
BEYOND THE SOUNDBITE: EFFECTIVE MEDIA STRATEGIES FOR STATE ASSOCIATIONS

REBECCA BRUTLAG

CIF DIRECTOR OF MEDIA

TOM MIX

NDHSAA MEDIA DIRECTOR



**PLAY.
PERFORM.
COMPETE.
TOGETHER.**

GETTING STARTED: DEVELOPING MEDIA STRATEGIES & EFFECTIVE MESSAGING

1. **GET A PLAN** (DEVELOP ROUGH DRAFTS OR ROUGH CONCEPTS YOU CAN WORK WITH)
2. **MEET WITH STAFF / PARTNERS** (GET THEIR THOUGHTS ON THE FRONT END WHICH WILL IGNITE COLLABORATION & SAVE TIME IN THE LONG RUN)
3. **BE MINDFUL OF THE AUDIENCE(S) YOU ARE TRYING TO REACH**
4. **A GOOD QUESTION TO ASK YOURSELF IS: IF I WERE ON THE OTHER END OF THIS (THE AUDIENCE) WHAT WOULD I BE LOOKING FOR?, WHAT WOULD I WANT TO KNOW?**
5. **EXECUTE THE PLAN & DISSEMINATE YOUR INFORMATION/COMMUNICATIONS**

EXAMPLES OF EFFECTIVE COMMUNICATION THAT HAVE WORKED WELL FOR THE NDHSAA

KNOW BEFORE YOU GO – HELPFUL LINKS PDF'S

- CREATED IN ADOBE INDESIGN
- GENERATED FOR EVERY NDHSAA STATE TOURNAMENT
- INVENTORY ASSET FOR ONE OF OUR SPONSORS
- HIGHLIGHTS KEY INFORMATION POINTS FOR OUR PATRONS (DATES & LINKS TO TOURNAMENT INFORMATION, SCHEDULES, BRACKETS, TV/LIVE VIDEO WEB STREAM INFORMATION, DIGITAL TICKETS, APPAREL / T-SHIRT ONLINE STORE
- POSTED ON OUR NDHSAA NOW WEBSITE
- SHARED ON NDHSAA SOCIAL MEDIA PLATFORMS PRIOR TO & DURING THE EVENT (X, FACEBOOK PAGE, BLUE SKY)
- SHARED WITH TOURNAMENT MANAGERS & MEMBER SCHOOLS
- https://d2q0tptsfejku7.cloudfront.net/uploads/files/2024_25_Sports_and_Activities/track/KnowBeforeYouGo_2025StateTrackMeet.pdf



The poster features the NDHSAA Track & Field Championships logo at the top, which includes a stylized track and field icon. Below the logo, the text reads '2025 NDHSAA TRACK & FIELD STATE MEET' and 'KNOW BEFORE YOU GO' in large, bold letters. The poster is presented by North Dakota State College of Science (N*SCS). It provides the event dates (May 22-24) and location (The Bismarck Community Bowl, 1701 Canary Ave, Bismarck, ND 58501). It lists several helpful links: NDHSAA Track & Field State Meet Information, 2025 NDHSAA Track & Field State Meet Schedule, 2025 NDHSAA Track & Field State Meet TV & Live Video Web Stream Information (WDay TV), and Digital Ticketing Info - GOFAN. A QR code is provided for digital ticketing. It also mentions that all events will be live video web streamed on WDay+ and that NDHSAA's GOFAN Digital Ticketing Box Office Link is available. Additionally, it notes that NDHSAA Track and Field State Meet T-shirts, Apparel & Merchandise Online Store Link is available. A note at the bottom states that Northwest Designs Ink will have a full store setup onsite at the Bismarck Community Bowl. The footer includes the website URL www.ndhsaanow.com and social media handles for @NDHSAA on X and Instagram.

