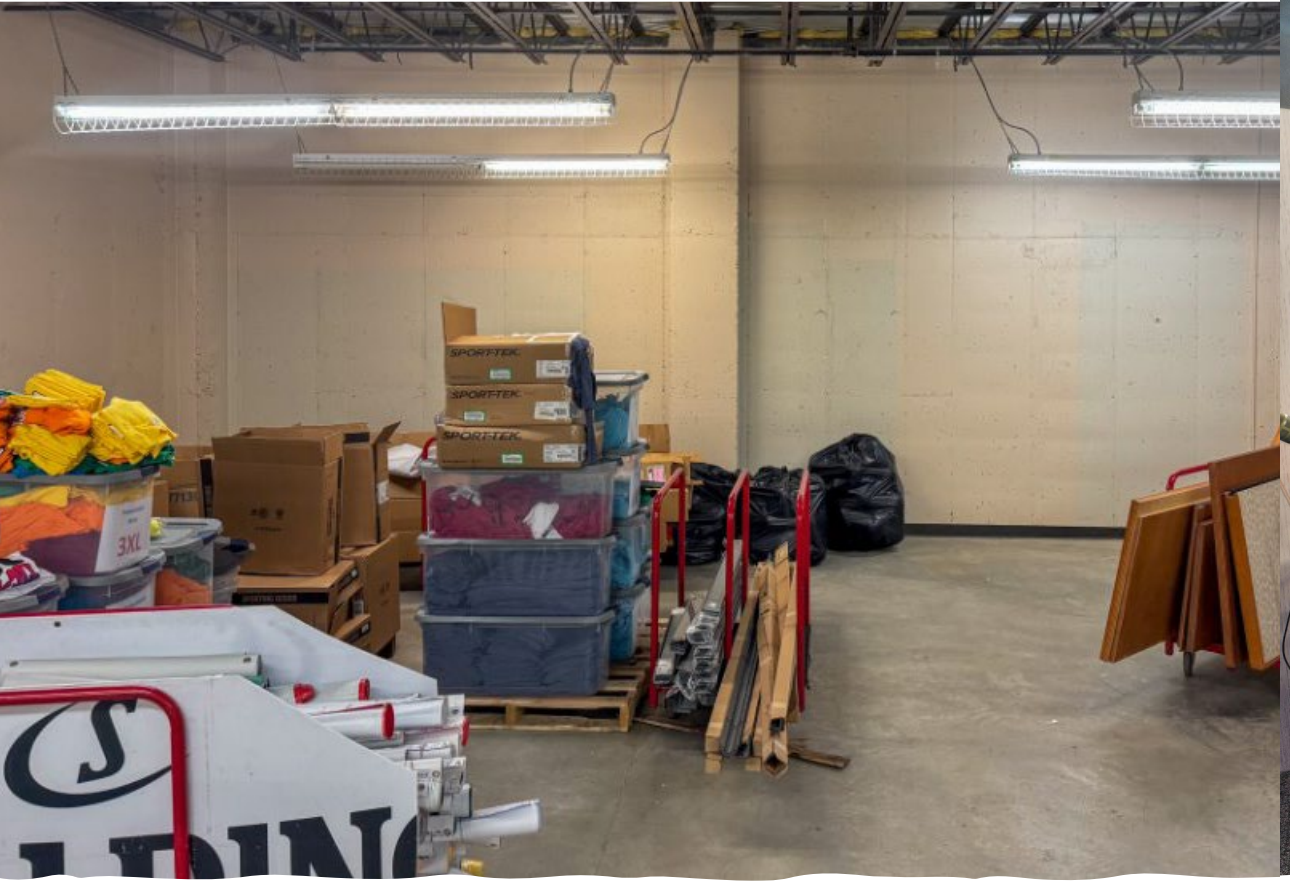
State Association Messaging via In-House Studios

Andrew Kauffman (MSHSAA)

Heath Shanahan (IHSAA)

Why In-House Studios Matter

- Shift from “governing body” to “content creator / storyteller”
- Control of message vs. relying on outside media
- Direct-to-consumer communication (social, OTT, web)
- Supporting/Educating stakeholders:
  - Member schools & Athletic Directors
  - Student-athletes
  - Fans & families
- Real examples:
  - Event announcements (postseason pairings show, rule changes/interpretations)
  - Promotion (tournament events, memos, updates)
  - Official’s education
  - Crisis communication
  - Sponsor integration opportunities





MSHSAA STUDIO

BEFORE AND AFTER





IHSAA STUDIO

BEFORE AND AFTER





MSHSAA STUDIO

At-A-Glance (Control Room) (Other Side of Studio)







IHSAA STUDIO

At-A-Glance

Building the In-House Studio

Physical space:

- Permanent studio vs. portable setup
- Ability to be flexible

Core components:

- Cameras (PTZ vs. manned)
- Audio (mics, mixers, cabling, etc.)
- Switchers (hardware/ATEM-style vs. software/OBS-style)
- Lighting basics (floor mounted vs. ceiling mounted)
- Soundproofing space

Entry-level vs. advanced setups

Budget, budget, budget!

