edit, brand and prepare your content for different platforms.

3



PREPARE

Format for each destination to maximize impact and reach.

**LIVE STREAM****ON-DEMAND VIDEO****SOCIAL MEDIA****SCHOOL WEBSITE****DISTRICT COMMUNICATIONS**

One event can create many opportunities to inform,
celebrate and connect across your entire school community.

SIX AREAS OF DISTRICT VALUE

More than a broadcast.
A lasting impact.



STUDENT GROWTH

Build real-world skills in communication, creativity, teamwork and leadership.



SHOWCASES EXCELLENCE

Highlights the achievements, talent and hard work of students and staff.



STRENGTHENS COMMUNITY

Brings families, alumni and community members closer to your schools and programs.



EXPANDS OPPORTUNITIES

Increases visibility for students and programs, creating new opportunities both in and beyond school.



BUILDS SCHOOL PRIDE

Celebrates what makes your district unique and gives students, staff and the community a shared sense of pride.



CREATES A LASTING RECORD

Builds a digital archive of today's events, achievements and milestones for future generations.



A streaming program is an **investment**
in people, programs and the future of your district.

BUILD A CONSISTENT PRODUCTION STANDARD

High-quality streaming across all programs creates a stronger, more connected district.



ATHLETICS

Deliver consistent, high-quality coverage of games, tournaments and athletic programs.



FINE ARTS

Share concerts, theatrical productions and other performances with clarity and professionalism.



ACADEMICS

Showcase academic events, student projects and classroom learning with the same high production standards.



SAME QUALITY STANDARDS

Consistent production quality across all programs and schools.



CONSISTENT AUDIENCE EXPERIENCE

A familiar, high-quality experience no matter what they're watching.



MORE EFFICIENT WORKFLOWS

Standardized processes reduce complexity and save time.



A STRONGER DISTRICT BRAND

A consistent look and feel builds recognition and pride across your community.

A consistent production standard creates a better experience for viewers, greater engagement across all programs and a stronger, more recognizable district brand.

IMPLEMENTATION ROADMAP

A practical path from getting started to long-term success.



BASIC GET STARTED

BUILD EXPAND YOUR REACH

GROW MAXIMIZE IMPACT

1



PLAN

Define goals, identify key stakeholders and create a roadmap.

2



PREPARE

Review infrastructure, gather equipment and establish workflows.

3



PILOT

Start with a few key events to refine your process and build confidence.

4



EXPAND

Add more programs and content types across your district.

5



ENGAGE

Promote your content, grow your audience and encourage community participation.

6



SUSTAIN

Evaluate, refine and continue growing your program for long-term success.



IMPLEMENTATION CONSIDERATIONS



Ownership

Define roles and responsibilities.



Network Capacity

Ensure your network can support streaming.



Privacy

Follow district policies and best practices.



Accessibility

Make content available to all.



Account Management

Plan for ongoing support and updates.



Equipment Lifecycle

Plan for maintenance and future needs.

A clear, phased approach helps your district build a successful, **sustainable streaming program that delivers long-term value.**

SUSTAINABLE SUCCESS

Build a program that lasts beyond today's team.

A successful streaming program is more than equipment. It's a plan, a process and a people-first approach that can continue to grow and create value for years to come.



DOCUMENTED PROCESSES

Create clear, repeatable workflows for consistent results.



SHARED OWNERSHIP

Involve multiple staff and students to build a stronger, more resilient program.



TRAINING & SUPPORT

Provide ongoing training and resources so new team members can contribute quickly.



STUDENT LEADERSHIP

Empower students to take active roles and develop valuable real-world skills.



CONTINUITY PLANNING

Plan for staff changes to ensure your program continues without disruption.

“The goal is not to create one expert.
It is to create a system others can sustain.”



A STRONGER PROGRAM FOR THE LONG TERM

With the right foundation, your streaming program can continue to inform, celebrate and connect your school community for years to come.

THE CAMERA CAPTURES THE EVENT. THE PROGRAM BUILDS THE COMMUNITY.

High-quality school streaming does more than share the moment — it creates lasting connections among students, families and the entire community.



ABOUT WORKLIGHT

WorkLight helps schools turn vision into practical action across leadership, technology, instruction, athletics, and organizational strategy. Its work is informed by nearly two decades of experience across K-12 and higher education, including classroom instruction, coaching, district leadership, technology, communications, and program development.

See What's Possible. Build What Matters.

Helping Schools Turn Vision Into Practical Action.

www.worklight.llc