2025 STATE TRACK & FIELD CHAMPIONSHIPS NDHSAA

2025 NDHSAA TRACK & FIELD STATE MEET

KNOW BEFORE YOU GO

PRESENTED BY NORTH DAKOTA STATE COLLEGE OF SCIENCE: **N*SCS**

MAY 22-24 AT THE BISMARCK COMMUNITY BOWL
1701 CANARY AVE BISMARCK, ND 58501

[NDHSAA TRACK & FIELD STATE MEET INFORMATION](#)
[2025 NDHSAA TRACK & FIELD STATE MEET SCHEDULE](#)

[2025 NDHSAA TRACK & FIELD STATE MEET TV & LIVE VIDEO WEB STREAM INFORMATION \(WDAY TV\)](#)
ALL EVENTS LIVE VIDEO WEB STREAMED ON **WDAY+**

DIGITAL TICKETING INFO - GOFAN
[NDHSAA'S GOFAN DIGITAL TICKETING BOX OFFICE LINK](#)

[NDHSAA TRACK AND FIELD STATE MEET T-SHIRTS, APPAREL & MERCHANDISE ONLINE STORE LINK](#)

*** NORTHWEST DESIGNS INK WILL HAVE A FULL STORE SETUP ONSITE AT THE BISMARCK COMMUNITY BOWL

WWW.NDHSAAANOW.COM | X [@NDHSAA](#) | [@NDHSAA](#)

EXAMPLES OF EFFECTIVE COMMUNICATION THAT HAVE WORKED WELL FOR THE NDHSAA

NDHSAA “ABOUT US” ONE-SHEET PDF

- CREATED IN ADOBE INDESIGN
- FRONT & BACK ONE PAGE PDF ON THE NDHSAA THAT SERVES AS AN “ABOUT US” THAT CAN BE EASILY PRINTED OUT FOR PARENTS, NEW ADMINISTRATORS & MEMBER SCHOOLS
- STARTED OUT AS AN INFORMATIONAL ITEM TO SHARE WITH LEGISLATORS PRIOR TO THE LEGISLATIVE SESSION, OUR LOBBYIST FIRM DISTRIBUTED THEM AT THE STATE CAPITOL BUILDING & ALSO TARGETED CERTAIN COMMITTEES
- MOVING FORWARD IT HAS BEEN A GREAT RESOURCE TO HAVE ON HAND FOR MEETINGS WITH NEW SPONSORS
- VERY INFORMATIVE & GREAT WAY TO SPOTLIGHT WHO WE ARE
- https://d2q0tptsfejku7.cloudfront.net/uploads/files/misc/OnePage_NDHSAA.pdf



NDHSAA NORTH DAKOTA HIGH SCHOOL ACTIVITIES ASSOCIATION

“Elevating Citizenship & Sportsmanship”

ABOUT US:

- **ACADEMICS COME FIRST.** Our sanctioned athletic and fine arts activities support our schools' core mission by prioritizing students' academic progress and personal development.
- The NDHSAA is a 501(c)(3) nonprofit organization. **We do not receive government funding.** Our revenue comes primarily from postseason tournament ticket sales, corporate partnerships and media rights.
- Membership is voluntary and **FREE** to high schools recognized by the State Department of Public Instruction.