Workflow: From Idea to Distribution

Pre-Production

- Content planning calendar (sports seasons drive content)
- Scriptwriting (clear, short, intentional messaging)

Production

- Roles (even in small teams):
  - Producer
  - Talent
  - Director
- Live vs. recorded content

Post-production

- Editing for different platforms (horizontal vs. vertical)

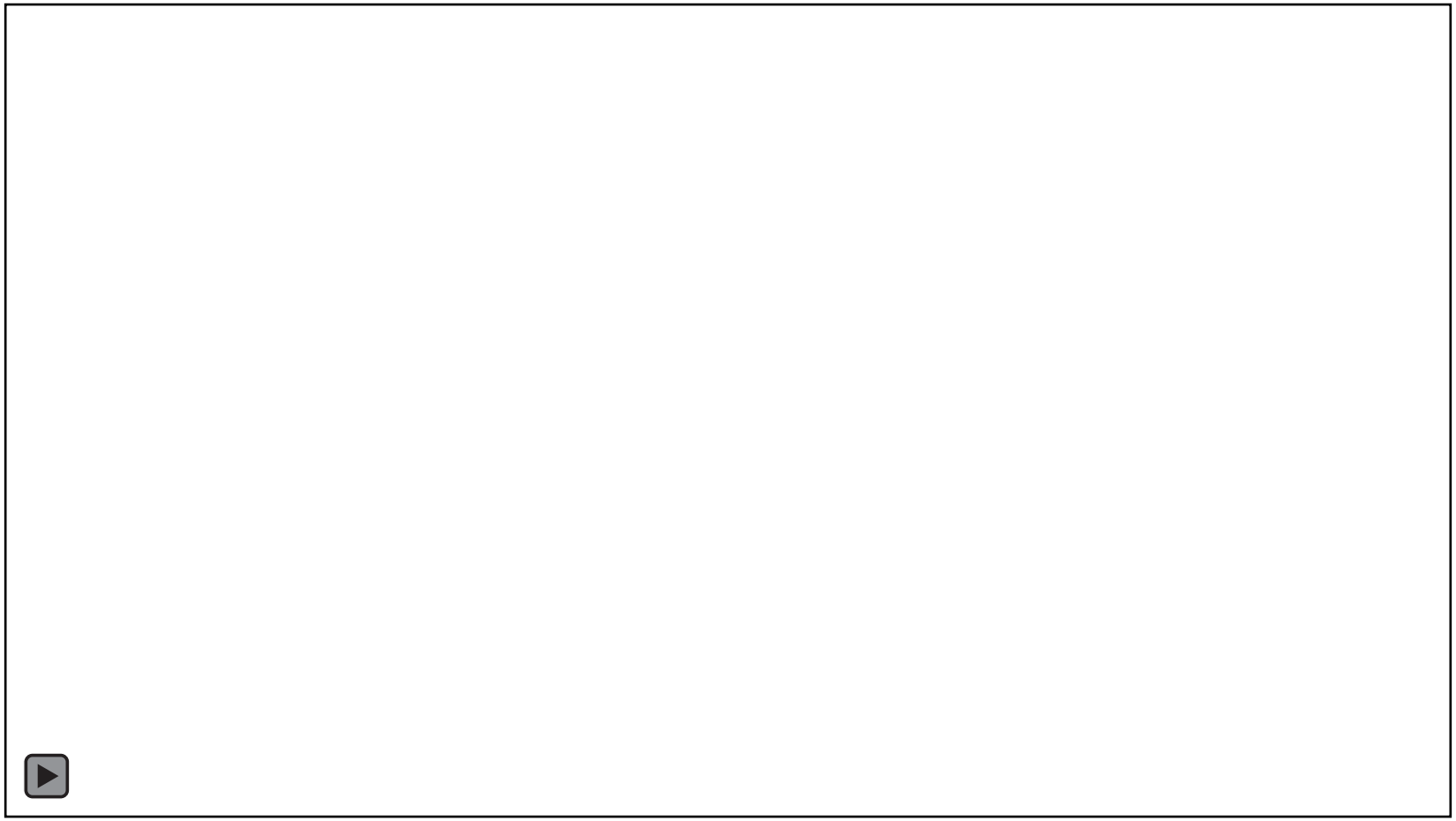
Distribution

- Website
- OTT (apps like IHSAAtv of MSHSAA TV platforms)
- Social (platform-specific strategy)