30 ATHLETIC STATE TOURNAMENTS

7 FINE ARTS STATE TOURNAMENTS/CONTESTS

ESTABLISHED IN: **1908**

171 MEMBER SCHOOLS
* NO MEMBERSHIP DUES *

2,197 REGISTERED ATHLETIC OFFICIALS



Jenna Gerhardt and Dana Henry
Registered NDHSAA Girls Wrestling Officials

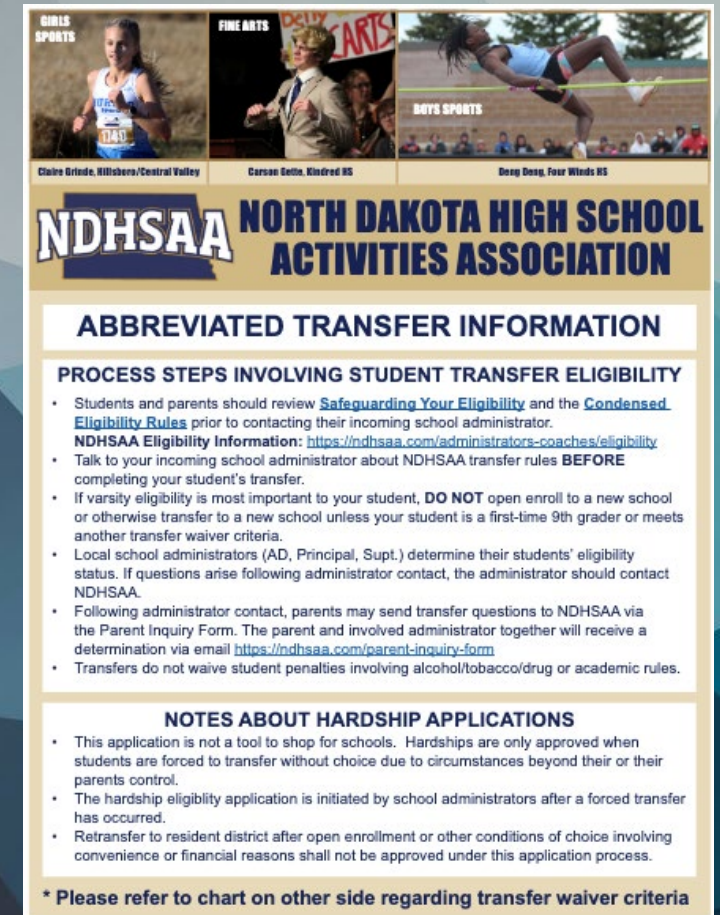
Xavier Bell, New Town

Leetee Bell, Minot High

EXAMPLES OF EFFECTIVE COMMUNICATION THAT HAVE WORKED WELL FOR THE NDHSAA

NDHSAA ABBREVIATED TRANSFER INFO PDF

- CREATED IN ADOBE INDESIGN
- FRONT & BACK ONE-PAGE PDF ON THE NDHSAA'S TRANSFER RULES
- CONDENCED INFORMATION
- STARTED OUT AS A "CONDENCED GUIDE" FOR NDHSAA'S TRANSFER POLICY FOR LEGISLATORS – IT WAS NEEDED AS A HOUSE BILL THAT WOULD HAVE DRAMATICALLY IMPACTED OUR CURRENT TRANSFER RULES FOR THE **WORSE** WAS INTRODUCED. BILL WAS DEFEATED.
- THIS PDF WAS SHARED WITH LEGISLATORS TO INFORM THEIR VOTE ON THE BILL AND GIVE SOME "NEEDED" CLARIFICATIONS ON SOME BAD INFORMATION THAT WAS SPREADING.
- MOVING FORWARD THIS PDF IS USED ON OUR WEBSITE AND IS A GREAT TOOL FOR PARENTS & SCHOOL ADMINISTRATORS.
- https://d2q0tptsfejku7.cloudfront.net/uploads/files/OnePage_NDHSAA_TransferRules.pdf



EXAMPLES OF EFFECTIVE COMMUNICATION THAT HAVE WORKED WELL FOR THE NDHSAA

NDHSAA “BE THE CHANGE” PUBLIC SERVICE ANNOUNCEMENTS

- CREATED BY OUR TELEVISION PARTNER WDAY-TV (FARGO)
- 30 SECOND TELEVISION PSA SPOT THAT FEATURES OUR STUDENT ATHLETES EXPRESSING THE IMPORTANCE OF GOOD FAN BEHAVIOR AT HIGH SCHOOL SPORTING EVENTS.
- THIS PSA IS SHOWN ON THE VIDEO BOARDS AT OUR FOOTBALL, VOLLEYBALL, BASKETBALL, HOCKEY, SWIMMING & TRACK STATE CHAMPIONSHIPS
- STARTED OUT AS A TARGETED RESPONSE TO A FAN/STUDENT BEHAVIOR INCIDENT THAT OCCURRED DURING THE REGULAR SEASON IN 2023.
- THREE YEARS INTO THE PSA CAMPAIGN AND WE HAVE RECEIVED A LOT OF POSITIVE FEEDBACK FROM THEM.
- https://www.youtube.com/watch?v=GiXADvpZ_sA