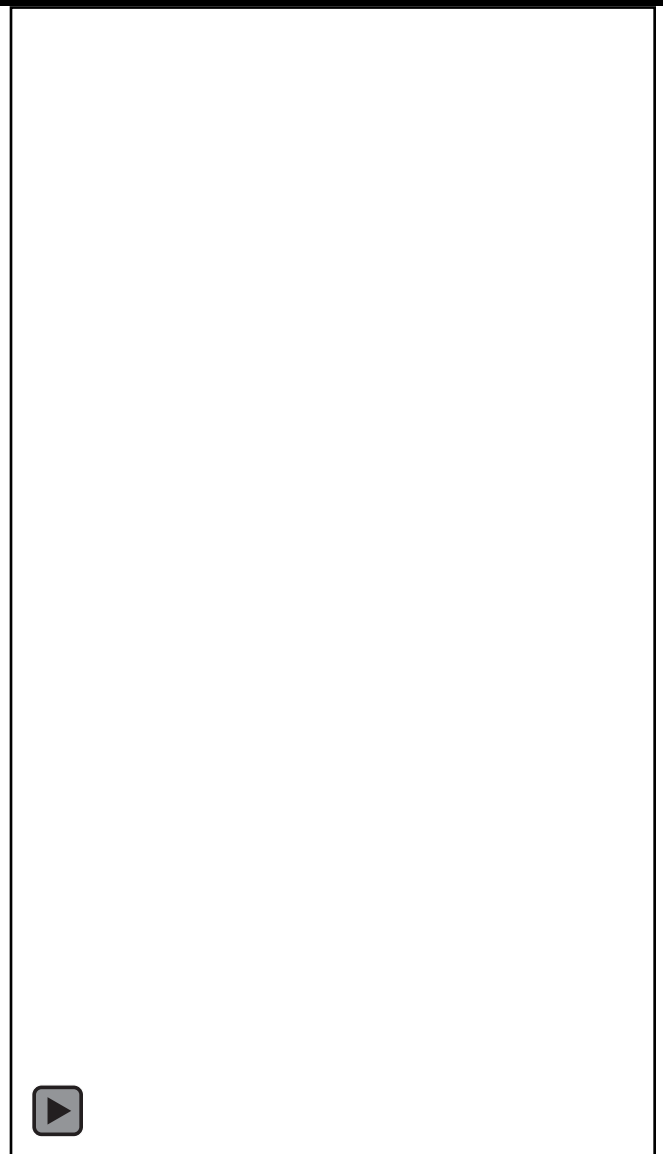
Content Strategy That Actually Works

- Content buckets:
  - Informational (rules, announcements)
  - Promotional (events, championships)
  - Storytelling (student-athletes, human interest)
  - Engagement (highlights, reactions)
- Consistency is key!
- Platform differences:
  - Website and OTT - long-form / live events
  - YouTube - long-form & short-form
  - Twitter/X - real-time updates
  - Facebook and Instagram - storytelling & visuals
  - TikTok - discovery & younger audience
- Series-based content (repeatable formats)
  - Weekly shows/Podcasts
  - Student-athlete features
  - Official’s education

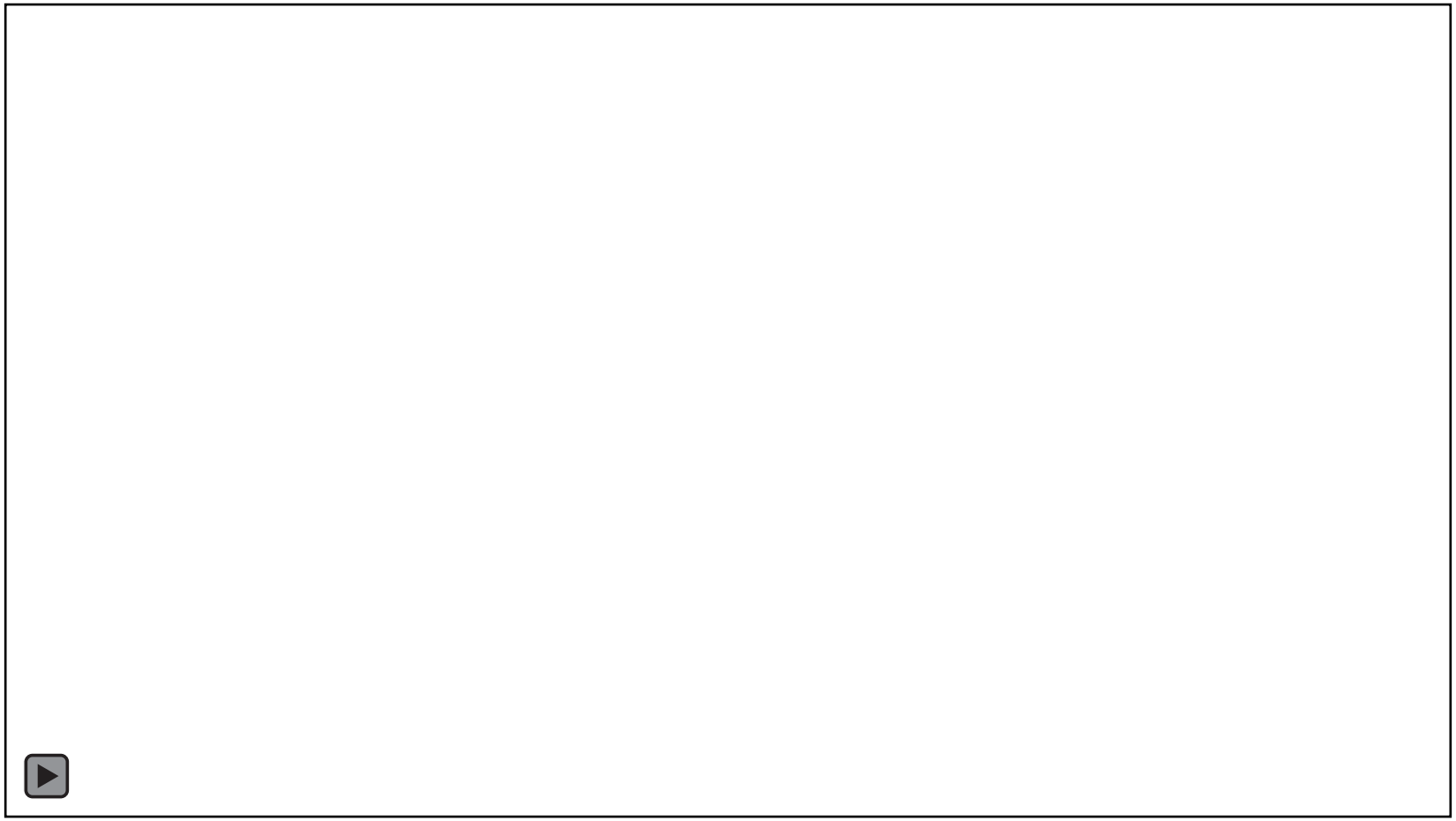
Fun Social Media Content



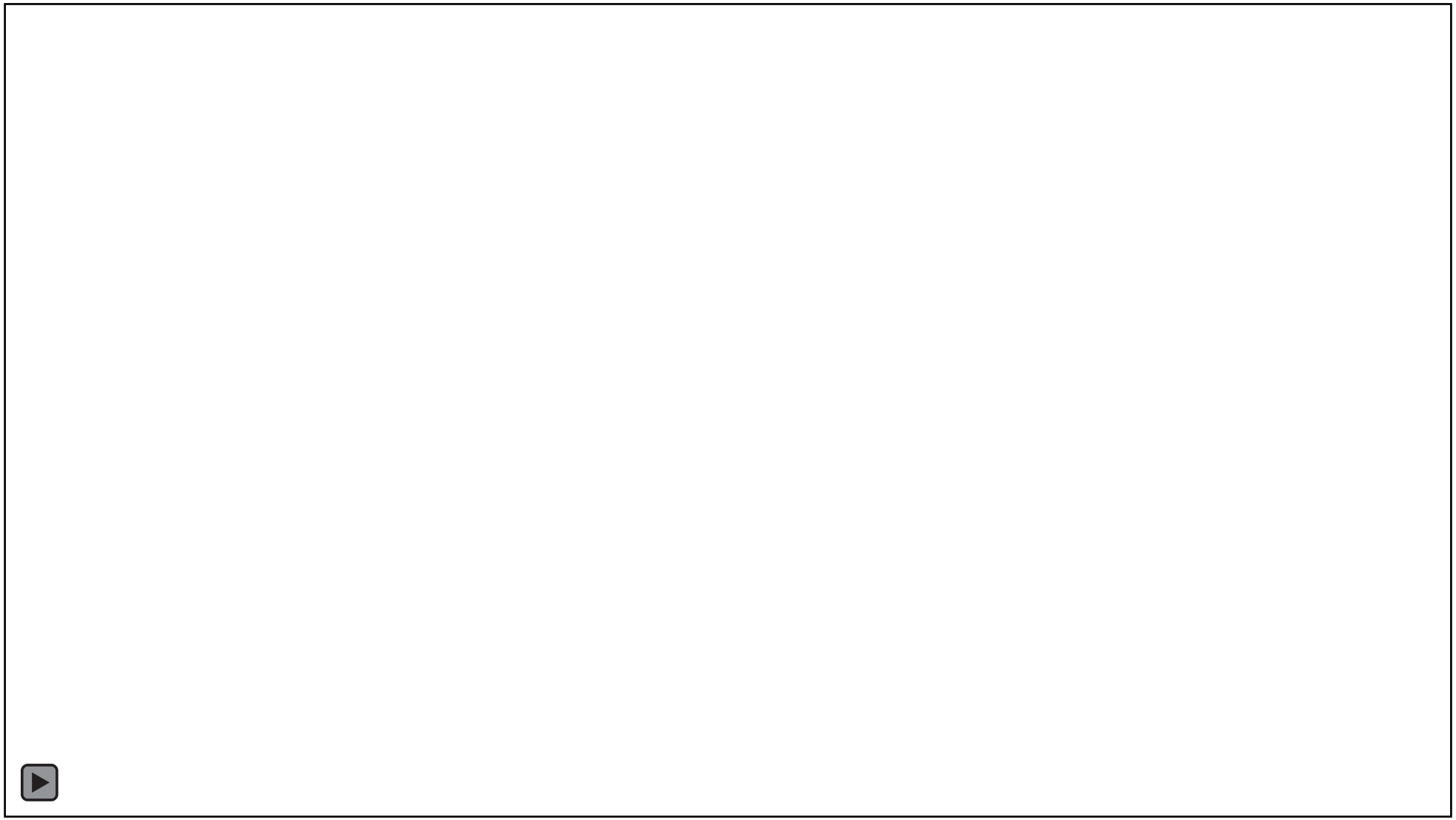