EXAMPLES OF EFFECTIVE COMMUNICATION THAT HAVE WORKED WELL FOR THE NDHSAA

NDHSAA TV & LIVE VIDEO WEB STREAM PROMOTIONAL GRAPHICS

- MOST ARE DESIGNED IN-HOUSE BY MYSELF, BUT FOR OUR TOURNAMENTS THAT ARE TELEVISED AND/OR LIVE STREAMED ON WDAY-TV, WDAY'S GRAPHICS TEAM PRODUCES THOSE GRAPHICS
- GREAT WAY TO PROMOTE THE BROADCASTS
- ENHANCES OUR MEDIA PARTNERSHIPS (WDAY-TV & NFHS NETWORK)
- HIGH SCHOOL STATE TOURNAMENTS ARE STILL "APPOINTMENT TELEVISION" TO MANY FANS WHO ARE UNABLE TO ATTEND IN PERSON
- GREAT COMPANION PIECE TO NEWS STORIES
- SOCIAL MEDIA FRIENDLY – EASY POSTS
- TWO-WAY BENEFIT – WE'VE FOUND THESE ARE SOME OF THE MOST SHARED POSTS WE PRODUCE ALL YEAR
- <https://ndhsaanow.com/news/2008/ndhsaa-division-b-boys-basketball-state-tournament-televised>

2025 NDHSAA DIVISION B BOYS BASKETBALL STATE TOURNAMENT

THURSDAY, MARCH 20
BOYS QUARTERFINALS WDAY-TV 1:00 + 2:45 PM
6:30 + 8:15 PM

FRIDAY, MARCH 21
BOYS SEMIFINALS WDAY-TV 1:00 + 2:45 PM
CONSOLATION SEMIFINALS WDAY-TV 6:30 + 8:15 PM

SATURDAY, MARCH 22
7TH + 5TH PLACE GAMES WDAY-TV 1:00 PM + 2:45 PM
3RD PLACE GAME WDAY-TV 6:00 PM
BOYS CHAMPIONSHIP WDAY-TV 8:00 PM

ALL GAMES STREAMING ON WDAY-TV

NDHSAA @NDHSAA

2025 NDHSAA Division B Boys Basketball State Tournament televised on WDAY | TV & LIVE VIDEO WEB STREAM BROADCAST DETAILS: ndhsaanow.com/news/2008/ndhs...

#NDHSAA #NDpreps @WDAYnews @WDAYSports

NDHSAA @NDHSAA

2025 NDHSAA Region 2B Boys Basketball Tournament (March 10-11 & 13th) Live Video Web Streamed on NFHS Network | BROADCAST DETAILS: ndhsaanow.com/news/2006/nfhs...

#NDHSAA #NDpreps @NFHSNetwork

2026 BASKETBALL REGIONALS

NDHSAA

REGION 2B BOYS BASKETBALL TOURNAMENT

LIVE VIDEO WEB STREAMED ON NFHS NETWORK

EXAMPLES OF EFFECTIVE COMMUNICATION THAT HAVE WORKED WELL FOR THE NDHSAA

NDHSAA STATE TOURNAMENT EVENT LOGOS

- PRODUCED BY OUR T-SHIRT & APPAREL PARTNER NORTHWEST DESIGNS INK
- USED FOR THE T-SHIRTS, BUT I HAVE THEM SEND ME THE LOGO IMAGES WHICH I USE FOR SOCIAL MEDIA POSTS, TV/LIVE VIDEO WEB STREAM PROMOTION, KNOW BEFORE YOU GO PDF, ETC.
- LOGOS ARE ALSO USED ON VIDEO BOARDS DURING THE STATE TOURNAMENTS
- ENHANCES THE TOURNAMENT ATMOSPHERE AND DISTINGUISHES EACH TOURNAMENT AS ITS “OWN” ESPECIALLY DURING THE WEEKS WHEN MULTIPLE TOURNAMENTS ARE GOING ON AT SAME TIME.