Fun Social Media Content



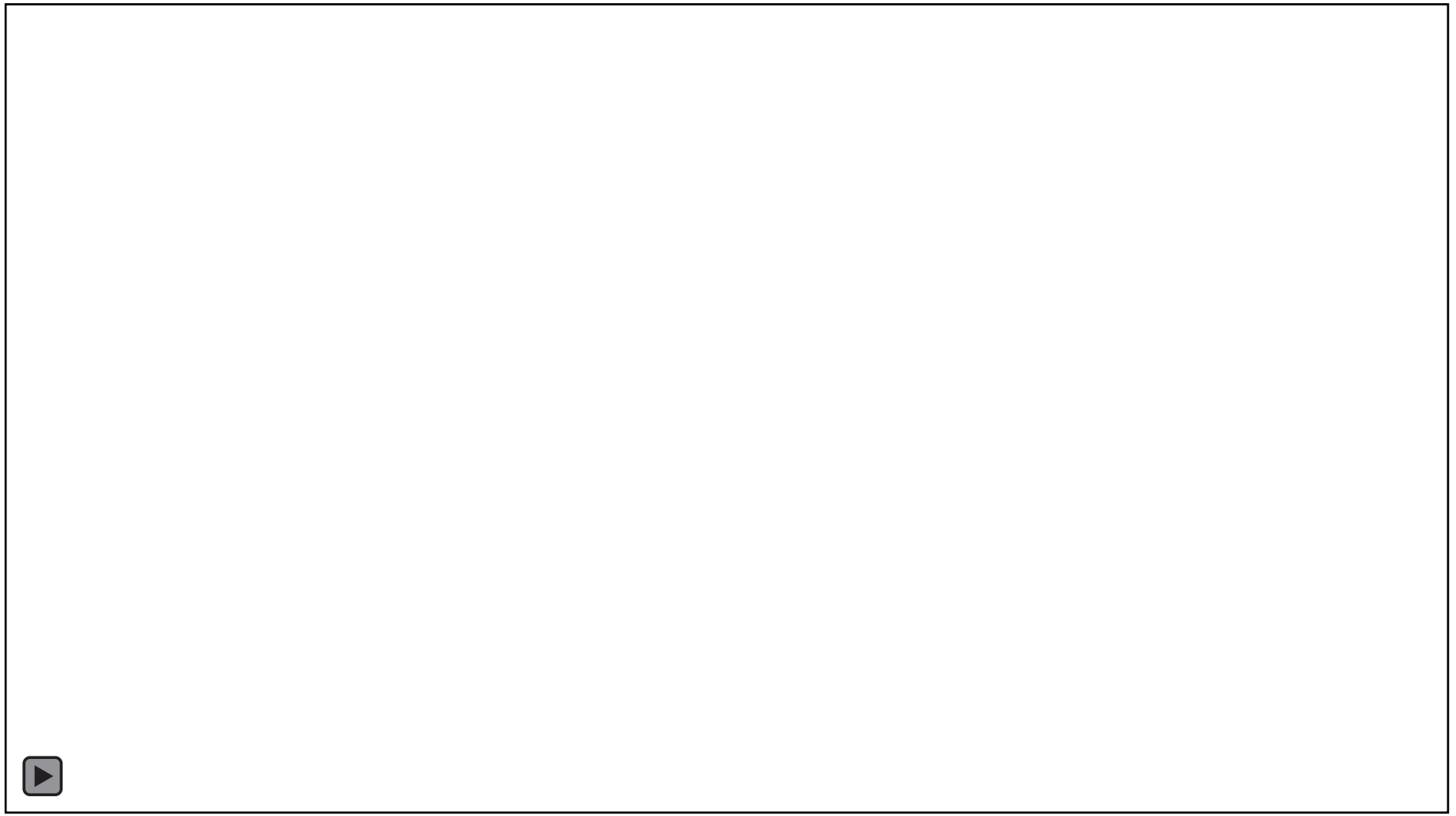
Officials Training Videos



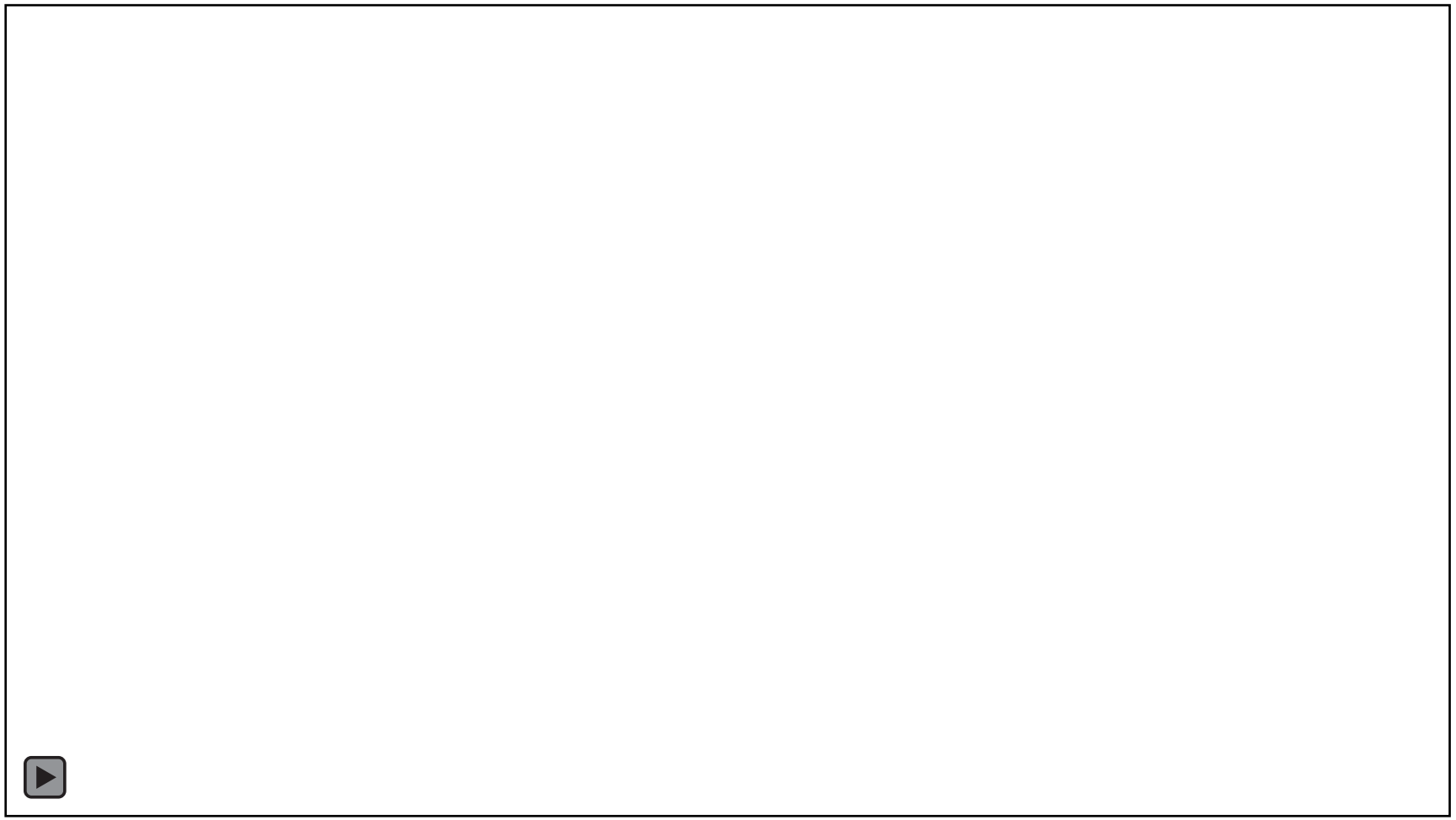
Announcements / Post-Season Pairings Show



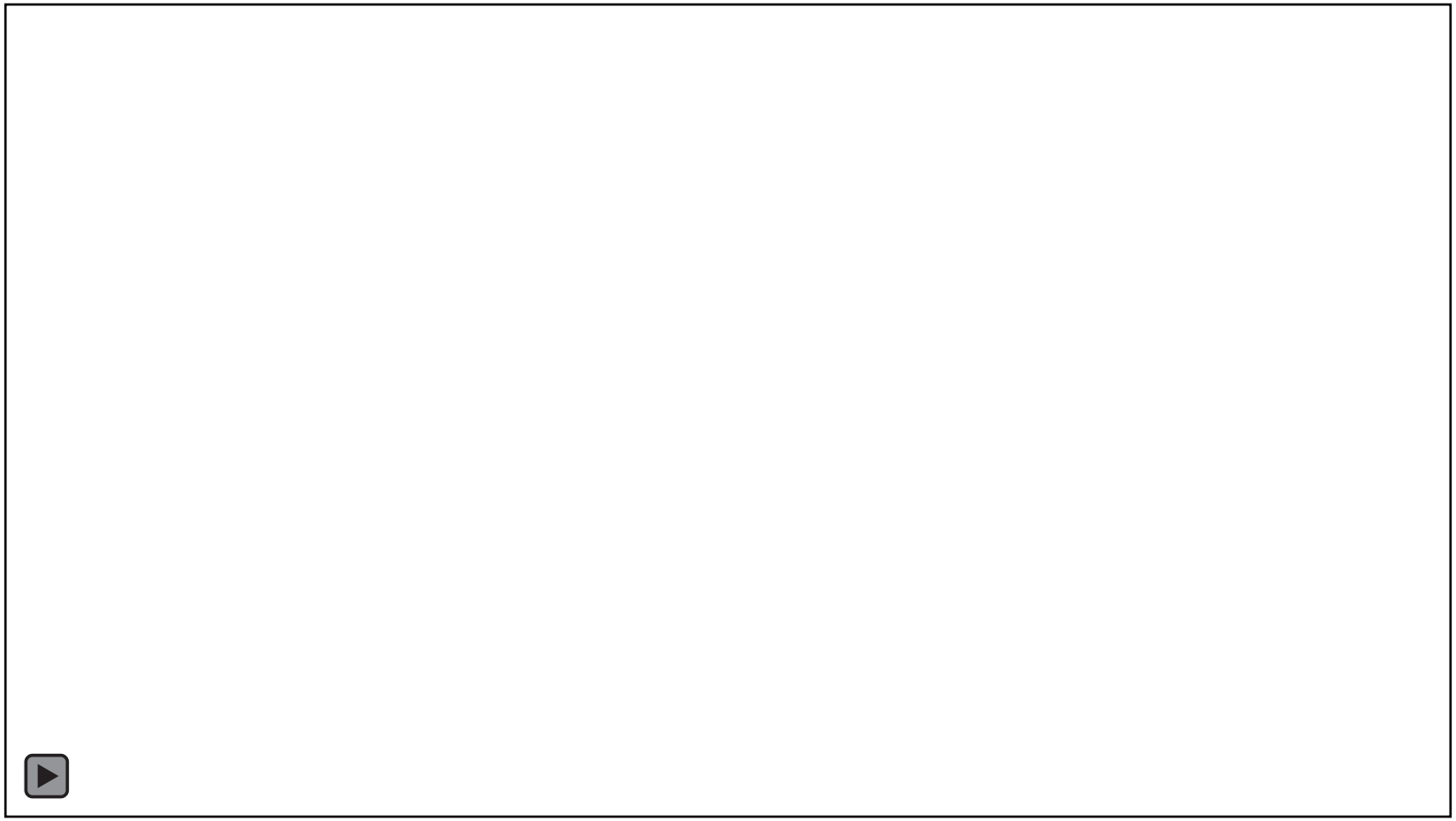
Crisis Communications



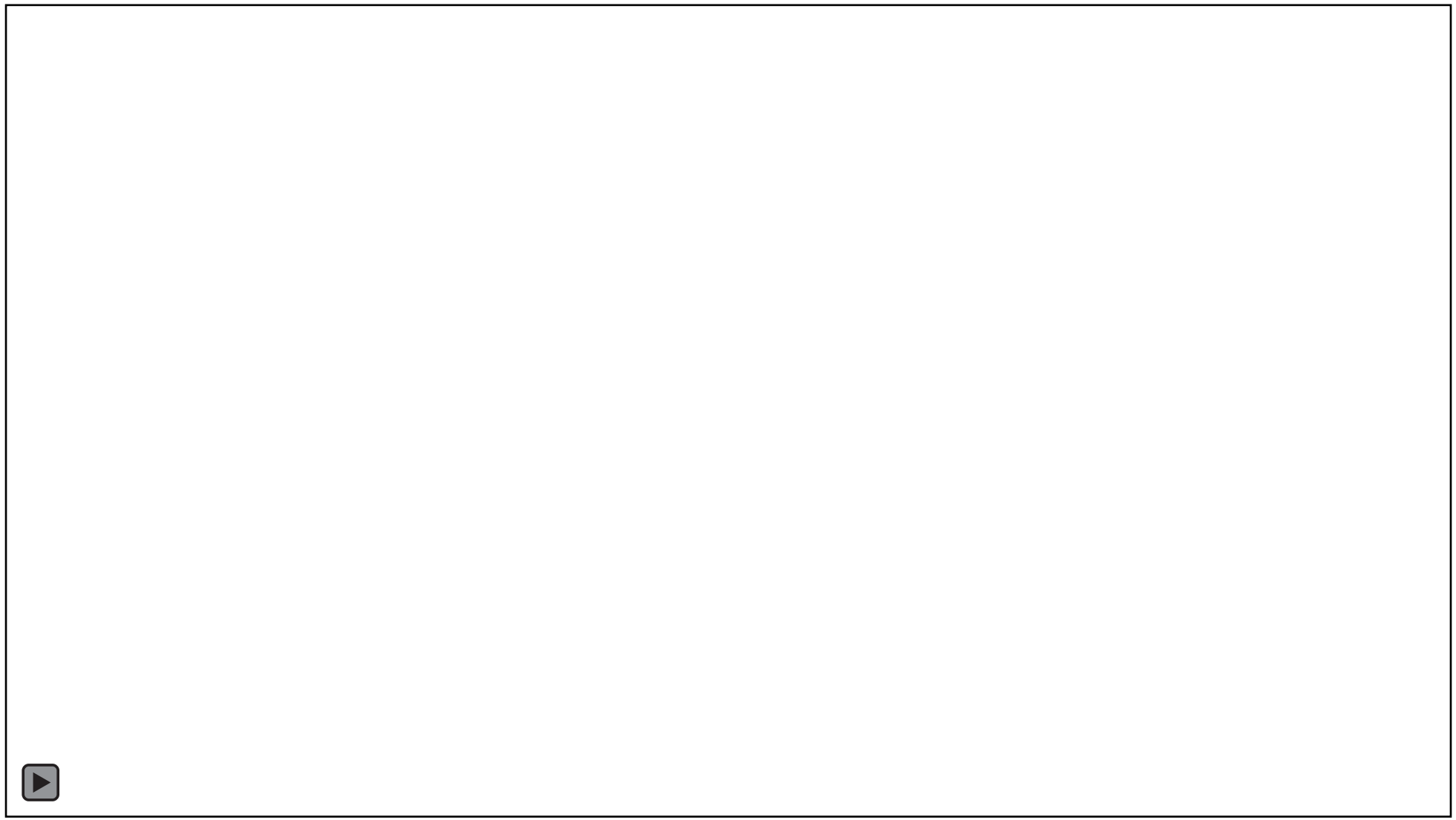
Announcements



PSA's



Podcast



Branding & Message Control

Visual consistency:

- Graphics packages
- Lower thirds

Voice & tone:

- Professional but accessible
- Alignment with educational mission

Messaging alignment:

- Sportsmanship
- Student-athlete focus

Brand should feel the same over:

- Website
- Social
- Broadcasts

Common Challenges

- Overcomplicating production early
- Equipment purchasing
- Time commitment
- No defined workflow
- Trying to be on every platform at once
- Lack of internal buy-in